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THE TIMES OF AFRICA

Bringing **AFRICA** to the world



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THE TIMES OF AFRICA is an international business magazine with the prime impetus of promoting the existing and emerging avenues of the African continent. Our magazine highlights those areas where international investors can successfully reach out. We facilitate companies to gain visibility, authenticity and popularity across the 54 nations in Africa.

The Times of Africa, thus, has established itself as a recognisable and reliable name among the Ministers, Ambassadors and Business circles in Africa and the World.

WHO WE ARE?

GLOBAL REACH AND READERSHIP

Headquarter in New Delhi, the capital of India, we have our overseas offices all over the African continent including Burkina Faso, Niger, Cameroon, Ghana, Kenya, Senegal and Nigeria. The circulation of our magazine is wide-ranging and our readership profile includes Presidents, Senior Government Ministers, Officials, Chief Executive Officers, Chairpersons, Managing Directors, Policy-makers, Technical, General Managers, Students, Think Tanks, Academia, Foreign Correspondents, local media, Captains of Indian Industry and other prominent dignitaries, amongst others. The magazine reaches the readership desks of the Indian and African diplomatic missions and President Houses.

The Times of Africa was initiated to provide information about business and financial news and industry-focused investment and marketing opportunities in Africa. The area of focus covers studying and promoting Africa's economic diplomatic zones, business management, capacity building, trade, travel and tourism. We are distinguished with in-depth, well-researched and original feature articles.



DIGITAL SPACE

The Times of Africa has an online news portal website www.thetimesofafrica.com and social media platforms like Twitter, LinkedIn, Facebook, Instagram and Pinterest. Our distribution networks include cities, international organisations, foreign agencies, government bodies, trade forums, leading corporate and export houses and business class hotels.



A DECADE OF THE TIMES OF AFRICA OF EXTENSIVE COVERAGE, AWARDS AND ACCOLADES!

The Times of Africa was awarded the “Best Media Outreach in Africa” Award at the 4th India-Africa Trade & Investment Forum 2017. It was bestowed by H.E. Mukhtar Abbas Naqwi, Ministry of Minority Affairs, India. At 'I for Afrika' 2017, held in Mumbai, the financial capital of India, TOA was facilitated with the 'Best Media Partner Award 2017'. Having conducted interviews of the who's who of government and business community across Africa and its neighbouring regions, such as Honourable Alan Kyerematen, Minister of Trade and Industry, Ghana, Honourable Charles John Mwijage, Minister for Industry, Trade and Investment, Tanzania, Mr Shaktikanta Das, Secretary, Department of Economic Affairs, Ministry of Finance, Government of India, H.E. Mavis Hawa Koomson, Minister for Special Development Initiatives, Ghana, Hon. Vincent Sowah Odotei, Deputy Minister of Communications, Ghana, H.E Fabiano Emmanuel, Minister of Education, Science and Technology, Malawi and Mr Akinwumi Ayodeji ADESINA, President of the African Development Bank, to name a few, there could be no better justification of the credibility that our name holds.

What further makes our publication unique is the 'TOA Excellence Awards' that are conferred to people who are living exemplification of the adage, 'Be the change you want to see.' They dedicatedly work towards the welfare and development of others and fulfil their responsibility towards society.

TOA Excellence Awards were awarded to:

H.E. Rt. Prof. Aaron Mike Oquaye
Speaker of the Parliament, Ghana for being an impeccable personification of a true patriot and a frontier of Ghana's economic and social development.

H.E. Julius K.Korir
Minister of Industry, Trade and Cooperatives, State Department, Kenya for taking the lead in innovation and sustainable development through cooperatives.

H.E. Joseph Mwanamvekha
Minister of Industry, Trade and Tourism, Malawi, for boosting investments into the country's business cycle.

H.E. Ramanantsoa Ramarcel Benjamina
Minister of Transport & Meteorology, Madagascar, for strengthening measures to promote aquafarming and transport.

Hon Mossi Nyamale Rosette
Ambassador of the Democratic Republic of Congo to India, for prompting investment opportunities between the two nations.

H.E. Mr. Daniel Kablan Duncan
Prime Minister of Ivory Coast for redevelopment of the country infrastructure.

Rwanda Trade Minister, Mr. Francois Kanimba
Minister of Trade & Industry for introducing new small scale industries and promotion of local productions.

Zimbabwe SME, Ms S.Nyoni
Minister of SME for introducing many new entrepreneurs and upliftment of SME.

A COMPREHENSIVE PLATFORM TO ALL!

Our publication provides a comprehensive platform to people from every stratum of the society who are enthusiastic about uplifting the economy of Africa. Budding writers such as Benson Afful from Ghana and Daniel Santos from Nigeria are testimonial of how TOA is gradually becoming the voice of the continent. Collaboration with the African Security Investigation and Africa-Asia Youth Foundation (AAYF). We have also provided opportunities to African students studying in Indian universities to undergo internship programmes for getting a practical experience of working in the industry. TOA has provided well-researched and in-depth insights on investment and business opportunities in different regions of the African continent. Companies such as Mahindra, TAFE and Indocorp have benefitted from the information and executed numerous project in the countries such as Ghana, Senegal, Sudan and Burkina Faso.

EVENTS COVERED



We have had the honour of being the media partner of all Africa-centred events organised by apex political and business organisations of India and Africa such as Confederation of Indian Industry (CII), the Federation of India Chambers of Commerce and Industry (FICCOI), the Association of Chambers of Commerce and Industry of India (ASSOCHAM), the PHD Chamber of Commerce and Industry and the Association of Ghana industry, to name a few. We are also awarded by ASSOCHAM for the best media outreach (print and online).

However, one of the biggest rewards was when we got the privilege to accompany the former president of India H.E Pranab Mukherjee on his three-nation visit to Ghana, Cote d'Ivoire and Namibia in June 2016.

The events covered in 2017 include the India-Africa forum summit, the CII- EXIM Bank Conclave, the transform Africa summit, the AfDB annual meet, Africa -a land of opportunity summit, the Namaskar Africa summit 2017 and most recently, The Indo Africa ICT summit 2017 and 'I for Afrika'

The 2018 edition of CII-EXIM Bank Conclave and the transform Africa summit was covered as well. Experience the journey of the growth of the Times of Africa with that of Africa continents.

In 2019, TOA covers International Symposium on Indo-Africa Relation, Cultural Symposium: Festival of Egypt, National days of African countries and all major international events.

In 2020, irrespective of the COVID19 situation, we are attending and covering global webinars and also represented TOA at international webinars. We are also conducting interviews with renowned personalities from Africa from organisations like the African Union and digital promoting it on all platforms.



PUBLISHER'S MESSAGE

The name of a publication stands tall only because of its readers. Thus, with a hold on the present and an eye on the future, we 'The Times of Africa' would endeavour to expand our reach to increase as much awareness about the economic potential of the African continent as possible. For this, we envision to magnify our operations in all the regions - from Ras ben Sakka, the northernmost point of the African continent to the southernmost point i.e. Cape Agulhas (and not at Cape Point as many people believe).

We would multiply our efforts to bring apex business organizations and political heads from all across the globe to facilitate networking, sharing of ideas, technology, knowledge and expertise. This move will act as a catalyst in realising our dream of a developed and stable African continent. Further, in consonance with our habit of fearless journalism, we will continue to be the voice of the youngest continent of the world. In the face of conformity, The Times of Africa would always aspire to bring Africa to the World.

Au Revoir!

Kirit Sobti



From Resolutions to Reality!

'Let me tell you a story!

Madonna Public School, Ghana, was probably where it all started from where a young Indian boy received his schooling. Growing up in this west-African nation, he observed how his parents, both doctors, worked tirelessly for the welfare of the local people. Somehow, he felt a sense of belonging and warmth in this foreign land. Little had he thought that this thread of affection would guide him to weave a lifelong relationship with the African continent. He resolved to work for this dynamic demography and turned it into a reality.

It's 2020 and here we are! Celebrating 12 years of The Times of Africa. As the sunset rolls and we get a year older, we look back in anticipation, acknowledge and appreciate this journey of learning and improving every day. For over a decade, we have defied stereotypes and redrawn the lines to provide extensively-researched reliable content for our robust readership network that includes diplomatic missions, intergovernmental organisations, corporate and export houses, and international institutions.

Through all these years, our association with ambassadors and the esteemed staff members of all the embassies of Africa in India and the Indian diplomatic missions in Africa has only strengthened with time. And the year 2020 not only marks our 12th anniversary but also is a pivotal juncture in the relationship that we have with Africa. From here, we herald towards an era of new beginnings.



WHY ADVERTISE IN THE TIMES OF AFRICA?

- *Cost-Effective: Our advertising rates are modest with other business publication*
 - *Targeted Audience: Our magazine is circulated among a niche audience allowing you to communicate with the renowned dignitaries and officials. On the other hand, it also promotes its content on digital platforms which reaches any corner of the world.*
 - *Exposures: With about 80,000 readerships of each issue of TOA's digital edition, plus 53 % readers further circulate their copy on to one or more people (approx.).*
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DIGITAL SERVICES

- *Sponsored Article and social media posts*
 - *Content posting on the website (thetimesofafrica.com)*
 - *SEO optimisation of the content*
 - *Link sharing on different social media platforms (Facebook, Twitter ,LinkedIn, Instagram, Pinterest)*
 - *Paid promotion of the social media posts*
 - *BENEFITS: Promoted ads could reach well over one hundred thousand people and generate large engagement*
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EVENTS PROMOTION

- *Content generating (including videos and info-graphics)*
- *Regular posting of content on the website*
- *Multiple social media posts and rigorous promotion*
- *Detailed targeting on Facebook and Twitter to gain relevant mass attention*
- *SEO optimisation of all content on website*
- *BENEFITS: A week-long promotion can result in a much larger and better projection of events*



OUR DIGITAL RATE CARDS FOR THE MAGAZINE

Feature Cover Story : *The Times of Africa* brings an exclusive offer of a full-page cover feature. For features on the cover page and the cover story, charges of \$1500 are applicable. If the content is provided by *The Times of Africa* , additional charges of \$500 per sponsored post would be applied.

| S. No. | CATEGORY | Size | PRICE |
|--------|--------------------|--------------|--------|
| 1 | Back Cover | 11" H: 8" W | \$1000 |
| 2 | Inside Front Cover | 11" H: 8" W | \$600 |
| 3 | Inside Back Cover | 11" H: 8" W | \$600 |
| 4 | Double Page Spread | 11" H: 16" W | \$450 |
| 5 | Full Page | 11" H: 8" W | \$400 |

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