

AFRICA Harbors

THE BUILDERS OF AFRICA'S PORT ECONOMY



➤ SPECIAL ISSUE
AGPAOC



INTERVIEW STRATÉGIQUE
SG DE L'AGPAOC, DÉFIS ET PERSPECTIVES

STRATEGIC INTERVIEW
SG OF AGPAOC, CHALLENGES AND PERSPECTIVES



AVIS D'EXPERT
MICHAEL LUGUJE, DE L'AGPAOC AU GPHA, TRAJECTOIRE D'UN PARCOURS ATYPIQUE

EXPERT OPINION
MICHAEL LUGUJE: FROM AGPAOC TO GPHA, TRAJECTORY OF AN ATYPICAL CAREER PATH



DOSSIER
DÉVELOPPEMENT DES PORTS DE L'AFRIQUE DE L'OUEST ET DU CENTRE

FEATURE
DEVELOPMENT OF PORTS IN WEST AND CENTRAL AFRICA



**UNE ASSOCIATION, AGPAOC :
UNE VISION POUR LES PORTS
OUEST ET CENTRE AFRICAIN**

AN ASSOCIATION, AGPAOC: A VISION FOR WEST
AND CENTRAL AFRICAN PORTS

1. POSITIONING

An influential media serving ambitious brands.

This premium editorial medium is aimed at:

- Public and private decision-makers
- Large companies and international groups
- Institutions and investors
- Industrial, logistics and service players

Objective:

To offer companies a strategic, credible visibility platform with high decision-making impact.

2. VALUE PROPOSITION

Unlike traditional advertising media, we offer:

- **High value-added visibility**
 - Exposure to a qualified audience
 - Direct access to decision-makers and prescribers
- **Premium editorial support**
 - Integration into a credible and influential universe
 - Strategic storytelling of the company's activities
- **Hybrid amplification**
 - Print (premium magazine)
 - Digital (website, social networks, video, podcasts)

3. VISIBILITY SYSTEM – PREMIUM SPACES

HIGHLY STRATEGIC SPACES

1. Inside Front Cover (2nd cover)

- Ultra-visible position from opening
- Immediate impact on the reader
- Format: Full page

2. Inside Back Cover (3rd cover)

- Visibility at the end of reading
- Strong memory reinforcement

3. Back Cover (Outside back cover of the magazine)

- Most premium placement
- Maximum exposure
(print + event distribution)

4. Center Spread

- Heart of the magazine position
- Maximum visual impact
- Ideal for storytelling / institutional branding

STRATEGIC SPACES

5. 5. Standard Double Page

- Complete development of a message
- Ideal for:
 - * Presentation of activities
 - * Highlighting products / services
 - * Corporate narration

6. Standard Full Page

- Classic premium format
- High readability
- Effective positioning

7. Half Page

- Optimized format
- Suitable for repetition campaigns

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6. COMMERCIAL PACKS (RECOMMENDED)

MAXIMUM VISIBILITY PACK - €10,000 - 2 INSERTIONS

Cover page image + 4 center spreads + executive interview + product placement + participation in the presentation round table + digital amplification (networks + site).

INFLUENCE PLUS PACK - €6,000 - 2 INSERTIONS

Cover page image + 2nd or 3rd opening page + executive interview + participation in the presentation round table + product placement + digital relay.

INFLUENCE PACK - €4,000 - 4 INSERTIONS

Cover page image + standard insertion page + executive interview + product placement + digital relay.al.

PERFORMANCE PLUS - €2,500 - 4 INSERTIONS

Standard full page insertion + executive interview + magazine mention + digital relay.

PERFORMANCE PACK - €1,500 - INSERTIONS

Standard full page insertion + magazine mention + digital relay.

PRESENCE PACK - €1,000 - 10 INSERTIONS

Standard half-page insertion + magazine and digital mention.

EDITORIAL OPTIONS

OPTION	PRICE (€ EXCL. TAX)
Advertorial - 1 page	€3,000
Advertorial - 2 pages	€4,500
Special company dossier (2 to 4 pages)	On quotation

SPECIAL COMPANY DOSSIER - (2 TO 4 PAGES)
ON QUOTATION



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7. DISTRIBUTION AND CIRCULATION

- **Printed in 5,000 copies** and distributed in **all African ports** through its partnerships and networks with **the Association of West and Central African Ports (AGPAOC)**; the Association of Southern and Eastern African Ports (AGPAEA); the Union of North African Ports Associations (UAPNA); IAPH; ECOWAS; CEMAC; SADC; Morocco; Embassies, etc.
- **More than 500,000 interactions** via social networks per edition
- A website: www.africaharbors.com

8. DIGITAL SYSTEM (INCLUDED / OPTIONAL)

Depending on the offers:

- Website banner
- Social media publications
- Video capsules
- Podcast (interview / audio branding)

9. CLIENT BENEFITS

- **Access to a qualified audience**
- **Reinforcement of institutional credibility**
- **Competitive differentiation**
- **High decision-making impact**
- **Multi-channel visibility**

10. FINAL STRATEGIC POSITIONING

This offer is part of a logic of:

- **Strategic branding**
- **Sector influence**
- **High-end positioning**

We do not sell advertising space.

We build your influence.

