

HOW WE MADE IT IN AFRICA

Insight into business in Africa

**Opportunities
Media Kit 2014**

How we made it in Africa (www.howwemadeitinafrica.com), established in April 2010, is an award winning online business publication aimed at African business people and foreign investors with an interest in the continent.

Advertisers



SIEMENS



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Awards

**DIAGEO
AFRICA BUSINESS
REPORTING AWARDS**

Finalist: Media of the Year

Diageo Africa Business Reporting Awards

BOOKMARKS 2013
rewarding excellence in digital

**Bronze: Specialist
Publisher**

2013 Bookmarks Awards

Media Mentions



Mail & Guardian

**THE
HUFFINGTON
POST**

Readers

Monthly page views: 178 998

Monthly visits: 102 969

Monthly unique visitors: 79 259

Source: Google Analytics (1 – 31 August 2014)

Social Media



26 895



17 048

Continent Breakdown

Africa: 47%

Europe: 21%

Americas: 19%

Asia: 12%

Oceania: 1%

Top African Countries

South Africa

Kenya

Nigeria

Ghana

Tanzania

Top International Countries

United States

United Kingdom

India

Canada

France

Education



University Graduate: 76%

Occupation



Executive: 12%

Middle/Senior Manager: 23%

Professional: 29%

Age



0 – 24: 9%

25 – 34: 33%

35 – 49: 37%

50+: 23%

Opportunities Listing

- For companies looking to grow their businesses in Africa.
- Promote Distribution, Franchise, or general Business Opportunities to **How we made it in Africa's** 100,000 monthly visitors.
- A cost effective way to connect with business people across Africa and internationally.

Pricing

	Standard Listing	Featured Listing
1 month	\$149	\$219
6 months	\$119 p/m Total: \$714	\$169 p/m Total: \$1,014
12 months	\$79 p/m Total: \$948	\$109 p/m Total: \$1,308

All prices in US dollars

Maximum 500 words write-up (supplied by client)

Listing includes an outside logo and five pictures

All companies are listed alphabetically

Business Opportunities

Browse our **Business Opportunities** listings to find exciting business and investment opportunities in Africa.

Looking to grow your business in Africa OR seeking to attract investment into your company? Promote your Distributor / Agent / Reseller, Franchise, Business, Partnership or Investment opportunity to How we made it in Africa's 100,000 monthly visitors. For more information, send an email to sales@howwemadeitinafrica.com

Advanced Search

Featured Listings


Summary:
Giant Garden Games South Africa is expanding throughout Africa and looking for distributors of its products.

Type of Opportunity: Distributor / Agent / Reseller

Business Name: [Giant Garden Games](#)

Sector(s): [Consumer Goods & Retail](#), [Entertainment](#), [Speciality](#)

[View](#)




Summary:
Footwear brand offering distribution opportunities across Africa

Type of Opportunity: Distributor / Agent / Reseller

Business Name: [Madison](#)

Sector(s): [Consumer Goods & Retail](#)

[View](#)



Summary:
Nutritional Viands Ltd is seeking bulk wholesalers and resellers for its 100% fruit smoothies.

Type of Opportunity: Distributor / Agent / Reseller

Business Name: [Nutritional Viands](#)

Sector(s): [Consumer Goods & Retail](#)

[View](#)



Summary:
Bulk SMS company seeking resellers in Africa

Type of Opportunity: Distributor / Agent / Reseller

Business Name: [Panacea Mobile](#)

Sector(s): [ICT](#), [Speciality](#)

[View](#)



Standard Listings


Summary:
Enter the profitable grain processing industry

Type of Opportunity: Business Opportunity

Business Name: [Bühler](#)

Sector(s): [Agribusiness](#)

[View](#)




Summary:
Seeking an investor to become actively involved as a senior partner.

Type of Opportunity: Investment Required, Partnership

Business Name: [Consultancy Africa Intelligence](#)

Sector(s): [Speciality](#)

[View](#)




Summary:
Increased profits through drying and juicing of fruit and vegetables

Type of Opportunity: Business Opportunity

Business Name: [Dryers for Africa](#)

Sector(s): [Agribusiness](#)

[View](#)



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