

AFRICALIVE.NET

# Africa's Innovation Future

The people and companies driving African innovation, R&D and the green economy transition.

Lead Stories



Africa and The "Hidden Automation Agenda"

FOURTH INDUSTRIAL REVOLUTION  
FUTURE OF EDUCATION



Debate: How can the growth of Intra-African Tourism be accelerated?

TOURISM



Bloomberg

Forbes AFRICA

africanews.



# Main Media Partner: Scientific American

**JANUARY**

Cover story: Human metabolism  
 On-Sale Date: Dec 12  
 Space Close: Nov 10 Materials Due: Nov 17

**FEBRUARY**

Cover story: The search for life as we don't know it  
 On-Sale Date: Feb 24  
 Space Close: Dec 9 Materials Due: Dec 15

**MARCH**

Feature story: Building a chip-fabrication industry  
 Feature story: 3rd anniversary of COVID  
 On-Sale Date: Mar 21  
 Space Close: Jan 10 Materials Due: Jan 20

**APRIL**

Feature story: Breakthroughs in organ transplants  
 On-Sale Date: Apr 21  
 Space Close: Feb 10 Materials Due: Feb 17

**MAY**

Cover story: The literal day the dinosaurs died  
 Feature Story: Psychedelics as psychiatric drugs  
 On-Sale Date: May 25  
 Space Close: Mar 10 Materials Due: Mar 20

**JUNE**

Special report: The Science of Gun Violence  
 On-Sale Date: Jun 23  
 Space Close: Apr 10 Materials Due: Apr 20

**JULY/AUGUST**

Cover Story: The 25th anniversary of the discovery of Dark Energy  
 On-Sale Date: Jul 20  
 Space Close: May 10 Materials Due: May 19

**SEPTEMBER**

On-Sale Date: Sep 22  
 Space Close: Jul 10 Materials Due: Jul 20

**OCTOBER**

On-Sale Date: Oct 19  
 Space Close: Aug 10 Materials Due: Aug 17

**NOVEMBER**

On-Sale Date: Nov 24  
 Space Close: Sep 11 Materials Due: Sep 20

**DECEMBER**

On-Sale Date: Dec 21  
 Space Close: Oct 10 Materials Due: Oct 20

Cover stories are accompanied with a robust multi-media build-out

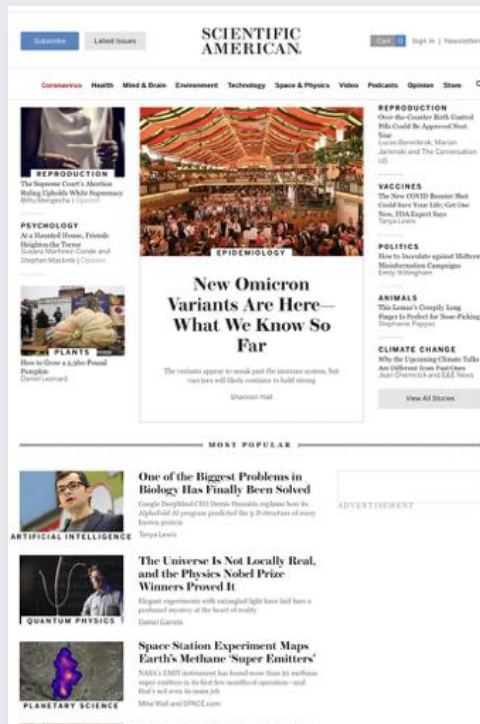


ScientificAmerican.com reaches an average of nearly 6 million monthly unique users\* who pay to access premium content. While SA.com includes material from the magazine, the majority is fresh content updated daily with more than 200 new articles each month.

Subchannels include:

- Health
- Mind & Brain
- Environment
- Technology
- Space & Physics

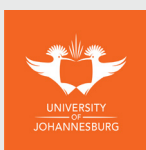
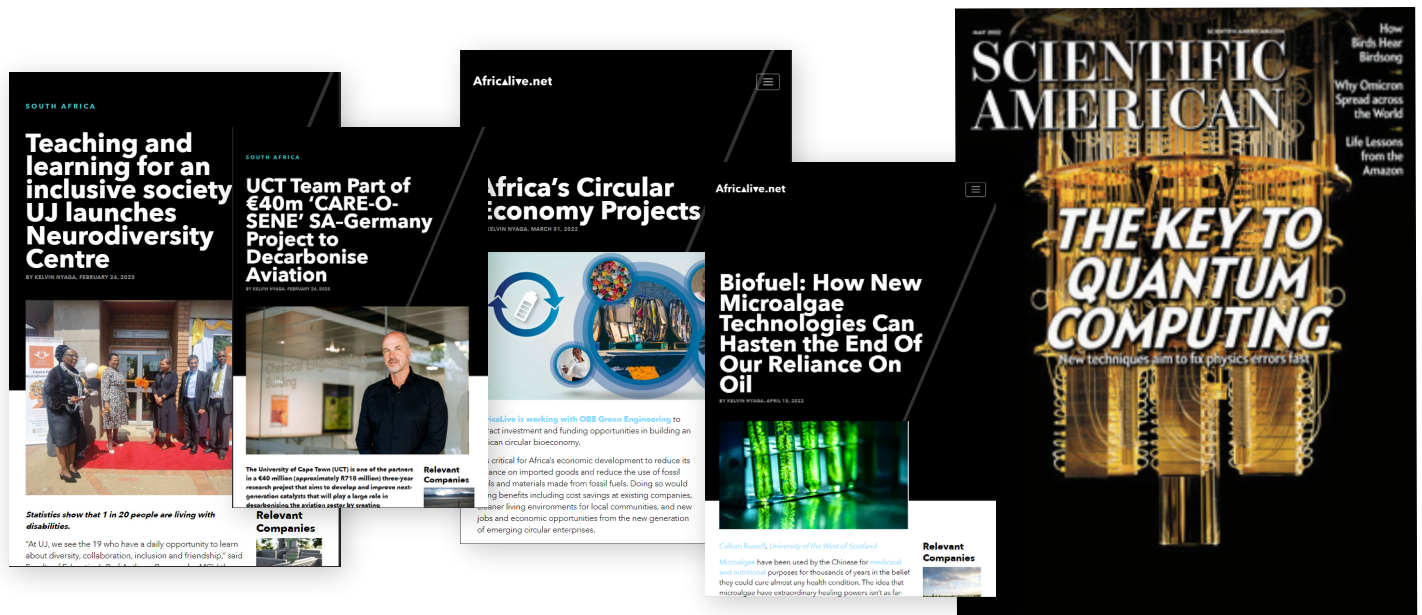
Reach these highly engaged users through contextual and/or behavioral targeting, all based on accurate, compliant, and unique first party data.



# The Report

One Print Report. One Digital Platform.  
The Projects Shaping Africa's Future

Join Africa's leading researchers and innovators in a global campaign to foster investment and high-impact partnerships.



# By the Numbers

## Reaching an influential global audience

- Print Readership: **3.1 million**
- Monthly Web Reach: **5.5 million unique users**
- 7 Newsletters each with **70,000 to 100,000 subscribers**

## Unbeatable Reach to Decision Makers

Scientific American's audience leads and delivers policy across a range of sectors. In North America, Scientific American reaches:

- **50%** of leaders in Research
- **44%** of Science & Public Policy leaders, **45%** of Chemical Industry leaders, **37%** in Alternative Energy, **33%** in Energy, **33%** in Climate Change and **30%** in Agriculture.

To reach leaders able to invest or partner in the projects of the future, a combined Scientific American and AfricaLive campaign is a powerful resource.

# Newsletter Sponsorship

Drive readers from Scientific American's email newsletters to your microsite published on AfricaLive.net

The image displays two digital assets side-by-side. On the left is a 'The Week in Science' newsletter from Scientific American, dated October 22, 2021, sponsored by Macmillan Audio. It features a main article 'Was Our Universe Created in a Laboratory?' and smaller sections on 'Cognition' and 'Planetary Science'. On the right is an AfricaLive.net microsite for the University of Johannesburg, featuring a 'Company Profile' section with a photo of the university building and contact information.

Sponsored by **macmillan audio**

SCIENTIFIC AMERICAN  
**The Week in Science**  
October 22, 2021

**Cosmology**  
**Was Our Universe Created in a Laboratory?**  
Developing quantum-gravity technologies may elevate us to a "cA" civilization, capable of creating a baby universe  
By Avi Loeb

**COGNITION**  
**People Who Jump to Conclusions Show Other Kinds of Thinking Errors**  
Belief in conspiracy theories and overconfidence are two tendencies linked to hasty thinking  
By Carmen Sanchez, David Dunneil

**PLANETARY SCIENCE**  
**Meteorite Crashes into Woman's Back in Canada**  
The woman awoke to find the space rock laying next to her head  
By Mindy Weisberger, LiveScience

**SPONSOR CONTENT PROVIDED BY MACMILLAN AUDIO**  
**A new audiobook from Jane Goodall: The Book of Hope**  
Filled with moving and inspirational stories and photographs from Jane's remarkable career, The Book of Hope is a deeply personal conversation with one of the most beloved figures in the world today. Listen to the audiobook, read by the authors.

AfricaLive.net

SOUTH AFRICA

## University of Johannesburg

**Company Profile**

The University of Johannesburg has grown by leaps and bounds since the 2005 merger between the Rand Afrikaans University (RAU), the Technikon Witwatersrand (TWR), and the Soweto and East Rand campuses of Vista University. A grand merger that saw the birth of the university as we know it today.

With the exit of the illustrious Professor Tshilizi Marwala, a new dawn has come, and the mantle has been handed to Professor Lethokwa George Mpedi. The new don looks to build on the foundation laid by Prof Marwala and also leave a legacy of his own in the fields of research, sustainable development, and achieving Millenium development goals.

In an official [interview](#), AfricaLive spoke to the new University

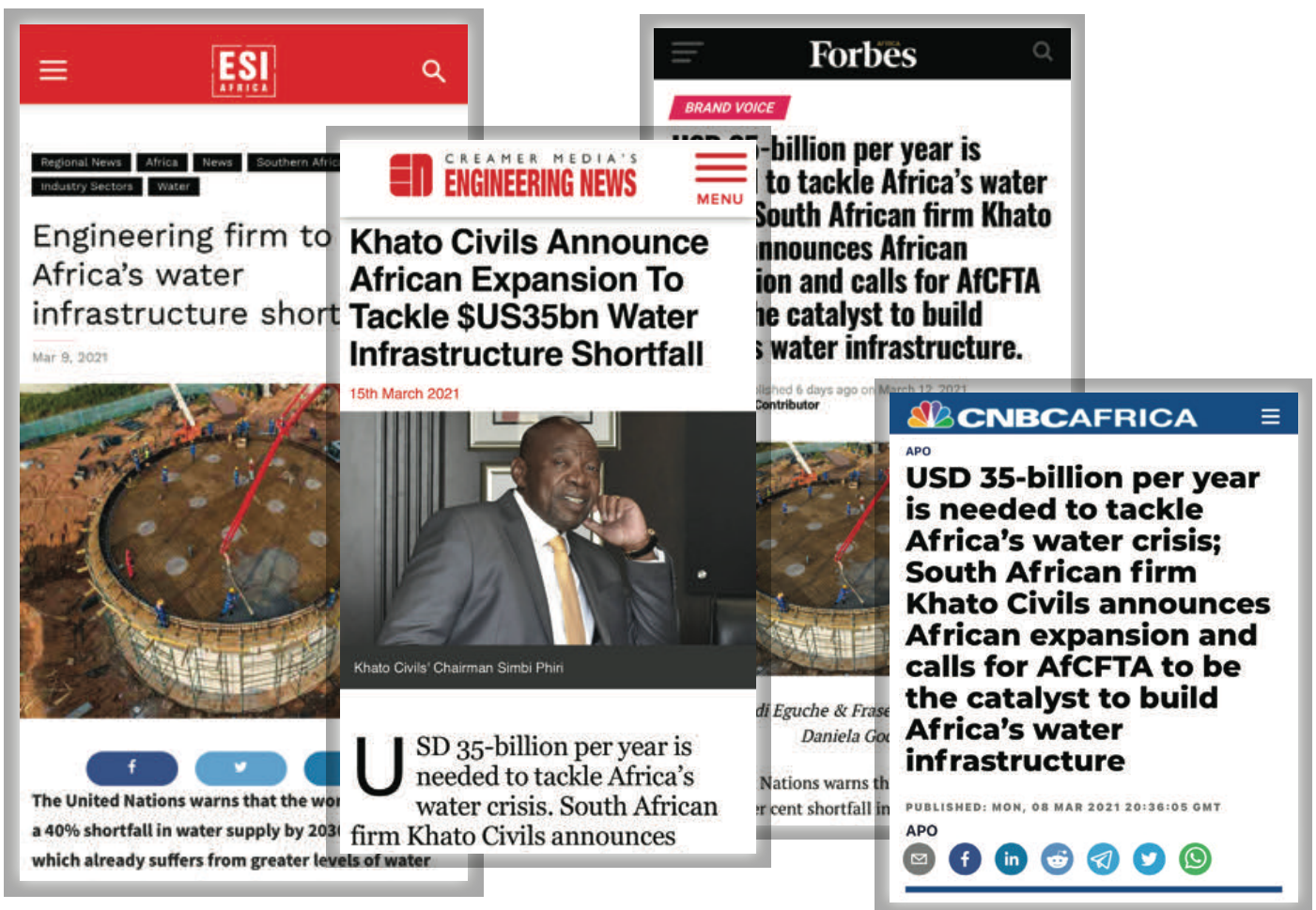
**UNIVERSITY JOHANNESBURG**

+27 11 559 4555  
mylife@uj.ac.za  
<https://www.uj.ac.za/>

# Pan-African Media Distribution

## Take your story to Africa's media

Distributing your content to AfricaLive's media database will see your article republished in over 250 websites and newspapers across the continent.



# Social Boost

## Reaching an influential global audience

Working in association with Nairobi based Brand Immersion, your microsite will reach a targeted audience in the African markets most important to you.

We will drive a minimum of 10,000 additional readers to your article and microsite per month.

By the Numbers. Data from a 3-month promotion for a AfricaLive.net microsite of a South African partner:

## Geographic Reach

Educational content and articles allows the company to build its reputation in new markets across the continent.



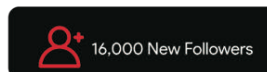
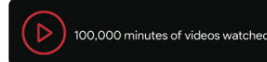
## Audience Growth

- Reach across all platforms – over 1.4M people reached across Africa
- Engagement – over 200,000 engagements across all platforms
- Videos – 100,000 minutes of videos watched
- Over 16,000 new followers across all platforms

Reach



Engagement



# Campaign Options

## Print & digital content and distribution

- Participation in the African Innovation print report in Scientific American magazine
- E-newsletter sponsorship with Scientific American
- Microsite published on AfricaLive.net or on your own website
- Pan-African media campaign
- Social Boost: Traffic driving and social media growth targeting African markets
- Traffic driving from Scientific American digital channels
- Bespoke multimedia content creation with AfricaLive or Scientific American custom content teams



# Case Study

## Campaign Results:

Published in **370** online medias, and in published in print editions of leading business newspapers in targeted markets.

*I was impressed that the article got so much attention and I do consider this very valuable. We were approached by an investor who heard about us, did an online search and landed on the article. He was impressed by the content and we are now having some business discussions.*

*Sustainability is very important for our continent and our country. Most of our people have heard the word sustainability thrown around, but only a few truly know what it means. You come in and do a good job at articulating what that is and how it can help people.*

*The whole experience of working with AfricaLive has been interesting, interactive, and very professional. I liked the interviews, the correspondence, and overall process of creating the content about our organisation.*

**Maria Adamu, CEO of Federated Commodities**

Afric▲live.net

GHANA

## Now Is The Time For Partnership To Transform Africa's Cocoa Industry



*Recent studies criticising the global chocolate industry for exploitative practices have concerned ethical consumers. Cocoa farmers only earn about 6% of the chocolate industry's total revenues. Leading chocolate companies have since 2001 made pledges to end widespread abusive labour practices, but continue to fall short.*

# Testimonials



# Testimonials

“Since the publication of the interview conducted with the new Director-General of the University of Technology, Mauritius on AfricaLive the number of successful applicants for undergraduate and postgraduate programmes increased from a target of 350 to over 1000.

The high quality of the article and its wide dissemination has undoubtedly contributed to a dramatic improvement in the public perception of the university’s reputation during this period of organisational transformation. Thank you, AfricaLive.”

**Dr Keith Robert Thomas, Director General, University of Technology Mauritius**



“For me collaboration around the future of work is non-negotiable; it has to happen and I see the AfricaLive.net platform provides that.

I think Africa Live is a fantastic platform and it is also a fantastic idea to share how Vice-Chancellors across the continent feel about Africa and about higher education in Africa, and how to get that message out to the rest of the world.

Unfortunately, Africa is often seen as a continent that can’t produce high-quality education and high-quality output in research or products. I think this is an opportunity for us to showcase what we are capable of and also an opportunity for us to say that we would not choose to do this alone; that we need to collaborate!”

**Prof Francis Petersen, The University of The Free State**



“So much is happening in Botswana right now, and it is great to know that there is a platform through which we can promote the country and keep it on the map. It is crucial that we do as much as we can to promote Botswana to the international community and attract as much positive investment as we can.”

**Reinette Van der Merwe, Absa Group.**



# Testimonials

“With so much happening all over Africa as the new frontier for investments, you are acting as a powerful enabler & catalyst to convey the right, credible and trusted information to various stakeholders. You are also at the same time promoting the right ecosystem in terms of business partners with whom we can do long term business ventures in the region and in the African continent itself..”

**Nitin Collappen, Managing Director of Sunibel Corporate Services, Mauritius.**



**SUNIBEL**  
CORPORATE SERVICES

“Thank you for your work on our microsite. Your team’s media work is important for our development”

**McEdward Murimbika, CEO of Siyathembana Group**



“We were extremely happy with the product and was glad to have had the opportunity to take part in this report”

**Scott Langley - Head of Corporate Affairs and Marketing, Durban ICC**



We appreciate the opportunity given by Africa Live to the department, and in particular to the Ministry, to speak broadly on mining in South Africa. We look forward to working with the team in future.

**Natie David Shabangu, Media Liaison Officer - Ministry, Department of Mineral Resources of South Africa.**



**mineral resources**

Department:  
Mineral Resources  
REPUBLIC OF SOUTH AFRICA