

AFRICALIVE.NET

African Green Growth

The People & Companies driving Africa's 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

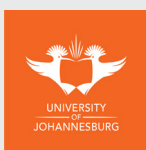
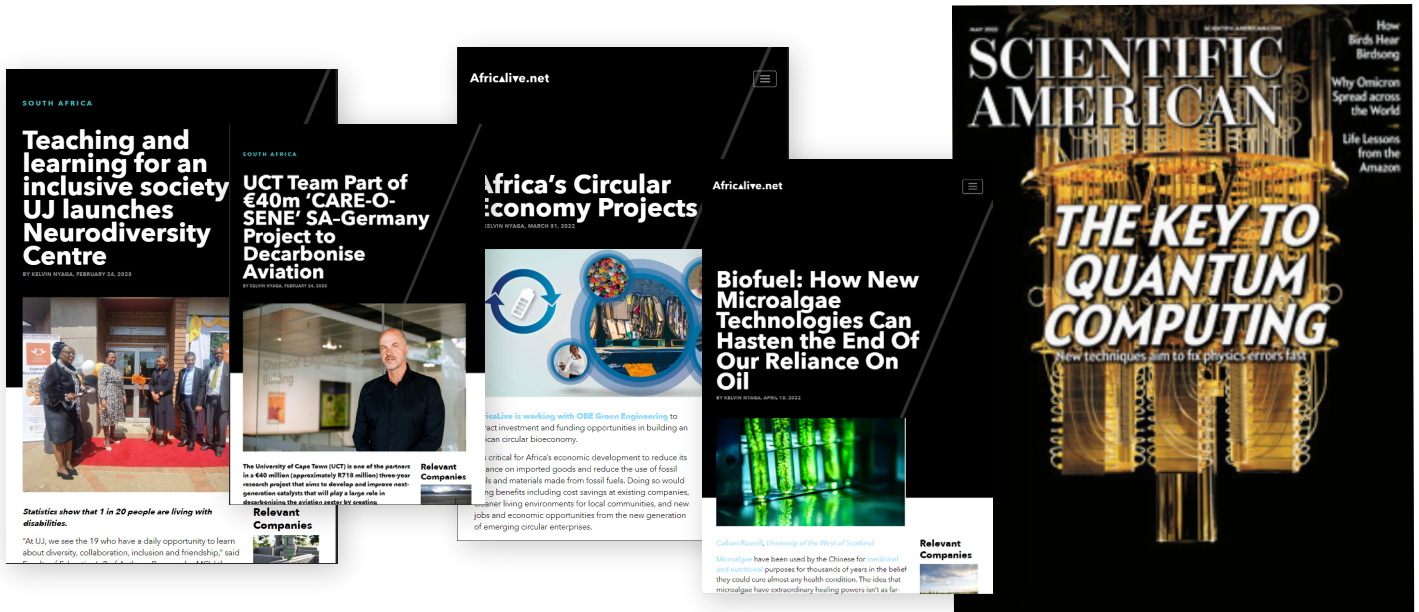
africanews.



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

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

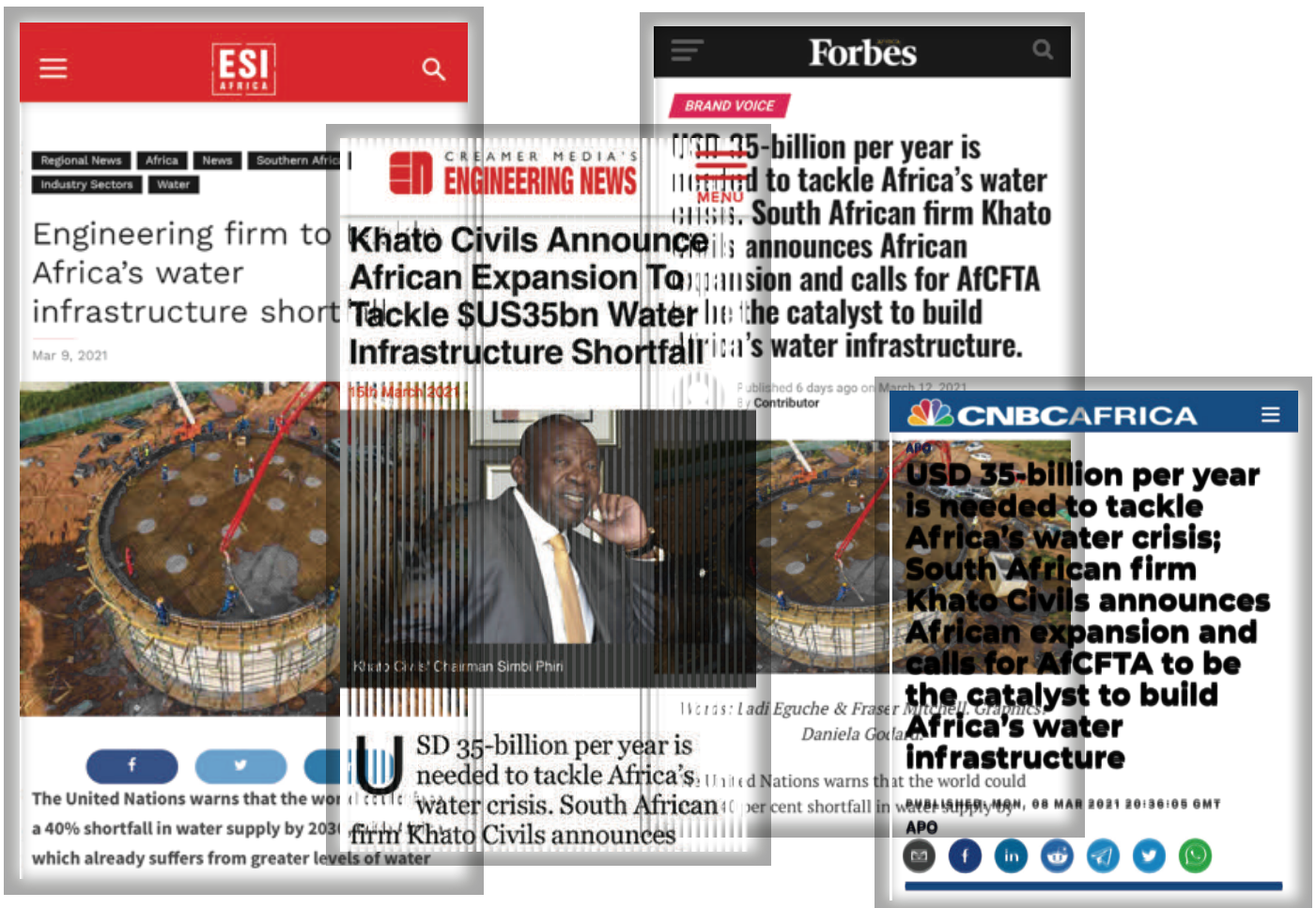
UNIVERSITY JOHANNESBURG

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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.



Multimedia Campaign

Reaching an influential global audience

We provide videos and graphics to bring your story to life across Africa.

<https://1drv.ms/p/s!AuhqHn2D-wJlvUtc3QVs39u8Pdrw?e=08bZg8>



JustDiggitt is empowering smallholder farmers to restore land with **affordable & effective techniques**.

Learn more about this incredible initiative:
www.africalive.net



Could the aviation sector's **carbon footprints** be a thing of the past ?

Learn more about CARE-O-SENE project today:
www.africalive.net

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.

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

Geographic Reach

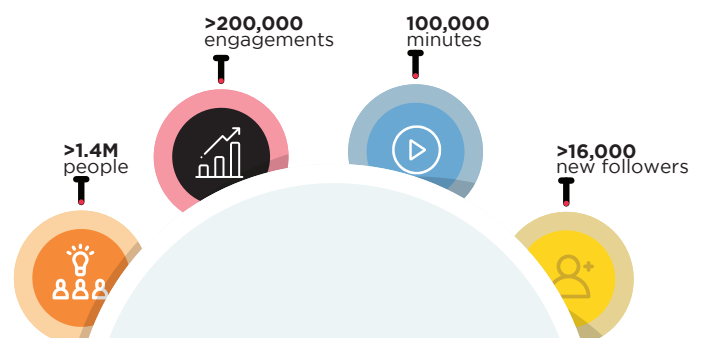
Educational content and articles allows the company to build its reputation in new markets across the continent.

■	Nigeria
■	Uganda
■	Kenya
■	Tanzania
■	Malawi
■	Zambia
■	Zimbabwe
■	Botswana
■	Namibia
■	South Africa



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



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.”

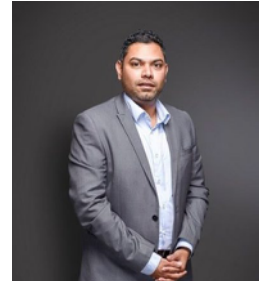
Reinette Van der Merwe, Absa Group.



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