

**MEDIA KIT &  
PARTNERSHIP  
OPTIONS**

**2026**

## WHY ADVERTISE WITH AFRIKA-VEREIN?

**9.000+**  
**RELEVANT CONTACTS**

Afrika-Verein der deutschen Wirtschaft e. V. represents around 85 % of German business activities in Africa – across all sectors, from start-ups to DAX-listed companies. As one of the most important interfaces in German–African economic relations, we connect companies, institutions, and decision-makers.

**20.000+**  
**FOLLOWERS**  
(across platforms)

With 350+ member organizations and a network of 40,000+ relevant contacts and partners, Afrika-Verein offers direct access to a highly targeted, professional audience. Our channels reach companies that are already active in Africa or are preparing market entry and expansion.

**85 %**  
**OF GERMAN BUSINESS  
ACTIVITIES IN AFRICA**

Advertising with Afrika-Verein means visibility with substance – in a trusted, policy- and business-relevant environment.

**FIND OUR OFFERS ON THE  
NEXT PAGES**

# LOGO PARTNERSHIPS

## YOUR PARTNERSHIP OPTIONS

### PARTNERSHIP

(medium sized logo)

2,750 EUR + VAT

- ✓ Logo in the **AV Newsletter** and in "Special newsletters"
- ✓ Logo on **AV Website** [www.afrikaverrein.de](http://www.afrikaverrein.de)
- ✓ Logo at selected **AV social media activities**
- ✓ Logo in **e-mail signature** of AV staff
- ✓ Logo in communications concerning the "**AV General Assembly**"

### PREMIUM PARTNERSHIP

(large sized logo)

5,500 EUR + VAT

- ✓ Logo in the **AV Newsletter** and in "Special newsletters"
- ✓ Logo on **AV Website** [www.afrikaverrein.de](http://www.afrikaverrein.de)
- ✓ Logo at selected **AV social media activities**
- ✓ Logo in **e-mail signature** of AV staff
- ✓ Logo in communications concerning the "**AV General Assembly**"
- ✓ Logo on **digital AV backgrounds**

## EXPAND YOUR PARTNERSHIP

### ADD-ON 1

Trends to Watch 2026

4,500 EUR + VAT

- Co-create an exclusive publication on **Energy Transition, Nigeria, or Infrastructure**
- Prominent logo placement throughout the report
- Contribute expert insights and project presentations
- Direct link to your website
- Position your organization as a thought leader

### ADD-ON 2

Event partner 2026

4,500 EUR + VAT

- Events: **HSC Hamburg** (29-30 June), **WHS Berlin** (11-13 October)
- Co-shape the program at exclusive side events
- Prominent logo placement across event materials
- Dedicated speaking slot for your representative
- Showcase your projects and initiatives

**Please note:** Add-on packages are only available when booking a Partnership or Premium Partnership.

# EVENT VISIBILITY & EVENT PRODUCTION

## EVENT VISIBILITY & PROMOTION

What we offer	Standard Package	Premium Package
<b>Mass mailing</b> per sending, language customizable, with logo and links of your choice	<b>1.000 EUR net</b> to (non-)members (appr. 5.000 contacts)	<b>1.500 EUR net</b> To (non-)members & African contacts (appr. 9.500 contacts)
<b>Bulletin Board</b> access for members only	<b>300 EUR net</b> Run time: 1 month	<b>500 EUR net</b> Run time: up to 3 months
<b>Online event-calendar</b>	<b>300 EUR net</b> Run time: 1 month	<b>500 EUR net</b> Run time: up to 3 months
<b>Social Media Campaigning</b> via the official AV LinkedIn and Instagram accounts	<b>400 EUR net</b> 1 post	<b>700 EUR net</b> 2 posts

## EVENT PRODUCTION SERVICES \*

	LIVE (BERLIN)	HYBRID	ONLINE
AV Venue <b>"Africa Business Hub Berlin"</b>	1.000 EUR net	1.000 EUR net	-
<b>Technical support &amp; Catering</b>	Prices on request	Prices on request	250 EUR net
<b>Program &amp; Content Design</b>	<b>815 EUR net</b> (depending on length of event, min. 1 person/day)	<b>815 EUR net</b> (depending on length of event, min. 1 person/day)	<b>815 EUR net</b> (depending on length of event, min. 1 person/day)
<b>TOTAL SUM</b>	<b>1.000 EUR net</b> <b>(1.815 EUR with program)</b>	<b>1.000 EUR net</b> <b>(1.815 EUR with program)</b>	<b>250 EUR net</b> <b>(1.065 EUR with program)</b>

Book **three or more** services and receive a **5% discount** on the total cost.

\*) For member companies of the AV, we offer 5% discount on each part of "Event Production Services".

# DIRECT COMMUNICATION

## NEWSLETTER SPONSORING

Our weekly newsletter formats promote our own events and highlight key news across business, policy, and markets in Africa for a highly engaged professional audience.

### **Newsletter Sponsorship (3-month)**

€3,000 (plus VAT)

Exclusive newsletter sponsorship with a single-sponsor placement. Your company's logo is prominently displayed in the newsletter header for the full duration of the sponsorship period.

## PODCAST ADVERTISING – AFRICAST BUSINESS

AFRICast Business brings relevant insights on German–African business to all major podcast platforms.

### **ADVERTISEMENT SLOTS**

Short advertising placements within regular episodes.

**Price: by arrangement**

### **FULL EPISODE**

Exclusive interview or company feature episode.

**Price: by arrangement**

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## **CURIOUS?**

We are happy to work with you to develop an optimal advertising package that precisely fits your needs and expectations. Let's discuss how we can best position you and your company.

I am happy to personally advise you:

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