

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.afrikaverein.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.afrikaverein.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
Mass mailing per sending, language customizable, with logo and links of your choice	1.000 EUR net to (non-)members (appr. 5.000 contacts)	1.500 EUR net To (non-)members & African contacts (appr. 9.500 contacts)
Online event-calendar	300 EUR net Run time: 1 month	500 EUR net Run time: up to 3 months
Social Media Campaigning via the official AV LinkedIn and Instagram accounts	400 EUR net 1 post	700 EUR net 2 posts

EVENT PRODUCTION SERVICES *

	LIVE (Berlin)	HYBRID (Berlin & online)
Booking of the AV Venue "Africa Business Hub Berlin"	1.000 EUR net	1.000 EUR net
Technical support & Catering	Prices on request	Prices on request
Program & Content Design	815 EUR net (depending on length of event, min. 1 person/day)	815 EUR net (depending on length of event, min. 1 person/day)
TOTAL SUM	1.000 EUR net (1.815 EUR with program)	1.000 EUR net (1.815 EUR with program)

*) For member companies of the AV, we offer 20% 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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