Afrika-Verein
der deutschen Wirtschaft

MEDIA KIT & PARTNERSHIP OPTIONS

2027

Stand: 21.10.2026

WHY ADVERTISE WITH AFRIKA-VEREIN?

9.000+
RELEVANT CONTACTS

21.000+
FOLLOWERS
(across platforms)

85 %
OF GERMAN BUSINESS ACTIVITIES IN AFRICA

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.

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.

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

FIND OUR OFFERS ON THE NEXT PAGES

AV PARTNERSHIPS

YOUR PARTNERSHIP OPTIONS

AV PARTNER
(medium-sized logo)
2,750 EUR + VAT

- Logo in the **AV newsletter**
- Logo on the **AV website** www.afrikaverein.de
- Logo in the **e-mail signature** of AV staff
- Logo in communications on the **“AV General Assembly”**
- Logo on the **external display of the Africa Business Hub Berlin** (ABHB)

AV PREMIUM PARTNER
(large-sized logo)
5,500 EUR + VAT

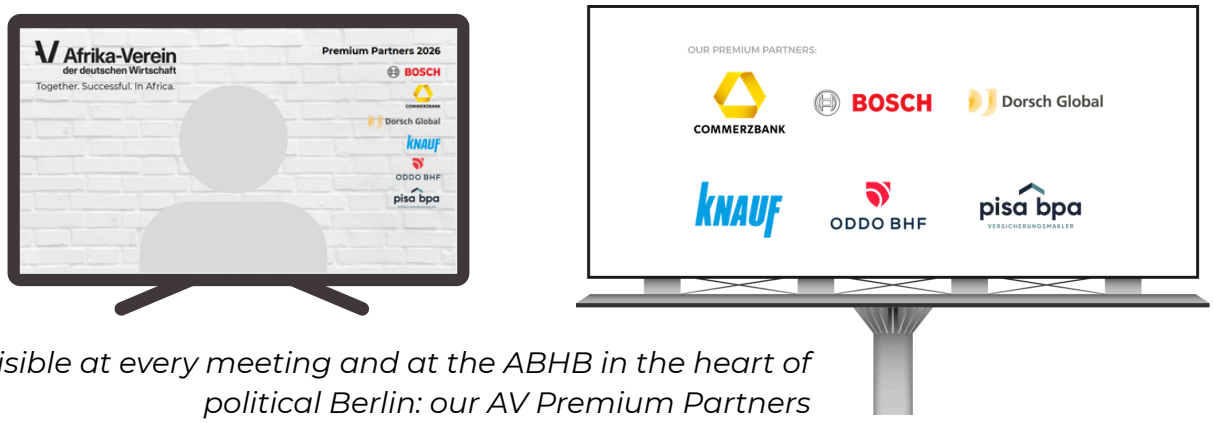
- **All benefits of AV Partners**
- Logo on **digital MS Teams backgrounds** of AV staff
- Mention in the **podcast credits**

You can also choose between:

- **1x Use of the ABHB** (up to 2 hours)

or

- **1x Advert in the podcast** (up to 2 minutes)



Visible at every meeting and at the ABHB in the heart of political Berlin: our AV Premium Partners

Visibility with substance

- **350+ member** organisations
- Around **85 %** of German business activity in Africa
- **9,000+** relevant contacts
- **22,000+** followers on our channels
- A trustworthy environment with close ties to business and politics

Your contact: Berit Bürger, +49 (0)30 20 60 719-51 · buerger@afrikaverein.de

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"**	**950 EUR net**	**950 EUR net**
Catering	A self-service drinks station is available (coffee, tea, water, juice) Cost: **14.50 EUR net per participant**; Meals are ordered by the client via an external caterer (AV has two catering partners)	
Technical Equipment	**Included:** 1 screen, 2 table mics for hybrid participation, flipchart **Additional** equipment: to be booked by the client via an external technical provider	

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

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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Senior Manager Member Administration & Events
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