

FOOD BUSINESS AFRICA

WWW.FOODBUSINESSAFRICA.COM

Africa's Number 1 Food, Beverage & Milling Industry Magazine & Website

INCORPORATING

MILLING & BAKING
AFRICA

DAIRY BUSINESS
AFRICA

BEVERAGE TECH
AFRICA

MEDIA KIT 2018/19



INDUSTRY
DIRECTORY
AFRICA.com



**Africa's first Market Place to find jobs and suppliers to the Food,
Beverage Milling, Hospitality & Pharmaceutical Industry**

DAIRY & ICE CREAM | CEREALS, MILLING & BAKING | BEER, SPIRITS & WINE | SODA, WATER & JUICES | FATS &
OILS | MEAT, POULTRY & FISH | TEA, COFFEE & COCOA | FRUITS & VEGETABLES | SUGAR & CONFECTIONERY |
ANIMAL FEED | RETAIL & FOOD SERVICE

WWW.FOODBUSINESSAFRICA.COM

MARKET TRENDS

FOOD SAFETY

PROCESSING TECHNOLOGY

NUTRITION & HEALTH

BAKING TECHNOLOGY

INDUSTRY REPORTS

BEVERAGE TECHNOLOGY

COMPANY FEATURES

MILLING TECHNOLOGY

INGREDIENTS APPLICATION

DAIRY TECHNOLOGY

INTERVIEWS

PACKAGING TECHNOLOGY

SUSTAINABILITY

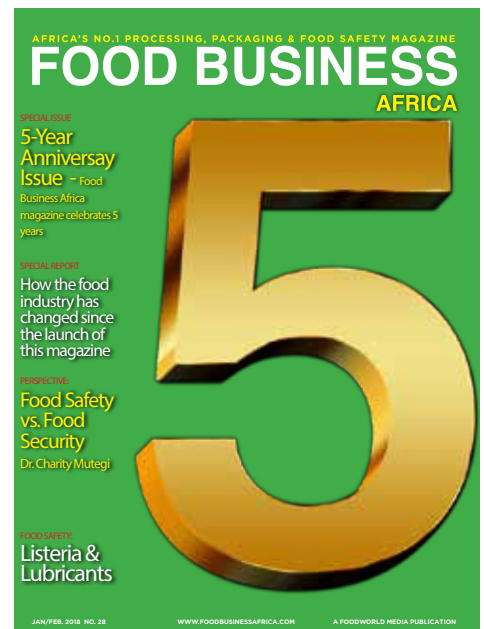
INNOVATIONS

POST-HARVEST MANAGEMENT

MEAT TECHNOLOGY

AUTOMATION

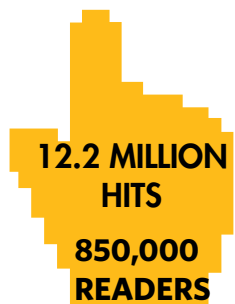
ENGINEERING



CONNECT YOUR COMPANY TO THE KEY DECISION MAKERS IN AFRICA'S FOOD, BEVERAGE & MILLING INDUSTRY.



Approximate number of readers per issue of magazine



Number of hits and visitors on the website in from Jan-Dec 2018



Rise in website hits in 2018 vs. 2017. Visitors rose 42%



Number of print magazines per issue



Countries magazines are distributed in Africa

MAKE THE SMART DECISION

Since its first publication in 2013, Food Business Africa magazine has been the resource relied upon by the key decision makers in the food, beverage, and milling industry in sub-Saharan Africa for the latest news, technology and market trends, industry analysis and more.

WHY ADVERTISE WITH US?

- Food Business Africa is the only magazine that covers Africa's food, beverage and milling industry and is distributed into 18 Eastern, Central, Southern & Western African countries - better than any other publication. It is also available on digital platforms for worldwide readership.
- FoodBusinessAfrica.com is the largest and most comprehensive and visited food industry website in Africa, with more than 12.2 million article reads and 850,000 visitors in 2018: www.foodbusinessafrica.com
- Our AFMASS Conferences & Exhibitions are Africa's fastest growing food, beverage and milling industry events, with more than 6,000 visiting over the last 5 years, with 4 events planned in Africa in 2019: www.afmass.com
- We host Africa's most premium food industry awards ceremony, Africa Food Industry Excellence Awards: www.awards.foodbusinessafrica.com
- IndustryDirectoryAfrica.com is Africa's most important job site and supplier directory for the food, beverage, milling, pharmaceutical and hospitality industry: www.industrydirectoryafrica.com

CHOOSE FROM PRINT, WEBSITE, E-NEWSLETTER & DIRECTORY OPTIONS

PRINT MAGAZINE ADVERTISING

Advertising on Food Business Africa magazine offers a direct route to your target market in Africa's industry that still appreciates the power of printed magazines better than other media.

Reach over **25,000 readers of the print magazine** in Africa and beyond, plus thousands more who have free access to the entire magazine online on the Food Business Africa website.

FOODBUSINESSAFRICA.COM ADVERTISING

FoodBusinessAfrica.com is the largest and most read food industry website in Africa.

With over **12.2 million articles read and more than 850,000 visitors in 2018**, advertising in the website enables your target market to discover your company and its unique products, that translate to better brand awareness and increased sales in Africa and beyond.

E-NEWSLETTERS ADVERTISING

Over **3,500 subscribers** receive the latest news from our website directly twice a week, informing them of the latest news from Africa and the World's industry.

Take advantage of an engaged and information absorbing audience that transcends Africa to take your brand to a higher level of awareness.

INDUSTRYDIRECTORY AFRICA.COM LISTING

The industry in Africa is on the look out for various solutions for their daily activities or major project.

List your products and services in Africa's only supplier directory which also incorporates a regional job site.

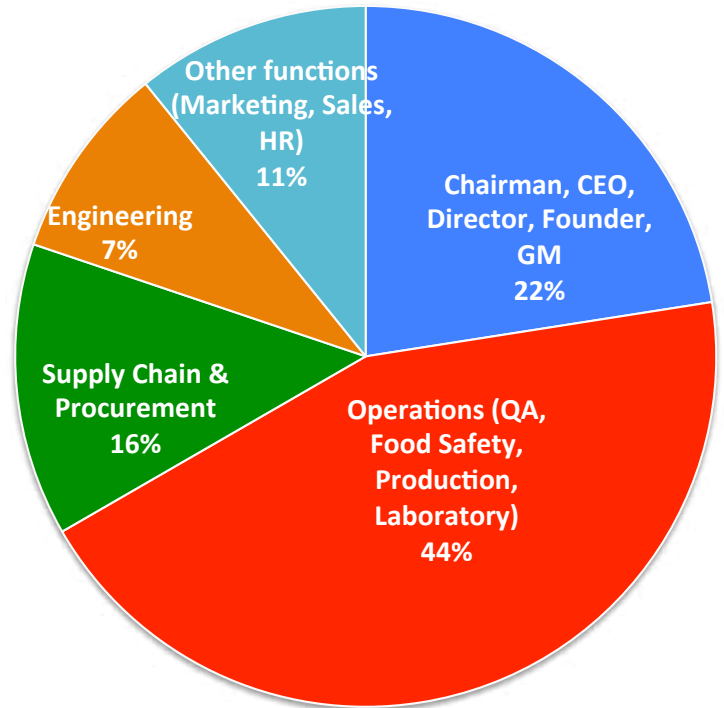
Equipment? Packaging? Ingredients? Lab solutions? Automation services? They are all in.

DISTRIBUTION

BY INDUSTRY



BY FUNCTION



DISTRIBUTED FOR FREE INTO 18 AFRICAN COUNTRIES

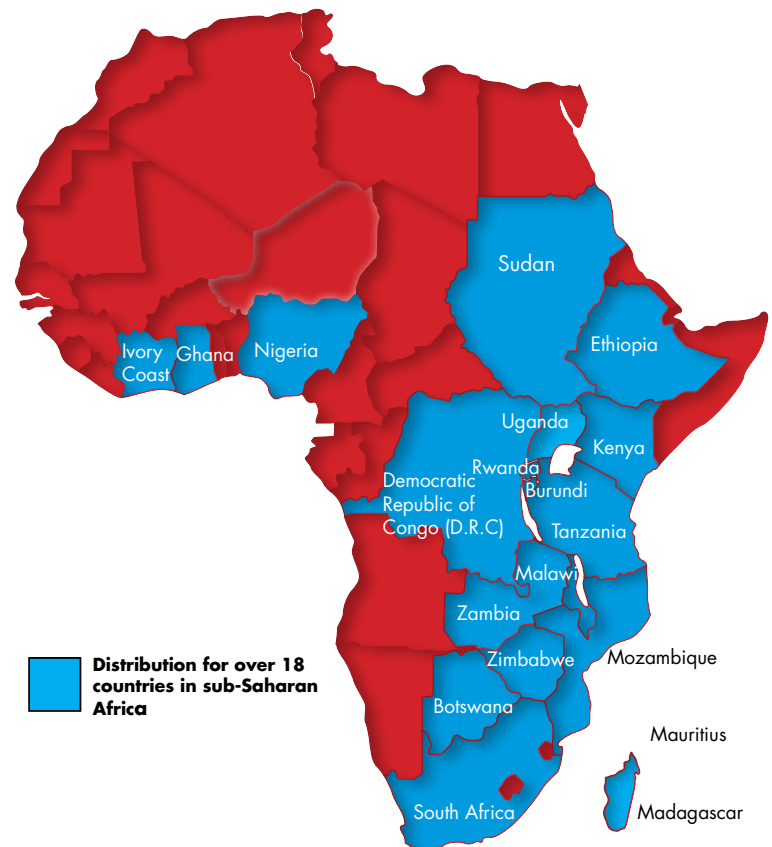
Food Business Africa is distributed for FREE to all the key decision makers in targeted sub-Saharan Africa countries in Eastern, Central, Southern and Western Africa.

The print edition of Food Business Africa is available into 18 African countries - ensuring that you need just one magazine to reach the sub-Saharan Africa industry marketplace.

These countries include **Kenya, Uganda, Tanzania, Ethiopia, Rwanda, South Africa, Burundi, Democratic Republic of Congo (DRC), Sudan, Malawi, Zambia, Zimbabwe, Mozambique, Botswana, Madagascar, Nigeria, Ghana and Ivory Coast.**

To complement the print edition, the magazine is available as a free digital magazine on the website: www.foodbusinessafrica.com, with a worldwide readership.

ONE AFRICA • ONE INDUSTRY • ONE MAGAZINE



PAST ADVERTISERS

Food Business Africa magazine is the right platform to reach Africa's food, beverage and milling industry, and is especially useful for companies seeking to grow their African footprint.

The magazine has over the years partnered through advertising with some of the leading regional and international suppliers of **equipment, packaging, laboratory and food safety, post-harvest solutions, ingredients** and **industry services**, including:



EDITORIAL CALENDAR 2018-19

ISSUE	July/Aug 2018	Sept/Oct 2018	Nov/Dec 2018	Jan/Feb 2019
ADVERTS CLOSE	July 5	Sept 5	Nov 5	Jan 5
INSERTS	DAIRY BUSINESS AFRICA BEVERAGE TECH AFRICA	MILLING & BAKING AFRICA	DAIRY BUSINESS AFRICA BEVERAGE TECH AFRICA	MILLING & BAKING AFRICA
COUNTRY FOCUS	Breakfast cereals in Africa	Wheat Milling Industry in Kenya	Dairy Industry in Ethiopia	Poultry Industry in Nigeria
COMPANY FOCUS	Brookside Dairy		Danone in Africa	Coca-Cola
FEATURE FOCUS	Cultured meat	Retail industry in Kenya	Food fraud management strategies	Food delivery and e-commerce
OPERATIONS	Flooring	Reverse osmosis	Dehumidification	Energy efficiency
FOOD SAFETY	Biofilms management	Hand hygiene	Allergens management	Recall management
PACKAGING				Sustainability in plastic pallets utilisation
MILLING & BAKING AFRICA		Flour fortification		Baking: Enzymes
		Grains sorting		Latest maize milling technology
				Ancient grains
				Feed: Feed fortification
DAIRY BUSINESS AFRICA	Cultures in cheese		Modified starch	
	Fluid milk packaging		Lactose free dairy products	
BEVERAGE TECH AFRICA	Stevia		Caps and closures	
	Tea		Spirits in Africa	
FOOD NUTRITION & HEALTH	Obesity			
CORPORATE PROFILE	Corporate profile of a factory in the food, beverage and milling industry in Africa	Corporate profile of a factory in the food, beverage and milling industry in Africa	Corporate profile of a factory in the food, beverage and milling industry in Africa	Corporate profile of a factory in the food, beverage and milling industry in Africa
TRADE SHOWS DISTRIBUTION	<ul style="list-style-type: none"> Africa Dairy Conference & Exp, Nairobi, Kenya - 2018 	<ul style="list-style-type: none"> AFMASS Southern Africa - Lusaka, Zambia - October 3-5, 2018 IAOM Middle East & Africa, Nairobi, Kenya - October 22-25, 2018 		<ul style="list-style-type: none"> AFMASS FoodTech Conference & Expo, Dar es Salaam - March 28-29, 2019 IDMA, Istanbul, Turkey - March 21-23, 2019

Mar/Apr 2019	May/June 2019	Jul/Aug 2019	Sept/Oct 2019	Nov/Dec 2019
March 5	May 5	Jul 5	Sept 5	Nov 5
DAIRY BUSINESS AFRICA BEVERAGE TECH AFRICA	MILLING & BAKING AFRICA	DAIRY BUSINESS AFRICA BEVERAGE TECH AFRICA	MILLING & BAKING AFRICA	DAIRY BUSINESS AFRICA BEVERAGE TECH AFRICA
Dairy Industry in Kenya	Grains Milling Industry in Zambia	Pulses & Legumes in Ethiopia	Rice Industry in Tanzania	Beverage Industry in Uganda
Nestle	Bakhresa Group	Zambeef Products	Flour Mills of Nigeria	Trade Kings Group
Sugar regulation	Block chain technology	Flexitarian diets	Organic foods	Plant-based foods
Compressed air	Pumps and valves	Cleaning in place	Plant design essentials	Air quality
Water quality	Listeria management	Acrylamide management	Pest control	Plant safety and security
Flexible packaging	Sustainability in bottle packaging	Advances in yoghurt packaging	Stand-up pouches	Packaging design in new product innovations
	Baking: Sugar reduction		Baking: Fibre enrichment	
	Energy efficiency in milling		Latest rice milling technology	
	Mycotoxins testing		Food safety in milling	
	Feed: Aquaculture in Africa		Feed: Protein supplementation	
Fat reduction in dairy		Probiotics in dairy		Artificial sweeteners in dairy
Dairy fortification		Clean label trends in dairy		Flavoured milk
Natural colours		Hot filling technology		Texture modification in beverages
Bottled water		Coconut water		Low alcohol beer
Omega-3s	Whole grains	Insects in food and feed	Digestive health	Prebiotics
Corporate profile of a factory in the food, beverage and milling industry in Africa	Corporate profile of a factory in the food, beverage and milling industry in Africa	Corporate profile of a factory in the food, beverage and milling industry in Africa	Corporate profile of a factory in the food, beverage and milling industry in Africa	Corporate profile of a factory in the food, beverage and milling industry in Africa
<ul style="list-style-type: none"> AFMASS Eastern Africa, Nairobi, Kenya - May 16-18, 2019 	<ul style="list-style-type: none"> AFMASS FoodTech Conference & Expo, Kigali, Rwanda - July 10-11, 2019 Africa Food Industry Excellence Awards, Kigali, Rwanda - July 12, 2019 	<ul style="list-style-type: none"> Africa Dairy Conference & Expo - August 14-16, 2019 SAAFOST Congress, South Africa - Sept 1-4, 2019 	<ul style="list-style-type: none"> AFMASS Southern Africa, Lusaka, Zambia - October 3-5, 2019 IAOM Middle East & Africa - October 2019 	

OTHER INDUSTRY INITIATIVES BY FOODWORLD MEDIA

AFMASS

CONFERENCES & EXHIBITIONS

AFRICA HAPPENS AT AFMASS™

AFRICA FOOD MANUFACTURING & SAFETY SUMMIT



AFMASS Conferences & Exhibitions are the leading series of industry trade conferences and expos that are attended by key decision makers from Africa's food, beverage and milling industry.

AFMASS Conferences & Expos take place in **Kenya** (targeting Eastern Africa) and **Zambia** (targeting Southern Africa) every year, with a new edition set for Lagos, **Nigeria** from 2020, targeting Western African region.

More info: www.afmass.com



AFMASS FOODTECH

CONFERENCES & EXPOS

PROCESSING • PACKAGING • FOOD SAFETY

AFMASS FoodTech Conferences are attended by key decision makers from Africa's food, beverage and milling industry to build capacity and expose delegates to the latest technical and commercial trends in Africa.

The events are complementary to the bigger AFMASS Conferences & Exhibitions. They take place in an number of African countries, with events planned in **Tanzania** and **Rwanda** in 2019.

More info: www.afmass.com



AFRICA FOOD INDUSTRY EXCELLENCE AWARDS

ACHIEVE • CELEBRATE • INSPIRE GENERATION NEXT

The Africa Food Industry Excellence Awards is the only industry-focused awards ceremony that rewards exemplary industry leaders and companies, and new products and projects in Africa's food, beverage and milling industry.

Attended by the who-and-who in the industry, the ceremony is the most premium industry event and a major highlight of the industry's progress every year. Rwanda hosts the 2019 Awards ceremony.

More info:
www.awards.foodbusinessafrica.com.

INDUSTRY DIRECTORY

AFRICA.com

IndustryDirectoryAfrica.com is Africa's largest job site and supplier directory for the food, beverages, milling, pharmaceutical and hospitality industry.

The site is available for companies based in Africa and those with interest in Africa's industry from around the World

More info: www.industrydirectoryafrica.com