

LA DÉPÊCHE DIPLOMATIQUE

The magazine of Africa on the move

INTERNATIONAL NEWS
MAGAZINE

We interconnect Africa with the
World

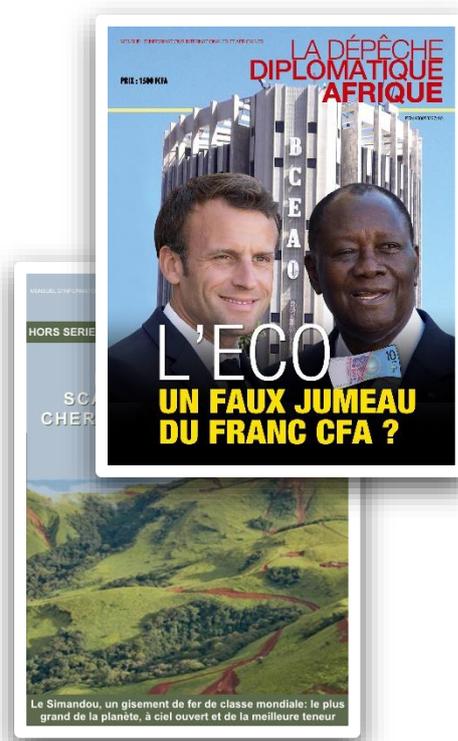
www.ladepechediplomatique.com

Understand Africa to be involved on its development

La Dépêche Diplomatique is an information medium which deciphers the news with rigor and put them into perspective to be able to understand the subtleties of Africa in its diversities.

The magazine reflects the progress of Africa, and is intended for men and women who aspire, hope and act for the emergence of a new era on a continent where values and traditions rub shoulders with modernity.

La Dépêche Diplomatique is a space of expression for a dynamic youth, for politicians and decision makers involved in the on-going transformation of the African continent.



The magazine aims to promote the potential of African countries abroad to allow the continent to have its rightful place in the world economic order.

Mr. Abdoul Rakhamane Dabo, publisher of La Dépêche Diplomatique.

La Dépêche Diplomatique is the ideal partner for advertisers who aspire to associate their brand image with a magazine reflecting the evolution and the modernity of Africa and who contribute to the economic development of this continent of the future through their investments.

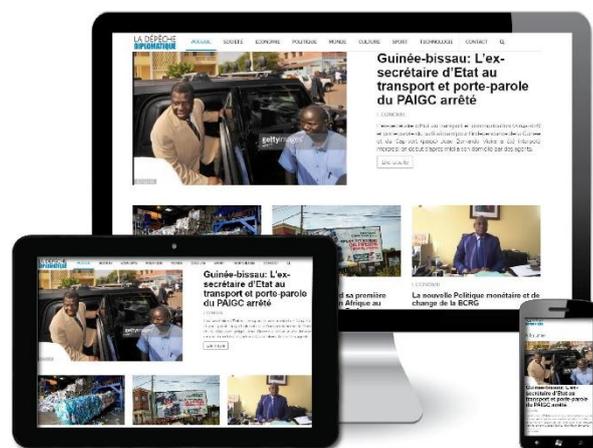
Our readers

Our target is made up of men and women willing to participate in the development of the African continent.

		
<p>32% women & 68 % men</p>	<p>18 years and older Average age: 40 years</p>	<p>Business leaders and policy makers in finance, energy, industry, telecommunications and services</p>

Distributed in Africa, Europe and Americas

La Dépêche Diplomatique is distributed throughout the pan-African sphere and every day the Magazine gains many new readers thanks to its extensive presence on the internet and social networks which contributes to its international reputation.



Our history

In 2008, a group of diplomats accredited to Senegal, intellectuals and international communication professionals gave rise to La Dépêche Diplomatique.

This pan-African magazine is focused on major political subjects and social events, as well as economic news and international relations. It also presents the key figures of the culture scene.

News from here and elsewhere

Our main priority remains a free and fair treatment of international political, economic, social and cultural news.

In each edition of the magazine you will find a focus on a country, the analysis of a social issue, a spotlight on the on-going economic and social changes in Africa.



News



Politics



Economy



Culture / Sport

Advertising rate

We will be pleased to assist you and to study your communication needs.

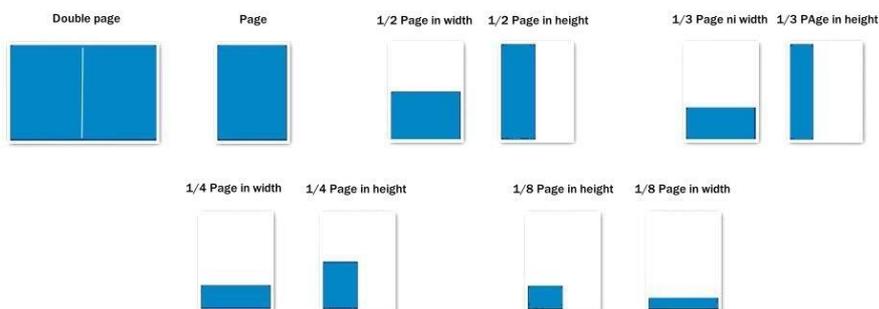
Back cover	3.935.760 FCFA	6.000 €
Inside cover	3.279.800 FCFA	5.000 €
Inside back cover	2.623.840 FCFA	4.000 €
One page	1.311.920 FCFA	2.000 €
Double page	1.967.880 FCFA	3.000 €
Half page	655.960 FCFA	1.000 €
Quarter page	327.980 FCFA	500 €
16 page signature	5.247.680 FCFA	8.000 €
Infomercial	CUSTOM RATES	

All prices exclude VAT - VAT 18% - Technical costs 10%

Technical elements

File format:

- PDF HD with CMYK profile
- 5 mm trim edge in addition to the format
- Minimum image resolution 300 dpi



Deadline for submission of technical elements: 2 weeks before publication

Magazine ID

Title:	La Dépêche Diplomatique
Publisher:	Impact Communication Group
First release:	February 2008
Frequency:	Quarterly
Volume:	60 pages
Distribution:	Africa, Europe, Americas
Languages:	French and English
Magazine circulation:	20.000 copies and more on demand

Paper quality

Cover:	Shiny coated paper 150 gr + lamination
Inside pages:	Four color shiny coated paper 70 gr

Selling prices

Africa:	1.500 FCFA
Europe:	3 €
Americas:	4 \$

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