

---

KIT MEDIA 2019

---

# RESSOURCES

THE POWER OF AFRICA

LE MAGAZINE DES MATIÈRES PREMIÈRES AFRICAINES  
THE MAGAZINE OF NATURAL RESOURCES IN AFRICA



**Highlight the impact of  
African commodities throughout  
the international markets.**

Decipher the economic and environmental challenges that shape the future of the African continent and the world.

---

[WWW.RESSOURCES-MAGAZINE.COM](http://WWW.RESSOURCES-MAGAZINE.COM)

# PRESENTATION

Through its exclusive contents (surveys, interviews, reports, analysis...), in french and english, RESSOURCES provides a multi-dimensional portrait of an industrious Africa, at the heart of international trade and its innumerable perspectives.

RESSOURCES also takes a look at the future of the land and the people who contribute to its development, far away from the world's financial markets and flowing capital.

Serving as a keen observer and passionate analyst of the latest news, RESSOURCES informs, questions, and appreciates the situation, with a constant concern for transparency and readability.

Our goal: to break down barriers, centralize knowledge and make it circulate worldwide.

  


# RESSOURCES

THE POWER OF AFRICA

LE MAGAZINE DES MATIÈRES PREMIÈRES AFRICAINES  
THE MAGAZINE OF NATURAL RESOURCES IN AFRICA

## Actus



05.2019

### Centrafrique : les autorités dévoilent la liste des derniers permis miniers accordés

Une centaine de nouveaux permis d'exploitation minière ont été publiés récemment sur le site du ministère centrafricain des Finances. Problème : nombre d'entre eux sont situés en dehors de la « zone verte » autorisée par le Processus de Kimberley. Dans un pays où la délivrance des permis d'exploitation minière fait l'objet de toutes les spéculations, les autorités...

Lire

---





05.2019

### Bourse des matières premières agricoles de Côte d'Ivoire : ça avance !

Une délégation de la Bourse régionale des valeurs mobilières (BRVM), emmenée par son directeur général Félix Edoh Kossi Amenounve, s'est rendue fin mai à Korhogo, afin d'évaluer les conditions de démarrage du projet. Engagé en début d'année, le projet de Bourse des matières premières agricoles (BMPA) se concrétise peu à peu. Après le lancement début...

Lire

---





05.2019

### Ghana : la ruée vers l'or, une chance ?

Porté par sa filière aurifère qui l'a propulsé premier producteur d'or d'Afrique, le Ghana multiplie les bonnes performances économiques. Reste le plus dur : faire en sorte que les fruits de la croissance tirée par le précieux métal bénéficient au plus grand nombre. Historiquement connu pour sa richesse aurifère qui lui valut l'appellation de « Gold Coast » (Côte-de-l'Or)...

Lire

---



## AUDIENCE

RESSOURCES's circulation targets commodity market protagonists in Africa, as well as observers aware of issues related to commodities in general.

Entrepreneurs  
Senior executives  
Political decision-makers  
Game changers  
Journalists

## OUR ADDED VALUES

An experienced editorial team  
French-English bilingual contents  
Audiovisual productions  
Direct access to the best experts and market protagonists

## COMMUNICATE THROUGH RESSOURCES MAGAZINE

Several qualitative communication modules have been created to address the selective audience of RESSOURCES.

**Display site** : Banners in header or footer, fixed or animated. Paved in each article of the site, fixed or animated. Depending on your needs, a visual or two rotating visuals.

**Preroll vidéos** : A time slot allocated before each video interview.

**Native Advertising** : An article of presentation or news of your company and directly integrated in the flow of articles of the magazine.

Directed by RESSOURCES writing under the [CONTENT PARTNER] label.

**Display monthly newsletter** : Your brand / company highlighted on the newsletter with an audience of decision makers and opinion leaders..

**Sponsoring of the RESSOURCES Agenda** :To be associated with the key events in the commodities sector.

**TARIFS AND CONDITIONS ON PAGE 4**



# RESSOURCES

THE POWER OF AFRICA

LE MAGAZINE DES MATIÈRES PREMIÈRES AFRICAINES  
THE MAGAZINE OF NATURAL RESOURCES IN AFRICA

---

## TARIFS ET CONDITIONS

### **Display site > 2 200 € HT / month**

Banners in header or footer, fixed or animated. Paved in each article of the site, fixed or animated. Depending on your needs, a visual or two rotating visuals

**Formats : -Banner in header or footer:900px width X 100px Height**

**-Paved in each article:300px width X 250px Height**

Files are to be provided in JPEG or PNG format for fixed ads and in GIF format for animated ads

### **Preroll vidéos > 3 500 € HT / vidéo**

A time slot allocated before each video interview.

### **Native Advertising > 1 500 € HT / article**

An article of presentation or news of your company and directly integrated in the flow of articles of the magazine. Directed by RESSOURCES writing under the [CONTENT PARTNER] label.

### **Display monthly newsletter > 4 800 € HT / month**

Your brand / company put forward on the newsletter to an audience of decision-makers and opinion leaders.

### **Sponsoring of the RESSOURCES Agenda > 800 € HT / Event**

To be associated with the essential events of the of raw materials section.

---

100% payment on order and before publication.

## ADVERTISING CONTACT

**Mathide Lafarge**

[m.lafarge@ressources-magazine.com](mailto:m.lafarge@ressources-magazine.com)

RESSOURCES MAGAZINE is published by Onyx RCS Paris 524 585 981 00011 [For more information](#)