Africa Wire®
Competitive Advantages

THE SOLE PRESS RELEASE WIRE DEDICATED TO AFRICA

APO
PRESS RELEASE DISTRIBUTION
Africa & Middle East

Owned and managed by Africans	✓
Headquarters	SENEGAL
Offices in Africa	✓
Dedicated regions	AFRICA
Distribution mode	A to Z handling of your press release
Distribution 24/7/365	✓
Translation	Translation into all the written languages in Africa
Max number of words per press release	**Unlimited**
Able to distribute in US, Europe, Middle East, Asia & Latam	MENA Wire® + Only auth. agent in Africa for Nasdaq GlobeNewswire
Partners with Bloomberg, Reuters, LexisNexis and Factiva	✓
Media landscape experts for Africa region	20+
Size of African media list	150,000+ contacts
Accuracy of African media list	12 dedicated researchers
Multimedia content (photos, videos, infographics, documents)	**Unlimited at NO COST**
Distribution under embargo to top-tier media in Africa	CNN, BBC, CNBC, Al Jazeera, Bloomberg, Thomson Reuters, Associated Press
Main distribution network	Targeted emailing to media list
Mobile reach in Africa	250M via top mobile networks
Africa website partners referenced by Google	50+

Press release distribution platform dedicated to Africa	Africa-Newsroom.com
Journalists can share, download, embed, repost and copy content	Via social media, emails, RSS, FTP, widget
Measurement analytics	Detailed tracking statistics
Press Offices	**Dedicated custom landing page on Africa-Newsroom.com**
Number of tweets per release	5 manually posted tweets by community manager
One Twitter account for each official language of Africa	English, French, Portuguese, Arabic
Use of relevant Hashtag & Tweet ID	✓
Ability to post photos and videos on Twitter	✓
Creation of your GIF animated images for Twitter	Power of the GIF: higher Tweet engagement rate
Social media posting	Facebook, Google, Scoop. It, Pinterest and Rebelmouse
Press release posted to LinkedIn professional groups in Africa	Community manager posts on 35 groups related to Africa
Full online media monitoring including non-partner websites	20,000+ websites
Monitoring generation process	**Human monitoring analysts**
Social media analytics in Africa	Volume, influence, location

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