

**Does your company do business in Africa?  
Are you interested in what is really happening on the ground  
in the Northern Cape province of South Africa, Namibia, the  
south of Zambia, northern Zimbabwe, and Botswana?**



**If the answer is yes, make sure you follow WhyAfrica's Southern Africa Overland Road Trip from 20 June 2022 to 5 August 2022.**



**47 DAYS ■ 9570 KM ■ 5 COUNTRIES ■ MORE THAN 30 PROJECTS ■ 35+ INTERVIEWS**

## **GENERAL QUESTIONS ABOUT WHYAFRICA'S SOUTHERN AFRICA ROAD TRIP?**

### **What is WhyAfrica's 2022 Southern Africa Road Trip?**

We drive overland by road to find out how SA, Namibia, Zambia, Zimbabwe, and Botswana have recovered after covid-19 lockdowns and what the opportunities are for our readers, sponsors, and advertisers.

### **Why should we follow the WhyAfrica Road Trip?**

WhyAfrica's media arm reports on the challenges and identify the opportunities for investors, business owners and entrepreneurs in the region, especially now that the African Free Trade Agreement has moved up a gear. We assess the business environment and extractive sectors; dissect greenfield and brownfield projects; weight up the successes with the failures; decide how to mitigate adverse environmental and social impacts based on what companies are currently doing, and determine how politics affect project development. All the time we will focus on ESG standards and opportunities, and how to remain sustainable in the face of climate change and economic difficulties after covid-19.

### **Who does WhyAfrica interview during the trip and at project sites?**

We speak to all stakeholders including business owners, investors, entrepreneurs, government officials, CEOs, NGOs, development workers, general managers, operational managers, procurement managers, general workers, and people on the street to determine real conditions on the ground.

### **Which economic sectors does WhyAfrica focus on?**

We focus on mining, energy (including renewables, oil, and gas), agriculture, forestry, infrastructure (roads, rail, and ports), logistics, supply chain management, water management, the political economy, environmental management, Environment and Social Governance (ESG), climate change, tourism, sustainability, nature conservation, and development.

### **How many projects does WhyAfrica visit during the trip?**

We hope to visit more than 35 projects in the abovementioned sectors and gather information about all the success stories, the challenges, and the opportunities for suppliers and service providers at these operations and in the countries that we visit.

### Which project will WhyAfrica visit?

We have confirmed close to 80% of our site visits and interviews. For now, we can give you the names of some towns or districts we will be passing through. This will enable most of our readers and subscribers to connect the dots. Here they are: Virginia, Prieska, Upington, Aggeneys, Port Nolloth, Keetmanshoop, Lüderitz, Windhoek, Karabib, Swakopmund, Uis, Otjiwarango, Otavi, Tsumeb, Rundu, Divundu, Kasane, Kazangula, Livingstone, Choma, Pandamatenga, Selebi-Phikwe, Orapa, Malapye, Gaborone.

### How does WhyAfrica make the information available?

We give you regular updates and information in short news articles, written snippets, visual images, video clips and/or recorded podcasts during the trip. Most of the information will be published on our website, YouTube channel, all our social media platforms, in our bi-weekly newsletters, and in the August and November issues of WhyAfrica's magazine. So, make sure you subscribe, it's for free.

### Will there be in-depth research reports available after the trip?

Yes. If you want to know more than the free information in our magazines and online platforms, you will be able to buy in-depth reports and other material from the WhyAfrica store in 2023.

### How can I follow the trip, and will the information be free?

Our media reports and most of the intel will be free, all you need to do is follow us on our website and social media pages or subscribe to our free newsletters and quarterly magazines.

### Will there be other road trips in the future?

Yes, we plan to do a long road trip to Northern Zambia and East Africa in 2023 and to West Africa in 2024. Depending on the interest and sponsors, we will consider shorter trips to northern Zambia, southern Zimbabwe, or Ghana for example.

## IF YOU NEED SPONSORS, WHAT ARE THE BENEFITS OF SPONSORING THE ROAD TRIP?

### 3 premier sponsorship opportunities:

1. **If you let us use your company's vehicle for the full 47 days** you get company logos on both front doors; A4 ads in the April, August, and November issues of the WhyAfrica magazine, five in-article banners, 10 newsletter banners, a 4-page advertorial in the November issue of the WhyAfrica magazine, acknowledgement as a premier sponsor in all videos, articles, podcasts, and online posts. In addition, your company's marketing material will be included in the information pack that will be handed out at all projects sites we visit and to all people that we interview.
2. **R40 000** will book you space for your company's logo on one back door of the vehicle, half page ads in the April, August, and November issues of the WhyAfrica magazine, five in-article banners, 10 newsletter banners, a 4-page advertorial in the November issue of the WhyAfrica magazine, acknowledgement as a premier sponsor in all videos, articles, podcasts, and online posts. In addition, your company's marketing material will be included in the information pack that will be handed out at all project sites we visit and to all people that we interview.
3. **R40 000** will book you space for your company's logo on one back door of the vehicle, three half page ads in the April, August, and November issues of the WhyAfrica magazine, five in-article banners, 10 newsletter banners, a 4-page advertorial in the November issue of the WhyAfrica magazine, acknowledgement as a premier sponsor in all videos, articles, podcasts, and online posts. In addition, your company's marketing material will be included in the information pack that will be handed out at all projects sites we visit and to all people that we interview during the road trip.

### 6 - silver sponsorship opportunities of R20 000 each

will buy you half page ads in the August and November issues of the WhyAfrica magazine, five in-article banners, 10 newsletter banners, acknowledgement as a silver sponsor in all videos, articles, podcasts, and online posts. In addition, your company's marketing material will be included in the information pack that will be handed out at all projects sites we visit and to all people that we interview.

### How is advertising in the magazine and the road trip linked and what are the benefits of advertising in the WhyAfrica magazine?

If you advertise in the April issue of the WhyAfrica magazine you get exposure at the Investing in African Mining Indaba in Cape Town in May as WhyAfrica is a silver media partner, and our printed magazines are displayed at the entrance of the conference. The April issue is going with us on the road trip as well and will be handed out as part of the information pack at project sites and to those people we interview. If you advertise in the August issues those digital magazines are e-mailed to the same people we interview during our Road Trip. That obviously optimises your exposure and reach but most of all, it ensures that the right people see your ads. We still have the front cover sponsorship banner + an A4 ad available for the April issue for R40 000.

CONTACT LEON FOR ALL THE OTHER ADVERTISING RATES:

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