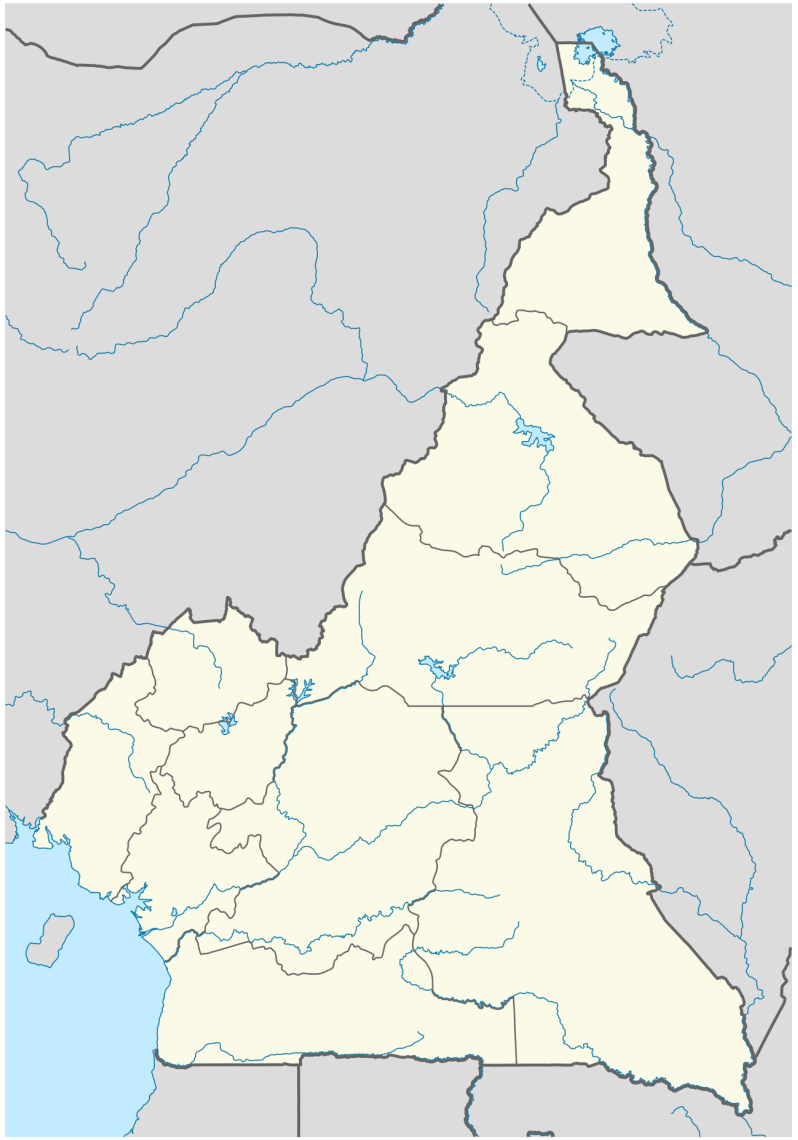
LE CONTINENT MAGAZINE

MEDIA KIT

PARTNERSHIPS & ADVERTISING

"*Cameroon is our continent. Africa is our horizon.*"



Map of Cameroon - NordNordWest, Wikimedia Commons, CC BY-SA 3.0 license. Image converted from SVG to PNG and resized, without modification of the map content.

THE MEDIA

Analytical journalism, rooted in Cameroon

Le Continent Magazine is a bilingual media outlet, in French and in English, rooted in Cameroon and open to Africa and its diaspora. It offers analytical and context-driven journalism to understand the transformations shaping the continent.

Our perspective. Economy and innovation, politics and governance, society and territories, culture and heritage, diaspora: we put events in perspective and give space to major narratives as well as opinion pieces.



Aerial view of Yaoundé, image from the "About" section of lecontinentmagazine.com.

AUDIENCE & FORMATS

Clearly identified partnerships, distinctly separate content

We build collaborations tailored to the subject and the target audience, with a clear separation between editorial content and commercial communication. Any partner content is explicitly labeled.

Formats under consideration, to be activated before commercialization:

- Partner article identified as such.
- Banner on the website.
- Presence in Le Brief, once the newsletter is activated.
- Social media amplification, once the accounts are launched.



Editorial illustration: Chad-France diplomatic meeting, news covered by Le Continent Magazine (Oct. 2026).

2,100

visitors over the last 28 days.
Source: Google Analytics via Site Kit, viewed on November 2, 2026.

17,000 impressions · **444** clicks

visibility in Google Search, last 28 days.
Source: Google Search Console.

RATES & CONTACT

Let's build a partnership tailored to your brand

Rates: contact us. Each collaboration is tailored to the subject, the format and the target audience.

Partnership contact:
partenariats@lecontinentmagazine.com

lecontinentmagazine.com · bilingual French and English