



Coverage from the Africa–Europe corridor.

AfroEuropa is an independent newsroom covering the technology and business corridor between Africa and Europe: the founders, capital, and policy moving between two continents. Every story answers to a human standard.



AFROEUROPA
CONNECTING AFRICA AND EUROPE THROUGH STORIES THAT MATTER

Real Stories. Real People. Real Impact.
A media platform amplifying African voices in Europe
and building bridges between two continents.

ENTREPRENEURSHIP | TECHNOLOGY | CAREERS | CULTURE | LEADERSHIP | MIGRATION | LIFESTYLE

WWW.AFROEUROPA.COM

— Who we are

AfroEuropa publishes original coverage of the technology and business stories connecting Africa and Europe, written in our own words and our own voice. Our desk pairs human editorial judgment with modern newsroom tooling, and holds every piece to the same standard: stories centred on a person are reviewed by a human editor before they can publish; where a story draws on other outlets' reporting, we credit and link them; and where newsroom software helped produce a story, the story says so on the page. Partner features are different by design: interview-led, shaped from your materials, with a human editor on every piece before it goes live.

We are a young publication and we present ourselves as one: what we offer partners is a focused audience, honest numbers, and standards we publish and keep.

A human answers for every story

Pieces centred on a person are reviewed by a human editor before publishing, and our corrections desk is a person you can email.

Attribution, always

Every story credits and links the outlets whose reporting informed it. We treat attribution as mandatory, not optional.

Disclosure, not hype

Where newsroom software helped produce a story, the story says so on the page. Nothing is labelled dishonestly.

— Audience at a glance

160

STORIES PUBLISHED ·
LAST 30 DAYS

264

STORIES IN THE ARCHIVE

17,675

ARTICLE READS TO DATE

Measured from our own publishing platform, not estimated. An always-on desk files across 15 coverage categories on both continents. We share measured figures only, and we are glad to walk any prospective partner through our audience analytics live on a call.

— Two lanes, never blurred

Everything we publish travels in one of two lanes, and the lane is always visible to the reader. This is the foundation of every partnership we take on.

LANE ONE

Independent editorial

- **Not for sale.** The newsroom decides what it covers; no payment is accepted for coverage.
- Pitches are welcome at the desk, and may be declined.
- Subjects have no editorial control over independent stories.
- This is the only lane that can fairly be described as independent press.

LANE TWO

Partner content

- **Always says so.** Commissioned profiles and features, clearly labelled on the page.
- **Interview-led,** shaped from your materials, with a human editor on every piece.
- Identified as partner content in metadata and feeds, with sponsored link attribution.
- Edited to house standards; we decline what we cannot stand behind.

● PARTNER CONTENT

The label as it appears on every commissioned piece, permanently.

Our commitments, in writing

1. Paid placement never publishes as independent editorial, under any arrangement, at any price.
2. Labels are permanent. They do not come off after publication.
3. Every partner piece receives a genuine editorial pass for accuracy and standards.
4. Our editorial & sourcing policy is public at afroeuropa.com/editorial-policy.

Partner formats & rates

FORMAT	WHAT IT IS	TURNAROUND
Executive profile	A reported profile of a founder, executive, or specialist, built from an interview and supplied materials.	5–10 business days
Thought leadership	A bylined perspective piece from your expert, edited to house standards.	5–10 business days
Startup spotlight	A concise company feature built for early-stage teams to get discovered.	5–10 business days
Display showcase	Homepage and in-article placements with impressions and clicks reported transparently.	immediate

Turnaround runs from receipt of materials; one revision round is included on written formats, and every partner format carries the Partner content label described above. **Rates:** confirmed in a short written proposal within one business day of your brief. Tell us the format and the audience you want to reach. The partner programme is newly formalised, so we are glad to share recent editorial work as writing samples, or to run a fully labelled pilot piece so you can judge quality firsthand.

How a partner piece happens

1

Materials in

You send the brief, background, and interview availability.

2

Editorial pass

We draft and review to house standards; people-centred pieces get human editor review.

3

Approval

One revision round with you; labelling confirmed before anything goes live.

4

Publish

Live on afroeuropa.com with its permanent label; link and metrics shared on request.

Check us before you trust us

Every claim in this kit is verifiable: our editorial and sourcing policy is public, labels are visible on the site itself, and we will walk any prospective partner through our analytics live. If a promise here ever stops being true on the site, tell us. That is a correction, and we publish those too.

editorial@afroeuropa.com afroeuropa.com Editorial & sourcing policy

— The AfroEuropa desk · Lagos ↔ London