

Central Africa's Premier Economic Intelligence Platform

237info delivers high-precision financial news, regional commodity tracking, tax policy breakdowns, and macroeconomic insights directly to corporate leaders, investors, and decision-makers across Cameroon and the CEMAC zone.

70%+

C-SUITE & EXECUTIVES

45k+

MONTHLY READERS

12k+

BRIEFING
SUBSCRIBERS

CEMAC

REGIONAL REACH

AUDIENCE DEMOGRAPHICS & LEADERSHIP PROFILE

Our readers do not skim for general news—they actively consult 237info to navigate regulatory changes, monitor commodity price shifts, and identify high-yield investment opportunities in Central Africa. Positioning your brand on 237info aligns you with top-tier commercial decision-makers.

Audience Breakdown by Role

- ✓ **35%** Business Owners, Founders & Managing Directors
- ✓ **25%** Corporate Procurement, Finance & Supply Directors
- ✓ **20%** Private Equity Investors & Institutional Analysts
- ✓ **20%** Tax Advisors, Legal Counsel & Logistics Consultants

Primary Industry Sectors

- ✓ **Banking & Financial Services:** BVMAC, Regional Funds
- ✓ **Agribusiness & Trade:** Commodity Traders, Importers
- ✓ **Tech & Logistics:** Enterprise App Dev, Customs Agencies
- ✓ **Public Policy:** Ministry Advisors, Regional Bodies

WHY DECISION-MAKERS TRUST 237INFO

Operated by **Ebong Enterprises ETS**, 237info bridges market research with actionable technological execution. Our unbiased market coverage creates a trusted halo effect for partner brands aiming to establish category authority in Francophone Africa.

HIGH-VALUE NATIVE ADVERTISING & BRAND PARTNERSHIPS

Standard display banner ads often underperform in B2B environments. We focus on high-intent native formats that integrate your message directly into our daily reporting, analytical tools, and executive dispatches.

1. Native Sponsored Articles

Co-crafted deep-dive features, case studies, and compliance breakdowns. Published natively on 237info.com with permanent archive indexing, lead generation CTAs, and custom infographics.

2. Market Watch Dashboard Sponsorship

Claim exclusive branding ("Presented By") on our high-traffic commodity indices (fuel, agricultural staples) and BVMAC updates consulted daily by procurement leads and traders.

3. Executive Morning Dispatch

Direct inbox access to over 12,000 verified corporate subscribers every morning. Flexible placements including top-of-newsletter spotlights, native notes, and banner embeds.

4. Quarterly Co-Branded Reports

Co-publish downloadable market intelligence PDFs distributed across our networks. Capture high-intent leads via gated registration forms customized for your sales pipeline.

EDITORIAL EXCELLENCE & CAMPAIGN STANDARDS

To maintain reader trust, all sponsored content undergoes rigorous editing by our team. We ensure your brand message delivers genuine utility, matches our publication tone, and directly addresses pain points faced by Cameroonian and CEMAC business leaders.

Placement Type	Target Audience	Primary Objective
Sponsored Article	Founders, Legal Advisors, Investors	Thought Leadership & Direct Lead Gen
Market Tracker Sponsorship	Procurement Officers, Traders	Daily Brand Recall & Category Authority
Newsletter Spotlight	C-Suite Executives & Directors	Immediate Direct Conversion & Announcements

PARTNERSHIP PRICING & PACKAGE STRUCTURE

We offer transparent pricing models tailored for targeted project launches as well as sustained annual category domination.

Single-Campaign Sponsored Package

Best For: Product launches, quarterly campaign bursts, event promotion, or single thought-leadership releases.

FCFA 150,000 / month

- ✓ **1-3 High-Impact Sponsored Articles:** Fully researched and edited content published natively on 237info.com.
- ✓ **Executive Newsletter Features:** Top-of-newsletter spotlight branding sent directly to our subscriber base.
- ✓ **Social & Channel Promotion:** Targeted distribution across 237info official business social channels.
- ✓ **Lead Generation CTAs:** Customized call-to-action buttons or lead capture forms embedded directly within articles.
- ✓ **Campaign Reporting:** Comprehensive post-campaign analytics report (views, engagement time, CTR).

RECOMMENDED TIER

Annual Strategic Enterprise Partnership

Best For: Enterprises, financial institutions, logistics hubs, and tech providers seeking year-round industry dominance and steady inbound lead flow.

~~FCFA 1,800,000~~ **FCFA 1,200,000** / year

- ✓ **Exclusive Category Ownership:** Become the sole presenting sponsor of a key market vertical (e.g., Finance, Agribusiness Data, Technology, or Logistics).
- ✓ **Quarterly Co-Branded Market Intelligence Briefs:** Co-publish downloadable regional industry briefs with custom branding and lead-generation capture.
- ✓ **Sustained Newsletter & Platform Placement:** Dedicated monthly sponsor slots in newsletter dispatches and ongoing site-wide header branding.
- ✓ **Priority Executive Interview Features:** Quarterly profile interviews featuring your C-suite executives discussing industry trends and innovations.
- ✓ **Campaign Reporting:** Comprehensive weekly campaign analytics report (views, engagement time, CTR).

END-TO-END CAMPAIGN CO-CREATION PROCESS

Our team works as an extension of your internal marketing department to craft, deploy, and optimize your campaign for maximum ROI.

Phase	Action Items	Deliverable
1. Discovery	Define campaign goals, target buyer persona, and core metrics.	Campaign Strategy Brief & Content Outline
2. Production	Editorial writing, data visualization, and landing page creation.	Final Drafts, Infographics & CTA Integration
3. Activation	Native publishing, newsletter dispatch, and social distribution.	Live Campaign Links & Multi-Channel Deployment
4. Reporting	Real-time analytics tracking and performance optimization.	Detailed Post-Campaign or Weekly Performance Analytics

FREQUENTLY ASKED QUESTIONS

Can we provide our own articles?

Yes. We accept pre-written drafts, provided they pass our editorial review for quality, tone, and relevance to Cameroonian business readers.

How do lead capture forms work?

We embed custom CTA forms directly in sponsored features or gated downloadable briefs, forwarding leads to your sales team in real time.

Ready to Position Your Brand in Front of Central Africa’s Leaders?

Connect with our partnership team today to reserve your category ownership or schedule a strategy session.

Direct Email:
partnerships@237info.com

Web Platforms:
www.237info.com | fr.237info.com

Corporate Entity:
Ebong Enterprises ETS, Cameroon

Response Time:
Within 24 business hours