

Ringier launches Business Insider Sub Saharan Africa

Ringier Africa Digital Publishing (RADP) further expands its news and media portfolio in Africa with the launch of Business Insider , the digital news brand for the global business community, for Sub Saharan Africa.



Tony Elumelu is on the cover of Business Insider Sub Saharan Africa

The digital edition leads with an exclusive interview with Tony Elumelu, who the newly launched editorial team for *Business Insider* Sub Saharan Africa met with at the World Economic Forum in Davos. Elumelu, recognised as one of the continent's most dynamic business leaders and philanthropists, is chairman of the Board of Heirs Holdings, the United Bank for Africa and Transcorp, and founder of the Tony Elumelu Foundation.

Business Insider Sub Saharan Africa will be operated by RADP under its new media brand, *Pulse*. It will cover business news, enterprise, finance, politics, and technology from across the continent and beyond.

The digital outlet debuted on existing *Pulse* platforms, in West Africa on 23 January, with more to come soon. The Africa-focussed business title has secured an impressive roster of leading and authoritative African commentators, including Bright Simons, Ethel Cofie and Herman Chinery Hesse. In addition to business and lifestyle stories from the continent, *Business Insider* Sub Saharan Africa will feature news highlights from around the world.

The publication, which is part of the Axel Springer family, is the largest business news site in the US and one of the fastest-growing news brands in the world. Collectively, the *Business Insider* network of sites reaches well over 100 million unique monthly visitors across all platforms. RADP and its *Pulse* brand is Africa's leading Pan-African digital content publisher, which includes *Men's Health*, and *Women's Health* in West Africa.

Ringier Africa and Asia CEO, Robin Lingg says: "With the launch of *Business Insider* Sub Saharan Africa, we are giving

African leaders a trustworthy, informed and reliable voice and platform. Africa is one of the world's most buoyant and innovative emerging markets. Such a time in the continent's history necessitates the savvy, sharp and analytical news commentary that is *Business Insider's* hallmark.

"We are looking to make a significant impact in the continent's business narrative by bringing smart, straightforward news to the African marketplace, with commentary from political heavyweights and African leaders and business innovators, whose collective insight will be instrumental in telling the African business story from inside."

Ringier Africa GM, Leonard Stiegeler says: "RADP and *Pulse* have an unparalleled reputation for quality content in various fields across many digital and social platforms. We believe *Business Insider* will complement our coverage for our audience in Africa, whose reach now numbers in the millions. We are happy to add quality business journalism that faithfully reflects and records what's happening within and outside the continent's business sector".

Said Henry Blodget, Global Editor-in-Chief and CEO of *Business Insider*: "We're thrilled to launch our 15th version of *Business Insider* in Africa – an incredibly exciting and fast-growing market. Ringier has a deep understanding of the digital space and is the ideal partner to help us bring to Sub Saharan Africa *Business Insider's* unique voice and attitude."

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