



Our Business *Brochure*

MAGE





Welcome

Mage is a market research and visibility company focused on the corporate finance and legal markets.

We analyse deals, disputes, and trends, as well as the market players, turning fragmented information into clear, usable insight. We spotlight enterprises and professionals doing work that genuinely moves markets, industries, and communities.

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Why choose Mage

Strong positioning within African deal conversations

Access to a highly targeted corporate audience

Editorial approach that drives attention, not just impressions

Ability to frame your brand/ product within industry trends

Our Audience

- + Commercial professionals
- + Regulators
- + Investors & Founders
- + Lawyers & General Counsel

Our Key African Reach

Nigeria



South Africa



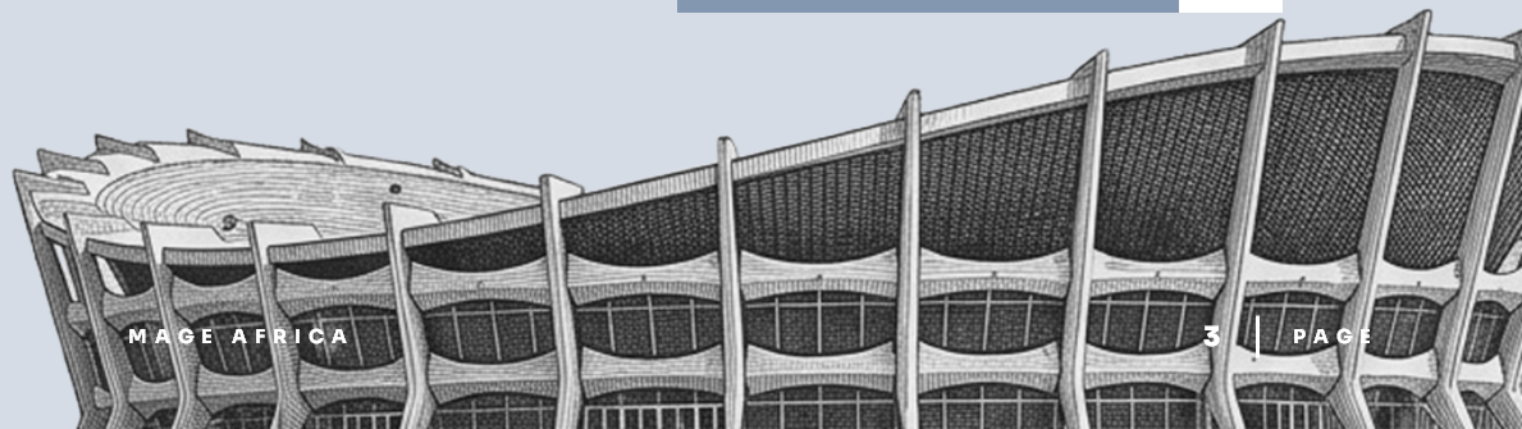
Kenya



Ghana



Rwanda





Our Event Amplification Offerings

Core Amplification

Campaign (2 weeks)

Introductory Post

Core Speaker Deal/Project Intelligence Highlight

Post-event recap

- What Industry Leaders Said At... (WILSA)
-

DELIVERABLES

4 content assets

Industry-relevant co-branded storytelling tailored, and sustained ecosystem campaign

Distribution across all Mage platforms

Recommended

Standard Amplification

Campaign duration (3 weeks)

Introductory Post

Core Speaker Deal/Project Intelligence Highlight

Sponsor Spotlight

During Event Coverage (curated conference breakdowns and Speaker Highlights)

Post-event recap

- What Industry Leaders Said At... (WILSA)
-

DELIVERABLES

6 content assets

Industry-relevant co-branded storytelling tailored, and sustained ecosystem campaign

Distribution across all Mage platforms

Premium Amplification

Campaign duration (4 weeks)

Introductory Post

Full Speaker Deal/Project Intelligence Highlight

Full Sponsor Spotlight Project Intelligence

During Event Coverage (curated conference breakdowns and Speaker Highlights)

Post event-event recap

- What Industry Leaders Said At... (WILSA)
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Core Team Profile

DELIVERABLES

8 content assets

Industry-relevant co-branded storytelling tailored, and sustained ecosystem campaign

Distribution across all Mage platforms



Brand Promotion & Visibility

Brand Introduction

1 Featured Post (Brand introduction + positioning write-up)

1 Supporting Post (Carousel or insight-driven content)

Story Amplification (24–48 hours)

Visibility & Positioning

3–4 Posts (mix of features, carousels, and insight-driven content)

Narrative-led content (we position your brand within industry conversations)

Story support across posting period

Premium Campaign

Content Strategy & Campaign Planning

5–8 Posts (structured rollout)

Custom content themes (tailored to brand)

Story amplification through campaign

Advisory on messaging and positioning

Strategic Content Partnership (Custom Campaign)

Best for: Brands looking for sustained visibility and deep positioning within the legal market

What It Includes

Long-term content rollout (4–8+ weeks)

Integrated brand placement within Mage content

Narrative development aligned with industry trends

Flexible content formats (features, insights, lists, etc.)

Ongoing visibility across multiple touchpoints

Campaign strategy and positioning advisory

Key Advantages

Instead of isolated posts, your brand is:

- Continuously visible
- Embedded within industry conversations
- Positioned as a relevant player over time



Mage Yearly Sector Report

The Mage Yearly Sector report is a structured, data-backed, industry intelligence publication covering :

1. Regulatory developments
2. Major public/private projects
3. Market trends
4. Deal activity
5. Sector outlook and projections

As a contributing firm, you become

Exclusive contributor for: Energy, Tech, Finance, Corporate or Commercial

Only firm featured for that sector

Only firm providing expert commentary; positioned as sector leaders

This gives you

1. Long-form exposure (as opposed to occasional announcements)
2. Repeated visibility
3. Early ownership of the product category
4. Sector authority and thought leadership positioning
5. Brand association with industry intelligence

Bronze

Firm profile (1–2 pages)

Commentary integrated under regulatory and market headings

Inclusion of representative matters

Logo placement inside report

Social media tagging at launch

Silver

Includes everything in Bronze

Amplified Campaign & Distribution over 2-week Content Cycle

Extended practice spotlight (team leads & bios featured)

Co-branding on Report Cover and all social media creatives

Executive summary mention

Right to repurpose report excerpts for use

Gold

Includes everything in Silver

Opening message from Sector Lead

Amplified Campaign & Distribution over 3-week Content Cycle

Lead Authored Article (1–2 pages)

Prominent Named Quote Highlights Throughout the Report

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