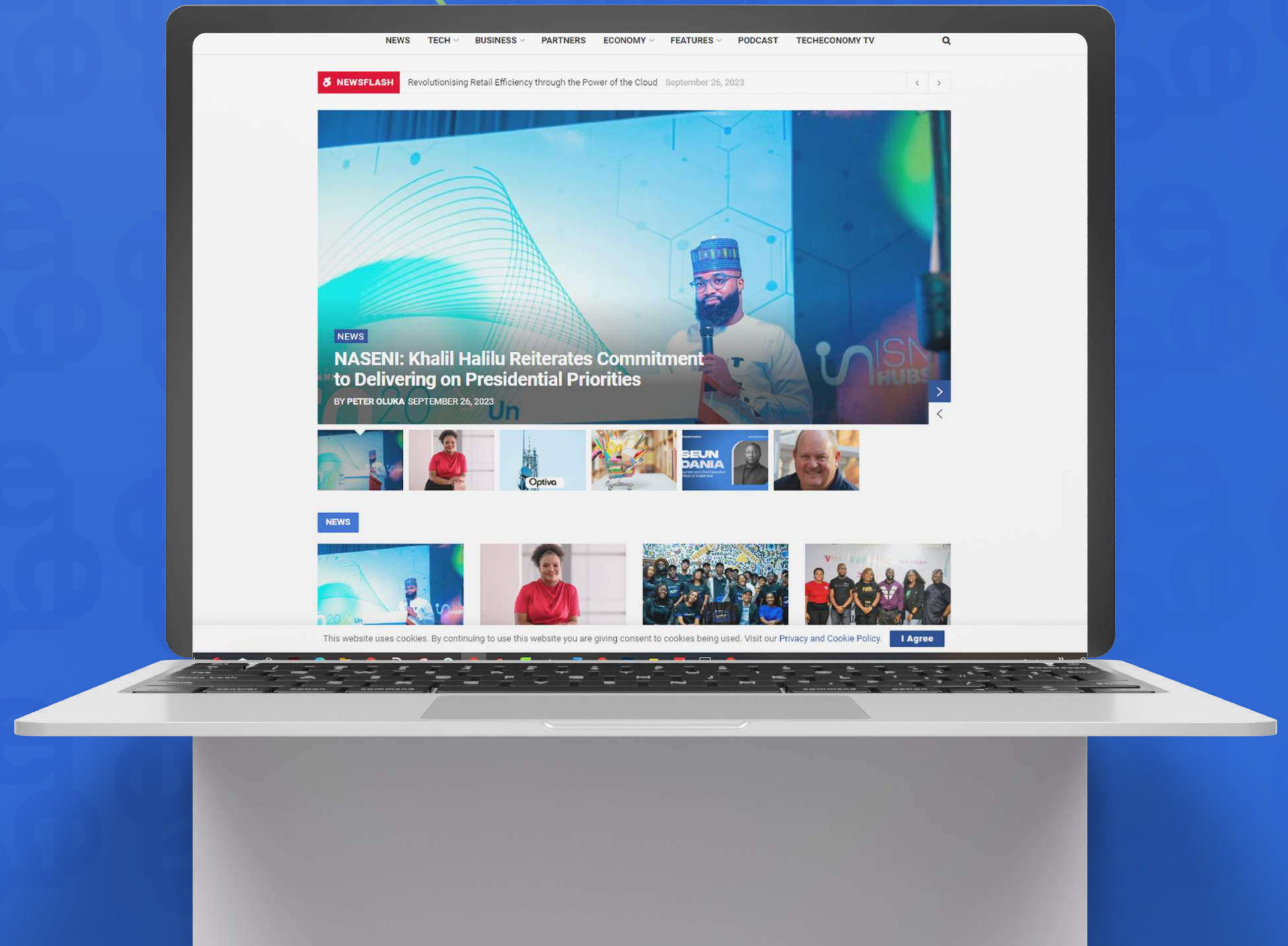


# Techeconomy's Media Kit.





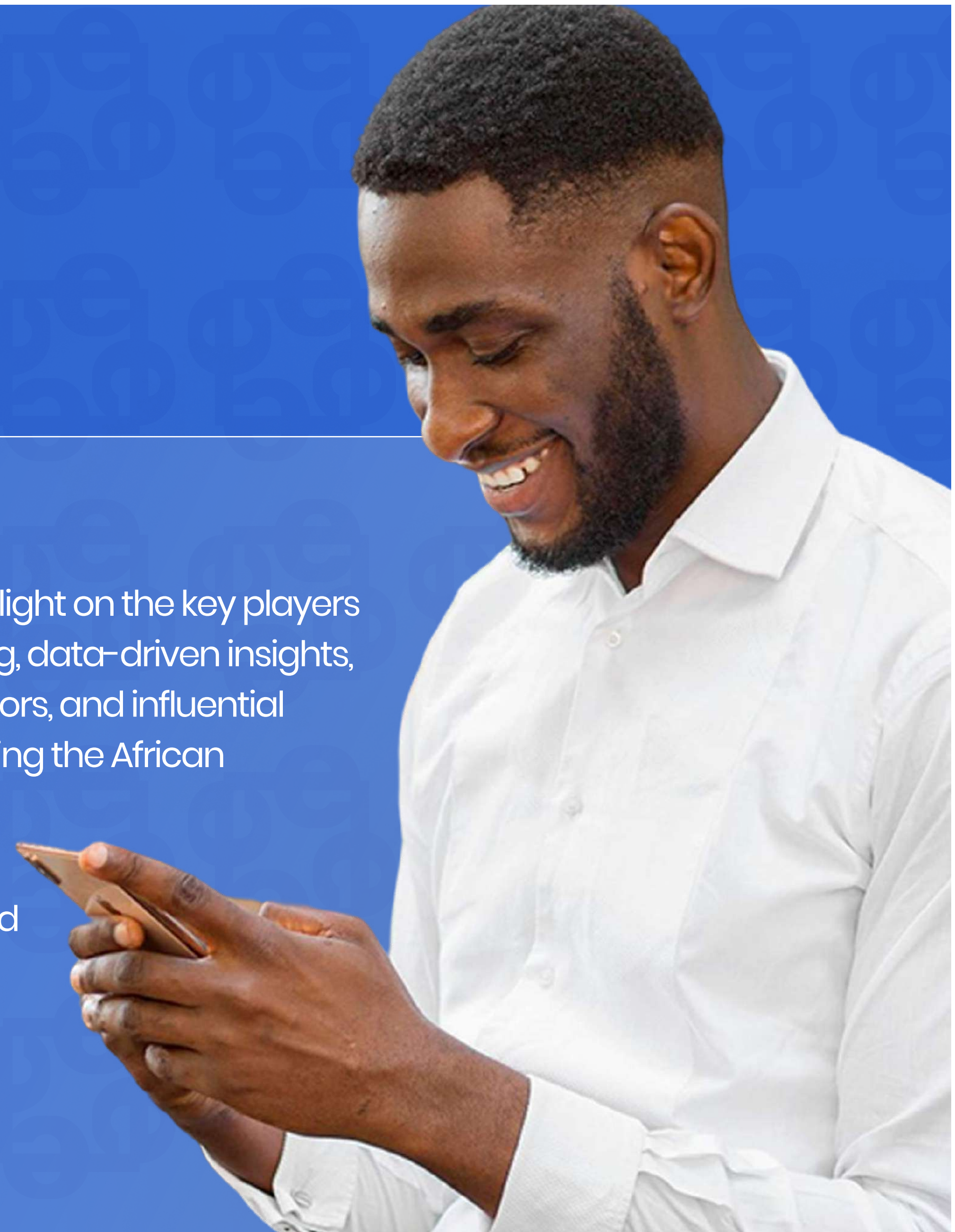


# overview

## Techeconomy

examines the intersection of technology and Africa's business arena, shedding light on the key players and the transformative effects. By delivering valuable context, detailed reporting, data-driven insights, and engaging events, Techeconomy strives to empower founders, CEOs, investors, and influential decision-makers with a profound comprehension of how technology is reshaping the African landscape.

Techeconomy serves as your primary destination for content related to Technology, Business, and the Economy. Our team of professionals is committed to providing you with the knowledge necessary to make informed choices in your industry. We provide Content-as-a-Service (CaaS) to our readers, with our team continuously researching and elucidating the evolving landscape, providing fresh perspectives on emerging markets.







# our Audience

 **1,200 +**  
INSTAGRAM FOLLOWERS

 **6,400 +**  
FACEBOOK FOLLOWERS

 **261 +**  
YOUTUBE SUBSCRIBERS

 **4,200 +**  
TWITTER FOLLOWERS

 **218 +**  
THREAD FOLLOWERS

 **14,100 +**  
LINKEDIN FOLLOWERS

 **1,000 +**  
EMAIL SUBSCRIBERS



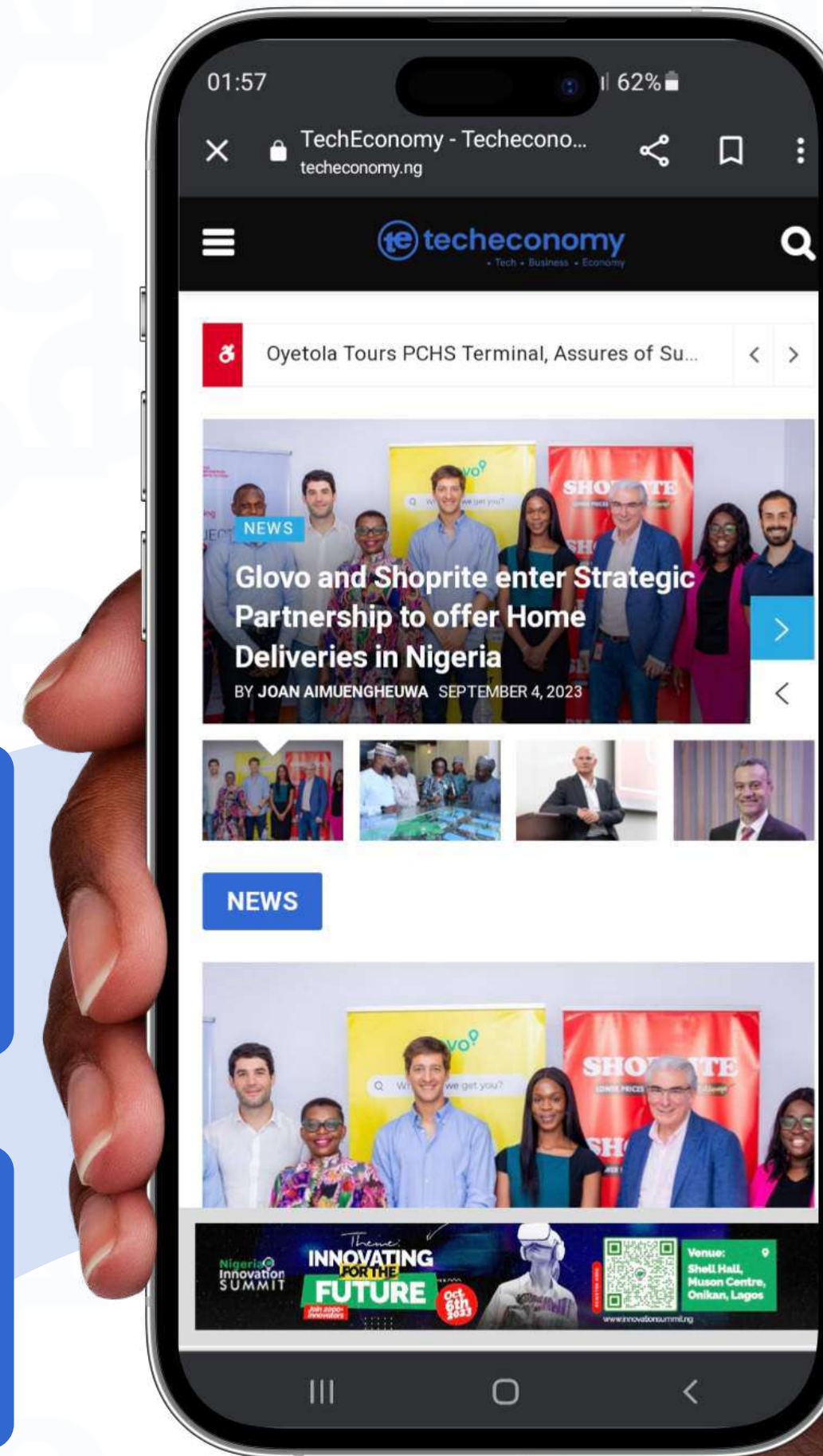




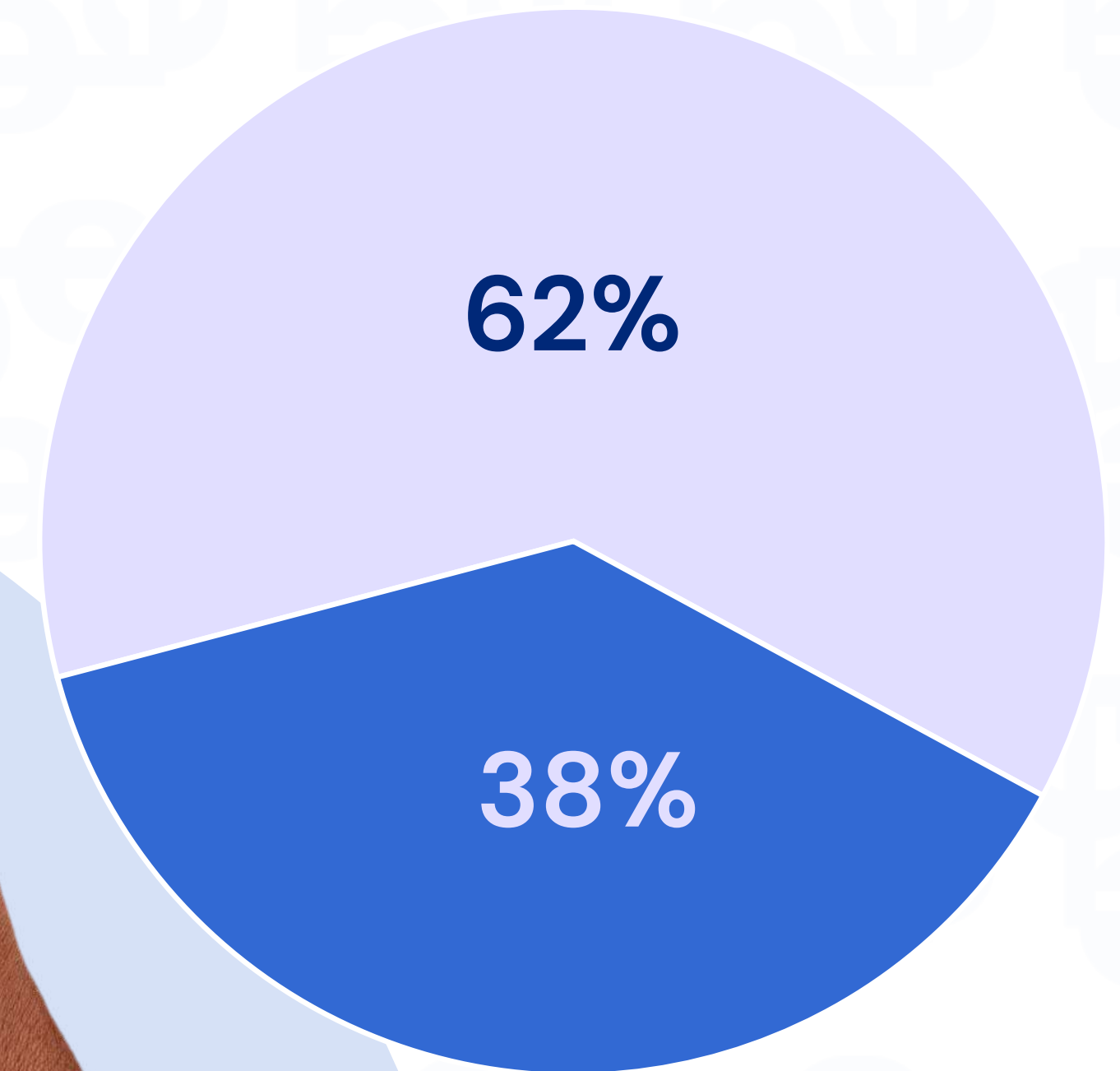
# Website Audience

**549,000+** MONTHLY USERS

**780,000+** MONTHLY VIEWS



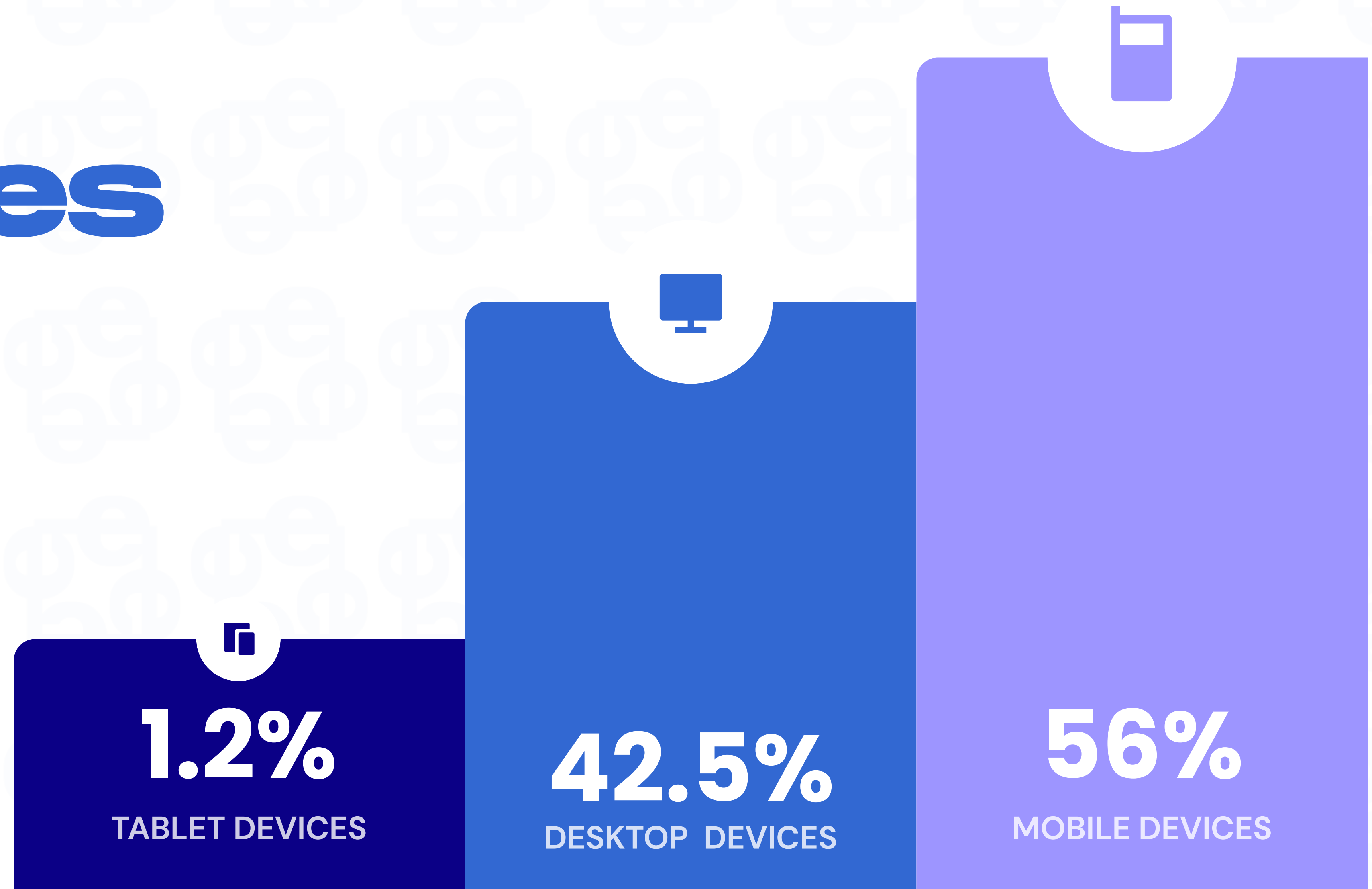
● Male ● Female







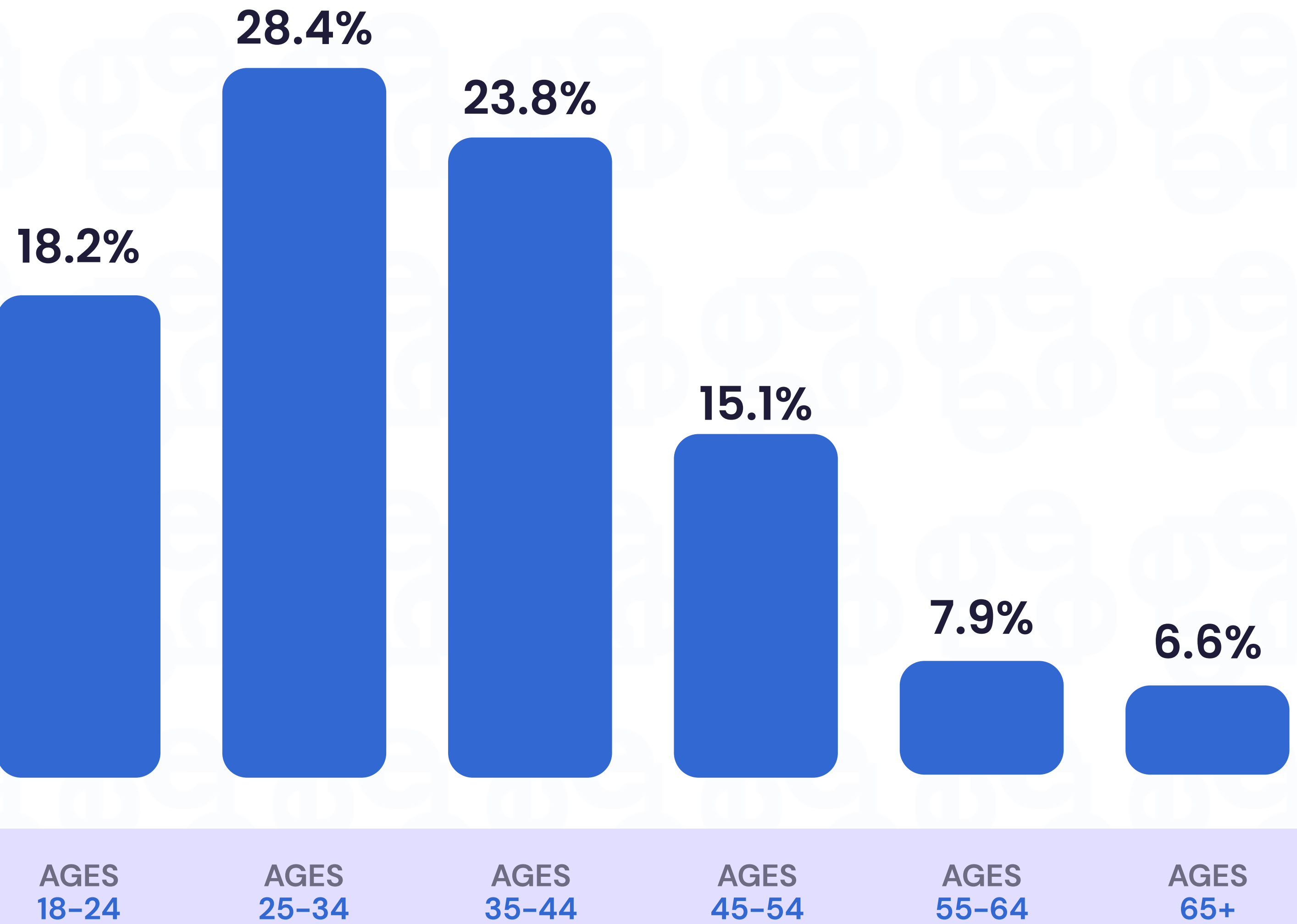
# Devices Used.







# Age







# Advertising On Techeconomy

Techeconomy provides a range of advertising options, which include:

- Prominent web banners for maximum impact.
- Engaging email newsletters.
- Sponsored content such as press releases and custom articles.
- Sponsorship opportunities for events and sector reports.
- Prominent web banners for maximum impact.

Our web banners are incredibly versatile, and perfect for a wide range of advertising needs, from comprehensive campaigns to event promotions and more. With eye-catching design and adaptability, they empower marketers to create engaging digital strategies that resonate across platforms, ensuring your message reaches its audience with impact and style.





- **Engaging email newsletters:**

Every week, we deliver three unique newsletters, each geared toward enhancing decision-making in the realms of business and technology. These newsletters are meticulously crafted to cater to specific audiences that align with your target demographic.

- **Sponsored content (PR & Content Articles):**

Sponsored content or articles can be created by either your team or the Techeconomy team. After their creation, these posts or articles are published on our website. Additionally, these pieces are actively promoted on our social media platforms and included in our newsletters for a week to maximize their reach and impact.

- **Sponsorship opportunities (Events & Reports):**

Sponsorship opportunities for events and sector reports are available through our platform. These sponsorships provide valuable exposure and engagement opportunities, as we promote the sponsored events and reports on our website, social media platforms, and in our newsletters for a specified duration. This creates a strategic partnership that benefits both parties and extends your reach within our diverse audience.



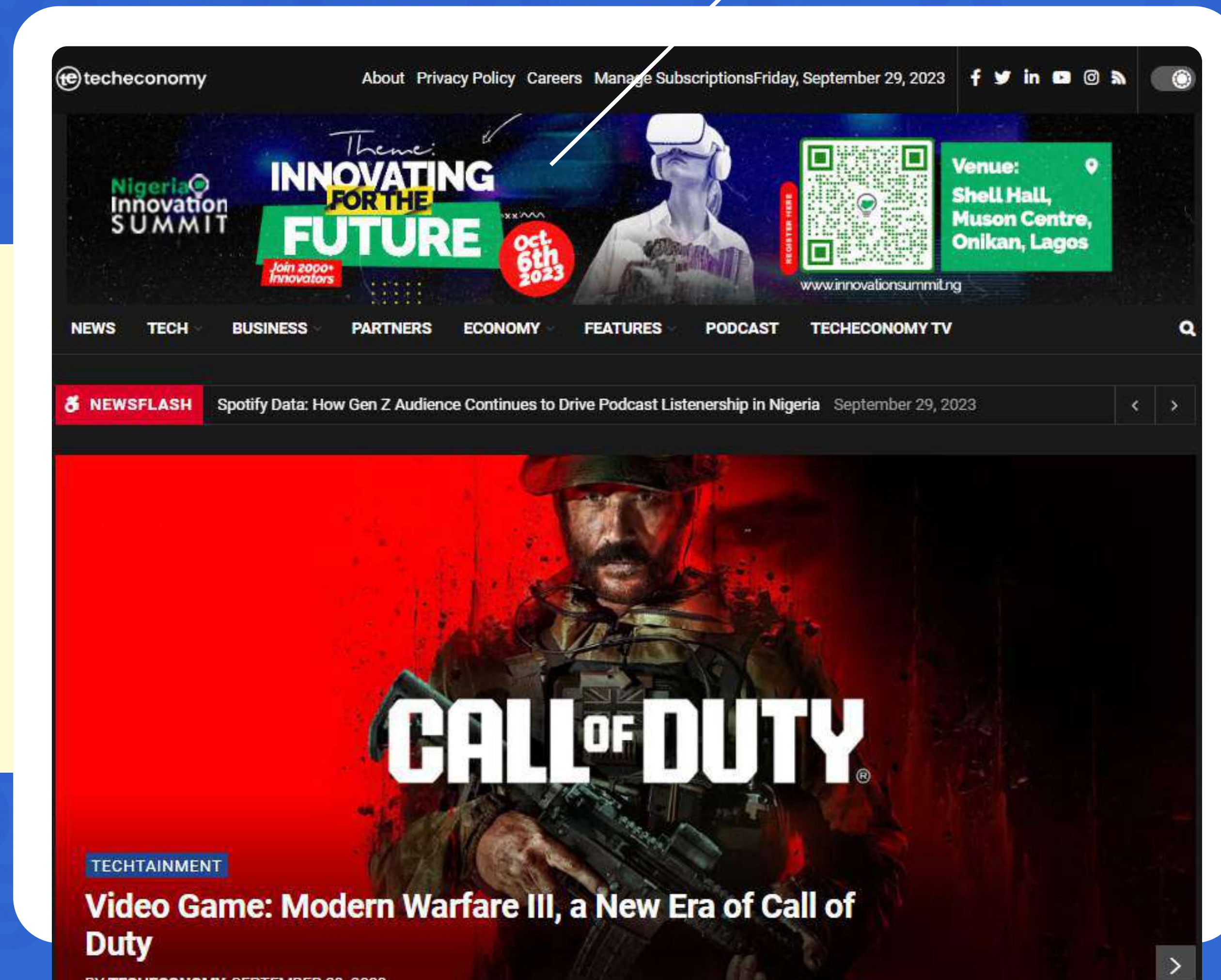




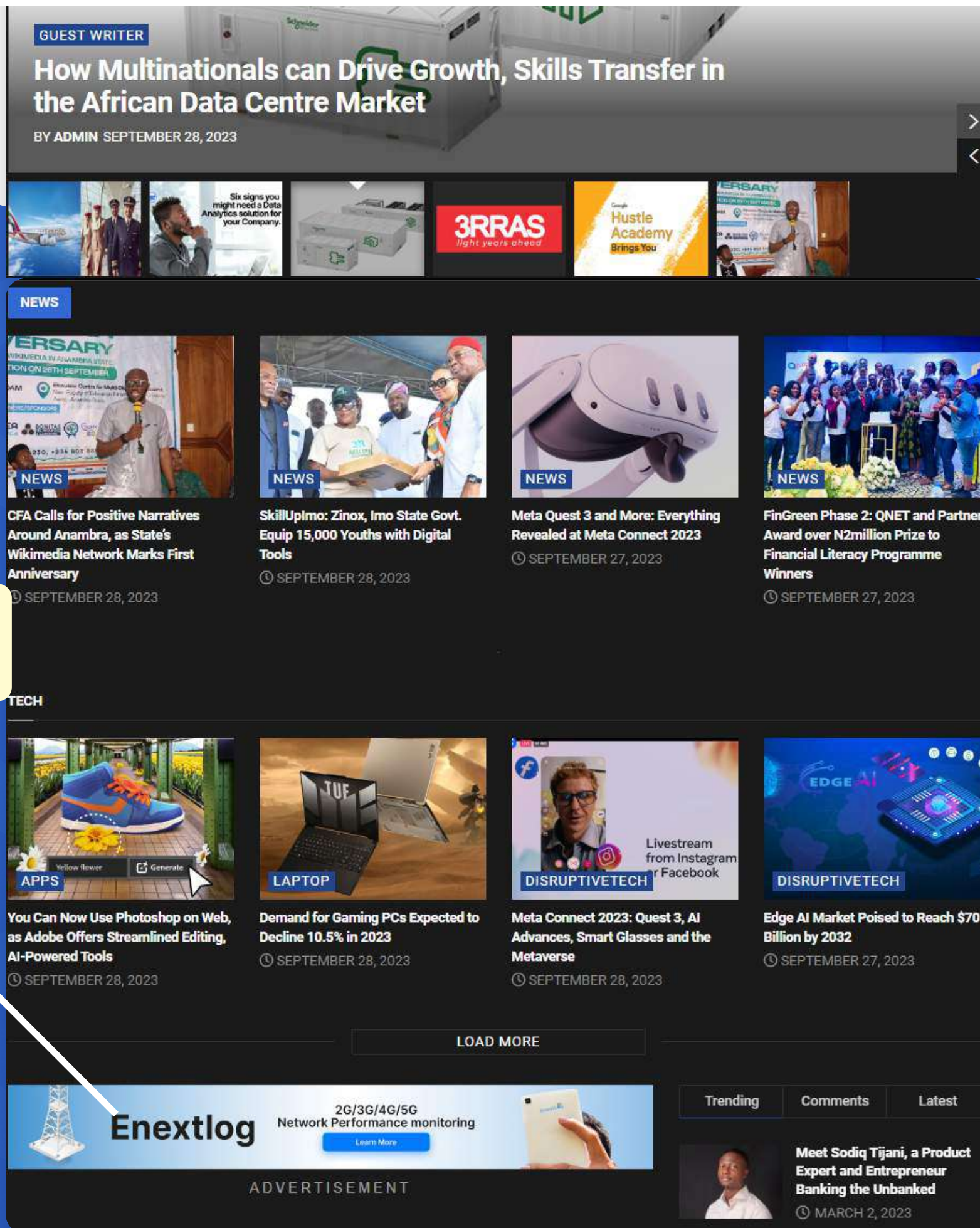
# Our Ad Space.

**NB: Banner Ads rate are per Month and all Ads are VAT Exclusive.**

1128px X 191px

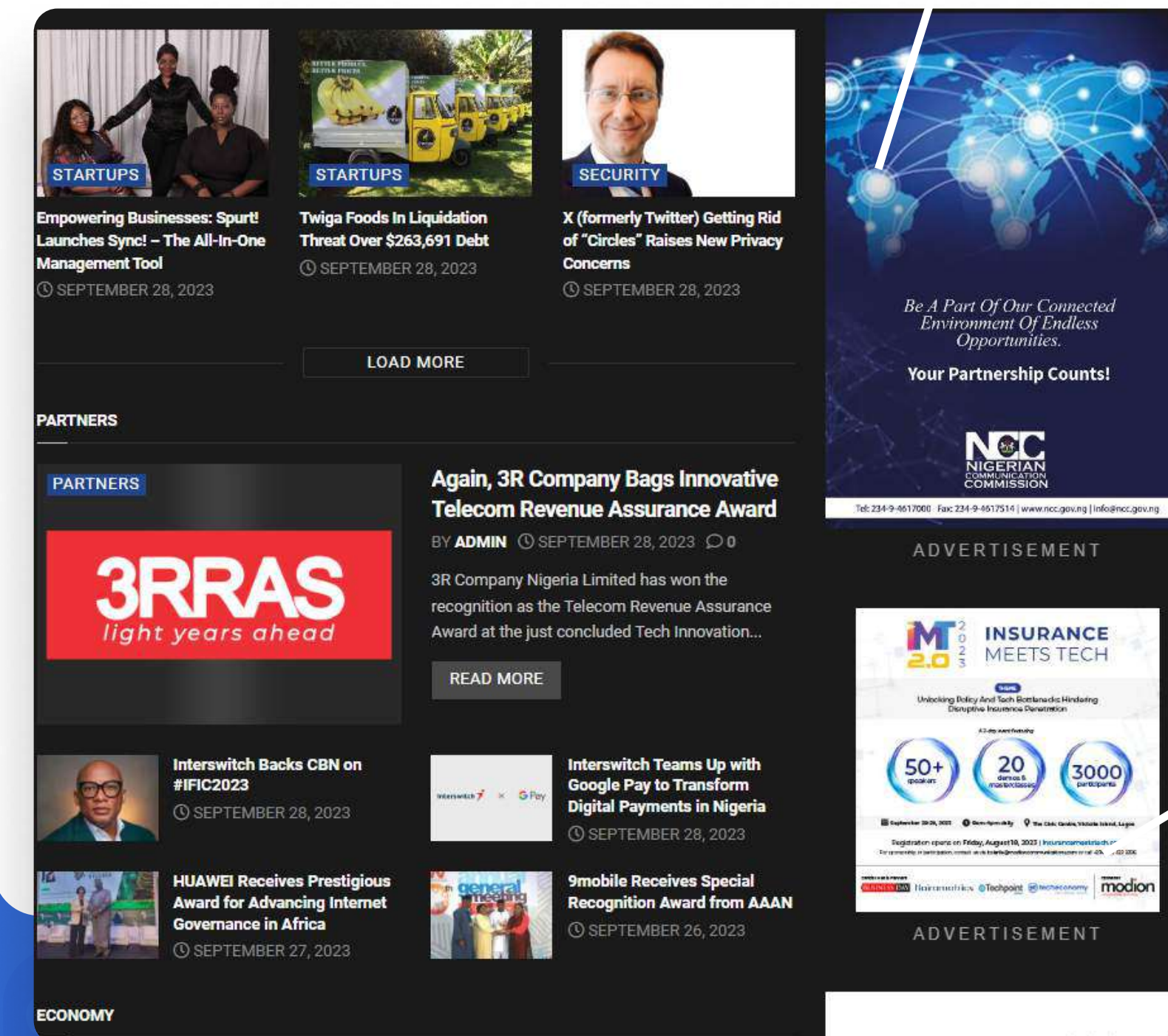






1080px X 140px

450px X 636px



300px X 300px





|                     |                 |                  |                     |                   |               |
|---------------------|-----------------|------------------|---------------------|-------------------|---------------|
| Sponsored Posts -   | <b>₦96,750</b>  | (VAT Inclusive)  | Sidebar Top -       | <b>₦110,400</b>   | 312px X 360px |
| Top Banner 1 -      | <b>₦285,000</b> | (1200px X 300px) | Centre Spread -     | <b>₦1,340,500</b> | 970px X 250px |
| Top Banner 2 -      | <b>₦230,600</b> | (312px X 60px)   | Sidebar 1 to 7 -    | <b>₦128,700</b>   | 360px X 600px |
| Social Media Post - | <b>₦24,175</b>  | (VAT Inclusive)  | Front Main Top -    | <b>₦145,600</b>   | 670px X 280px |
| Newsletter -        | <b>₦46,000</b>  | (VAT Inclusive)  | Footer Full Width - | <b>₦113,700</b>   | 728px X 90px  |
| Product Review -    | <b>₦96,000</b>  |                  | Sidebar 1 to 7 -    | <b>₦218,000</b>   | 620px X 280px |
| Header Sidebar -    | <b>₦217,900</b> | 200px X 460px    | Pushdown Homepage - |                   |               |

**NB: Banner Ads rate are per Month and all Ads are VAT Exclusive**







# Email Newsletter

We have a weekly newsletter that goes out every Friday to our Subscribers. Our newsletter details everything you need to know as an industry expert and key information you need to know to help you make decisive decisions in the next month.

**1,000+** SUBSCRIBERS







# Techeconomy In Good Company Of:







# Events & Partnerships

- #StartupSouth
- AfriTECH
- Nigeria Innovation Summit
- Trade Lenda
- Ogun Digital Summit
- United Nation Population fund (UNFPA)
- Insurance Meets Tech (IMT)







# Thank You!

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+234 818 434 6261