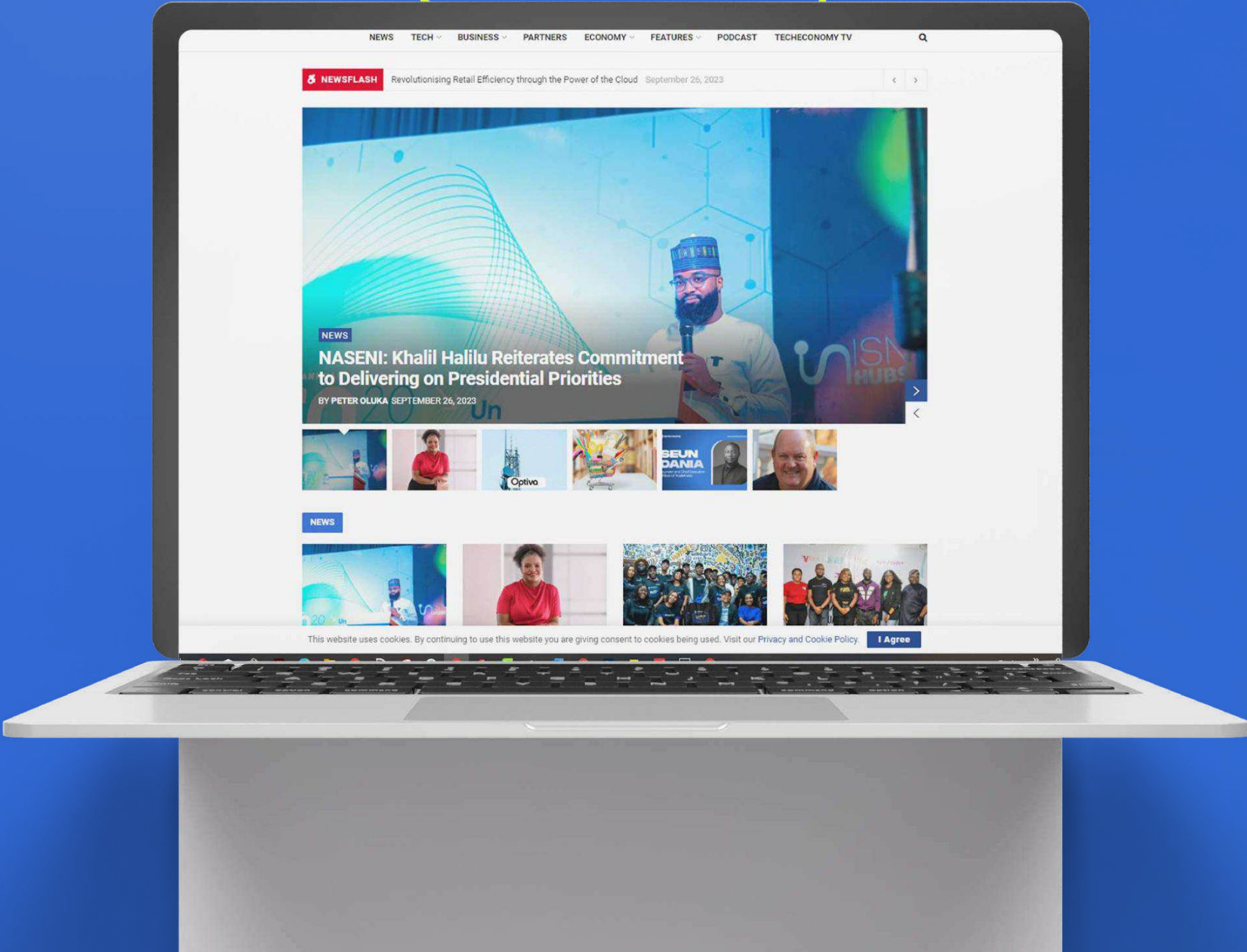


Techeconomy's Media Kit.



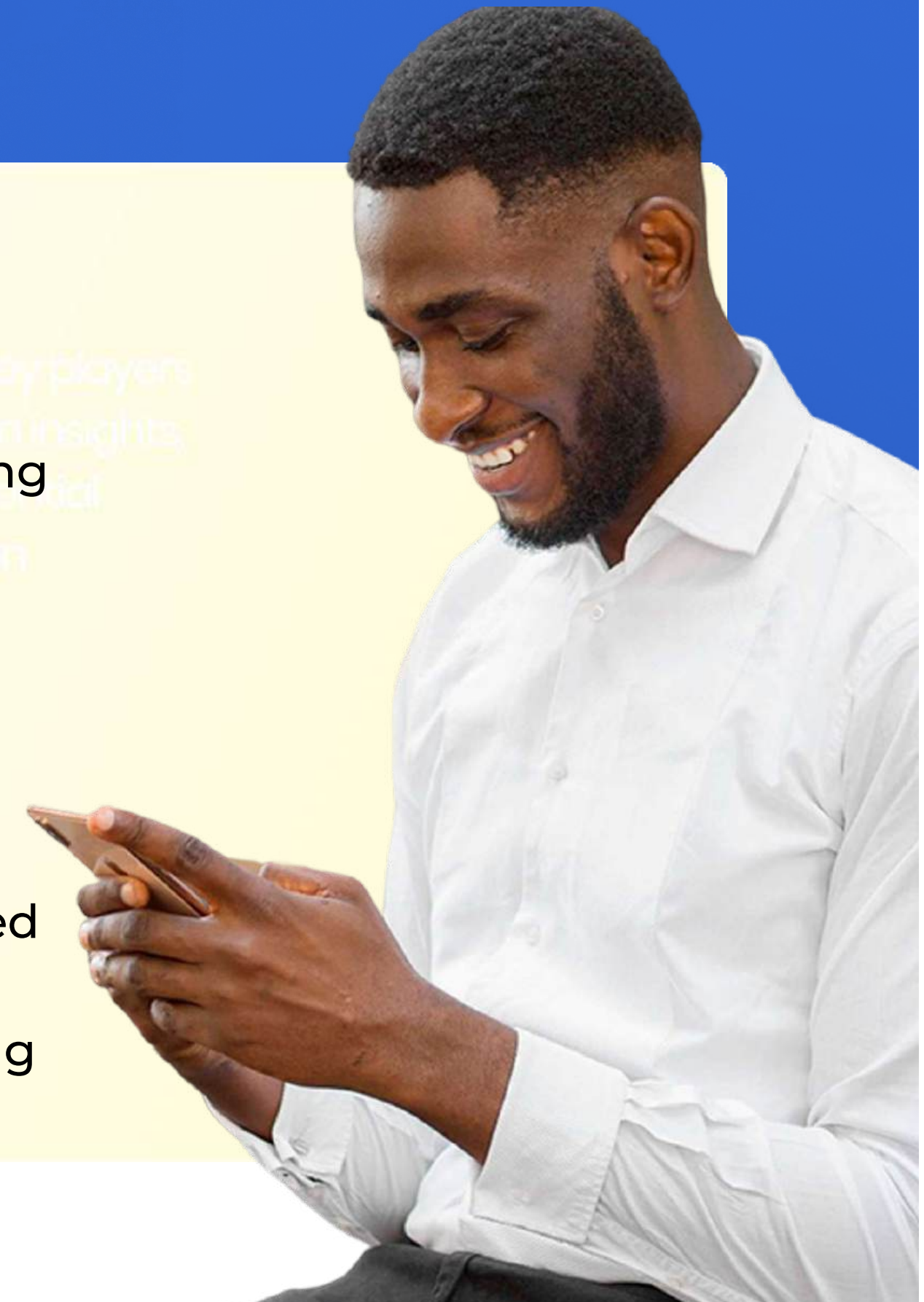


Overview

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

 **2,000**
INSTAGRAM FOLLOWERS

 **7,100+**
FACEBOOK FOLLOWERS

 **2,400+**
YOUTUBE SUBSCRIBERS

 **5,000**
TWITTER FOLLOWERS

 **300+**
THREAD FOLLOWERS

 **19,000+**
LINKEDIN FOLLOWERS

 **1,000**
EMAIL SUBSCRIBERS



By the end of Q1 2024, at least **1 million readers** have visited Techeconomy's website monthly

Techeconomy brings together the founders, investors, regulators and players in Africa's tech industry; catalyzing action and providing the content, reporting, data and events to help the world understand where tech and business innovation is taking Africa.

In 2023, we expanded our coverage to **East Africa** and **South Africa**, and altogether, reached **over 1 million readers**.





Website Audience

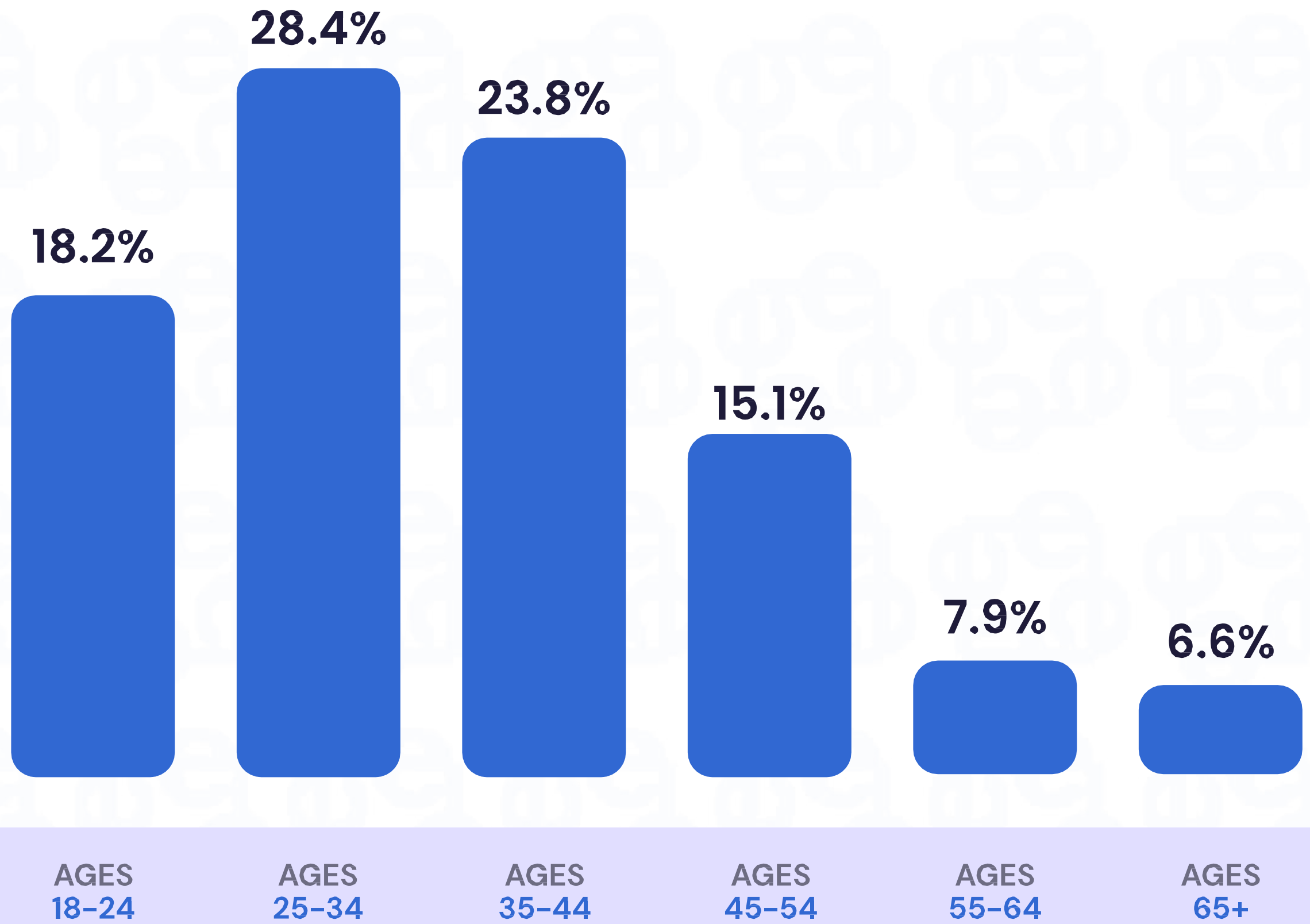
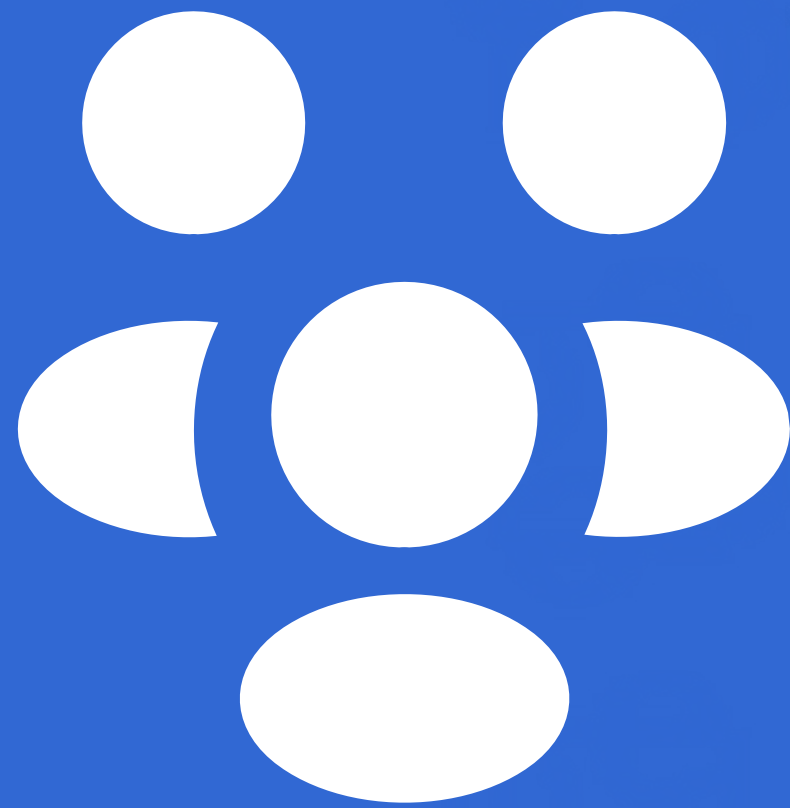
620,000 + MONTHLY USERS

997,000 + MONTHLY VIEWS





Age



WEB USERS:

2024

647K

unique monthly users

WEB PAGEVIEWS:

2024

1M

pageviews

NEWSLETTER:

2024

4K

subscribers

SOCIAL MEDIA:

2024

50K

followers



Email Newsletter

We have a daily and weekly newsletter that goes out everyday including weekends 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.

3920 + SUBSCRIBERS





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.

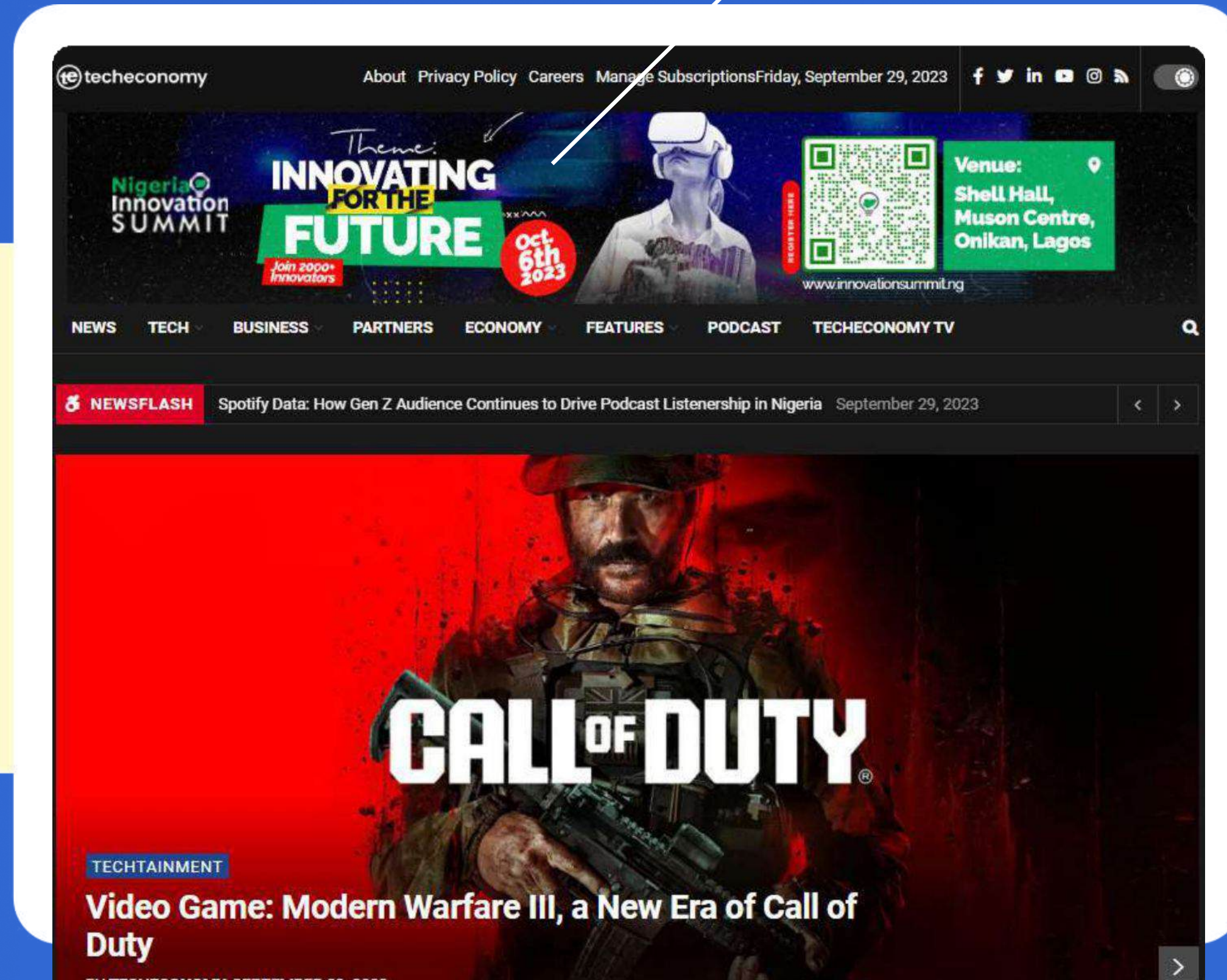


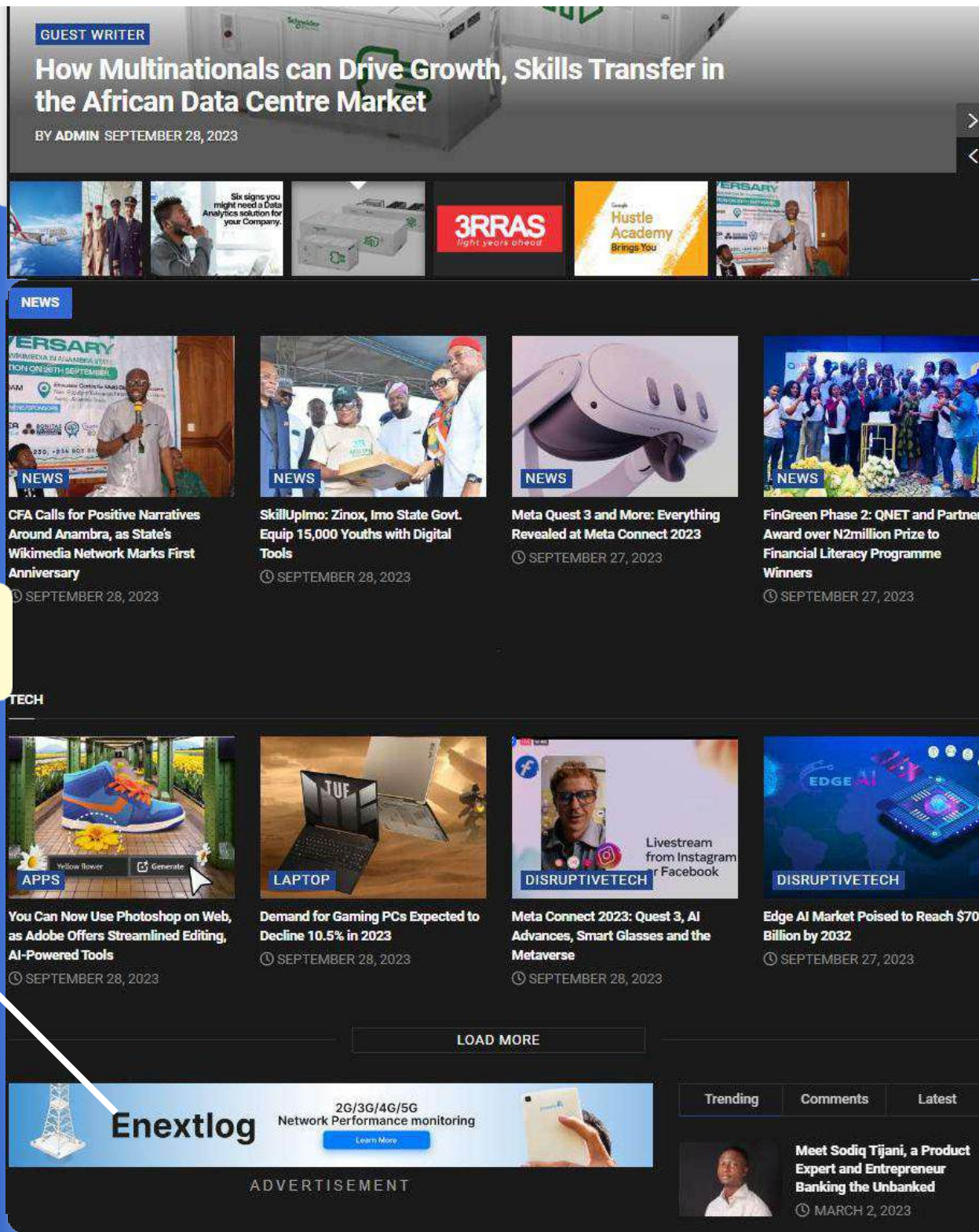


Our Ad Space.

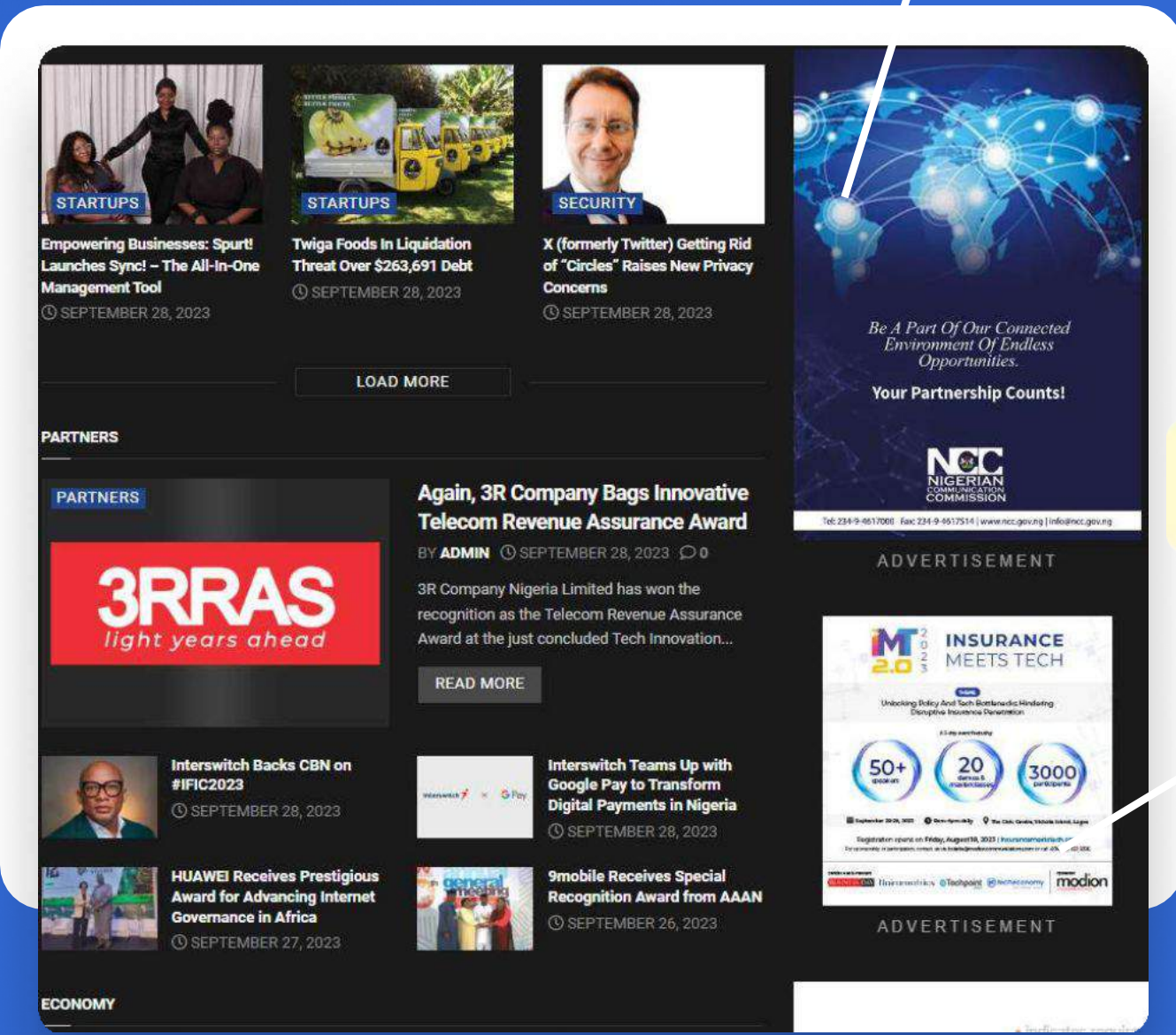
1128px X 191px

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





1080px X 140px



450px X 636px

300px X 300px



Sponsored Post **N120,000 [300-800 Words]**

Social Media Post **N42,000 [Per Post]**

Newsletter **N56,000 [Per Day]**

Product Review **N150,000 [Per Product]**

Top Banner 1 **N280,000 [1080 x 200pixel]**

Top Banner 2 **N230,000 [1080 x 180pixel]**

Header Sidebar **N200,000 [900x100pixel]**

Sidebar Top **N110,000 [300x300pixel]**

Centre Spread **N270,000 [1200x300pixel]**

Side Bar 1-7 **N220,000 [300x600pixel]**

Front Main Top **N145,000 [1080x180pixel]**

Footer Full Width **N144,000 [1080x250pixel]**

**Each Post or advert attracts
additional 7.5% VAT**

Event coordination and coverage
(Video & Photo coverage, includes all
Techeconomy's PR services with 4 weeks
post event extension)

N2,800,000
(VAT Exclusive)

Podcast

N326,000
(VAT Exclusive)

Visual Promotions
(Snackables)

N161,000
(VAT Exclusive)

Promotion spans across all social media platforms,
email newsletter, driving traffic to PR on Website
and brand essence



Techeconomy is bringing you two major events in 2024

Techeconomy gives you a front-row seat to the exciting world of tech, business and innovation in Africa.

In 2024, get ready for some game-changing moments as The Infowave Space and INNOFEAST bring together the brightest minds for inspiring talks and trendsetting ideas. It's not just about events – it's where the future of African tech and innovation comes to life.



 techeconomy **TV**

Techeconomy TV space for the most important tech, business and innovation decision makers in government and private industry

The Xspace will bring together industry leaders, regulators, investors and global players together for a session of engagement, co-creation and building every quarter to ensure a more prosperous and productive tech industry for all.



The power-session event will:

- Create powerful regulatory conversations by bringing policy makers and industry players together.
- Offer investors a rich gathering of the most innovative companies looking to scale their business across Africa.
- Offer key players privileged access and conversations with government decision makers and the opportunity to shape the future.



**Inno
Feast**



Inno Feast

The annual pan-African event launches in 2024, convening over 1000 people including the most audacious players; founders, business leaders, startups, enterprise companies & more building Africa's dynamic tech and business scene to network, collaborate, share ideas/insights and celebrate innovation on the continent.

By coming on board as a sponsor, you gain:

Exclusive access to a curated audience of industry leaders and influencers.

High-impact branding opportunities in a collaborative and thought-provoking setting.

Chance to be associated with key conversations and partnerships that will shape the industry's future.



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)





For partnership opportunities

Call or Whatsapp:

+2348027990334

+2348184346261

or Kindly email:

business@techeconomy.ng

info@techeconomy.ng

Thank you!