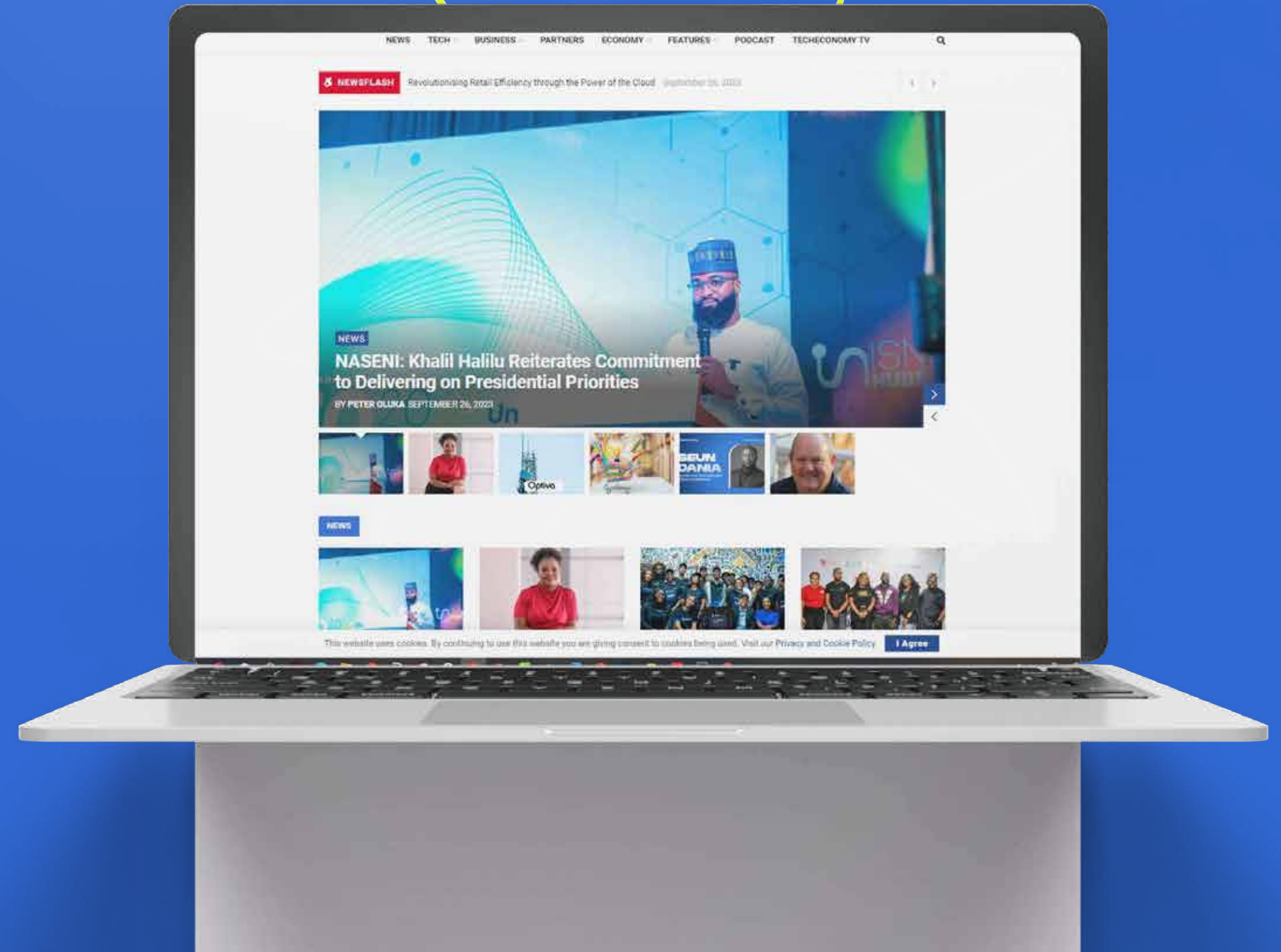


Techeconomy's Media Kit.



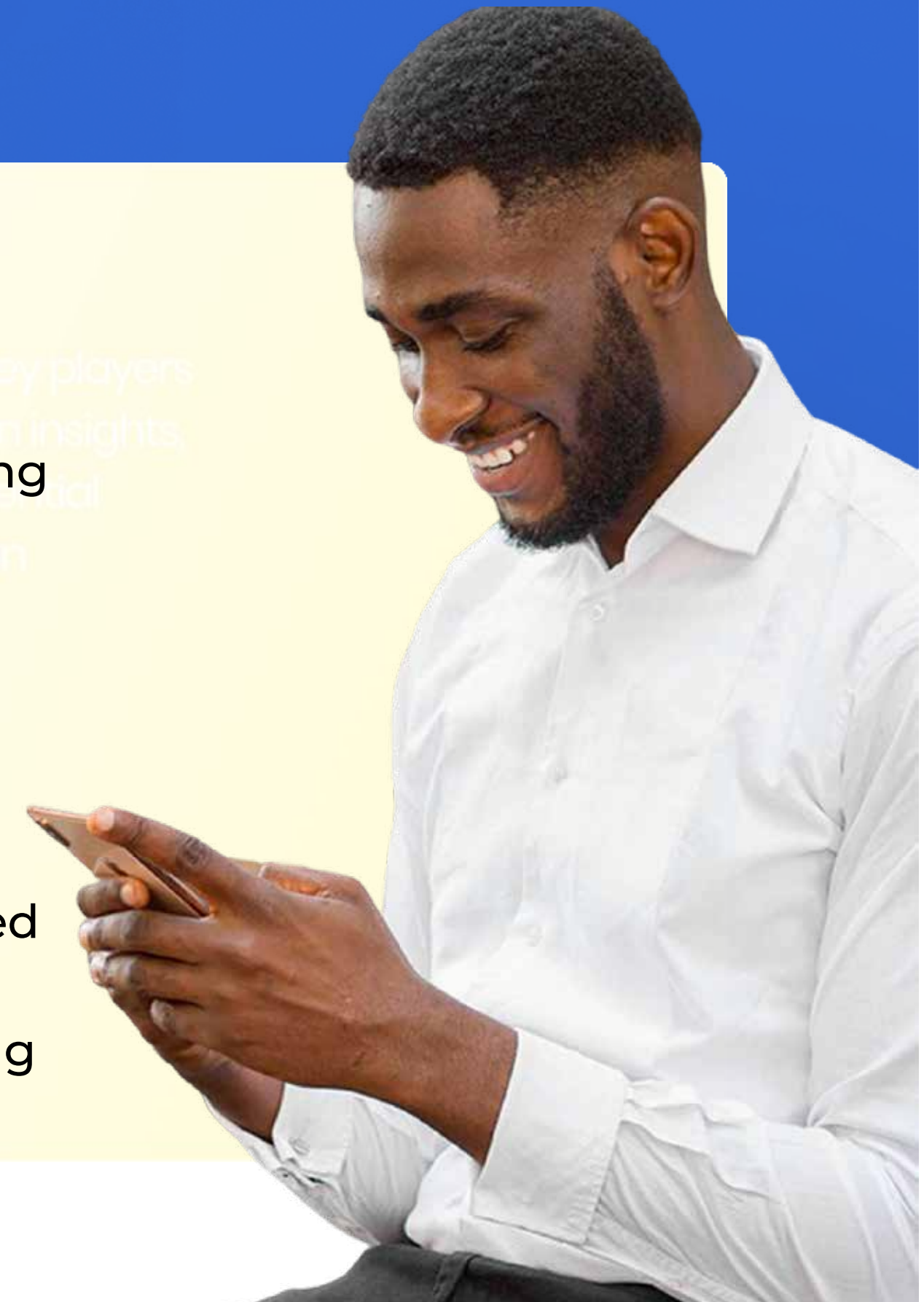


Overview

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

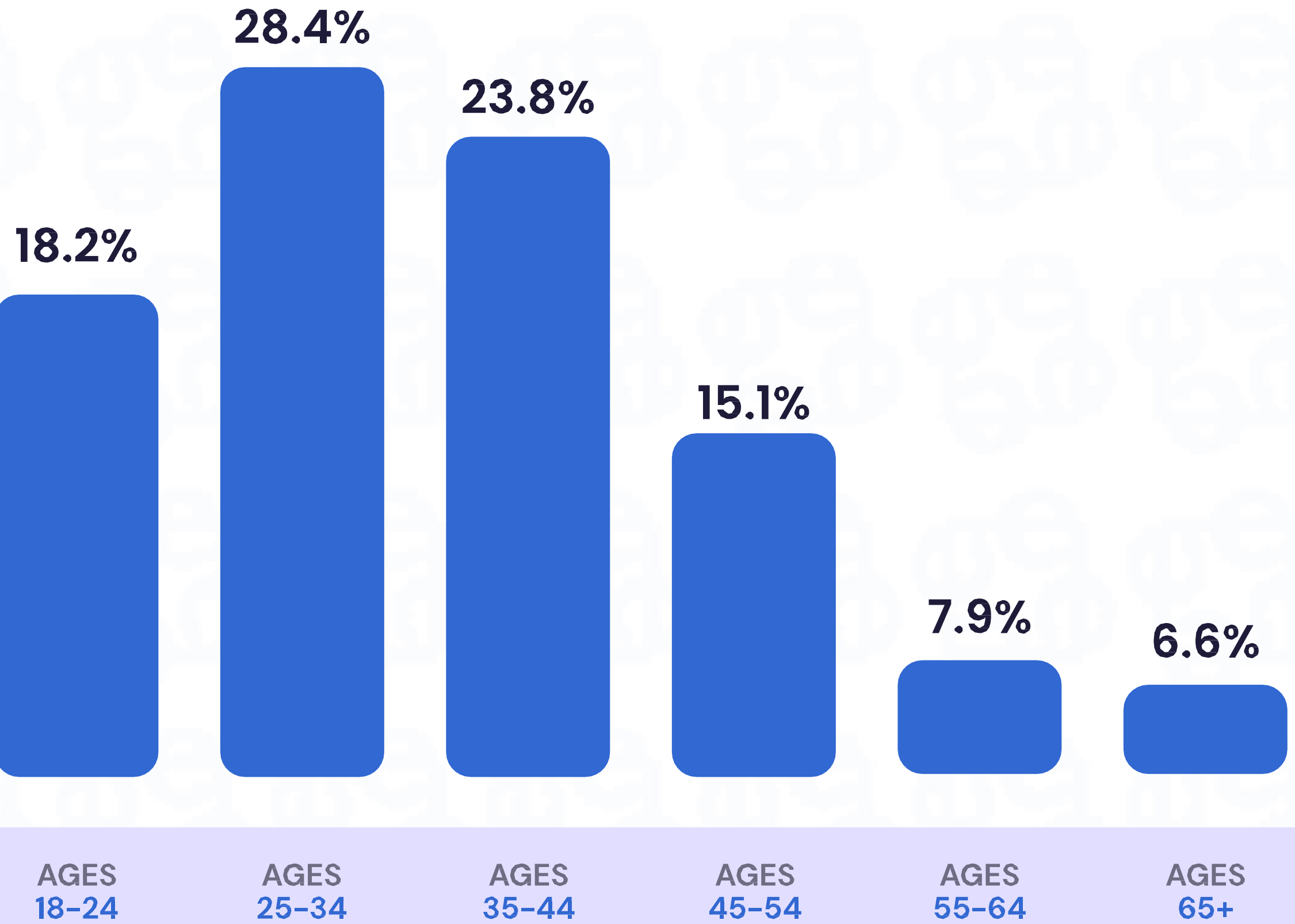
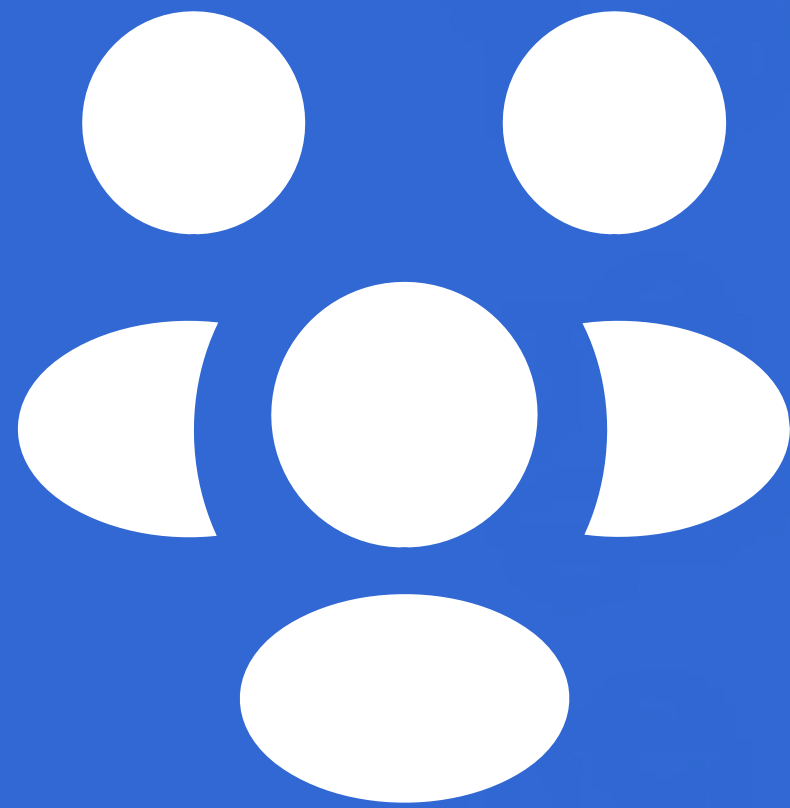
0

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.

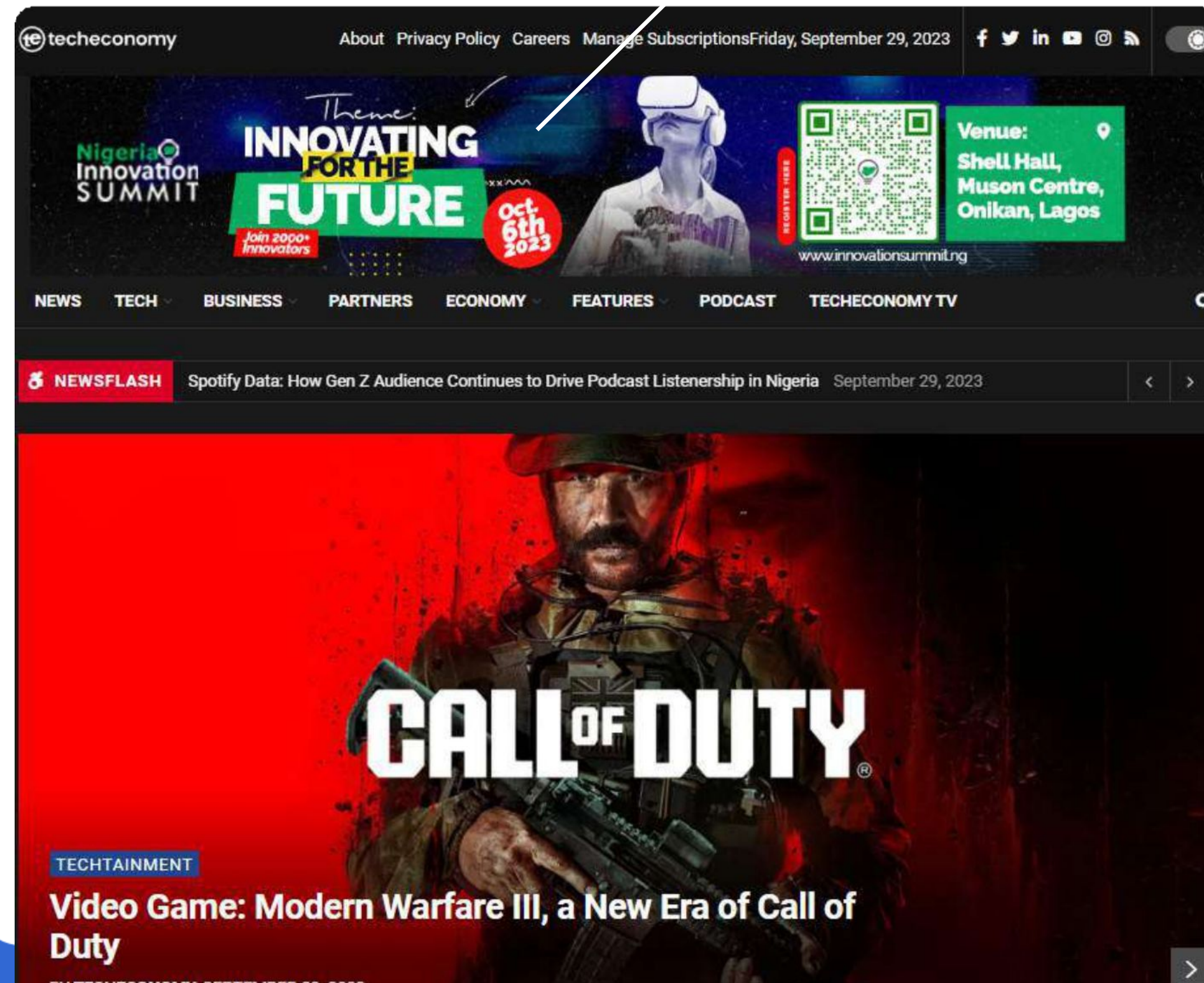


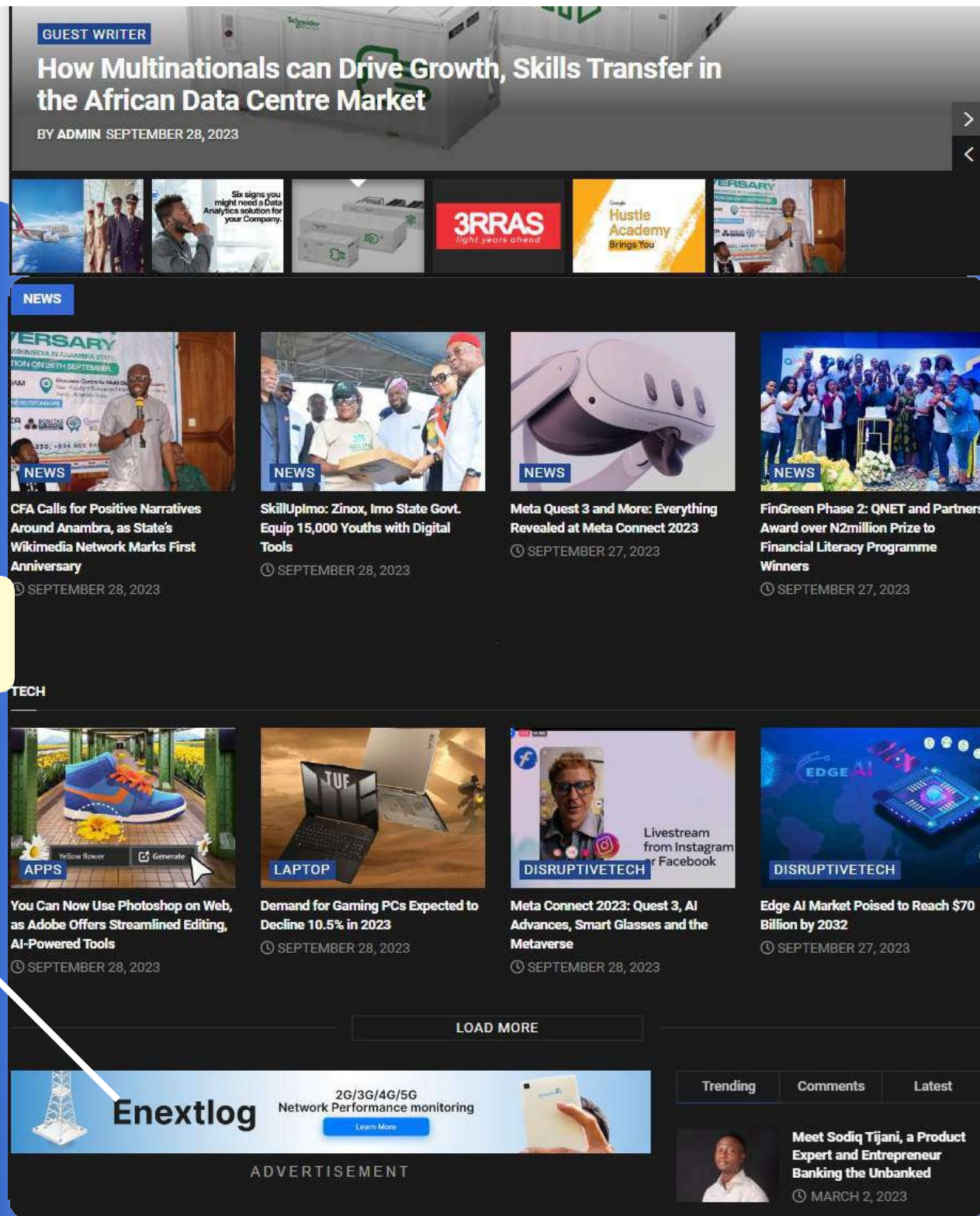


Our Ad Space.

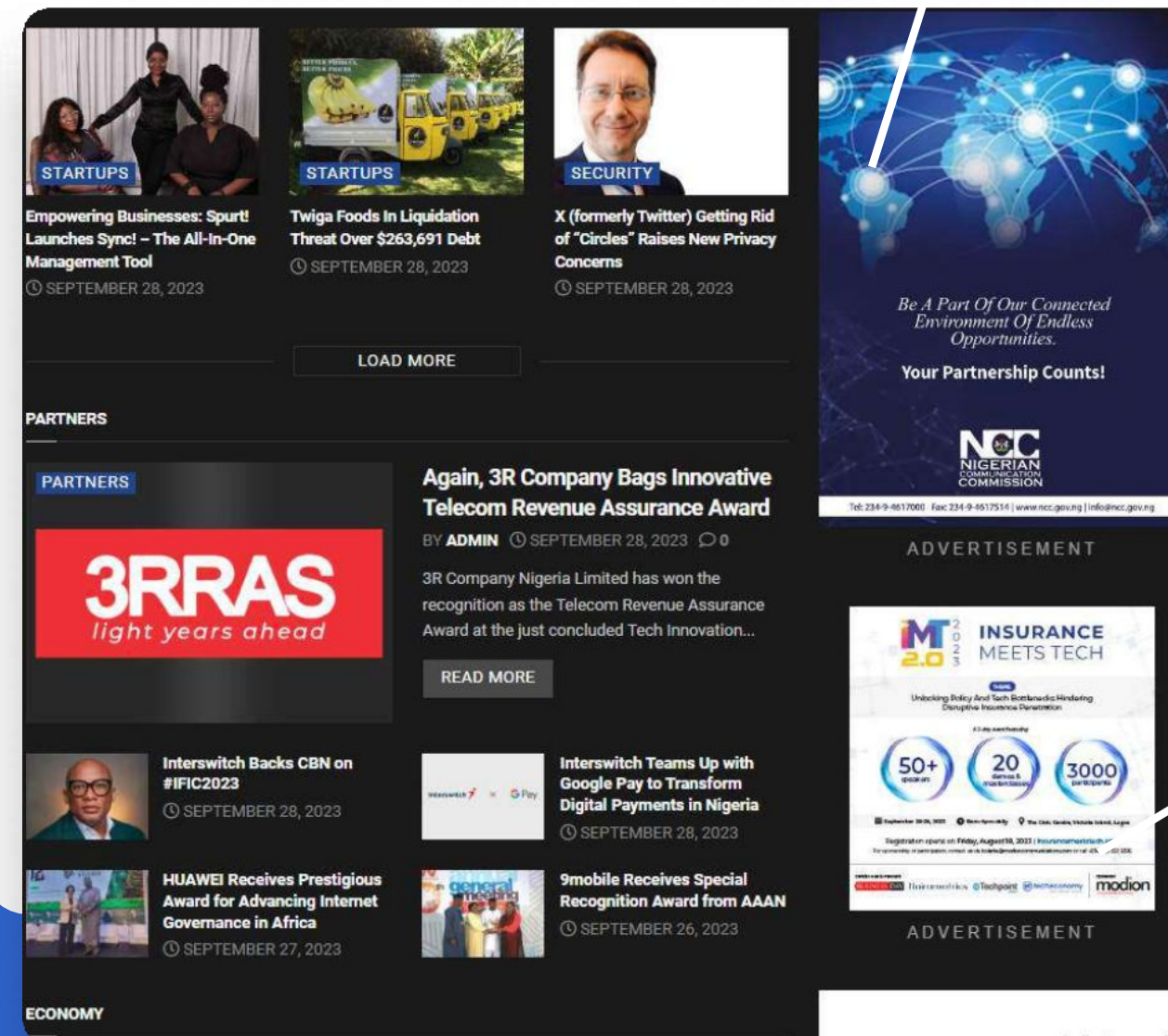
NB: Banner Ads rate are per Month and all Ads are VAT Exclusive.

1128px X 191px





1080px X 140px



450px X 636px

300px X 300px

TECHECONOMY RATES - JUNE 2025

UNIT	PRODUCT	DESCRIPTION	DAILY RATE	WEEKLY RATE	MONTHLY RATE
NEWSLETTERS	Email Service	Dimension 300x600pixel	N60,200	N301,000	N1,204,000
WEB ADS	Top Banner 1	Dimension 1080 × 200pixel			N301,000
	Top Banner 2	Dimension 1080 × 180pixel			N247,250
	Header Sidebar	Dimension 900 × 100pixel			N215,000
	Sidebar Top	Dimension 300 × 300pixel			N118,250
	Centre Spread	Dimension 1200 × 300pixel			N290,250
	Side Bar 1-7	Dimension 300 × 600pixel			N236,500
	Front Main Top	Dimension 1080 × 180pixel			N155,875
	Footer Full Width	Dimension 1080 × 250pixel			N154,800
EDITORIAL	Sponsored Post		N129,000		
	Sponsored Article		N161,250		
	Email Interview		N161,250		
	Product Review		N161,250		
SOCIAL MEDIA	Twitter		N45,150		
	Instagram		N55,900		
SOCIAL VIDEO	60 Secs Video		N231,125		
	30 Secs Video		N161,250		
TC LIVE SERIES	Webinar Sponsorship		N1,075,000		
	Live Event Coverage		N3,010,000		
	Podcast Appearance		N350,450		
	Visual Promotions		N173,075		

All prices include a 7.5% VAT charge. For enquires and custom packages, please email business@techeconomy.ng

Studio Overview

Techeconomy Studio was established to meet the increasing demand of skilled technology writers, designers, and digital specialists. Our global partner network enables us to deliver exceptional services, including:

- **Aggregating top talent for bespoke projects**
- **Providing high-quality content, design, and digital solutions**
- **Offering competitive pricing for technology digital marketing and PR content.**
- **Professional podcast recording**

Techeconomy Studio empowers tech agencies and brands with specialized services, expertise, and innovative solutions. We deliver customized solutions to meet the unique demands of the tech industry.

Services Offered



Studio setup

Equipment rental

Technical support

Maintenance and Upkeep

Security

Equipment and Facilities

Audioequipment(microphones)

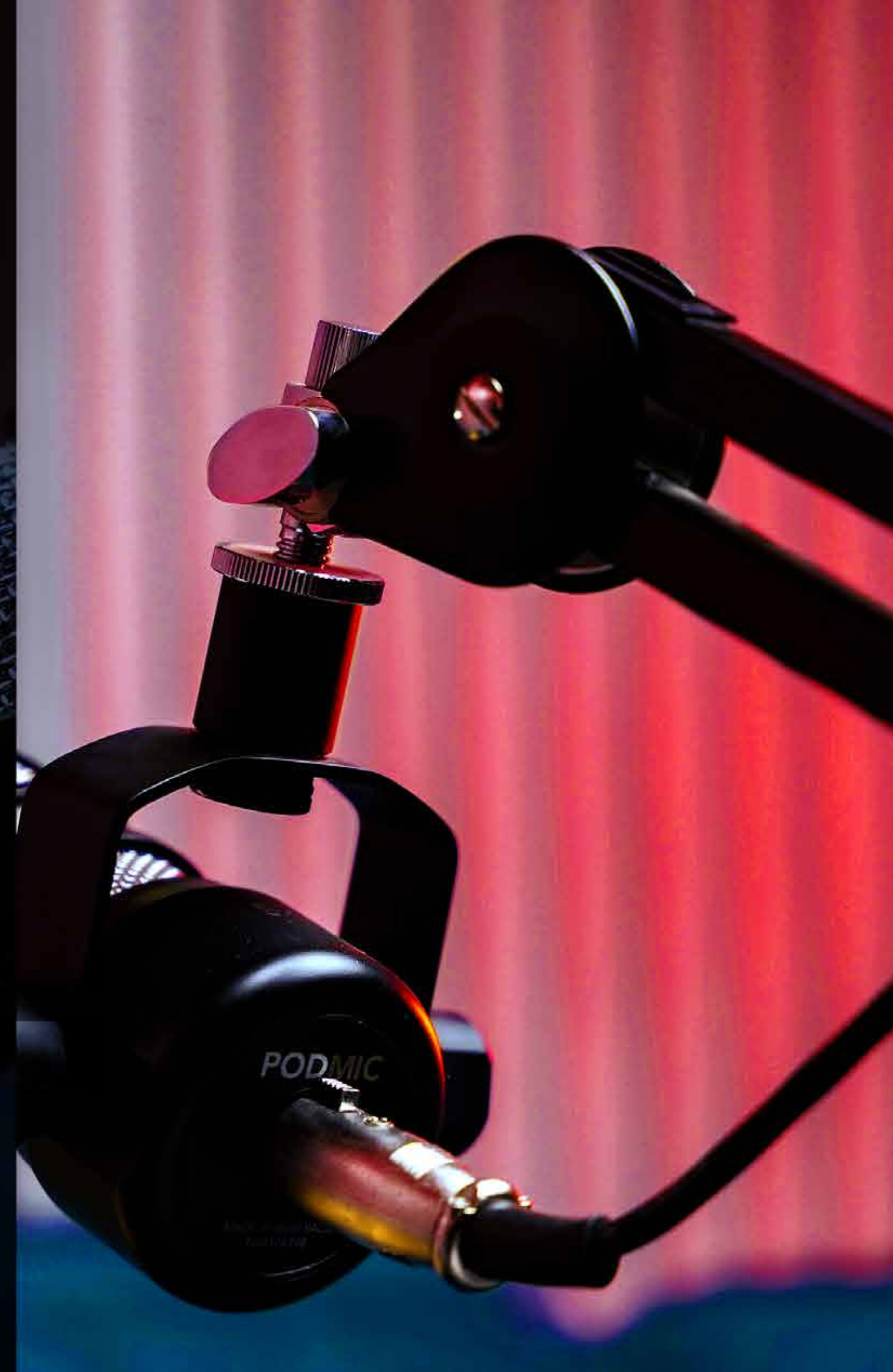
Lighting equipment(studio lights, softboxes)

Camera equipment(professional cameras)

Tripod

Storage for equipment and props

Seating and decor for clients comfort



Pricing

Our studio space rental fee are as follows:

N15,000 per session (equipment rental not included).

N35,000 per session (equipment rental included).

We offer flexible pricing for bulk bookings and are open to negotiating discounts for long-term commitments. Let's discuss a package that suits your needs.



Booking Policies

- 1. Deposit:** A 50% deposit is required to secure booking dates
- 2. Payment Terms:** Full payment is due 7 days prior to shoot date
- 3. Scheduling:** Bookings are confirmed upon deposit receipt



Cancellation Policies

1. Notice Period: 14 days' notice for cancellations or rescheduling

2. Fees: 50% refund for cancellations 14+ days prior to shoot 25% refund for cancellations 7-13 days prior to shoot

3. Rescheduling: Subject to availability and potential additional fees



Additional Terms

1. Studio Usage: Clients must adhere to studio rules and guidelines

2. Damage: Clients are responsible for damages or losses incurred during shoot.





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:

+2348184346261

+2348035193877

+2349023024063

or Kindly email:

business@techeconomy.ng

info@techeconomy.ng

Thank you!