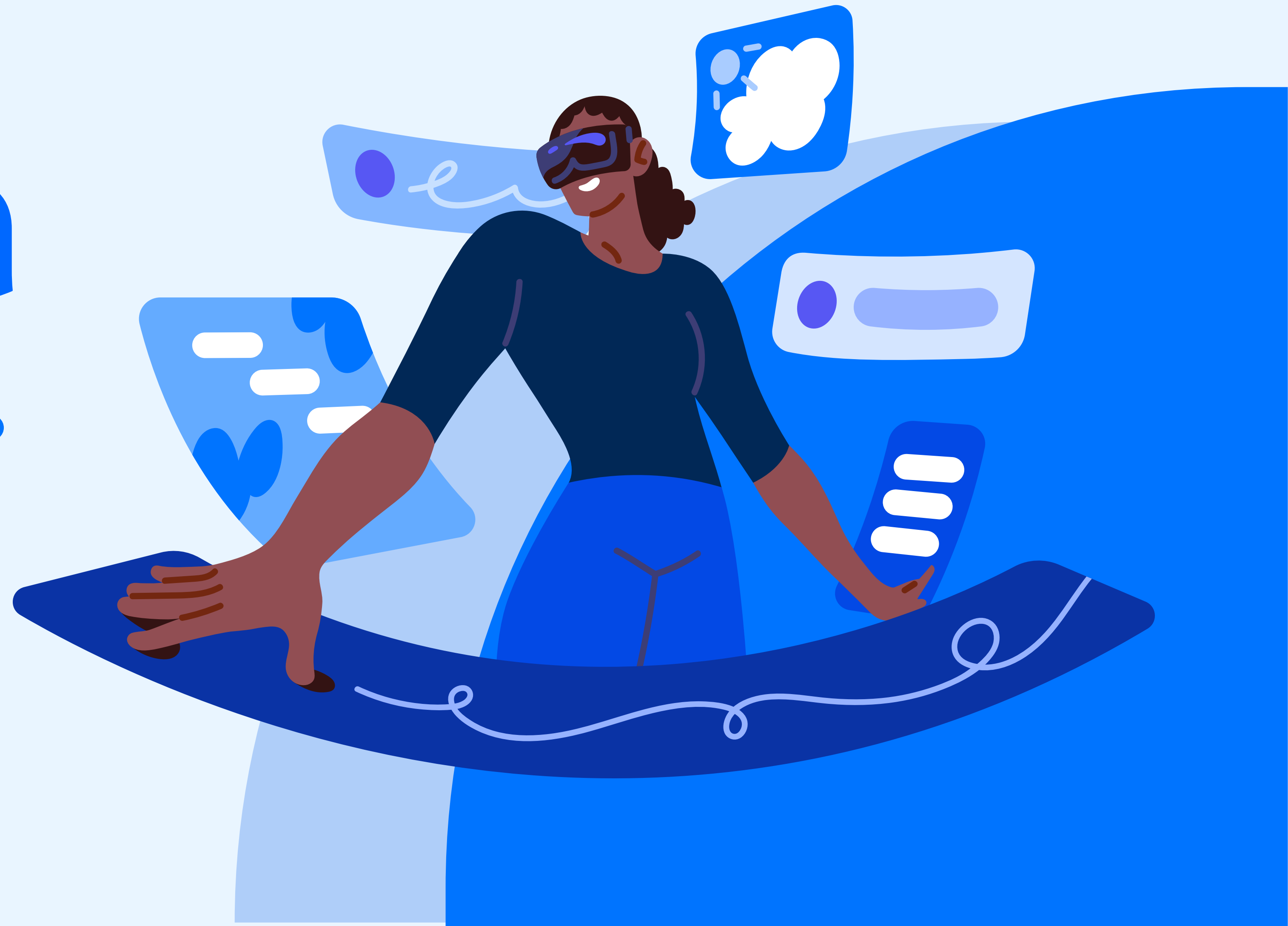




# Media Kit

UPDATED: 23RD DECEMBER, 2025



# OVERVIEW ABOUT TECHECONOMY

Techeconomy sits at the intersection of technology and business.

We go beyond headlines to explain how digital innovation is shaping markets, companies, and investment decisions in Africa and across emerging economies.

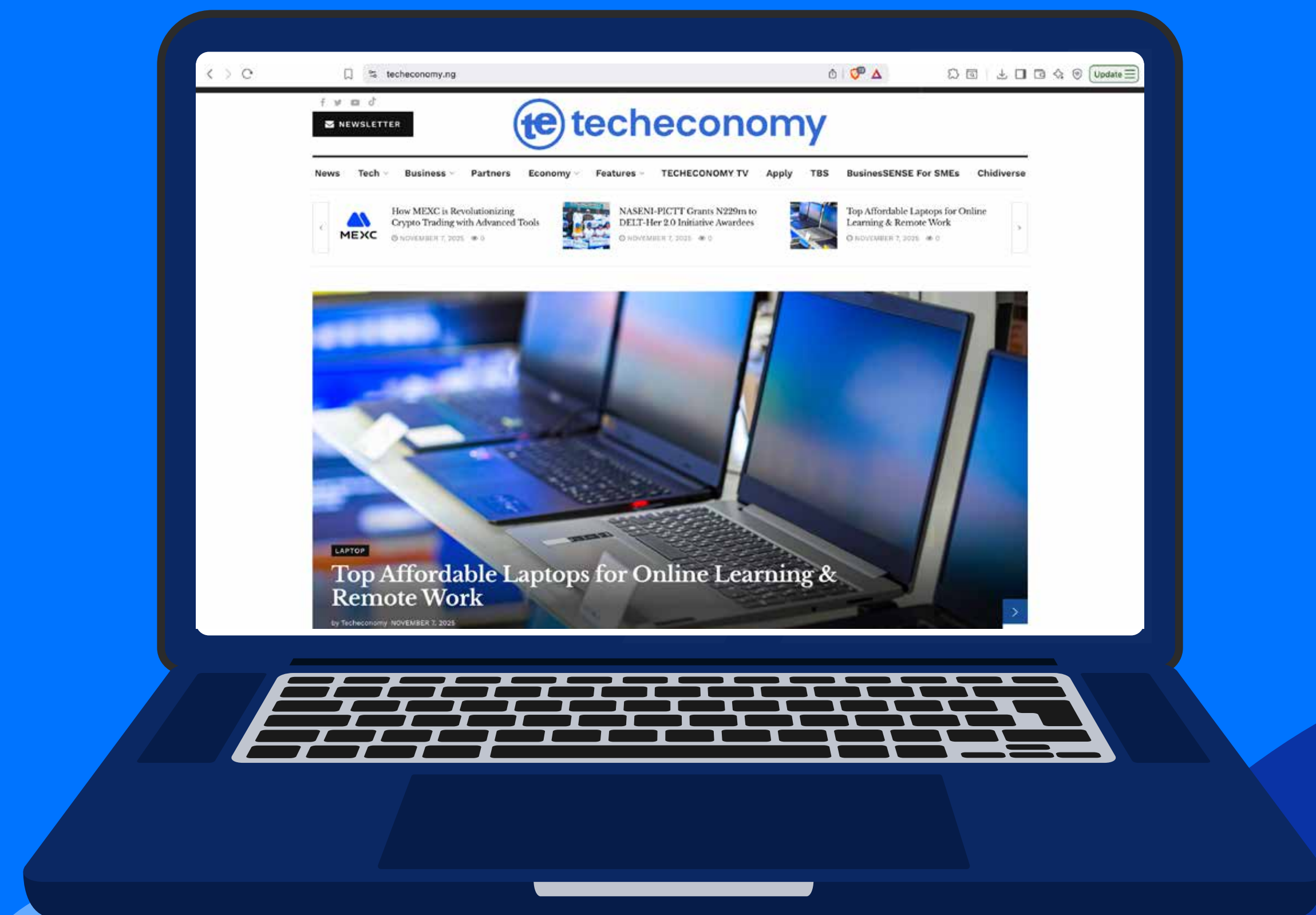
Through trusted reporting, data-backed insights, and high-impact industry events, we arm founders, executives, investors, and policymakers with the context they need to make informed decisions.

Our work connects technology to real economic outcomes, helping leaders understand not just what is happening, but why it matters.

From fast-growing startups to established enterprises, Techeconomy bridges innovation and the boardroom.

We focus on practical intelligence, clear analysis, and credible storytelling that support growth in a rapidly evolving global economy.

Techeconomy is where technology meets the bottom line.



# OUR AUDIENCE

## SOCIAL MEDIA



Linkedin

**22,000+**

Followers



Instagram

**1,700+**

Followers



Facebook

**6,900+**

Followers



x

**4,400+**

Followers



Youtube

**2,900+**

Subscribers



Threads

**341+**

Followers

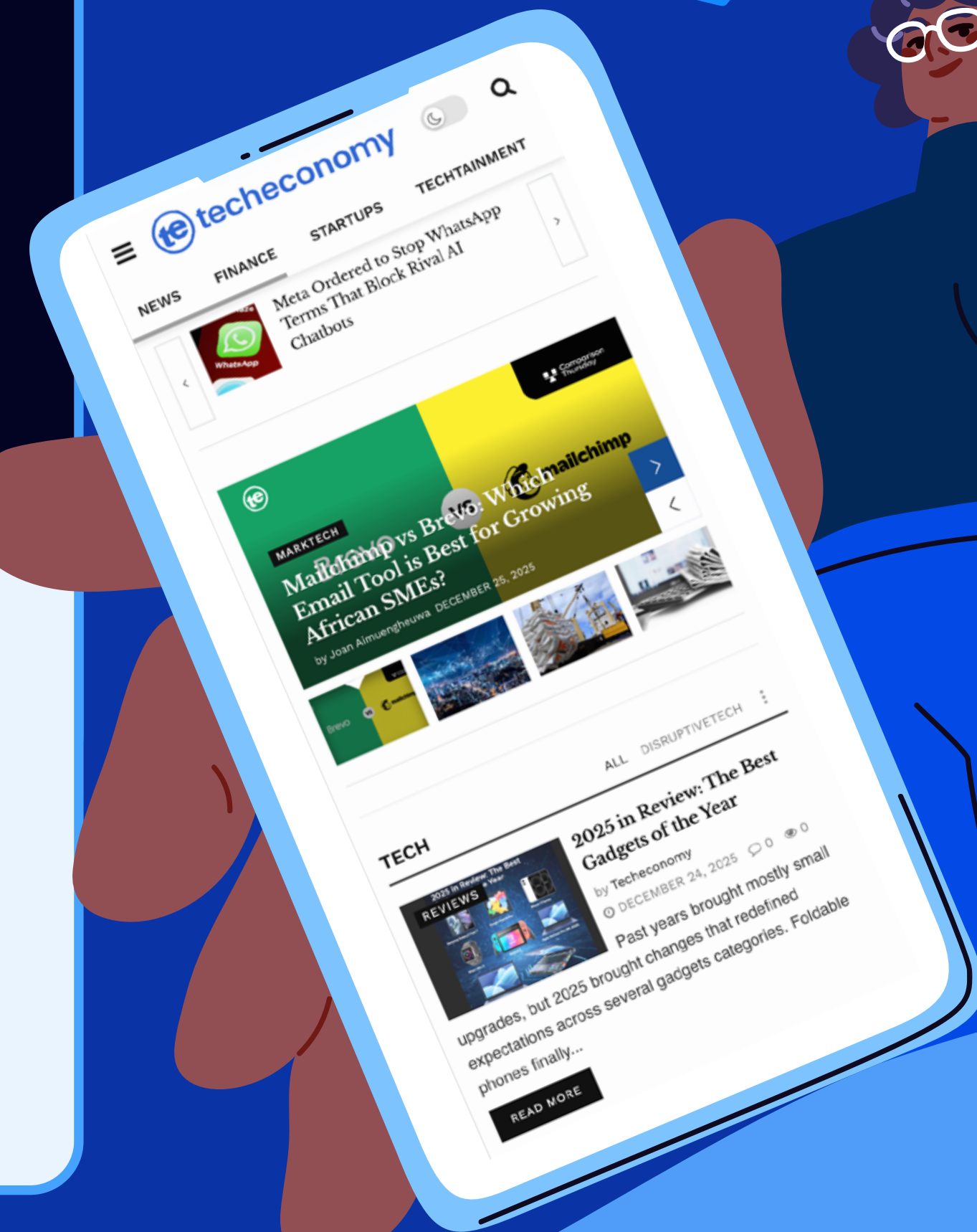


By the end of Q3 2025,  
at least **1.2 million** readers  
visit Techeconomy website  
monthly.

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 2025, we expanded our coverage to South Africa, East Africa, and Asia.





# DEMOGRAPHICS



68%  
Male

32%  
Female



# 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.

# 5000

NEWSLETTER

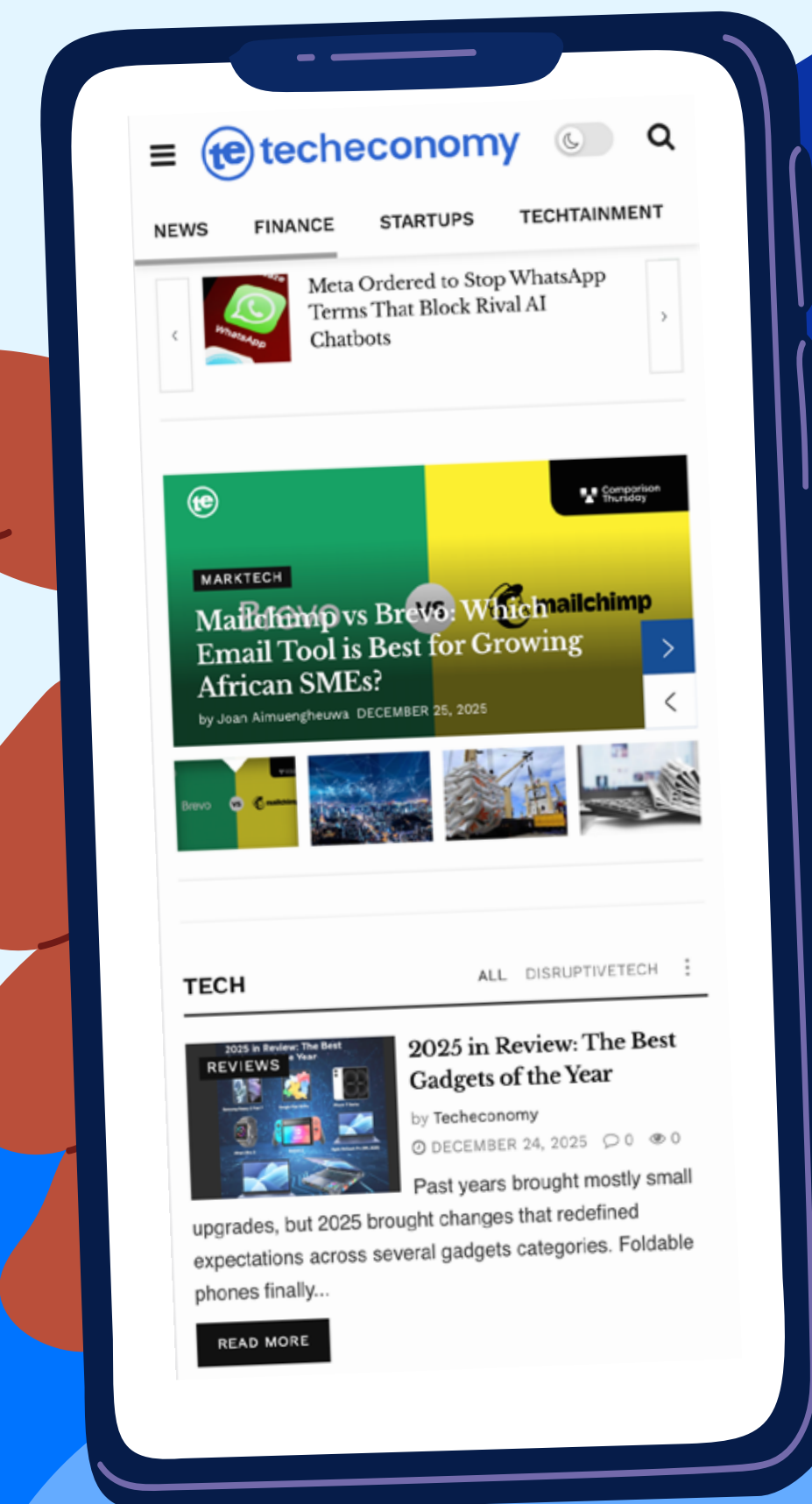
# ADVERTISE ON TECHECONOMY

Techeconomy offers powerful advertising solutions designed to put your brand in front of Nigeria's most influential technology and business audience.

## Our advertising options include:

- High-impact web banners for maximum visibility
- Targeted email newsletters with strong engagement
- Sponsored content, including press releases and custom articles
- Sponsorship opportunities for events and industry reports

**With eye-catching designs and multi-platform reach, Techeconomy helps brands tell compelling stories, drive engagement, and deliver measurable impact to the right audience at the right time.**



# TECHECONOMY

## NEWSLETTER SPONSORSHIP

Techeconomy offers premium newsletter placements designed to put your brand directly in front of Africa's tech-driven decision-makers, founders, investors, and policy shapers.

**1. Techeconomy Daily Brief:** A weekday roundup delivering the most important technology, business, and economy stories shaping Africa's digital economy served fresh to our growing subscriber base each morning.

**2. Techeconomy Weekend:** Productivity, Leadership, or Gadgets  
Your essential weekend digest covering tech innovations, productivity hacks, leadership insights, and the latest gadgets shaping Africa's future.

**If your goal is top-of-mind visibility, brand credibility, and measurable engagement, this is where your message belongs.**

### PRICING

#### TECHECONOMY DAILY BRIEF

Monthly: **₦1,204,000/\$805**

Weekly: **₦301,000/\$205**

Daily: **₦60,200/\$41**

#### TECHECONOMY WEEKENDS: LEADERSHIP | GADGET

Monthly: **₦600,000/\$400**

Weekly: **₦150,000/\$100**



# WHAT SPONSORS GET

- Premium banner or GIF placement at the top of the newsletter
- Clickable CTA link driving traffic directly to your platform
- Dedicated content spotlight for announcements, launches or campaigns
- Brand mention and integration within the newsletter editorial flow

**Each sponsorship is crafted to feel native, trusted and impactful, ensuring your brand doesn't just get seen, but remembered.**

# TECHECONOMY

## SPECIAL FEATURE ARTICLE

Our Special Feature Articles are expertly crafted by the Techeconomy Creative Content team to tell a compelling story that elevates your brand. Perfect for product reviews, app highlights, and program showcases.

### What you'll get

- Professional content creation by the Techeconomy team + 1 review opportunity
- Publication with the writer's author tag. Mind you, no "SPONSORED" label!
- Lifetime presence on the website, reaching up to 90k monthly unique users
- Automatic sharing across all Techeconomy social media platforms  
Browser notifications to 11k+ subscribers' personal devices
- SEO boost and strong domain authority with up to 3 in-story backlinks to your products, apps, or landing pages

### PRICING

Press Release:

**₹132,000/\$88**

(No backlinks – 2 photos max.)

Sponsored Post:

**₹165,000/\$110**

(2 backlinks – 4 photos max.)

Product Review:

**₹236,500/\$158**

(3 backlinks – 8 photos max.)

*All posts are 7.5% VAT inclusive*

# SPONSORSHIP OPPORTUNITIES (EVENTS & REPORTS)

Partner with Techeconomy through event and sector-report sponsorships that deliver premium exposure. Sponsored initiatives are promoted across our digital platforms and newsletters, helping your brand build credibility, engagement and long-term visibility within our growing audience.



# Our Ads Space





# Leader Board Ads

Premium website placement at the top of Techeconomy pages, ensuring maximum visibility for your brand. Designed to capture attention immediately, these banners reach a highly engaged tech and business audience across desktop and mobile. Perfect for driving traffic, awareness, and conversions with high-impact creative.

## PRICING

Monthly: **₦1,160,000/\$775**

Weekly: **₦290,000/\$193**

Daily: **₦38,670/\$26**

1128px x 191px



# Header Banner Ads

Prime placement after the menu-bar of every Techeconomy page, ensuring your brand is the first thing readers see. Ideal for maximum visibility, audience engagement, and driving traffic to your site.

## PRICING

Monthly: **₦988,000/\$660**

Weekly: **₦250,000/\$170**

Daily: **₦33,000/\$22**

1080px x 700px





# Side Banners Ads

Strategically positioned along the side of Techeconomy pages, these ads stay visible as readers scroll, ensuring consistent brand exposure.

*Perfect for boosting engagement, driving clicks, and reinforcing brand recall.*

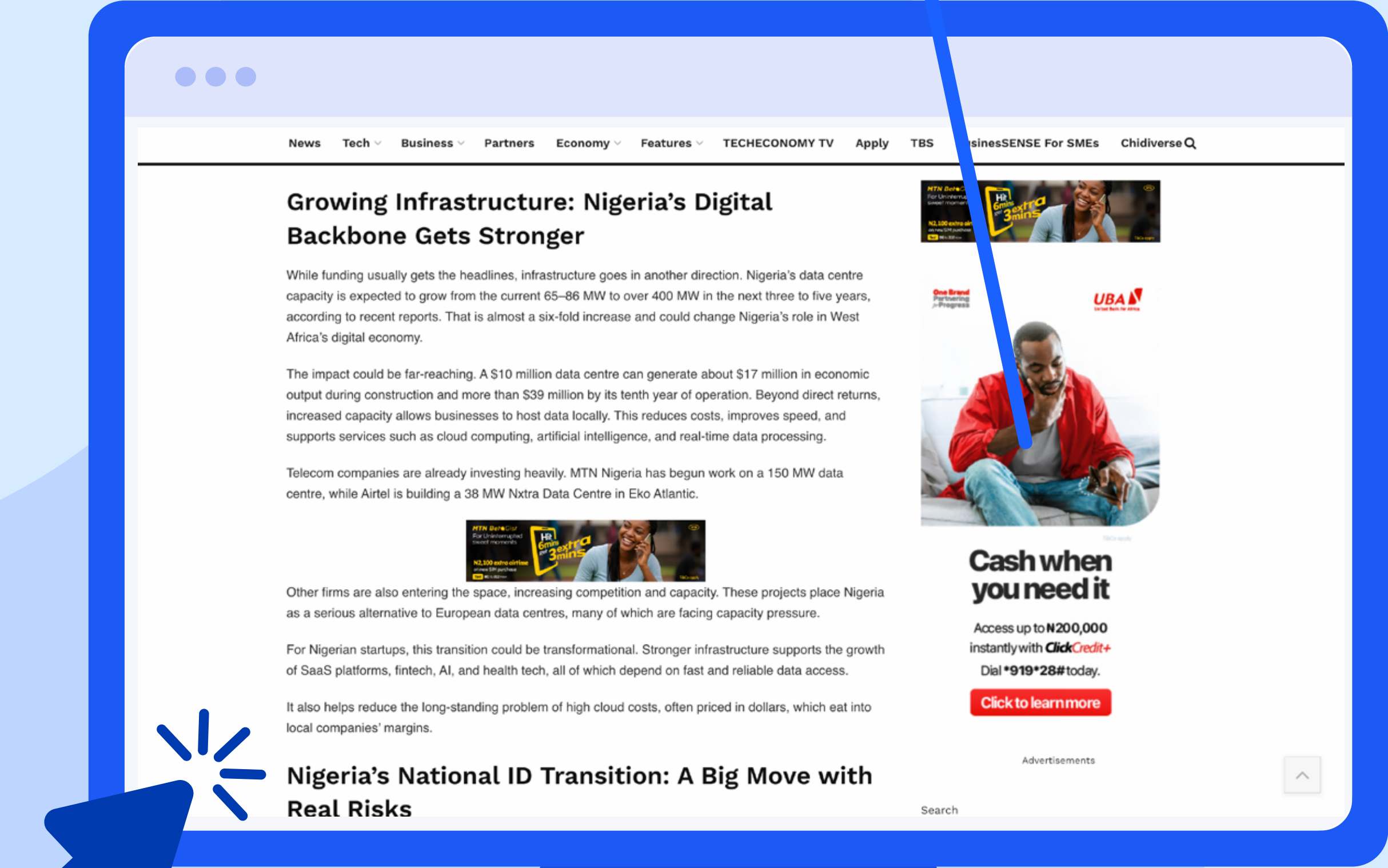
## PRICING

Monthly: **₦473,000/\$316**

Weekly: **₦118,250/\$78**

Daily: **₦16,000/\$11**

450px x 636px



# Center Spread Ads

Centre Spread Ads are premium, high-impact advertising placements positioned at the heart of Techeconomy's digital publication. Designed for maximum visibility and engagement, they allow brands to dominate audience attention with immersive storytelling and strong visual presence.

***If you are interested in seamless ads integration:*** CS blends with trusted editorial environment without disruption

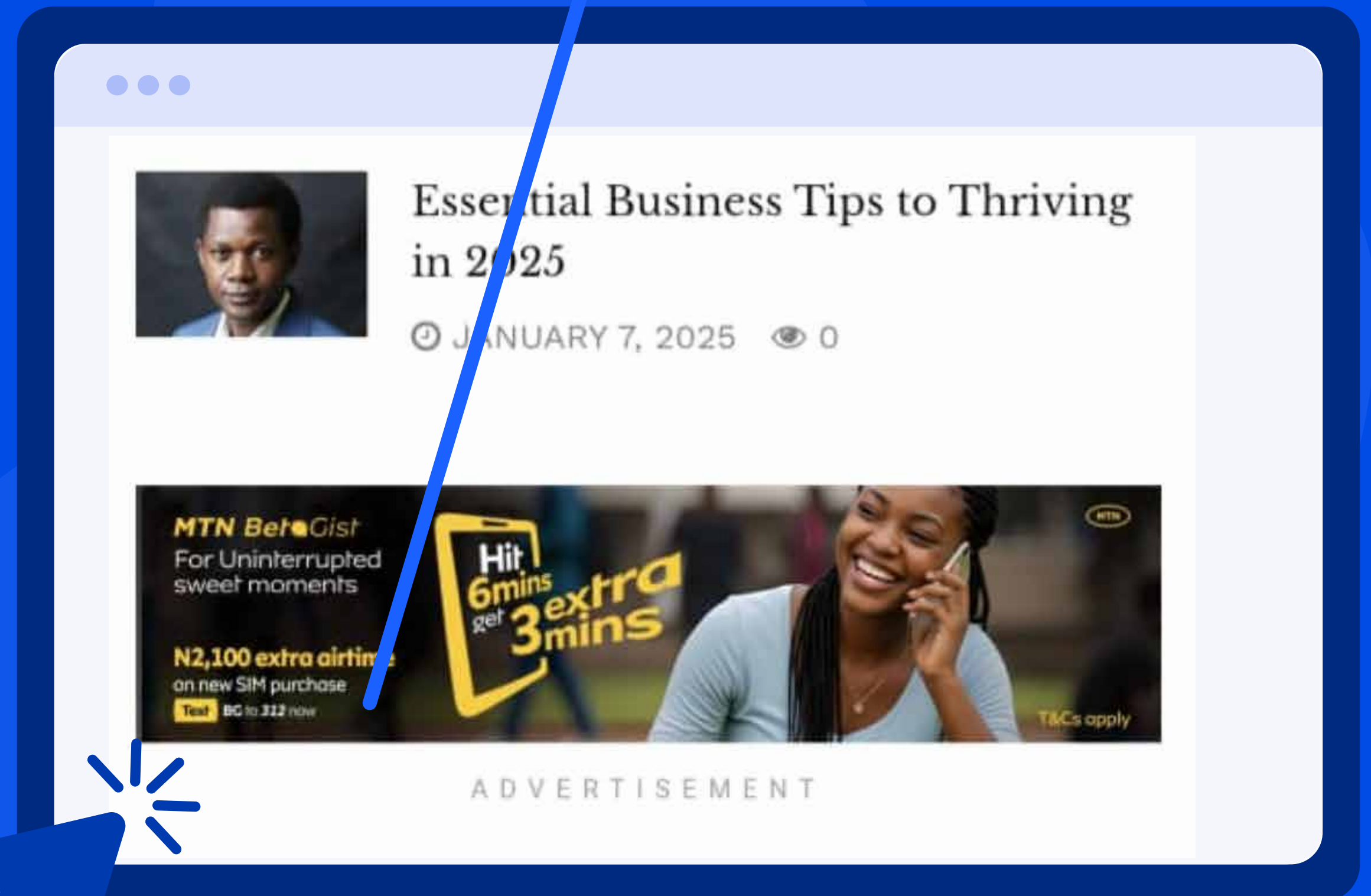
## PRICING

Monthly: **₦1,050,000/\$700**

Weekly: **₦262,500/\$175**

Daily: **₦35,000/\$24**

**1080px x 140px**





# In-Post Banner Ads

Seamlessly integrated within Techeconomy articles, these ads reach readers in the flow of content, maximizing engagement and click-through. Ideal for contextual brand placement and high-impact visibility.

***Perfect for High Visibility, Targeted Reach, Brand Authority, Engagement & Conversions, and SEO & Longevity!***

## PRICING

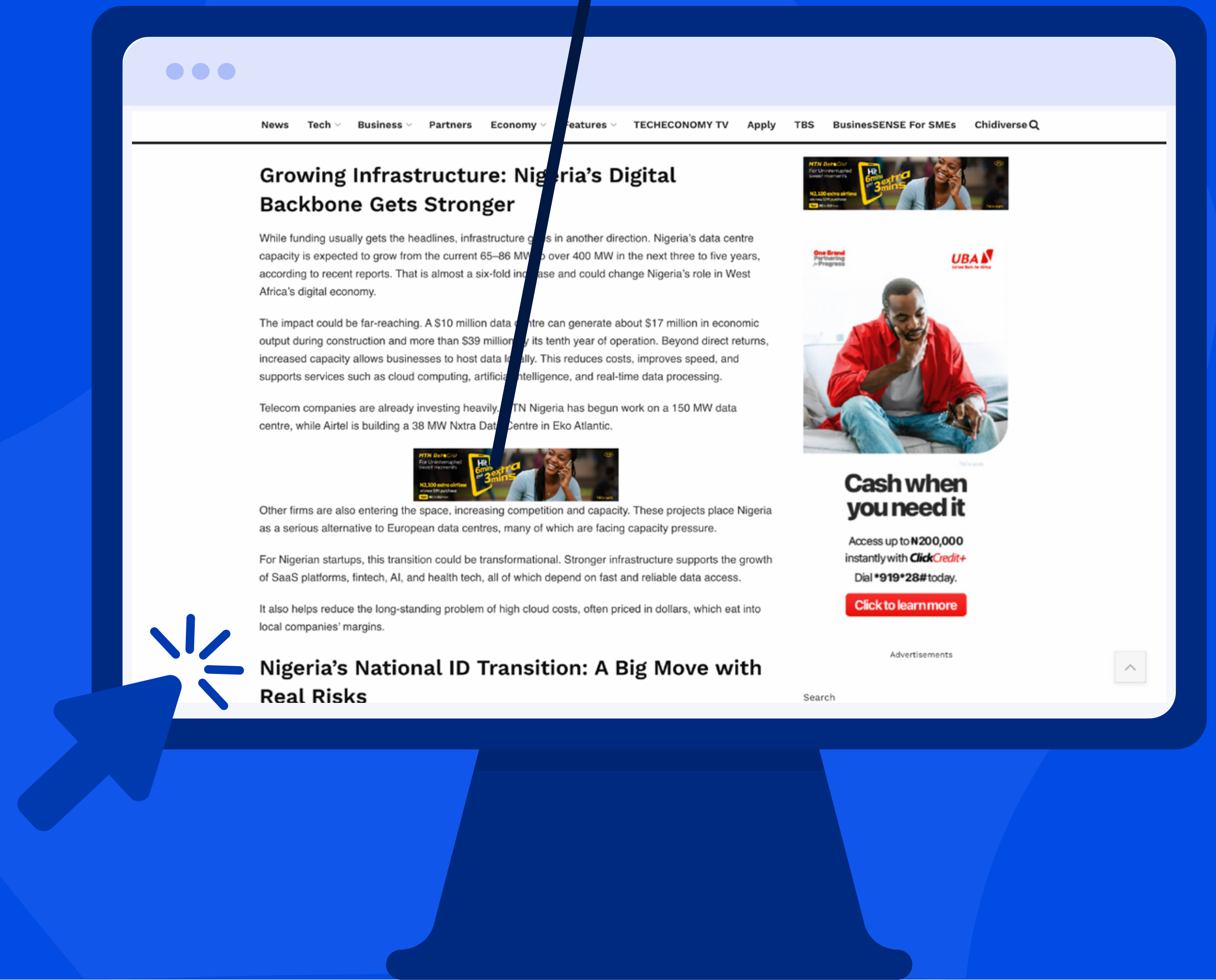
Monthly: **₦450,000/\$300**

Weekly: **₦112,500/\$75**

Daily: **₦15,000/\$10**





**? All ad placements attract additional 7.5% VAT**

**300px x 77px**



# SOCIAL MEDIA RATES (2026)

## SOCIAL MEDIA

PLATFORMS	DAILY RATES	WEEKLY RATES
 X (Twitter)	₦54,125 / \$36	₦378,875 / \$253
 Facebook	₦53,750 / \$35	₦322,500 / \$215
 Instagram	₦57,950 / \$39	₦408,500 / \$273
 LinkedIn	₦84,925 / \$57	₦594,475 / \$397
 TikTok	₦45,150 / \$31	₦316,050 / \$211

## SOCIAL MEDIA (VIDEO)

DURATION	DAILY RATES	WEEKLY RATES
60 SECONDS	₦96,750 / \$65	₦677,250 / \$452
ABOVE 60 SECONDS	₦107,500 / \$72	₦752,500 / \$502

## CAMPAIGN/EVENT PROMOTION PACKAGES

**Includes:** Live tweeting, speaker highlights, post-event recap

PACKAGE	DELIVERABLES	RATES (₦)
PRE-EVENT HYPE	(3 Posts/Week)	₦376,250 / \$250
EVENT WEEK PUSH	(5 Posts/Week)	₦645,000 / \$430
FULL EVENT COVERAGE (POST)	(Pre, During & Post – 8 Posts)	₦967,500 / \$645

## MONTHLY RETAINER (DISCOUNTED)

PLAN	DELIVERABLES	RATES (₦)
BRONZE	8 posts/month	₦913,750 / \$609
SILVER	12 posts/month	₦1,290,000 / \$860
GOLD	20 posts/month	₦1,935,000 / \$1,290

## Bulk & Agency Discounts

- 5–9 bookings: 5% discount
- 10+ bookings: Up to 10% discount
- Special rates available for PR agencies and long-term partners

## Why Techeconomy Social Media?

- Strong reach among decision-makers and founders
- Timely posting with editorial credibility
- Measurable engagement and visibility

**Savings:** Up to **10–15%** compared to one-off bookings.

# TECHECONOMY LIVE SESSION

Prime placement after the menu-bar of every Techeconomy page, ensuring your brand is the first thing readers see. Ideal for maximum visibility, audience engagement, and driving traffic to your site.

- › Engage 50k+ followers in real-time discussions
- › Showcase your offerings through curated conversation points
- › Amplify your message with pre-campaign buzz, influencer features, and audience giveaways

**Why it works:** These 1-hour live sessions deliver unfiltered user feedback, high engagement, and a unique platform to position your brand as a thought leader.

PRICING

**#397,750/\$266**



**LIVE  
STREAM**

# TECHECONOMY PODCAST

Position your brand at the heart of Africa's tech conversation. TecheconomyTV Podcast delivers a weekly roundup of key stories, trends, and insights from the tech ecosystem, locally and globally.

## WHY JOIN:

- Feature in a 15-minute interview slot to showcase your products, services, or initiatives.
- Gain executive-level media exposure and highlight event announcements.
- Reach a highly engaged audience of tech enthusiasts, innovators, and decision-makers.
- Amplify your brand through broadcast sponsorships and paid mentions.

Make your brand a thought leader where Africa's tech community tunes in.

## PRICING

Brand Mention/Ad Insertion: **₦130,000/\$87**

Interview: **₦150,000/\$100**





# TECHECONOMY WEBINAR

Techconomy webinars bring together Africa's tech leaders, innovators, startups, and investors. Our sessions provide an engaged audience interested in the latest trends, disruptive technologies, and investment opportunities.

## WHY SPONSOR?

- **Brand Visibility:** Your logo featured on all webinar promotions, registration pages, and post-event recordings.
- **Thought Leadership:** Opportunity to deliver opening remarks or a keynote during the webinar.
- **Lead Generation:** Access to a targeted audience of tech enthusiasts, startup founders, investors, and policymakers.
- **Content Integration:** Inclusion in post-event blogs, newsletters, and social media campaigns.
- **Exclusive Recognition:** Special mention in pre-event press releases, social media shoutouts, and webinar recordings.

## PRICING

### Title Sponsor:

*Exclusive branding, speaking slot, and priority lead access:*

**#130,000/\$87**

### Session Sponsor:

*Branding for a specific session, co-host recognition, and social media promotion:*

**#550,000/\$367**

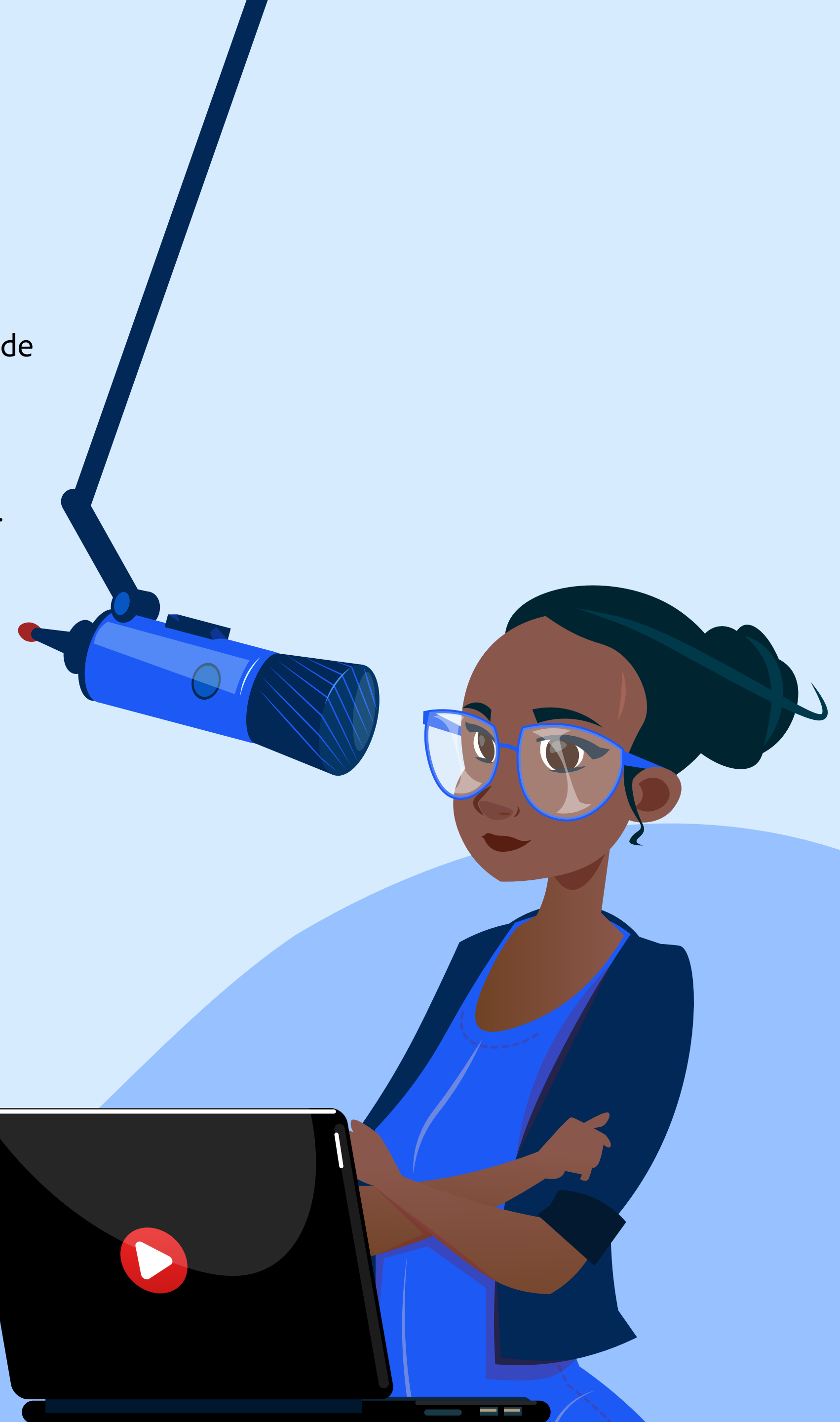
### Session Sponsor:

*Banner placements, branded in-post mentions, and newsletter integration:*

**#220,000/\$147**

## WHY TECHECONOMY?

Our webinars are more than events - they are platforms where ideas meet action, and sponsors get to associate with Africa's growing tech narrative.



# TECHECONOMY PARTNERSHIP OPPORTUNITIES

## Bulk Partnership Benefits

Enjoy up to **10% discount** on bulk (purchase) packages starting from

## Premium Visibility

Get **exclusive banner** placements across Techeconomy's website, newsletters, and social media channels.

## Headline Event Sponsorship

Position your brand as the **headline sponsor** for select webinars, podcasts, or live sessions.

## Strategic Brand Mentions

Receive **consistent recognition** across Techeconomy content verticals, podcasts, and live sessions for maximum reach.

**Connect with us** for a bespoke plan tailored to your goals and budget.



# TECHECONOMY IN THE GOOD COMPANY OF:





# EVENTS & PARTNERSHIP

- › #StartupSouth
- › AfriTECH
- › Nigeria Innovation Summit
- › Trade Lenda
- › Ogun Digital Summit
- › Africa Credit Expo
- › Art of Technology Lagos
- › Insurance Meets Tech (IMT)







# Insight Beyond Headlines!

For more clarity | more information, please contact:

## Business & Sponsorships

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**Call:** Tosin Aloba | +234 802 714 6388

## Editorial Matters:

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