

Advertising Brochure

The Reach You Need. The Audience You Want.

About

us



TopNaija.ng

Nigeria's top youth platform

A large, light-orange circular graphic with a white arrow pointing upwards and to the right. Inside the arrow, the following text is written in a grey, sans-serif font:

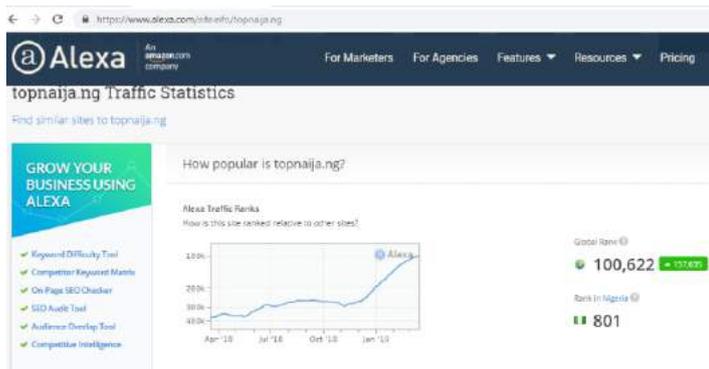
TopNaija.ng
delivers
world-class
journalism
to Nigeria's
most influential
youth
audiences

Current Site Statistics (As at January 2019)

S/N	CHANNEL/PARAMETER	VALUE
1	Alexa Ranking	801 in Nigeria
2	Daily Pageviews	211,820+
3	Monthly Unique Visitors	755,370+
4	Monthly Page Views	5,108,911+
5	Facebook Fans	105,303
6	Twitter Followers	23,401
7	Instagram Followers	15,146
8	Email Subscriptions	6,334

TopNaija.ng was born on the 22nd of July, 2015. Today, we are Nigeria's top youth platform. Positioned to rank among Africa's top 2 sites by 2020, **our mission is to deliver exciting entertainment and empowerment to 50 million young Africans daily.** With hundreds of exclusive interviews and over two million monthly page views, TopNaija.ng has grown to become the most sought after online newspaper for young Africans.

Over 75% of our users are from Nigeria with a strong community of highly engaging young audience between ages 20 and 65. Welcome to the TN experience!



QUICK FACTS:

Adults 18-35 are spending 7 hours and 19 minutes on online weekly.

Gen X spends 49 more minutes per week online than Millennials.

Adults age 35-49 are spending 7 hours and 58 minutes online weekly.

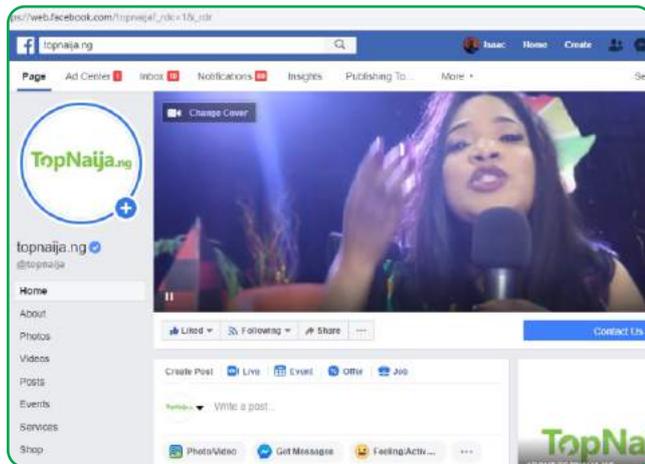
Adults over 50 are spending 5 hours and 9 minutes online.

How is your brand leveraging this revolution?

Connecting our engaged consumers to marketers through TopNaija.ng's digital, social and event platforms present unparalleled advertising and sponsorship opportunities for brands looking to reach a high-quality youth audience.

In addition to gaining global prestige, advertising with TopNaija.ng greatly helps to enhance your brand while increasing your market share effortlessly. Now is the time to align your brand with captivating content shared among the most valuable online audiences via TopNaija.ng.

With over 100 billion monthly Google searches to top blogs like TopNaija.ng, over 2 billion Facebook users, 800 million on Instagram, 330 million on Twitter and 500 million on LinkedIn, let's help your brand leverage the biggest communication shift since the last 500 years.



N40,700

**PRE-EVENT POST
(BASIC)**

This post announces relevant details of the client's upcoming event, includes a short writeup, one image/flier and links

N41,000

**PRE-EVENT POST
(PREMIUM)**

This post announces relevant details of the client's upcoming event, includes a short writeup, 2 or more images/fliers and links

*Best for Special Events, Trade Shows, Press Releases, Product launches and many more.

Promotional
Advertising

TopNaija.ng

N41,000

POST-EVENT POST

This post showcases your concluded event to readers. Client will have to provide photos(max 70), video link(if any) and a short write up about the event

N78,750

ADVERTORIAL

This post promotes a brand product, company or service with a descriptive writeup, images and video

Promotional
Advertising

*Best for Special Events, Advertorials, Announcements, Product launches and many more. This also comes with a slot of free interview with one of your brand representatives.

N40,700

JOB VACANCY

This post announces vacancy in an organization or to solicit for vendor/contestant entries.

N17,700

**COMPETITION
GIVEAWAYS**

A post announcing criteria for readers to partake in a contest/giveaway/discount deal held by a client

Promotional
Advertising

*Best for Job openings Trade Shows, Giveaways Drive, Product launches and many more.

TopNaija.ng

N30,700

**HALF BANNER
MIN. 4 WEEKS**

A smaller ad strategically positioned on the right hand side of each of the inner pages

234 x 60px

N39,000/W

**INNERPAGE
MEDIUM RECTANGLE**

A medium rectangle ad strategically positioned on the right hand side of each of the inner pages

300 x 250px

TN Banner
Advertising

N78,750/W

**HOMEPAGE
MEDIUM RECTANGLE**

A medium rectangle positioned on the right hand side of the home page

300 x 250px

N196,500/W

**INNER SECTION
MAST HEAD**

A long banner ad across the top of each of the premium pages

728 x 90px

N196,500/W

**HOMEPAGE
MAST HEAD**

A long banner ad across the top of each of the premium pages

728 x 90px

This also comes with a slot of free interview with one of your brand representatives

TN Banner
Advertising

N1,575,000
/w

PAGE TAKEOVER

Banner spread out across
entire website
background.

N75,750

PRODUCT REVIEW

Premium and detailed review
that showcases the splendour
of your recent product.

This also comes with a slot of free interview with one of your brand representatives

Premium
Advertising

ALL RATES ARE PER POST
(i.e ONE (1) POST)

N20,700

@topnaija

Social Media
Advertising

TopNaija.ng

N78,750/EVENT

LIVE COVERAGE

This involves live coverage of an event on any of TN social media handles (i.e Instagram, Twitter or Facebook)

TERMS & CONDITIONS

- A TN representative will be present at the event for 3 hours.
 - 10 posts will be published on TN social media handles during the event.
 - Note that the images will be taken with a quality camera phone.
 - You may direct our rep to the images which you want captured or leave us with the flexibility to select.
 - Name and number of contact for rep to introduce himself or herself to upon arrival.
- The price is N75,750 per event. This includes live Instagram photos and updates from events.
- If you are interested in a "first set photos" post from the event within 24 hours of the event, it is **N75,750 per event.**

This also comes with a slot of free interview with one of your brand representatives

Social Media

Advertising

This ad includes advanced features like
videos, audio, or other elements
that encourage viewers to interact
and engage with the content

Kindly send a mail to info@topnaija.ng
for price quotes

Rich Media
Advertising

TopNaija.ng



Guaranty Trust Bank plc
RC 194521



*Some of the organizations we currently (or previously) work with as clients/partners

Clients & Partners

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Isaac Oladipupo [+234] 08027855262
Tife [+234] 08062471223
Yemi Adeoye [+234] 08028939470

Inquiries

Corporate Account Name: Mediawise Network
Account Number: 0009279356

Guaranty Trust Bank

All sponsored content and ads are prepaid
Ad rates are subject to change

Thank You
All Rights Reserved

Corporate
Information

TopNaija.ng

// If I was down to my last dollar,
I'd spend it on public relations.
- Bill Gates

People don't buy goods and services.
They buy relations, stories and magic. //

- Seth Godin