



# NAIRAMETRICS

MEDIA PACK

# About Nairametrics

**Nairametrics is Nigeria's leading financial literacy, investing, business news and analysis website.**

**We provide up to financial information in a simplified manner, to educate and inform our target audience.**

**We also use our platforms to promote financial literacy for small businesses, entrepreneurs and anyone seeking financial freedom.**

# Nairametrics by the numbers



**120,000+ monthly active users**



**500,000+ unique monthly pageviews**



**15,000+ newsletter subscribers**



**@Nairametrics 8,000+ followers,  
Associated accounts 20,000+ followers**

# RATE CARD

## Banners

**Leaderboard**

**(728 x 90)**

**N200,000/w**

**Medium Rectangle**

**(300 x 250)**

**N100,000/w**

**Home page takeover**

**(1600 x 1200)**

**N375,000/w**

# RATE CARD

## Sponsored content

**Sponsored post**

**N50,000/post**

**Featured content**

**N100,000/w**

**Product reviews**

**150,000/write-up\***

\* (excludes publishing)

# RATE CARD

## Social media

**Sponsored tweet chat**

**N500,000/tweet chat\***

**Company news sponsorship**

**N50,000/w**

**Promotions**

**N3,000/tweet (min 10 tweets)**

**\* Includes admin, logistics and moderator fees**

# RATE CARD

## Premium Corporate Package

An all year marketing package worth over N6 million at a 25% discounted rate of N4.5 million. Package includes

|                               |                   |
|-------------------------------|-------------------|
| <b>Banner Ads</b>             | <b>N3,000,000</b> |
| <b>Product reviews</b>        | <b>N600,000</b>   |
| <b>Sponsored content</b>      | <b>N1,400,000</b> |
| <b>Social media promotion</b> | <b>N1,000,000</b> |

\* Includes admin, logistics and moderator fees



## More on Nairametrics

Nairametrics is one of the fastest growing investing and personal finance websites in Nigeria. The website attracts retail investors from Nigeria and in diaspora, interested in investing in Nigeria.

With over 120,000 visitors monthly, our website serves an audience that is young, old, lower class, middle class and upper class with a huge appetite for financial information that can help satisfy their dynamic investing, business and financial needs.

Visitors to Nairametrics also includes those looking to expand their knowledge about investing and financial literacy. Our visitors also include small business owners and operators looking for information that can help them scale their business operations, reduce cost and be tax efficient. Startups looking to take advantage of our resource of business process, business and financial tips are regular visitors to Nairametrics.





Nairametrics has created a brand name that is associated for simplicity in finance, objectivity in reporting and partnership with small businesses and startups. Our burgeoning community of students, career professionals, retail investors, diaspora Nigerians, SME's is a niche audience we are proud of serving.

Our offering for advertising and media partnerships include our website, radio programs, podcast, newsletters, seminars etc.

Nairametrics powered radio shows currently include;

- SME Biz Half-hour on Classic FM 97.3
- Everyday MoneyMatters on LagosTalks 91.3 FM

\*email to discuss sponsorships.



# CONTACT US

Interested in doing business with Nairametrics?

Send us an email: [ads@nairametrics.com](mailto:ads@nairametrics.com), or visit our office, 16 Irewole Street, off Opebi Link road, Ikeja Lagos.

You can also tweet at us @nairametrics.