



byNigerians

Nigerian Stories. Global Perspectives.



Media Kit

www.bynigerians.com

Content

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WHO WE ARE

byNigerians.com (byNigerians) is a purpose-driven digital media and news content platform designed to amplify credible, inspiring, and opportunity-focused narratives about Nigeria.

Created by Nigerians, for Nigerians, and for a global audience interested in Nigeria's growth trajectory, the platform fills a critical market gap: the lack of a globally recognized digital destination consistently curating Nigeria's positive progress narrative.



Mission

Counter negative stereotypes by showcasing Nigeria's arts, culture, business innovation, government progress, tech ecosystem, and sporting achievements through high-quality, and data-driven storytelling.



Vision

To become the definitive digital headquarters for Nigeria-positive content, driving engagement, investment interest, and cultural pride across 100M+ internet users in Nigeria and 15–17M diaspora Nigerians worldwide.



Who Reads byNigerians?

**ENTREPRENEURS
& SME OWNERS**

**CONSCIOUS
CONSUMERS
& BRAND
ADVOCATES**

**DIASPORA
PROFESSIONALS
& INVESTORS**

**POLICY MAKERS
& THOUGHT
LEADERS**

**CULTURE
ENTHUSIASTS
& CREATIVES**

ADVERTISING FORMATS & SPECIFICATIONS



All banners must be submitted in JPEG, PNG, or animated GIF (max 10 seconds loop).

Maximum file size: 100KB.



PLACEMENT	DIMENSIONS (DESKTOP / MOBILE)	LOCATION	BEST FOR
1 LEADERBOARD 	728x90 / 320x50 	Top of homepage, above navigation 	 Brand awareness, product launches
2 HALF PAGE (RIGHT TOP) 	300x600 	Right sidebar, above fold 	 High-visibility campaigns
3 HALF PAGE (RIGHT BOTTOM) 	300x600 	Right sidebar, below directory 	 Retargeting, secondary messaging
4 BILLBOARD (TOP) 	970x250 	Homepage, below trending tags 	 Hero campaigns, major announcements
5 BILLBOARD (BOTTOM) 	970x250 	Homepage footer area 	 Closing CTAs, event promotions

7 FEATURED DIRECTORY LISTING
Enhanced profile

Business directory category pages

Lead generation, local business visibility

8 NEWSLETTER SPONSORSHIP
970x250

Dedicated slot in monthly newsletter

Direct engagement with subscribed audience

9 SPONSORED ARTICLE
Full editorial format

Homepage + category pages + social

Thought leadership, brand storytelling

WHY ADVERTISE WITH byNigerians?



Highly Engaged Audience



Pan-Nigerian & Global Reach



Measurable Results



Trusted Content Environment



Impactful Brand Exposure

DIFFERENT BANNER SIZES

LEADERBOARD (728X90 PIXEL HORIZONTAL BANNER)

byNigerians
Nigerian Stories. Global Perspectives.

Reach Millions of Nigerians Worldwide

[Advertise with Us >](#)

Nigerian Stories. Global Perspective.

LEADERBOARD II (728X90 PIXEL HORIZONTAL BANNER)

byNigerians
.com

Connect with Africa's Largest Diaspora

[Get Started Today >](#)

Home & Diaspora Audience

300x250 Pixel Square Banner

byNigerians
Nigerian Stories. Global Perspectives.

Tell Your Story to Nigerians Everywhere

Join hundreds of brands connecting with engaged Nigerian audiences at home and abroad

[Start Your Campaign](#)

300x250 Pixel Square Banner II

byNigerians
Nigerian Stories. Global Perspectives.

Grow Your Business with byNigerians

Targeted ads that reach decision-makers, entrepreneurs, and conscious consumers

[Get Media Kit](#)

Flexible Packages Available

byNigerians
Nigeria Starts, Global Perspectives.

ADVERTISING RATES








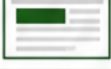


Effective May 2026 | All prices exclude VAT



Pricing Note: NGN rates are for advertisers billing from Nigeria. USD rates are for diaspora/international advertisers.



DIGITAL BANNER ADS (WEEKLY RATES)

PLACEMENT	NGN RATE (₦)	USD RATE (\$)
 LEADERBOARD	₦200,000	\$350
 HALF PAGE – RIGHT TOP	₦150,000	\$250
 HALF PAGE – RIGHT BOTTOM	₦100,000	\$150
 BILLBOARD – TOP	₦150,000	\$250
 BILLBOARD – BOTTOM	₦100,000	\$150
 MEDIUM RECTANGLE – TOP (IN-ARTICLE)	₦150,000	\$250
 MEDIUM RECTANGLE – MIDDLE	₦130,000	\$200
 MEDIUM RECTANGLE – BOTTOM	₦100,000	\$150



Targeted Reach



Engaged Audience



Proven Results



Global Visibility



Advertise with [bynigerians.com](https://www.bynigerians.com)

Connect with Nigerians at Home and in the Diaspora





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PREMIUM PLACEMENTS & CONTENT PACKAGES

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PACKAGE	NGN RATE (₦)	USD RATE (\$)	INCLUDES
 FEATURED DIRECTORY LISTING (MONTHLY)	₦100,000	\$150	Enhanced profile, priority category placement, "Verified" badge
 MONTHLY NEWSLETTER SPONSORSHIP	₦400,000	\$500	970x250 banner in prime newsletter slot + performance report
 SPONSORED ARTICLE (ONE-TIME)	₦200,000	\$350	Homepage feature, social promotion across 3 platforms (Facebook, X and Instagram), newsletter inclusion. Excludes in-house copywriting fee.
 SOCIAL MEDIA POST (PER DAY)	₦50,000	\$80	For each of Facebook, X, and Instagram (up to 5 photos/45 secs video)
 PRESS RELEASE POSTING (SPONSORED NEWS POSTS)	₦150,000	\$250	Featured placement on homepage + mention across 3 social media channels - Facebook, X, and Instagram. Excludes in-house copywriting fee.
COMMITMENT	DISCOUNT		APPLIES TO
 4 WEEKS	10% off		Digital banners only
 8 WEEKS	15% off		Digital banners + newsletter
 12+ WEEKS	20% off		All digital placements
 MULTI-FORMAT BUNDLE	Custom quote		Contact sales

Non-profit organizations and early-stage Nigerian startups may qualify for additional discounts. Inquire during booking.



ADVERTISING & CONTENT GUIDELINES

ACCEPTABLE FORMATS: FOR BANNER ADS



- Creatives can be in either of the following formats: **JPG** or **PNG** (for images), or **MP4** (for Video Ads)



- Banner size should not exceed **100kb** except for Video Ad

ACCEPTABLE FORMATS: FOR PRESS RELEASES/SPONSORED POSTS AND SPONSORED ARTICLES



- **Text:** Microsoft Word



- **Images:**
 - a. Featured Images - horizontal / landscape, not more than 200kb.
 - b. In-content images - not more than 3 images and not more than 200kb each.
All images must be in JPG or PNG formats



- **Video** – Not more than 15 minutes. All videos must be in **MP4** format.

HOW TO GET STARTED



STEP 1: CHOOSE YOUR PACKAGE

- Review placements above for specs, audience demographics, and case studies.



STEP 2: CONTACT OUR ADS TEAM

Email: ads@bynigerians.com

Phone/WhatsApp: +234 811 248 6530



Response Guarantee

🕒 **Response Time:** Within 1 business day



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