

OYA!

OWN YOUR AFRICA!

MEDIA DECK



MARCH 2025

In every bustling market, on every sunlit street corner, and in every home where dreams are whispered, a word moves Africa forward—OYA!

It is the call of a mother urging her child to greatness. The rallying cry of a team pushing past the finish line. The unspoken signal between traders sealing a deal with just a glance.

From **Lagos** to Nairobi, Accra to Johannesburg, OYA is not just a word—it's momentum, action, and a way of life.

At Technext, we know that Africa is not waiting for a seat at the table. We are building our own—brick by brick, idea by idea, story by story. And just like the voices that echo through our streets, we are amplifying the brands, the innovators, and the visionaries shaping the continent's future.

The time is now. The stage is set. Let's make history.
So, we say to you—OYA!

OWN YOUR AFRICA!

Hi, I'm **Ayo**, your virtual guide through this deck. Think of me as the voice you hear in your mind, walking you through what Technext can do for your brand. Let's dive in!



About Technext

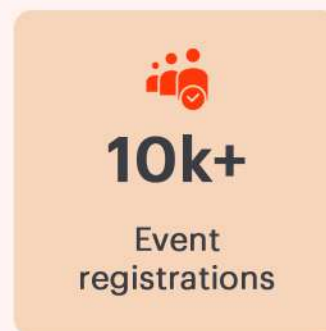
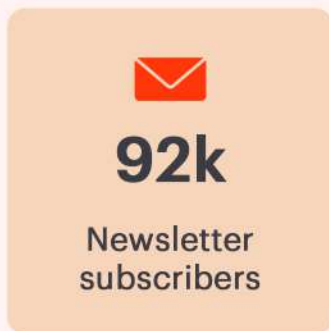


At **Technext**, we document the African tech narrative and provide a go-to platform for young Africans worldwide who want to understand tech and maximize its potential.

We love crafting tech content in a way that **anyone can understand**.

Are you marketing for the era that we live in?

A look our numbers:



We create engaging, people-focused content that simplifies complex technology and influences policies in Sub-Saharan Africa.

A partnership with Technext will help you:

- Increase awareness among Millennials & Gen Z
- ▲ Drive adoption among top-earning demographics
- Position your brand for distinction among competitors



Our Offerings

- **Sponsored & Special Feature Articles** – Announce and boost brand credibility
- ▲ **Email Newsletters** – Sponsored placements to reach a targeted audience.
- **High-Impact Banners** – Increase brand visibility through display advertising.
- ▶ **Event Sponsorship** – Premium branding opportunities for industry-focused events and reports.

Sponsored Article



A **Sponsored Article** allows you to publish content written by you on Technext. Ideal for brand announcements, product launches, and PR placements.

What You Get:

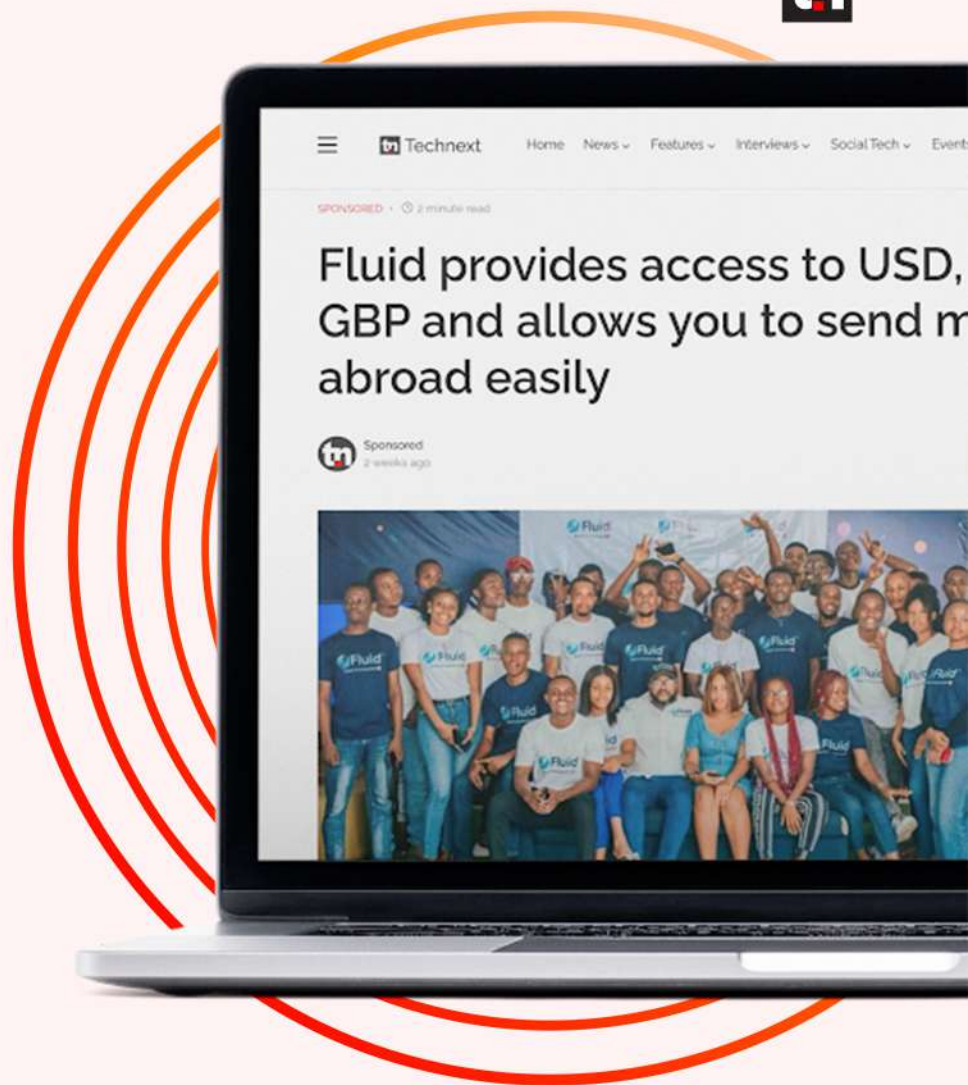
- Up to 2 in-story backlinks to your website or app
- ▲ **SPONSORED** tag on the article on all platforms
- Lifetime publication on the website (200K+ monthly views potential)

Rate

₦149,900

\$156

Add-on	₦56,900
Social media sharing	\$59



Special Feature Article



Unlike Sponsored Articles, our editorial team crafts **engaging narratives** that position your brand effectively. Ideal for product and app reviews.

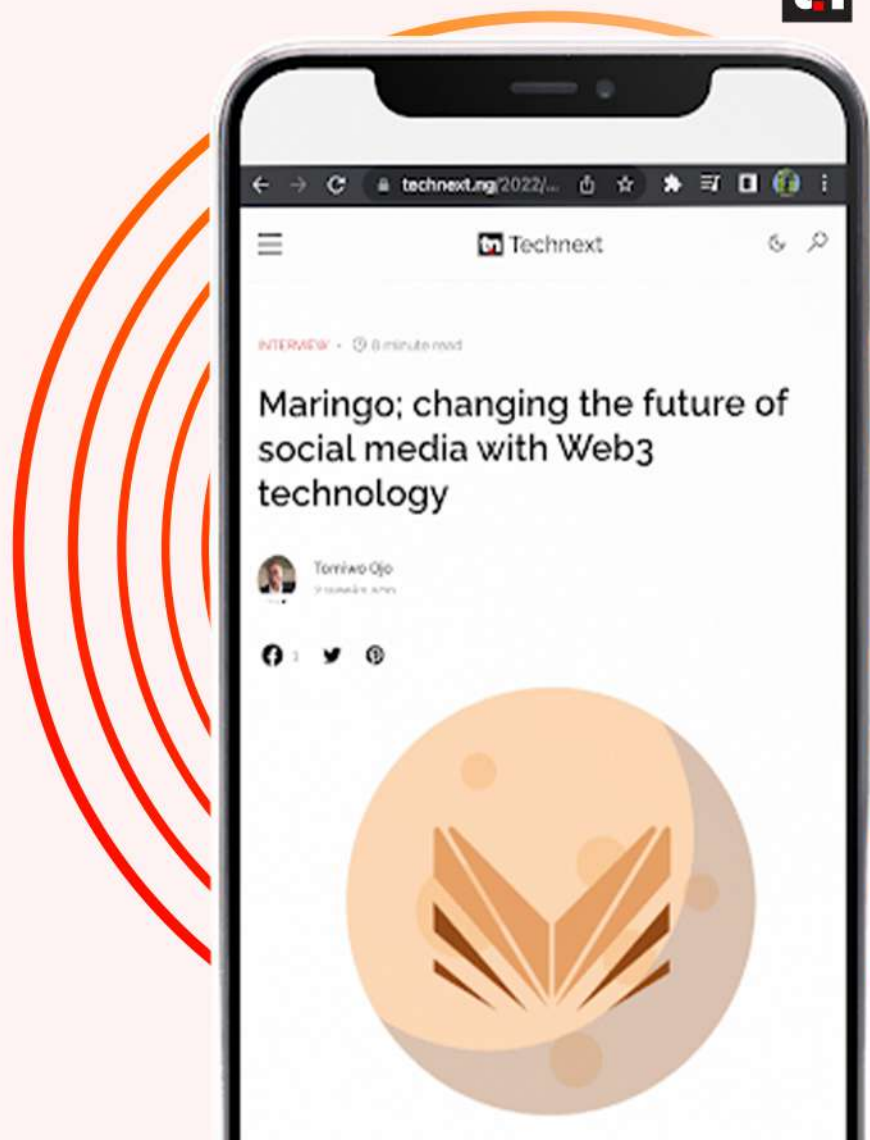
What You Get:

- Professionally written content by Technext team + 1 revision
- ▲ Published with writer's author tag (not SPONSORED)
- Lifetime publication (200K+ monthly views potential)
- Auto-sharing on social media platforms (106k+ subscribers)
- ▲ Browser notification to 20K+ readers
- Up to 3 in-story backlinks

Rate

₦284,900

\$300



Newsletter Advertising

Technext offers **two** newsletter placements:

Daily Newsletter (Tech news to 92K+ subscribers every morning)
Crypto Newsletter (Focused on blockchain, Web3 sent weekly)

What You Get:

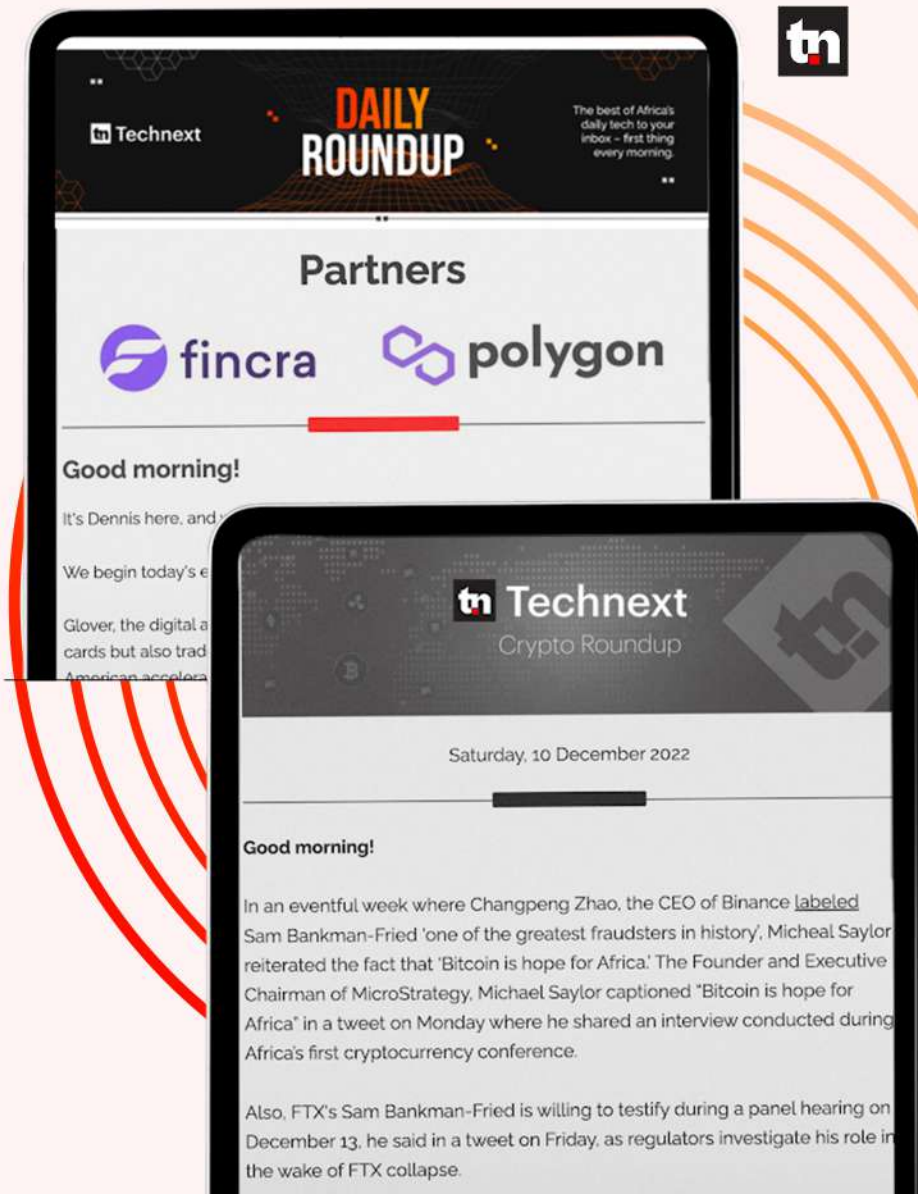
- Top banner ad placement (GIF or static image)
- ▲ Clickable CTA link to your website
- Dedicated content box for special announcements
- Partner mentions within the newsletter

Daily Roundup Rates

Monthly	Weekly	Daily
₦1,742,540	₦501,450	₦104,400
\$1,808	\$520	\$108

Crypto Roundup Rates

Monthly	Weekly
₦695,720	₦201,890
\$790	\$229



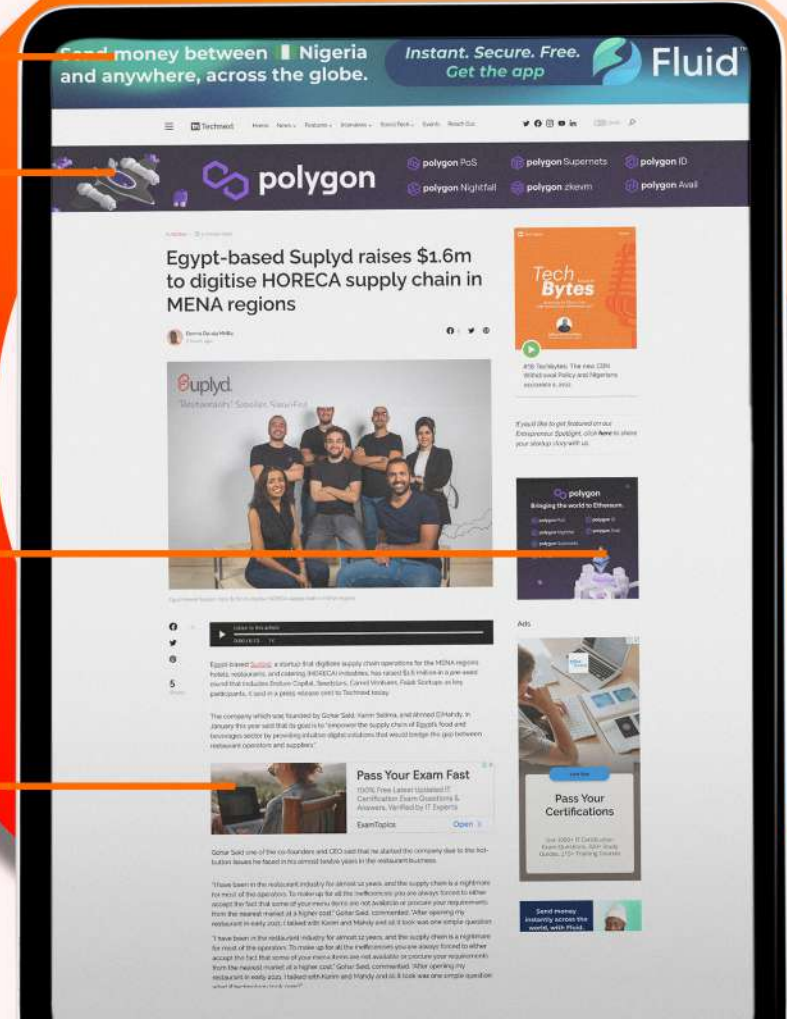
Banner Ads Placement

Leaderboard Banner

Header Banner

Side Banner

In-post Banner



Banner Ads Rates



Leaderboard Banner

Prime ad space – top of every page, 200K+ eyeballs

Cost: ₦1,331,099 (\$1,632)/month | ₦389,153 (\$477)/week
| ₦88,900 (\$109)/day

Header Banner

Below the menu bar, rotates with other banners

Cost: ₦1,040,720 (\$1,253)/month | ₦294,504 (\$355)/week
| ₦69,090 (\$83)/day

Side Banner

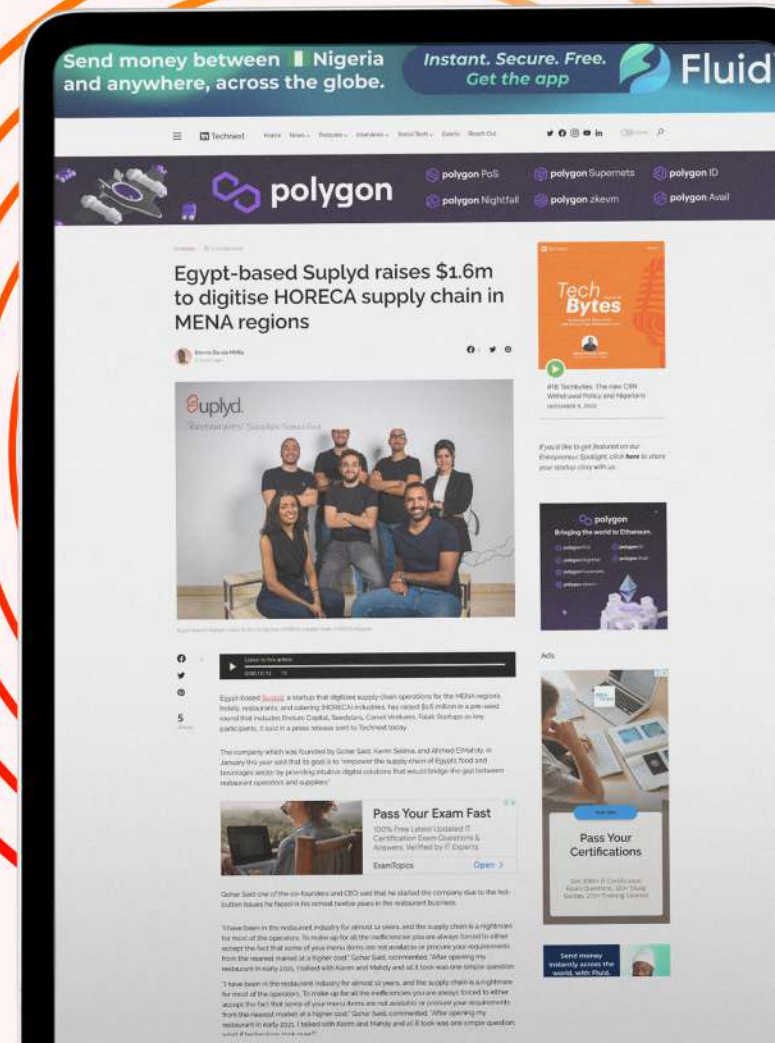
Displayed on all pages, rotates on the sidebar

Cost: ₦726,045 (\$854)/month | ₦211,441 (\$249)/week
| ₦48,100 (\$57)/day

In-Post Banner

Placed within articles, high engagement

Cost: ₦528,144 (\$631)/month | ₦149,045 (\$178)/week
| ₦38,603 (\$46)/day



Live Sessions

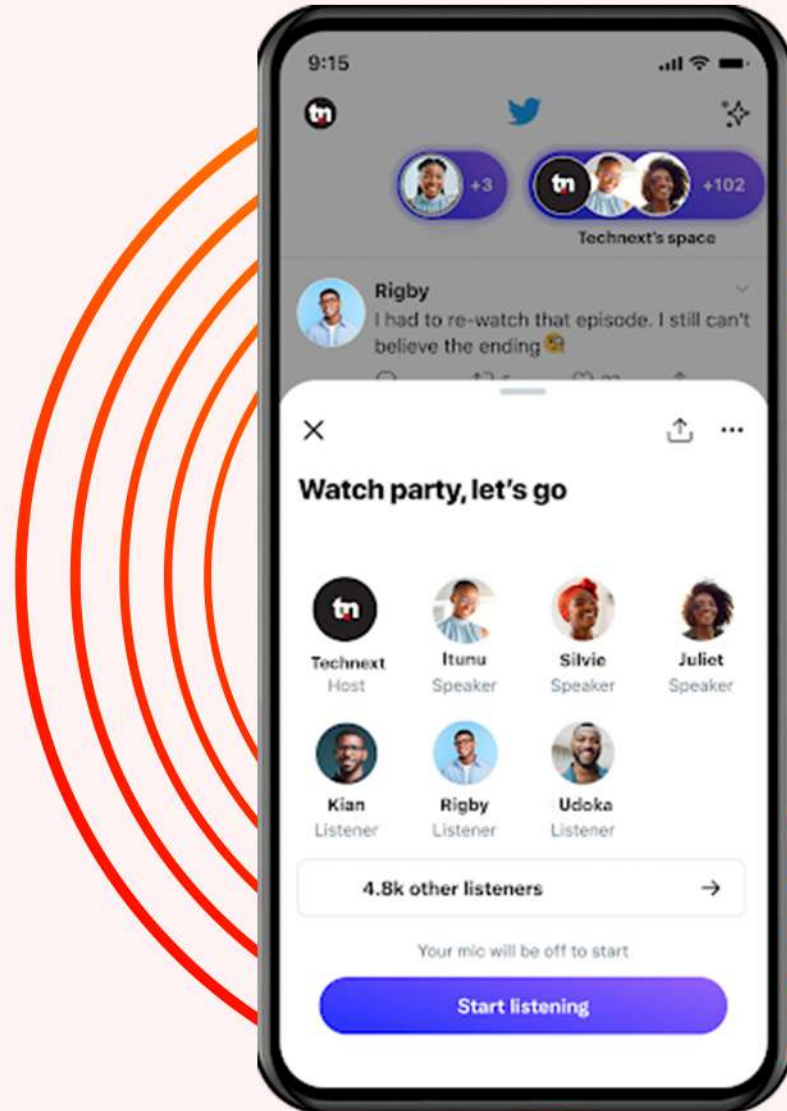
Technext's Live Sessions let you engage our 106K+ social media followers through interactive discussions. It will be preceded by an intense pre campaign as well as special influencer feature and audience giveaways.

This is a tested effective way to engage the younger demography as well as gather unfiltered users feedback.

- ▲ 1-hour Twitter Spaces session featuring your brand
- Pre-event promo + influencer features
- Audience giveaways to boost engagement

Rate

₦705,900
\$645



Podcast Sponsorship



Techbytes Podcast is a weekly deep dive into the African tech ecosystem. Get brand exposure through interviews, sponsorships, or mentions.

You can take advantage of the 15-minutes interview slot to provide detailed product explainers, key executive media exposure, event announcements, as well as offering enunciations.

Podcast sponsor

Mention - **₦100,900**
\$126
jingle play - **₦45,100**
\$56

₦145,000
\$182

1 Podcast interview

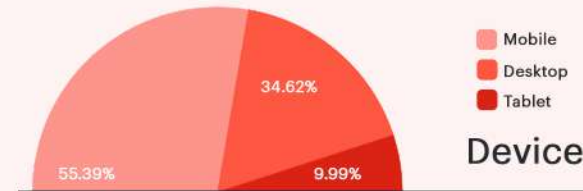
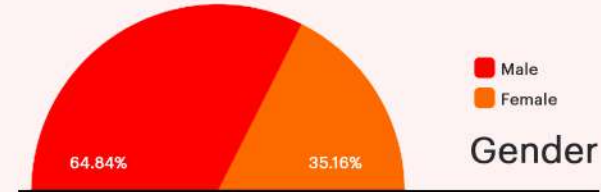
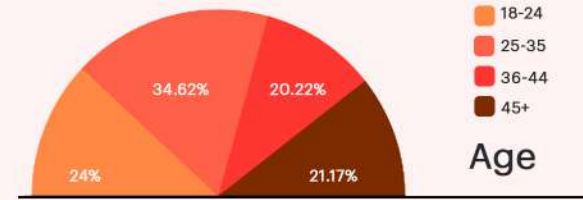
₦172,000
\$226



Audience Insights



Although we create with an African slant, Technext's audience extends beyond Africa. Africa leads with 59.02%, followed by Europe at 27.02%, the Americas at 8.66%, Asia at 4.95%, and others at 0.34%.



Partnership Offerings



1

Get up to 10% discount on bulk purchase of a minimum of \$1000

2

Get exclusive banner placement in rotation spots at bespoke offers

3

Get headline event sponsorship considerations

4

Get a consistent strategic mention across content verticals and platforms

Get in touch for a tailored plan that fits your needs and budget perfectly.





OWN YOUR AFRICA!

**Thank
You**

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