

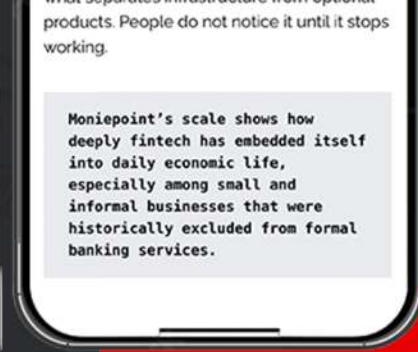
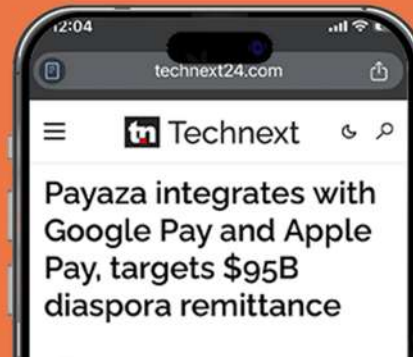
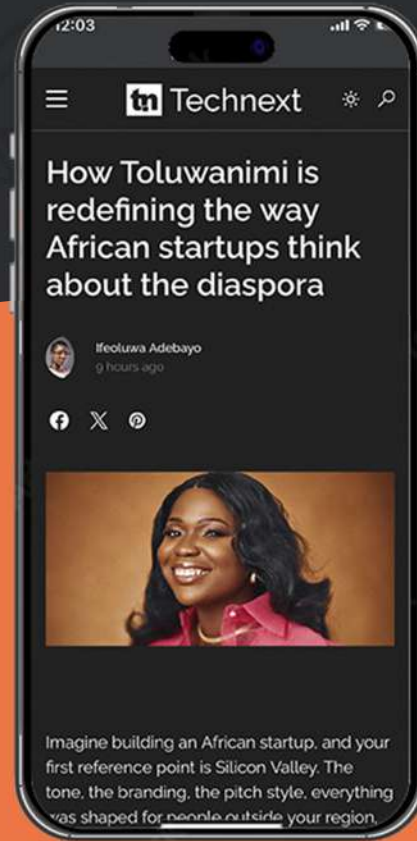
Built for everyone, powered by stories.



MEDIA DECK

APRIL 2026

The future starts with, your story.



Hi, I'm Ayo.

Your guide through this deck.
Think of me as the voice walking you through
how Technext helps brands move from
visibility to authority.

Let's begin!



About Technext




Technext documents the African tech narrative.


We are the reference platform for young Africans globally who want to understand technology and maximise its impact.

Are you marketing for the era that we live in?


A look at our numbers:

250k+ 

Monthly unique users

20k+ 

Newsletter subscribers

109k+ 

Social media followers

We create people-first content that simplifies complexity, shapes perception, and influences policy across 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 Articles



A **Sponsored Articles** allow you to publish your pre-written content on Technext.

A **Sponsored Post** is ideal for brand announcements, product launches, and PR placements. **Authority Placement** is ideal for thought leadership and applications

- Up to 2 in-story backlinks to your website or app
- ▲ **SPONSORED** tag on the article on all platforms
- Lifetime publication on the website (250K+ monthly views potential)

Sponsored Post:

₦170,200
\$127

Add-on
Social media
sharing **₦80,200**
\$55

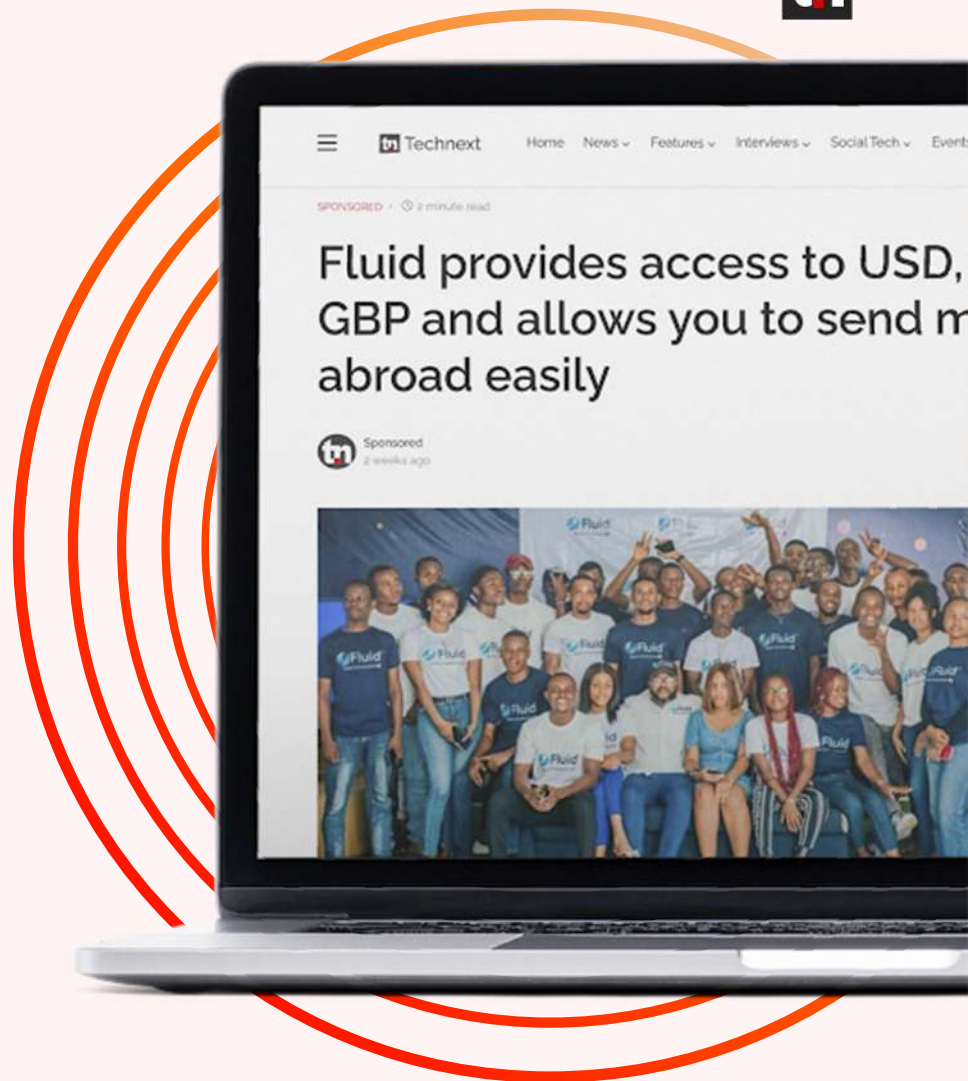
VAT EXCLUDED

Authority Placement:

₦302,500
\$217

Best for applications &
Thought leadership

Submit pre-written article
· No Sponsored tag
· Author's name
on the title



Special Feature Article



Special Features are crafted by our editorial team to position your people, platform, product or service with credibility. **Ideal for profiling, reviews, and deep storytelling.**

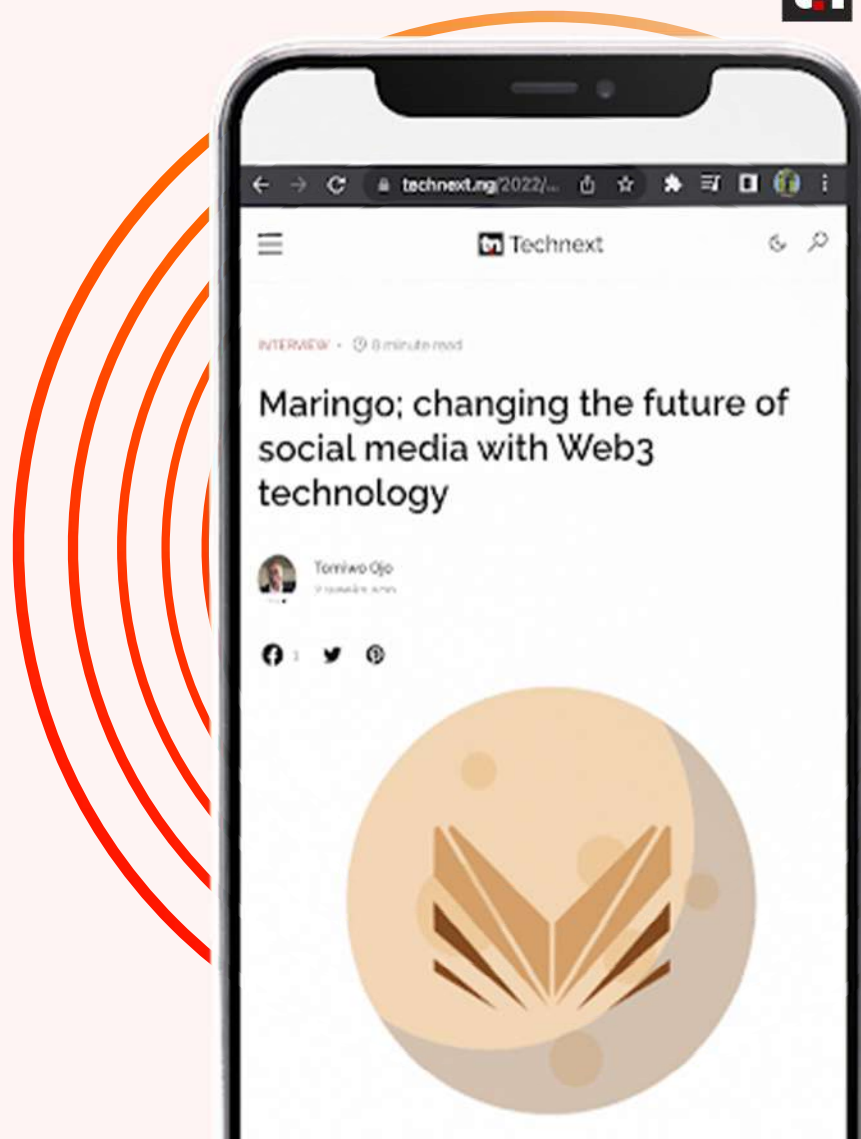
What You Get:

- Professionally written content by Technext team + 1 revision
- ▲ Published with writer's author tag (not SPONSORED)
- Lifetime publication (250K+ monthly views potential)
- Auto-sharing on social media platforms (109k+ subscribers)
- ▲ Browser notification to 21K+ readers
- Up to 3 in-story backlinks

Rate

₦342,100
\$244

VAT EXCLUDED



Newsletter Advertising

Reach decision-makers where attention is focused.

Newsletter Options

- Daily Roundup: 20K+ subscribers
- Crypto Newsletter: 5K+ Web3-focused subscribers

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

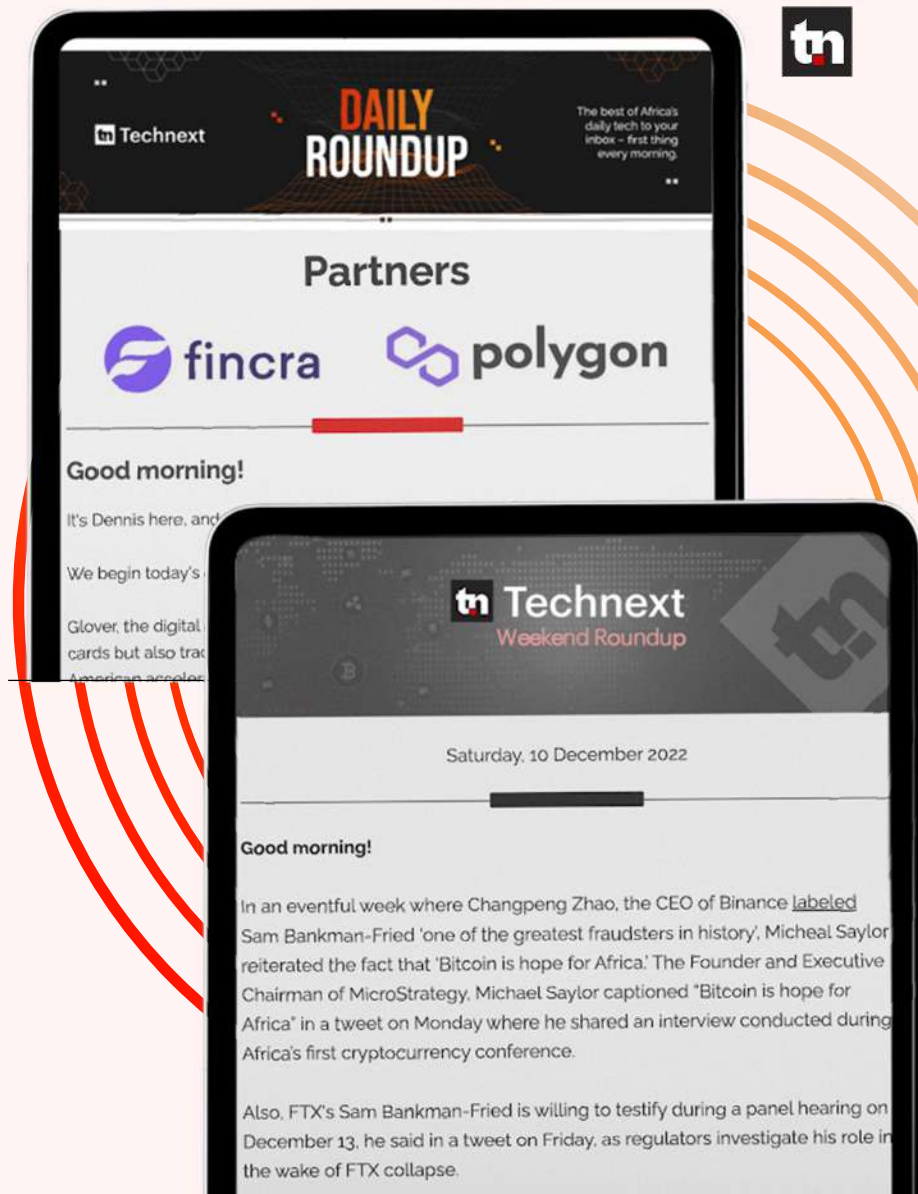
Daily Roundup Rates

Monthly ₦1,302,400 \$910	Weekly ₦374,805 \$268	Daily ₦78,144 \$56
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VAT EXCLUDED

Weekend Roundup Rates

Monthly ₦532,000 \$370	Weekly ₦189,066 \$135
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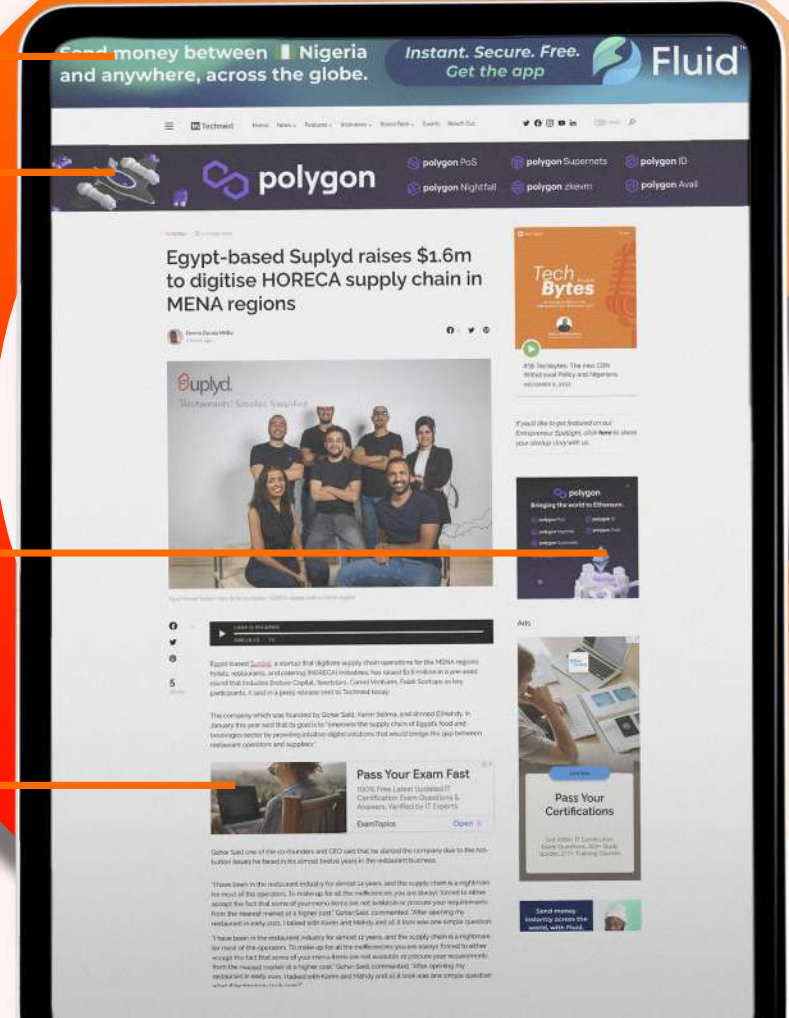
Banner Ads Placement

Leaderboard Banner

Header Banner

Side Banner

In-post Banner



Banner Ads Rates



Leaderboard Banner - 1,940 x 180px Landscape

Prime ad space – top of every page, 250K+ eyeballs

Cost: ₦1,270,000 (\$901)/month | ₦371,243 (\$280)/week
| ₦84,879 (\$64)/day

Header Banner - 970 x 250px Landscape

Below the menu bar, it rotates with other banners

Cost: ₦901,000 (\$640)/month | ₦254,975 (\$181)/week
| ₦59,818 (\$45)/day

Side Banner - 1000 x 1000px Square

Displayed on all pages, rotates on the sidebar

Cost: ₦500,500 (\$361)/month | ₦145,769 (\$105)/week
| ₦33,157 (\$25)/day

In-Post Banner - 640 x 100px or 640 x 200px Landscape

Placed within articles, high engagement

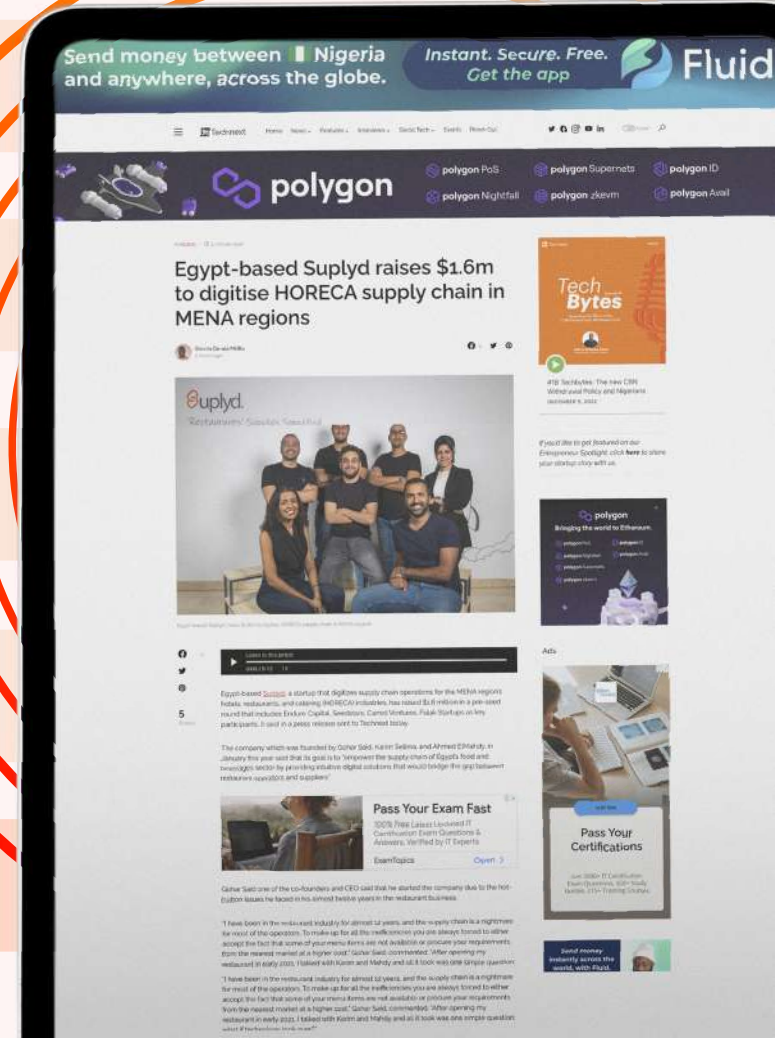
Cost: ₦640,000 (\$451)/month | ₦180,733 (\$130)/week
| ₦46,778 (\$35)/day

Content Segment Banner - 640 x 200px Landscape

Rotates on specific content segments e.g Fintech, Telecom etc.

Cost: ₦321,400 (\$235)/month | ₦93,549 (\$67)/week
| ₦21,279 (\$16)/day

VAT EXCLUDED



Live Sessions

Engage **Technext's 15,000+** power users through high-impact Live Sessions.

- High-intensity pre-launch blitz + elite influencer features.
- Direct access to Gen Z/Millennial decision-makers + Unfiltered market intelligence.

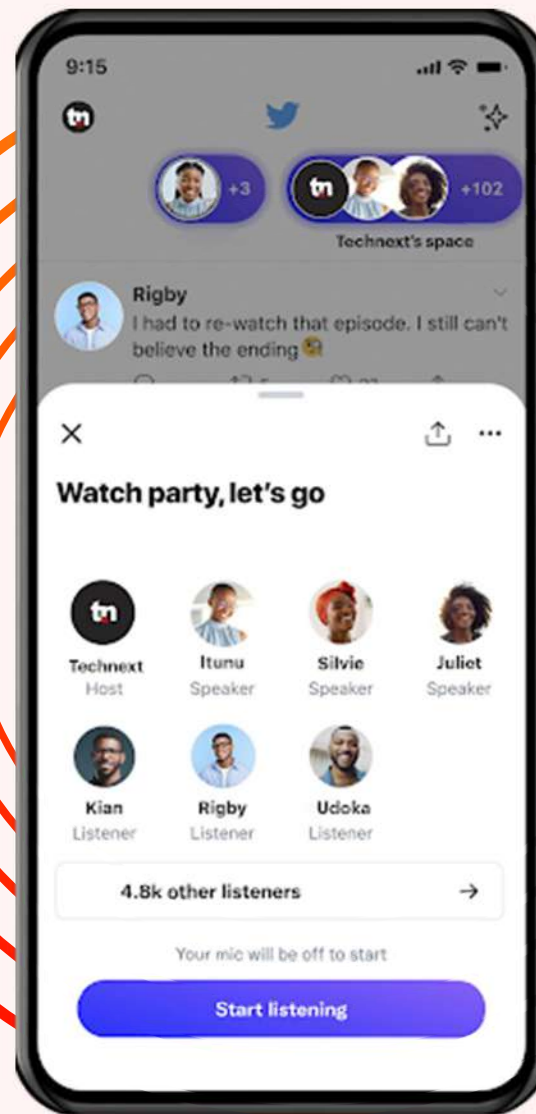
What You Get:

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

Rate

₦703,000
\$505

VAT EXCLUDED



Event Coverage

Don't host an event no one hears about.

Before. During. After. We've got a deal for you.

Our **Event Coverage** ensures your event lives beyond the room. We don't just attend, we capture, amplify, and document your event in real time and after.

What You Get:

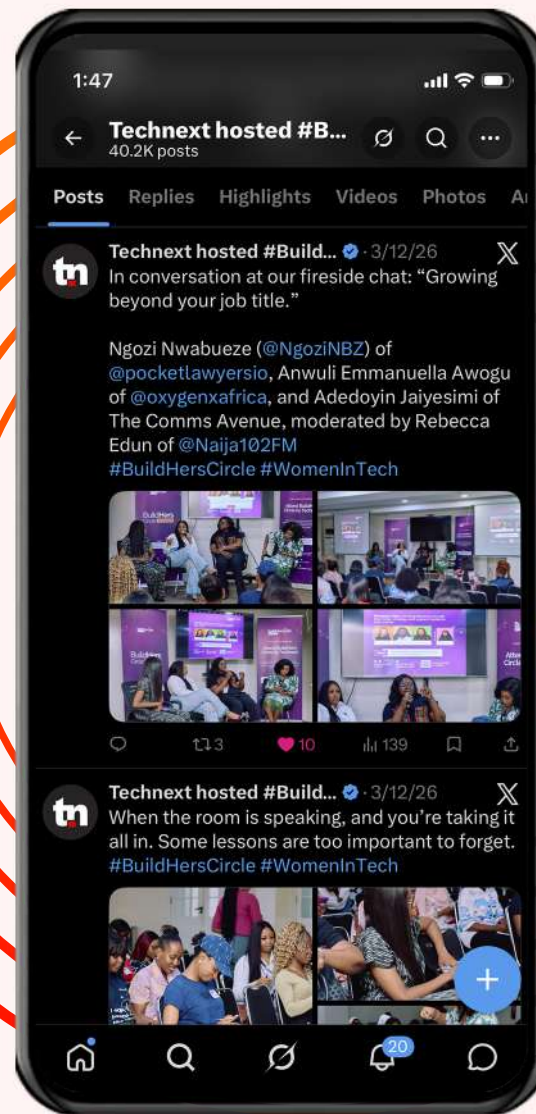
- ▲ Live coverage on X (Twitter) with real-time updates
- A professionally written post-event roundup article
- Amplification of the article across our platforms

Rate within Lagos

₦440,200
\$316

For locations outside
Lagos, please reach
out for a custom
quote

VAT EXCLUDED



Technnext Events



Don't just launch. Position. Put your brand inside the inner circle of Nigeria's tech ecosystem. From closed-door market mixers to focused, high-signal roundtables, we curate rooms where decisions are shaped, not announced.

The Technext 2026 Engagement Strategy

- **Spotlight by Technext:** Closed-door industry roundtables . Shape narratives.
- **Women in Tech Convo:** Real conversations. Real mentorship.
- **Logistics & E-hailing Convo:** Operators, innovators, & decision-makers solving.
- **AI & Blockchain Roundtable:** Founders, regulators, and ecosystem players aligning on growth

The Technext Advantage

- **The Room:** VCs, founders, regulators, and Tier-1 decision-makers.
- **The Pulse:** Logistics, Fintech, and emerging Web3 ecosystems.
- **The Wallet:** A high-discretionary audience ready for high-value adoption.
- **The Vibe:** Intimate. Focused. No noise. Full attention.

The ROI: Physical access to power + sustained digital authority.

Beyond attention, this is authority.

Visit:

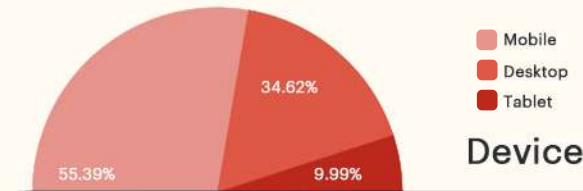
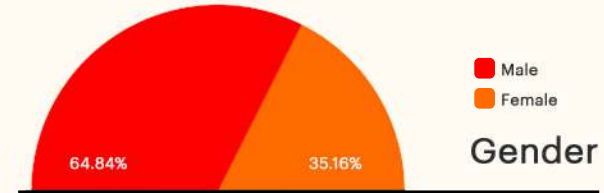
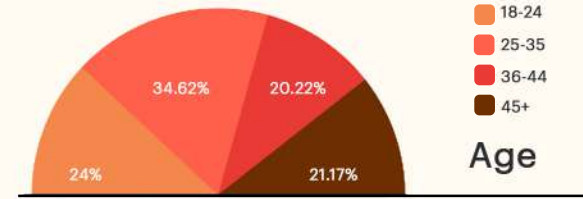
<https://events.technext24.com/>



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% **value add** on bulk purchase of a minimum of \$1000

2

Get exclusive banner placement in rotation spots at bespoke

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.





Turn every visit
into engagements,
powered by
stories.

**Thank
You**

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