



Naijastories.com Media Kit

Naijastories.com is the No.1 community for lovers of Nigerian fiction, combining elements of social networking with writing critique and forum discussions. We are happy to offer, to relevant brands and products, top-level advert spots on the website and the opportunity to take advantage of a very rare niche-market branding and business development platform. With thousands of visitors per month from around the world, our website provides a highly motivated and dedicated audience with more than 90% of our visitors residing in major cities across Nigeria, USA and the UK, providing a strategic physical presence for targeted marketing purposes.

Managed by one of Nigeria's most trusted names in writing and publishing, Naijastories.com engages the young literati in Nigeria in a dedicated environment. Unlike other entertainment and gossip sites, Naijastories.com delivers straight up fresh content - in the form of fiction, news, reviews, poetry, writing and publishing tips, and topical discussions desired by our visitors and members. Naijastories.com is a growing community - 50% of all pageviews are new visits - so by aligning your brand with us, you will have access this valuable, growing market.

We offer a range of customized and integrated opportunities to showcase your ad:

- Banner ads and social media campaigns

- Personality and spotlight series advertising
- Information marketing and product placement

About Naijastories.com

As the premier dedicated online community for readers, writers and publishers of Nigerian literature, Naijastories.com is committed to telling Nigerian Stories. We include Nigerian writers of all skill levels and readers of both genre novels and literary fiction. Since inception in 2010, we have on the site over 5,500 stories in various categories, including articles, short fiction, poetry, and non-fiction. The site has organized several writing contests, but internal and externally sponsored. With this mix of content and activities, Naijastories.com is especially versatile, attracting a diverse crop of readers, writers, and those with general interest in Nigerian affairs.

Site Statistics (See PDF attached for Analytics)

Google Pagerank - PR3

Alexa Ranking - 58,887

Monthly Pageviews - 46143(Aug. 2012)

Blog Subscribers - 2015

Twitter Followers - 540

Facebook Group - 1530

About our audience

Naijastories.com currently has over 2000 members on our mailing list and an average of 1500 daily page views. Both members and visitors are highly motivated information and content seekers who engage with both the content on the site and our targeted ads to keep them entertained and informed and to help them make the choices and decisions necessary for everyday life.

Since becoming self-hosted in June 2010, NaijaStories has clocked over 1.2 million page views and 200,000 visitors from over 80 countries including Nigeria, UK, USA, Canada, France, Ukraine, Germany, Poland, India, Russia, Finland, Ghana, China, Australia, Senegal, Sudan, and Malaysia. On a monthly basis, the website registers an average of 50,000 page views and 35,000 unique visits. In addition, our members are loyal and are active daily. The membership consists mainly of cosmopolitan, and educated Nigerians, most of who are working, middle-class, and with constant access to the internet and some of whom make purchases online, including from our online store.

Visitor Demographics

Gender : Male (49%), Female (50%)

Age : 18 - 34 (52%), 35 - 49 (30%)

Country : Nigeria (55%) USA (25%) Europe (11%) Others (9%)

Average Visit Duration : 6.41 minutes

Benefits to you

Social Networks have become great vehicles for advertising, as they afford companies a captive audience of young upwardly mobile consumers, and potential customers for their brands. In the emerging global markets every organization needs an online presence that goes beyond owning a static web page, and this can be achieved through appropriate branding and outreach to target segments. Naijastories.com provides an amazing space for you to achieve these goals. Our access is free to both registered users and visitors, guaranteeing maximum visibility for your brand. An advertising relationship with Naijastories.com will allow advertisers to build brand awareness efficiently and effectively, and with low out-of-pocket production and time costs.

Also, Naijastories.com, by its vision, serves as an avenue to promote the Literary Arts, and the reading and writing culture amongst young Nigerians, both at home and abroad. The site showcases new Nigerian writing and latest book and publishing news, book reviews, trends in reading and literature, event reviews, discussions, author appearances, writing contests and loads of other dynamic content. The management of Naijastories.com is headed by Myne Whitman, a well known and respected author and publisher. Other writers who provide content on the site are also core members of the literary sector in Nigeria. By advertising on the website, you will have a part of that trust brought by these members, a massive positive branding for your business.

Available Ad Opportunities

Leader Board and Sidebar Banner Ads (728x90px, 150x150px, 300x250px)

Partnership – Branded Writing Contests, Call for Scripts, Anthology, Audio, etc

Press Releases – Events, New Product Launches, etc

Product Reviews or Spotlight Promo

Content Promotion

Product Giveaway and Contests

Personality Profiles and Interviews

Event Coverage and Reviews

Social Media - Facebook, LinkedIn and Twitter

Mailing List Blast

We offer competitive rates for different entry levels and packages which give value for your money, and easy payment methods in Nigeria, the UK or USA.

Sample Packages

Banner Ad options - Monthly

1. Large jpg banner ad (728x90px) at the header of the page - N15,000
2. Large jpg banner ad (728x90px) above the fold - N12,000
3. Large jpg banner ad (728x90px) below the fold - N10,000
4. Large jpg banner ad (300x250px) above the fold - N12,000
5. Large jpg banner ad (300x250px) below the fold - N10,000
6. Small jpg banner ad (300x90px) above the fold - N8,000
7. Small jpg banner ad (300x90px) below the fold - N5,000

Other Options for Content Publishers and Authors only

A. **FREE!** You can appoint a rep to add relevant content to the site for free. This would be moderated before publication. You can also create and moderate a group in our discussion forums.

B. N35,000 (\$250)

1. A press release that will be on rotation at the top of our front page.
2. A real-time online chat with members of NaijaStories or an interview.
3. A linked banner ad (300px) that will be placed on our sidebar for a month.

4. A part of the highlights in the regular newsletter sent to our mailing list,
5. The post will be sent out and broadcast on FB and Twitter.
6. Join other featured news on a sidebar widget.

C. N20,000 (\$150)

1. A press release that will be on rotation at the top of our front page.
2. A linked jpg banner ad (300px) placed on our sidebar for one month.
3. A part of the highlights in the regular newsletter sent to our mailing list.
4. Join other featured news on a sidebar widget

D. N15,000 (\$100)

1. An interview that will be on rotation at the top of our front page.
2. A real-time chat with members of NaijaStories with transcript.
3. Join other featured news on a sidebar widget.

E. N12,000 (\$75) + 2 Complimentary Books

1. A Competition/Giveaway post that will be on rotation on our front page.
2. A linked banner ad (150x150) on our sidebar for one month.

For more information please feel free to contact us at admin@naijastories.com. We anticipate a mutually beneficial relationship with your company.