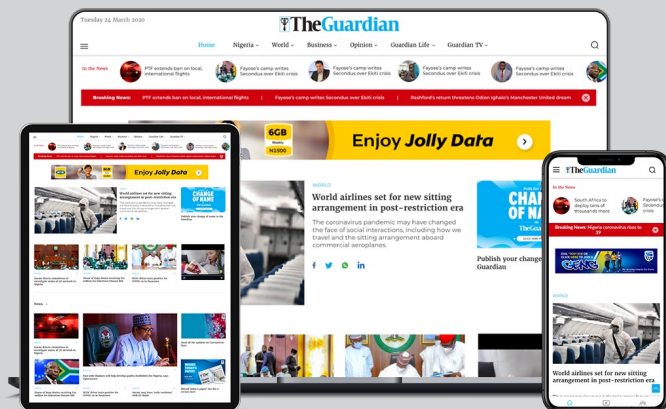




MEDIA KIT 2024



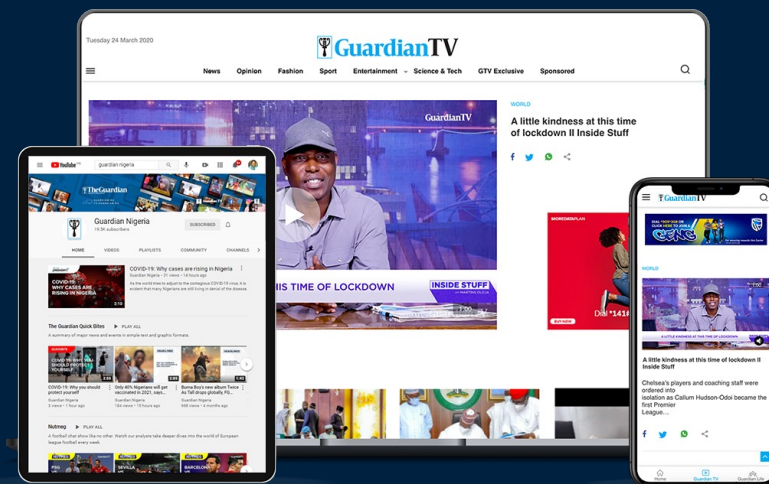
www.guardian.ng



4.01million active unique monthly users.

From 85% mobile user penetration and extended to over 4m social media followers across Facebook, Instagram and Twitter.

GuardianTV is an innovative on-demand video platform that delivers daily video content across multiple categories.





Page
views

20m+
Average Monthly



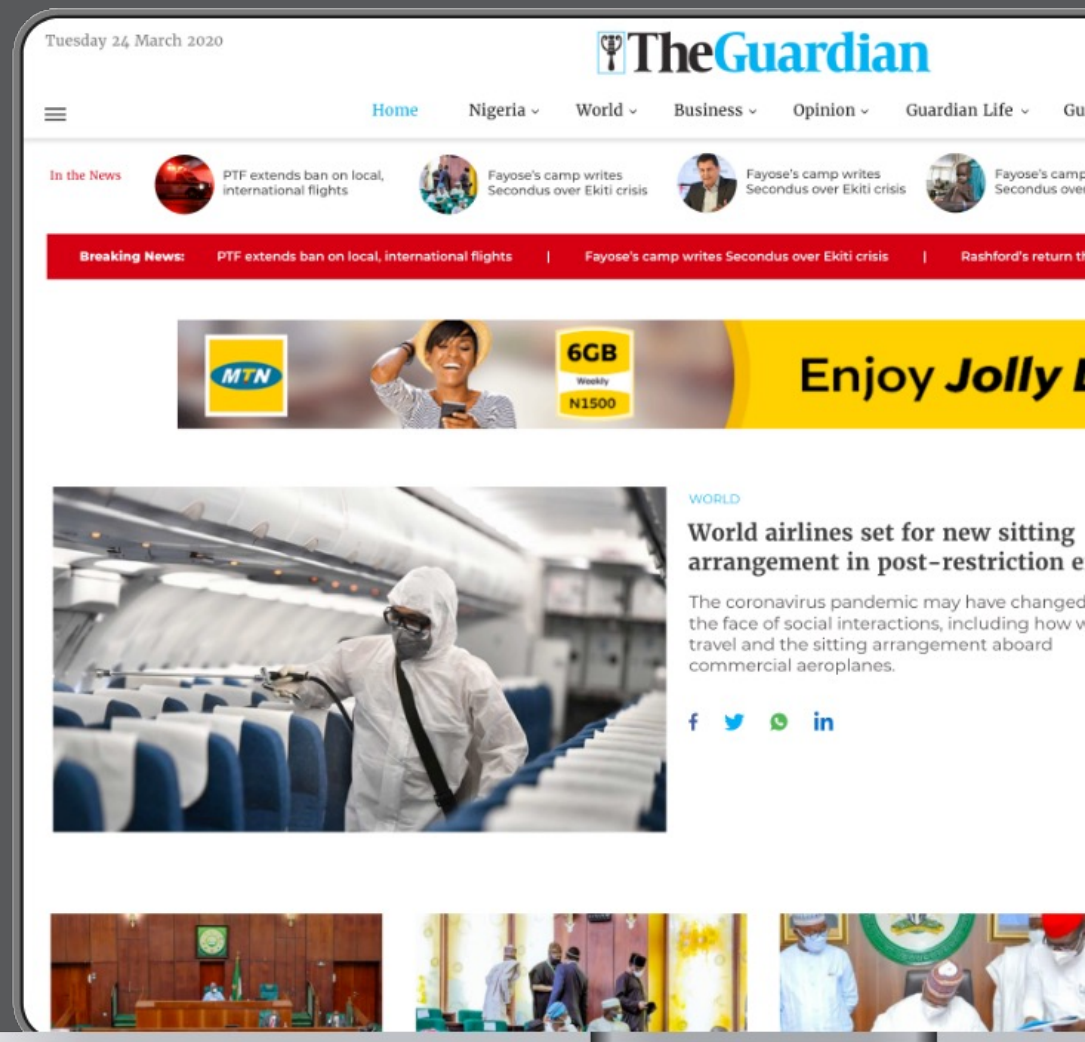
Sessions

9.5m
Average Monthly



Ad
Impressions

40m
Average Monthly



Age: **18 - 64Yrs**

Session by
Gender:



75%



25%[↑]

8% YoY Growth
Rate

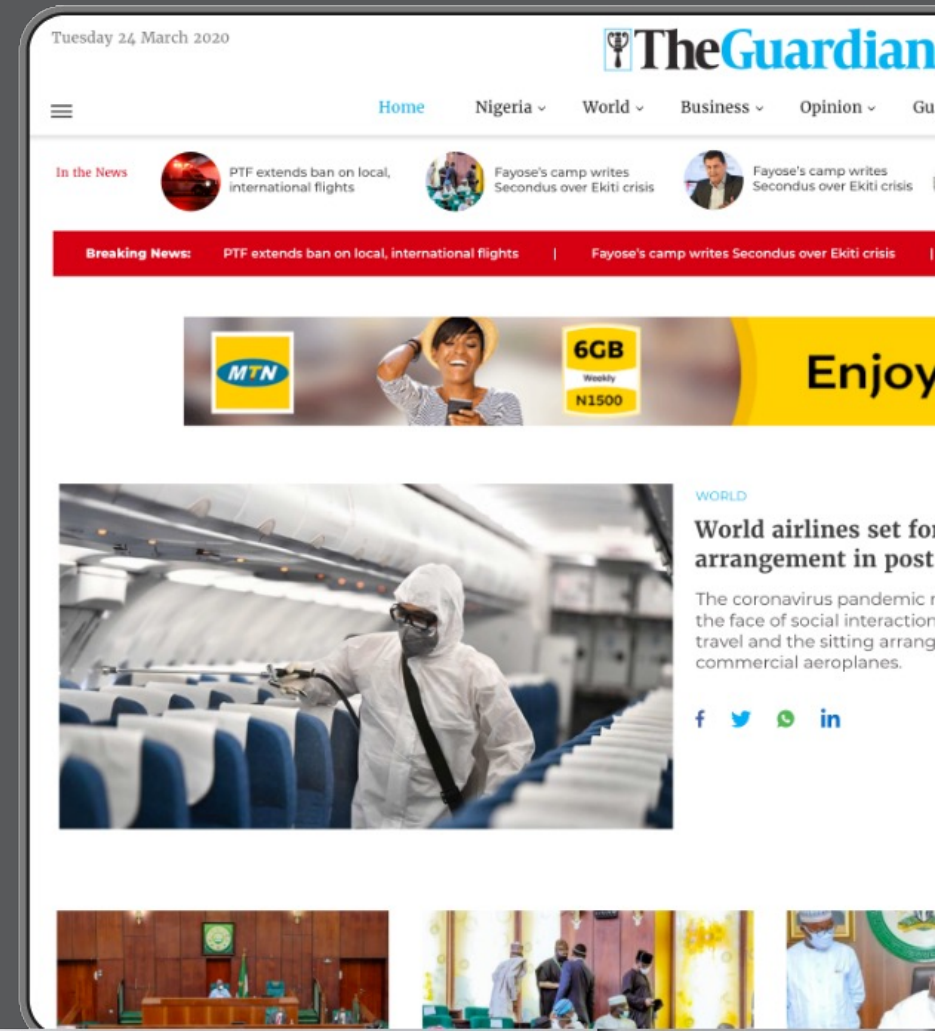
Location:

69%

Lagos

31%

Other states (Abuja, PH,
Ibadan and so on)



SOCIAL COMMUNITY IN NUMBERS

facebook

Over

1.08m 

Page likes

Avg Monthly
Engagement: **580k** 

instagram

Over

461k

✓ FOLLOWING

followers

Avg Monthly
Engagement: **213k** 

twitter

Over

2.7m

✓ FOLLOWING

Followers

Avg Monthly
Engagement: **40m** 

YouTube

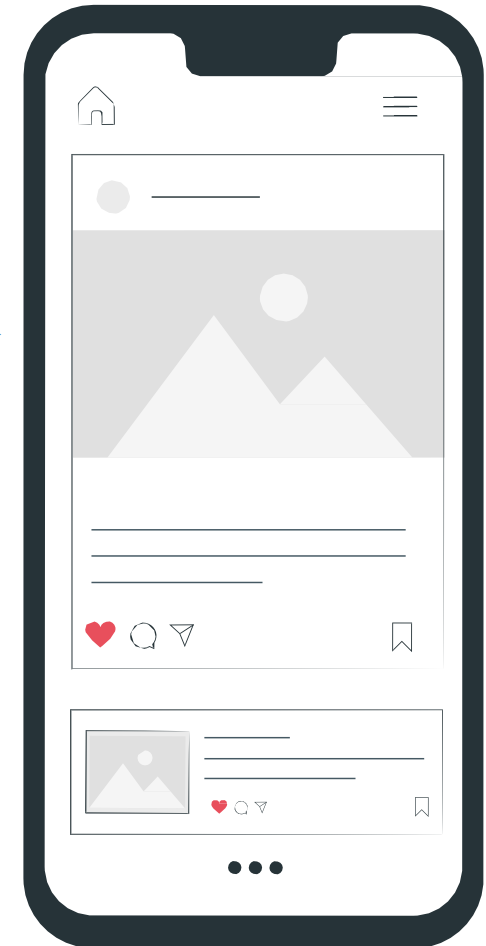
Over

169k

Subscribe

Subscribers

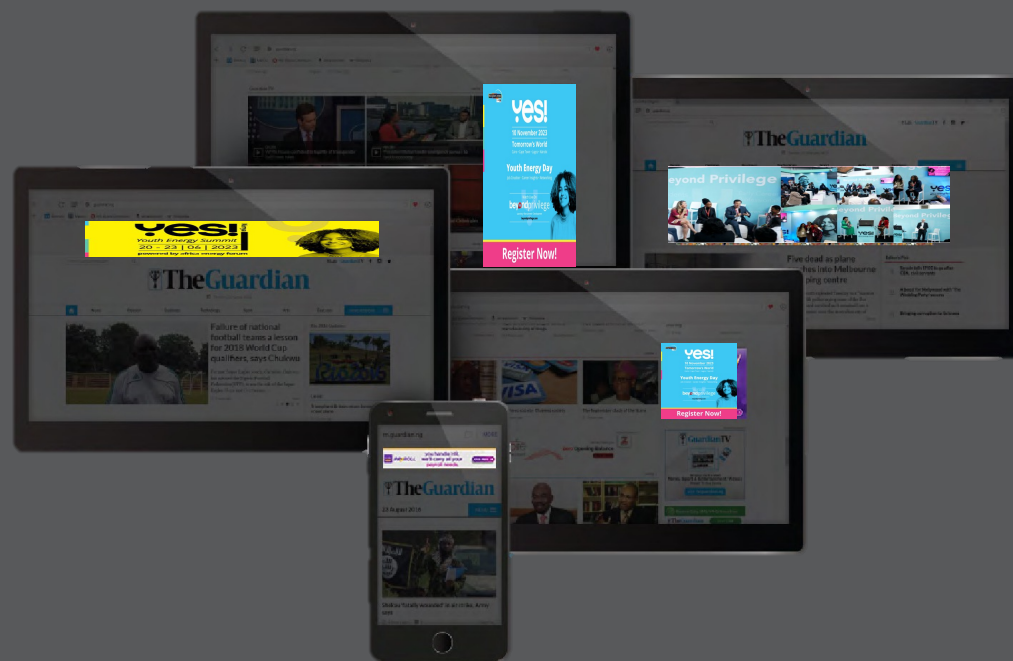
Avg Monthly
Video Views: **190k** 



Display Banner Ads

Banner Ads across mobile and desktop to help create awareness and audience reach.

- Billboard: 970 x250
- Large Leader board: 970 x90
- Leader board: 728x90
- MPU: 300 X250
- Double MPU: 300 X 600



B

Display banner



Impression:

5,762,246

Clicks:

14,010

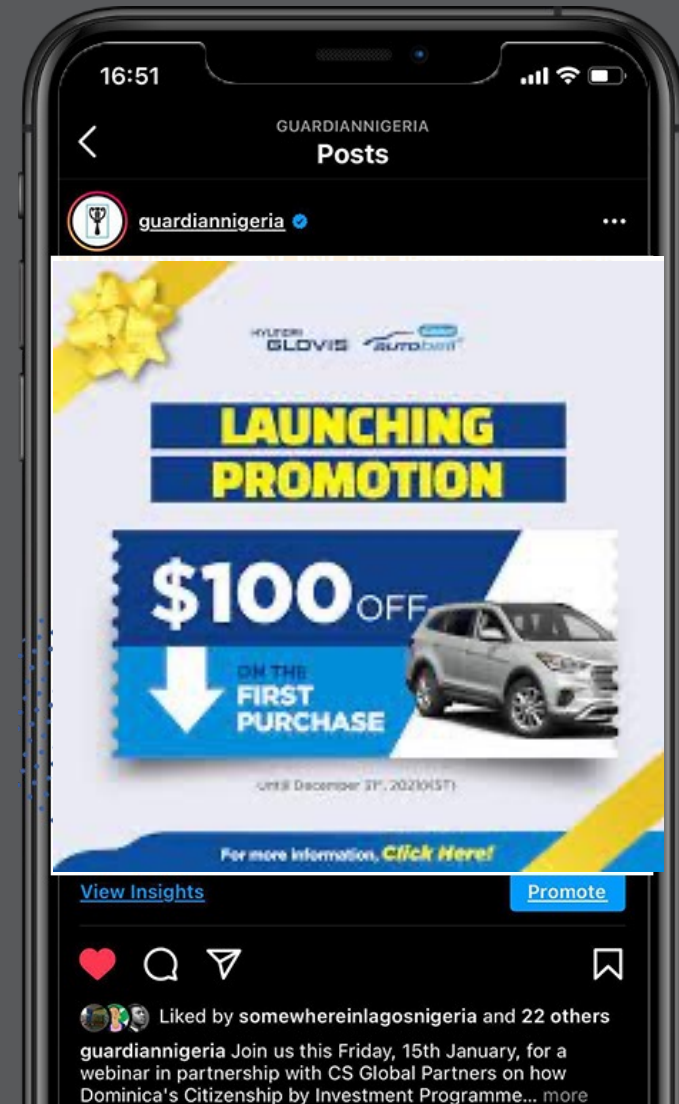
CTR

0.24%

Social Media

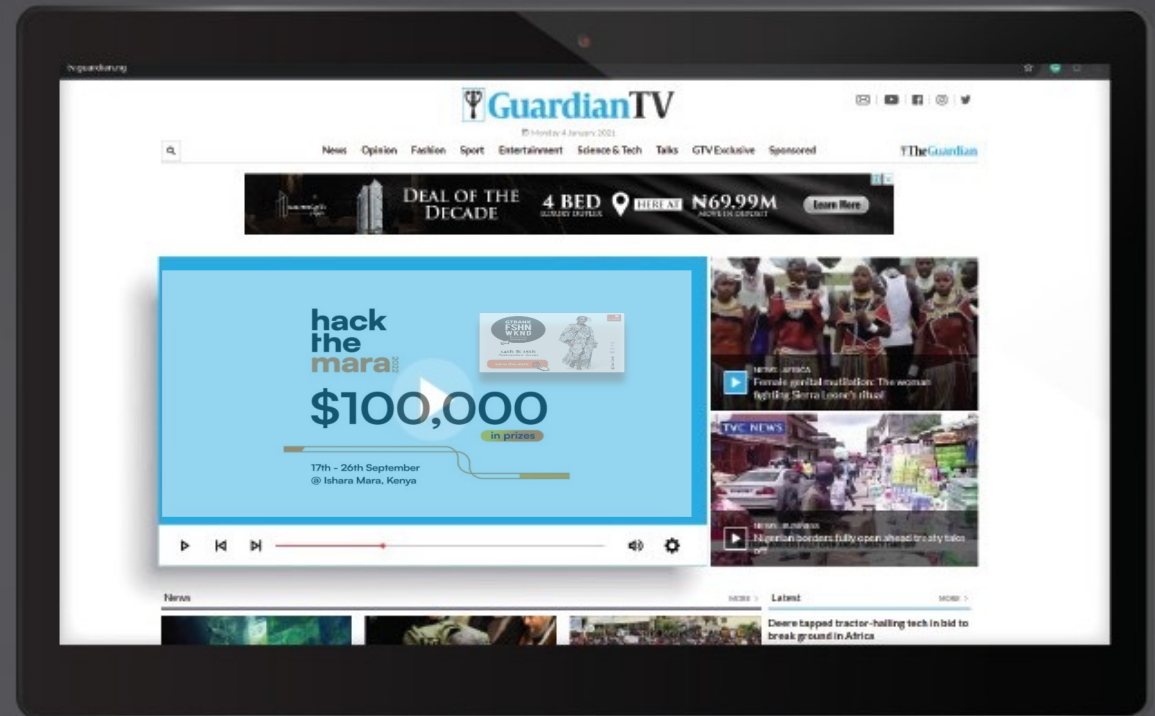
Social Media Amplification;

- Sponsored Post
- Branded Content
- Content Partnership
- Sponsored IG Live/Tweet Chat



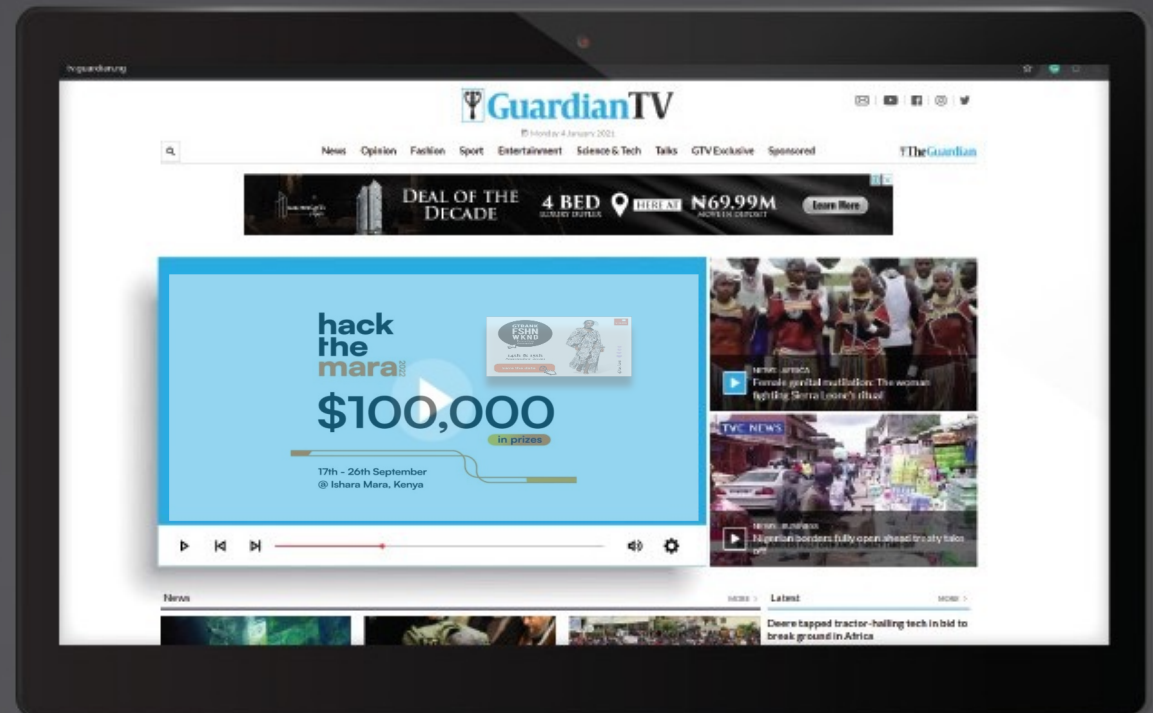
Guardian Tv

Event Coverage



Online TV

- Instream advertising
- Docu Series
- Exclusive content





Thank You



www.guardian.ng



Guardian Nigeria