WORKING TOGETHER TO TELL YOUR STORY TO THE RIGHT AUDIENCE

WWW.GUARDIAN.NG
WHY ADVERTISE WITH THE GUARDIAN?

The Guardian is Nigeria’s most credible and trusted newspaper. Available in print and digital, The Guardian presents balanced coverage of events and stories to inform and educate its readers. The publication has an affluent and well educated audience, global reach and an easy to navigate website optimized for mobile.

Through our team of creative content creators, Brand Studio works with brands to create relevant editorial, image based and video content for distribution on our platforms to help tell their story. We also have a wide array of advertiser friendly products making The Guardian well placed to assist corporate organizations, agencies and SMEs reach their target audience.

With over 35 years of dedicated service, The Guardian is widely recognized for its professionalism in distributing news and storytelling and was winner of the .ng Media Award by NiRA in 2016, 2017, 2018.

The Guardian also won Best Print Media Website and Supporting Media Partner at the NIRA Awards 2017 and 2018.
The Guardian newspaper is distributed across Nigeria daily and brings thought provoking and inspiring journalism to its readers. With a focus on business, politics, and news throughout the week as well as lifestyle, entertainment and culture on weekends, The Guardian caters to a diverse and affluent audience.
Reaching more than 3.5 million unique visitors monthly, The Guardian website is accessible via customized web, mobile and tablet sites. 85% of our traffic comes from the mobile site. Additionally we have strong reach across our social media platforms, which include Facebook, Instagram, Twitter and BBM and have a combined following of over 3.1 million fans.
Guardian TV is a new and innovative service from The Guardian delivering daily video content across news, sport and entertainment on its web, mobile and social channels. Our content consists of both local and international stories from the likes of TVC, Reuters, DW, Bloomberg and many more. Guardian TV also produces in-house content around news and topical issues. Our video content is integrated into editorial to bring stories to life more richly.

tv.guardian.ng
# The Guardian

**Conscience, Nurtured by Truth**

## Audience

### Reach
- **Print**: 1M Daily Readers
- **Web**: 10.5M Unique Visitors
- **Social**: 3.1M Followers
- **Newsletter Subscribers**: 100K+

### Guardian Website
- **Page Views**: 31.5M+
- **Average Dwell Time**: 2M+
- **Impressions**: 65M+

### Session by Gender
- Women: 21%
- Men: 79%

### Traffic by Device
- **Desktop**: 11%
- **Tablet**: 4%
- **Mobile**: 85%

### Audience Geo
- **Lagos**: 79.38%
- **Others**: 20.62%
AUDIENCE

REACH

GENDER

MALE

FEMALE

AGE

DEVICES
AGE
- 25-34: 32%
- 35-44: 26%
- 45-54: 18%
- 55-64: 9%
- 65+: 8%
Advertising and sponsorship opportunities

Print

Front Cover Strip Ad
Full Page Ad
Quarter Page Ad
Half Page Ad

Digital Display
Pre-Roll Ads
Sponsored Content
We have a range of high-impact display banners on The Guardian website.
Video advertisements can be bought with an associated companion banner.
The Guardian journalists, influencers, and columnists will create articles relevant to your target audience.

The Guardian team will also post series of photos covering a vast range of topics from both local and international sources.

Guardian BRAND STUDIO

Our team of creative writers, photographers and videographers can work with your brand to create relevant, branded content for our audience.

ARTICLES
The Guardian journalists, influencers, and columnists will create articles relevant to your target audience.

VIDEOS
Video content studio to create and distribute branded videos across our video platform, Guardian TV

PHOTOS
The Guardian team will also post series of photos covering a vast range of topics from both local and international sources.
FCMB sponsored The Guardian’s coverage of Social Media Week Lagos 2017. This meant including their branding to everything The Guardian published around SMW Lagos 2017 including tweetchats, videos, infographics, quote assets as well as a 4-page pullout in print everyday during the 5-day event. FCMB ads were also deployed on digital and in print. The campaign led to increased visibility for FCMB leading to, during and after the event even though they were not direct sponsors/partners of SMW Lagos 2017.
The objective of the campaign was to promote the Zenith Aspire account. We deployed their banner adverts, created social media assets, produced video series and placed pre-roll videos on both Guardian.ng and Guardian TV. The campaign led to increased visibility and awareness for Zenith Bank in general and the Aspire campaign more specifically. The campaign also led to an increase in website traffic for Zenith Bank.
The objective of the campaign was to create amusing, shareable content that presents Jumia’s brand as it relates to a range of situations, and with content around the idea of stretching your budget to get the most out of life. This involved a range of life hacks, and cheaper and more imaginative ways of getting things done, all shown to involve products that can conveniently be purchased from Jumia. We deployed their banner adverts, created social media assets, produced video series and placed pre-roll videos on both Guardian.ng and Guardian TV.
For more information,

Please send an email to studio@guardian.ng
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