

## condia. Rate Caro

### <u>01, 2025</u>

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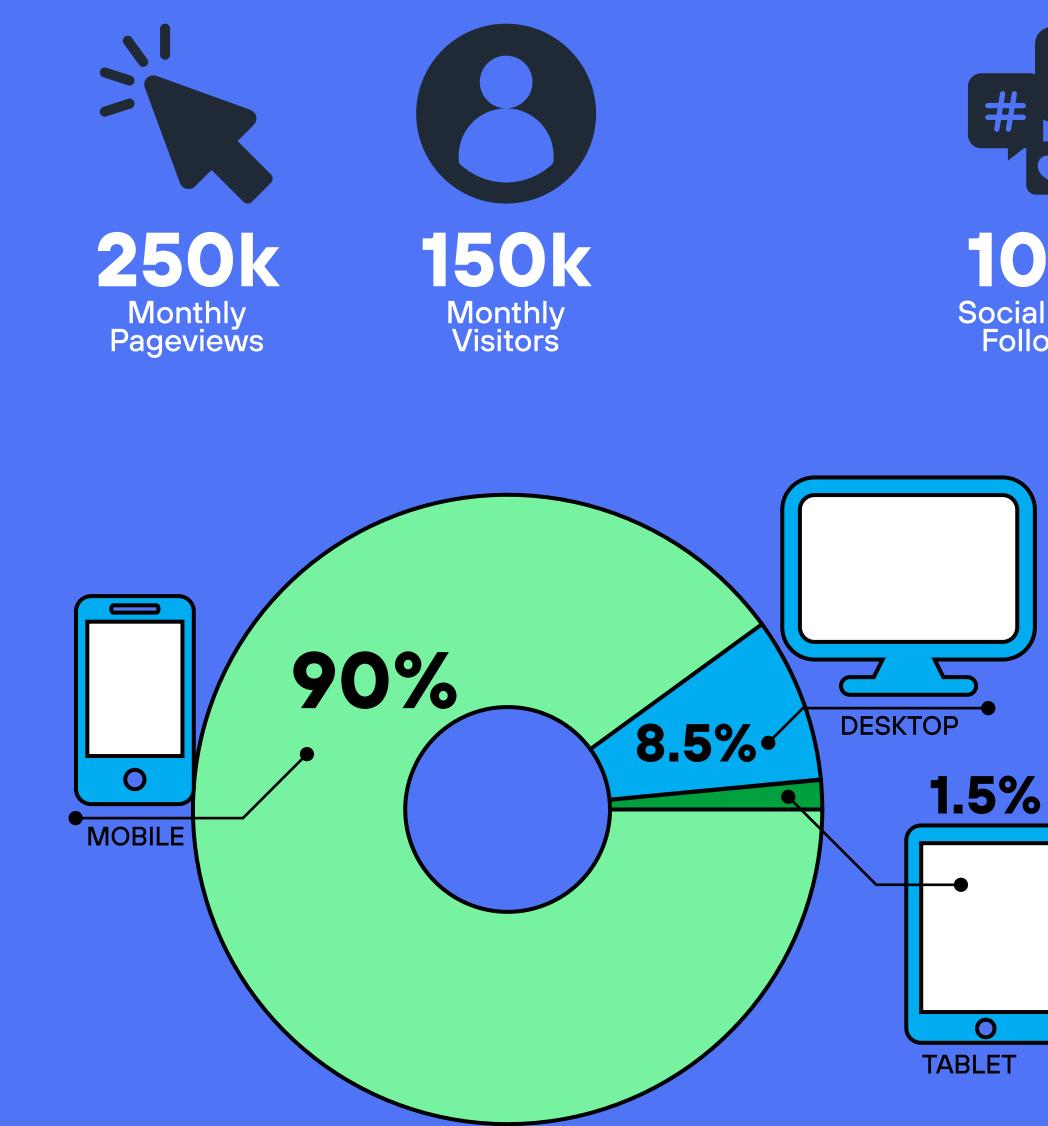
## Our Mission

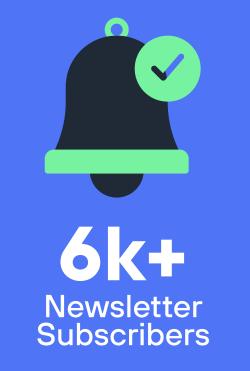
Condia connects ambitious founders, talents, and investors to actionable insights into tech in Africa.

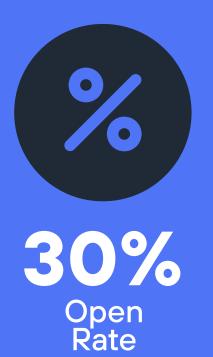
At Condia, our stories, reports and events help people understand how technology is shaping Africa and how Africa is shaping technology. We're on a mission to help you (ambitious founders, operators and investors) navigate the ever-evolving landscape of innovation on the continent. We provide insights, connect you with key players, and empower you to make informed decisions about the future of technology in Africa.

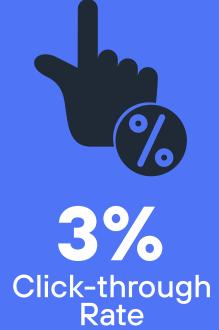
Our media publications offer a suite of advertising products designed to optimize campaign performance and deliver exceptional results for media buyers.

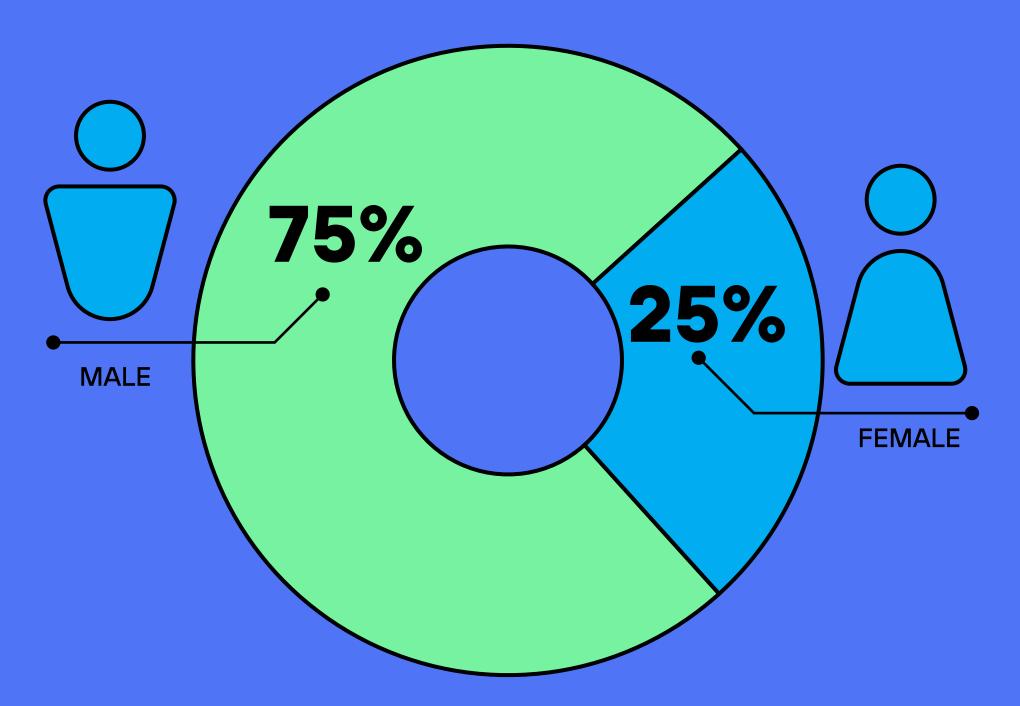
## Audience & Reach



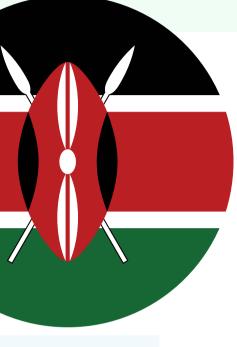




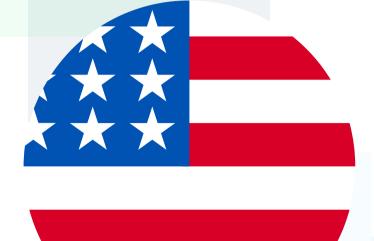




# **Top Countries NIGERIA** SOUTH **AFRICA**







### UNITED STATES OF AMERICA



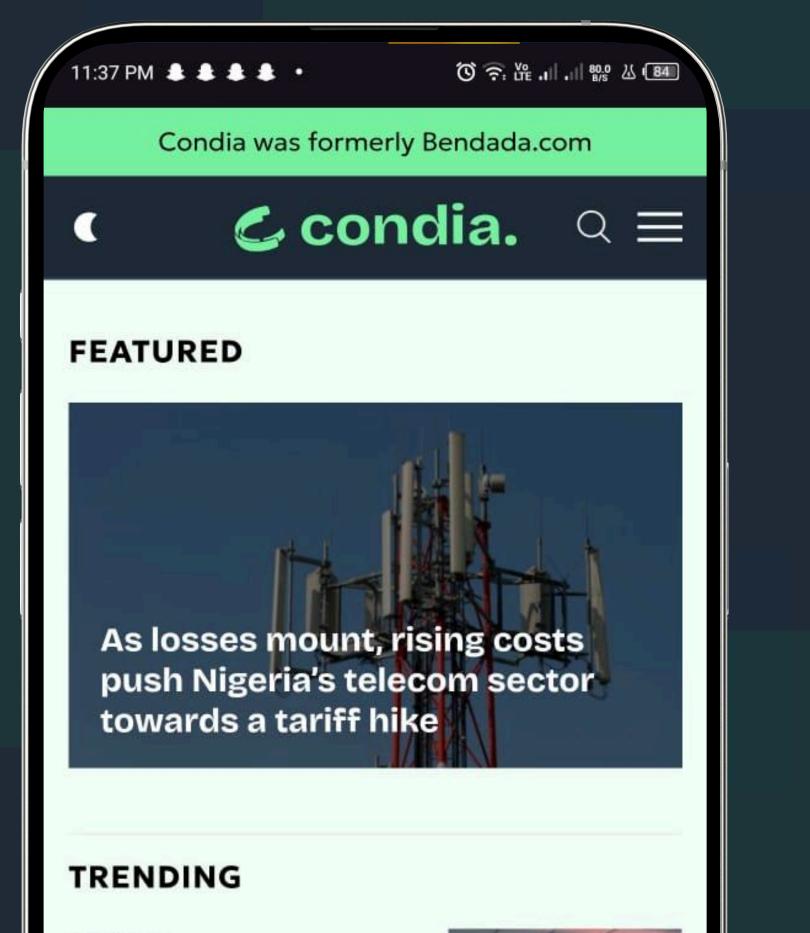


PAKISTAN

## Who Reads Condia?

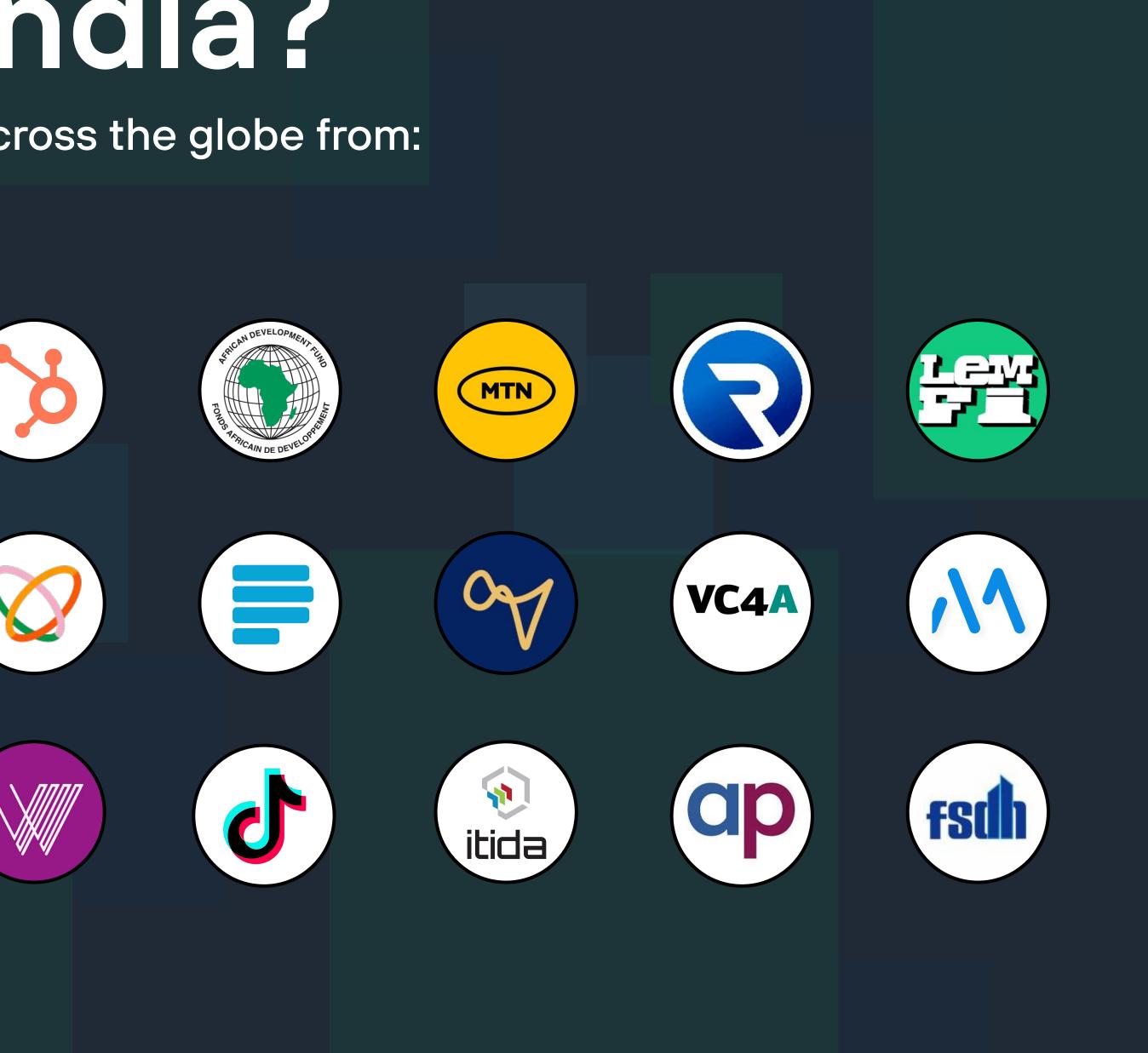
Μ

Ambitious investors, founders and operators across the globe from:



1 day ago OmniRetail expands





## Why Tech Leaders love us

Condia is one of my go-to sources for insightful analysis of what's going on in the tech and business ecosystem in general around Africa. It's one of the few media outlets that does primary research before forming opinions. I've had the pleasure of working with the team in my capacity as a fintech player, and even in a personal capacity as "Uncle Tunde" when I published my book. The team always delivers.

**Babatunde Akin-Moses, CEO Sycamore** 

Condia's (formerly Bendada) article for AdPay, significantly amplified our reach, delivered tons of organic signups and contributed to AdPay's position as a leading solution. This surge in

interest laid the foundation for Mercurie, our platform designed to simplify international payments for software services using local currencies

Damola Bamgboye, Managing Director, Mecurie

Over time, we've witnessed the solid engagement Condia's audience brings to our campaigns, whether through Spotlight articles, email newsletters sponsorship, or research papers.

Their ability to connect us with a highly relevant and engaged audience has significantly contributed to amplifying our brand's message. It's always a pleasure to collaborate with a team as professional and visionary as Condia's

Richard Oyome, COO & Co-founder Raenest

In 2024, collaborating with Condia as a media partner for my communications strategy proved to be highly effective. Their platform significantly enhanced our visibility and fostered a positive perception of our brand.

### Favour Okoro, Head of Marketing at Klasha

## Advertising on Condia

### **Drive maximum impact with Condia advertising** solutions:

- Leaderboard web banners
- Targeted email newsletters
- Influential sponsored posts (press releases and custom articles)
- Prominent event and sector report sponsorships



#### Condia was formerly Bendada.con 💪 condia. ( Subscribe About Condia Venture Capital Deep Tech Startup Life

#### What Trump's second presidency could mean for the African tech ecosystem?

With Donald Trump back in the Oval Office, there's plenty of speculation about what his second term will bring to global markets—and Africa's tech sector isn't exempt from this ripple effect.

Analysis By Daniel Adeyem November 11, 2024



Last week, America elected a new president, Donald Trump and since then the question on everyone's mind has not been whether things will be different but how different it'll be this time.

For the tech community, the election results left clues as it triggered a surge in AI chip giant Nvidia shares, pushing them to a record high. The cryptocurrency market also reacted positively, with bitcoin prices climbing. Early indicators that Trump's return to the Oval Office could al a cignificant boom in the tech costor. But it's not without



## Condia Leaderboard Advertising

Our prominently placed homepage pushdown ad unit offers maximum exposure for making a big splash with your campaign or event launch.

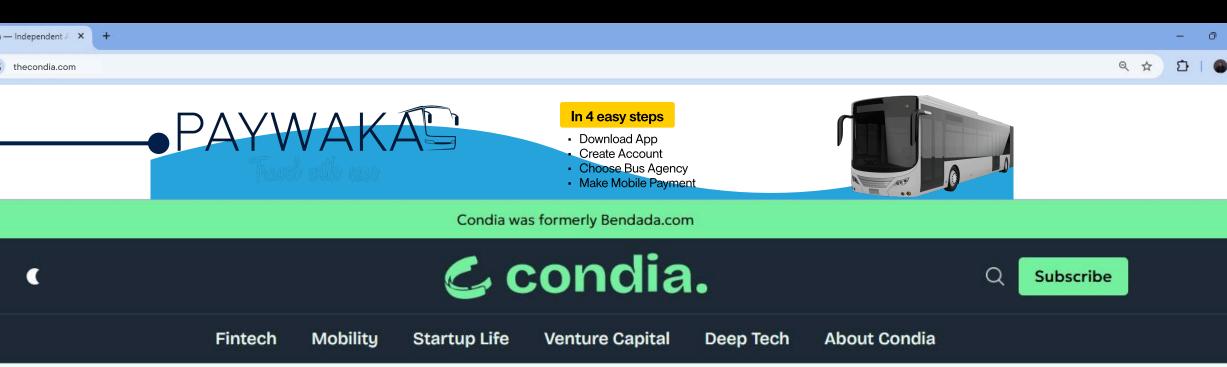


Image: Sector in the sector

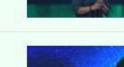
#### FEATURED



#### TRENDING

#### 1 day ago

OmniRetail expands fulfillment network, with 50 warehouses across...



#### 5 days ago

Why Tomi Badejo says project managers can't ignore Al

#### 6 days ago

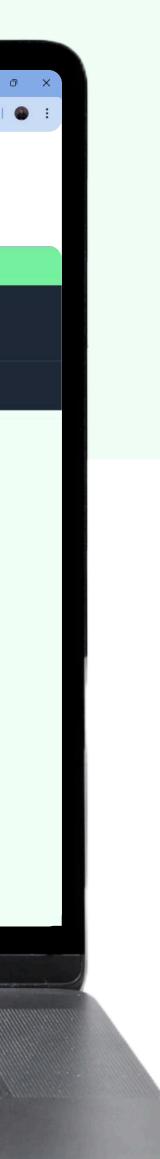
43% of Nigerians don't save or have stopped saving, according to...



Level Up: Why I pivoted from social media







## Condia Standard Advertising

Industry-standard ad sizes optimized for broad-based campaigns and maximum brand visibility.





#### FEATURED



As losses mount, rising costs push Nigeria's telecom sector towards a tariff hike

#### MTN Nigeria's total investments in mobile money arm rises to N28.35 billion

This comes after MTN Nigeria injected an additional NL/S billion capital, taking total investment in MoMo PSB to N26.35 billion from N25.2 billion



starting their FMCG distribution business.



False and OmniRatail expande fulfillment network, with 50 warehouses across...



Colored Series Why Tomi Badajo says project managers can't ignore Al



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87%

15-121-02 (2017) 45% of Nigarians don't save or have stopped saving, according to ...

5-clinet area Level Up: Why I pivoted from social media management to ....



7.00000.044 MTN Nigeria reports (9514 billion loss in nine months, driven by inflation ...





#### OmniRetail expands Fulfillment network, with 50 warehouses across Nigeria

Omnihish Franchise will assist business rwners in



#### PARTNERS

#### Viceous.

How Aktivate is shaping the creator economy in Africa with influencer discovery and

How Aktivate is Shaping Africa's Creator Economy with Influencer Discovery and



Klashs pertners with EasyTransfer to power tuition payments for international



African startups and tech media must find a common ground in reporting

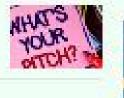


LazerPay, the Stripe for crypto goes live with funcing from Nextoon

#### LATEST STORIES



How to pitch an opinion piece to Condia







## Spotlight Article

Condia's content marketing team collaborates with clients to create tailored features and review articles aligned with their objectives. These articles are prominently featured on our website's press room and highlighted in our newsletters. View examples here and here.

### How it works

- Our expert content team will craft a compelling article tailored to your brand.
- Following approval from both you and our editorial team, the article will be prominently displayed on our homepage and preserved in our online archive.
- To maximize reach, we will include a link to the article in our influential newsletters for one day each.

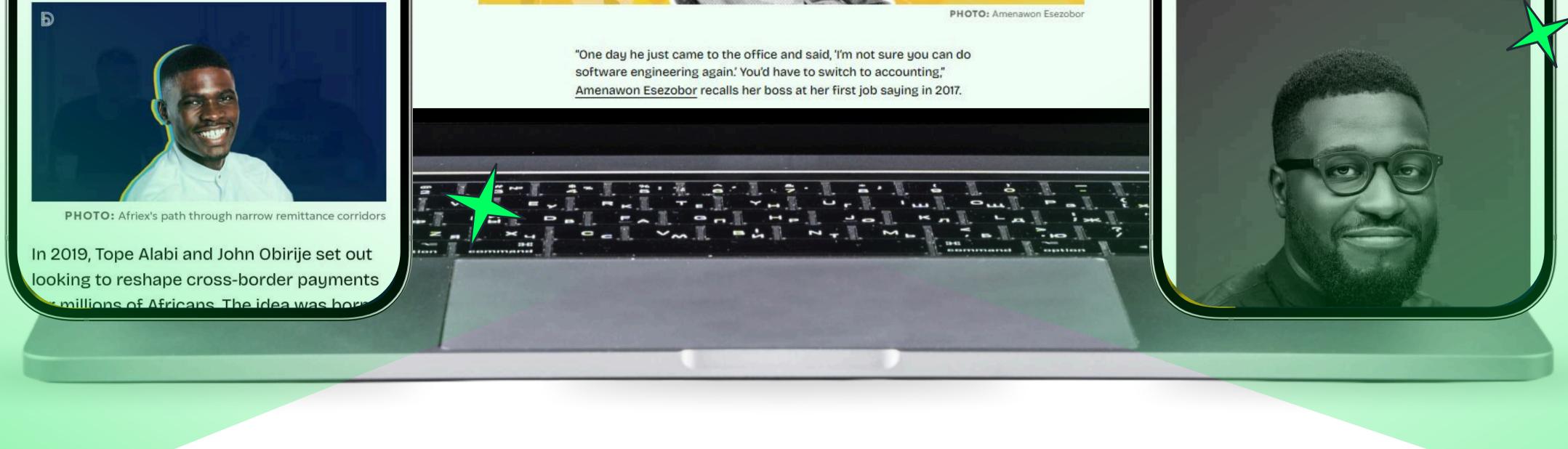
25 thecondia.com/afriex-remit Condia was formerly Bendada.com 💪 condia.  $\subseteq$ 

#### Past, present, future: Afriex's path through narrow remittance corridors

Four years after launch, the platform now boasts 400,000 users and has expanded its reach, moving beyond the initial US-to-Nigeria gateway

Spotlight

August 17, 2024



#### Amenawon Esezobor's remarkable journey to becoming a world-class software engineer

Condia was formerly Bendada.com

Condia.

Venture Capital

Deep Tech

About Condia

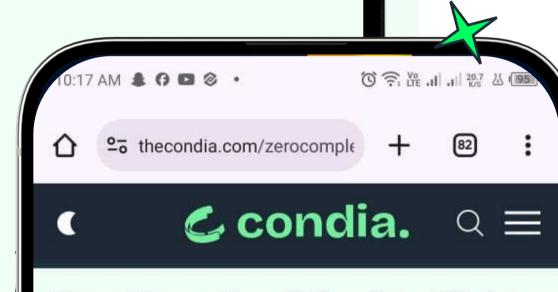
Startup Life

Amenawon Esezobor has worked for some of Africa's most prestigious companies like Flutterwave, Stanbic IBTC, and Kobo360. Today, she's a software engineer at Gallagher Re, one of the largest global reinsurance brokers.



Q

Subscribe

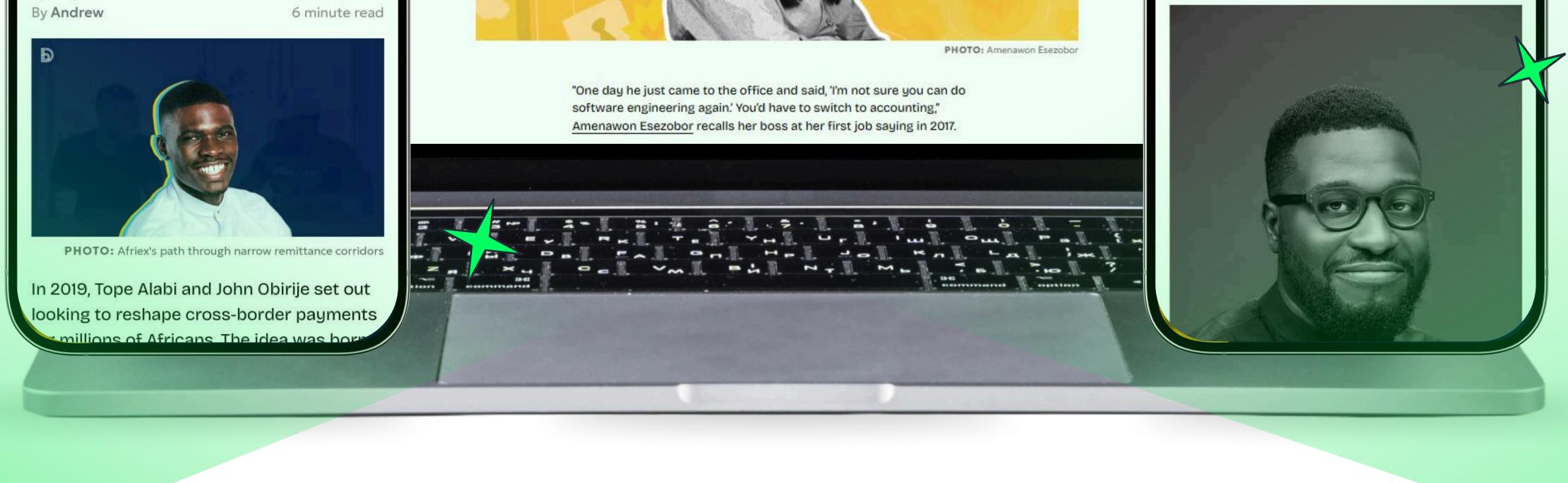


#### ZeroComplex AI is simplifying Al integrations for African businesses

"The major problem we envisaged was that a lot of businesses were going to have to integrate Al into their existing infrastructure. So we said let's be that goto entity," Olateru said.

**Deep Tech** By Daniel

January 9, 2024 5 minute read

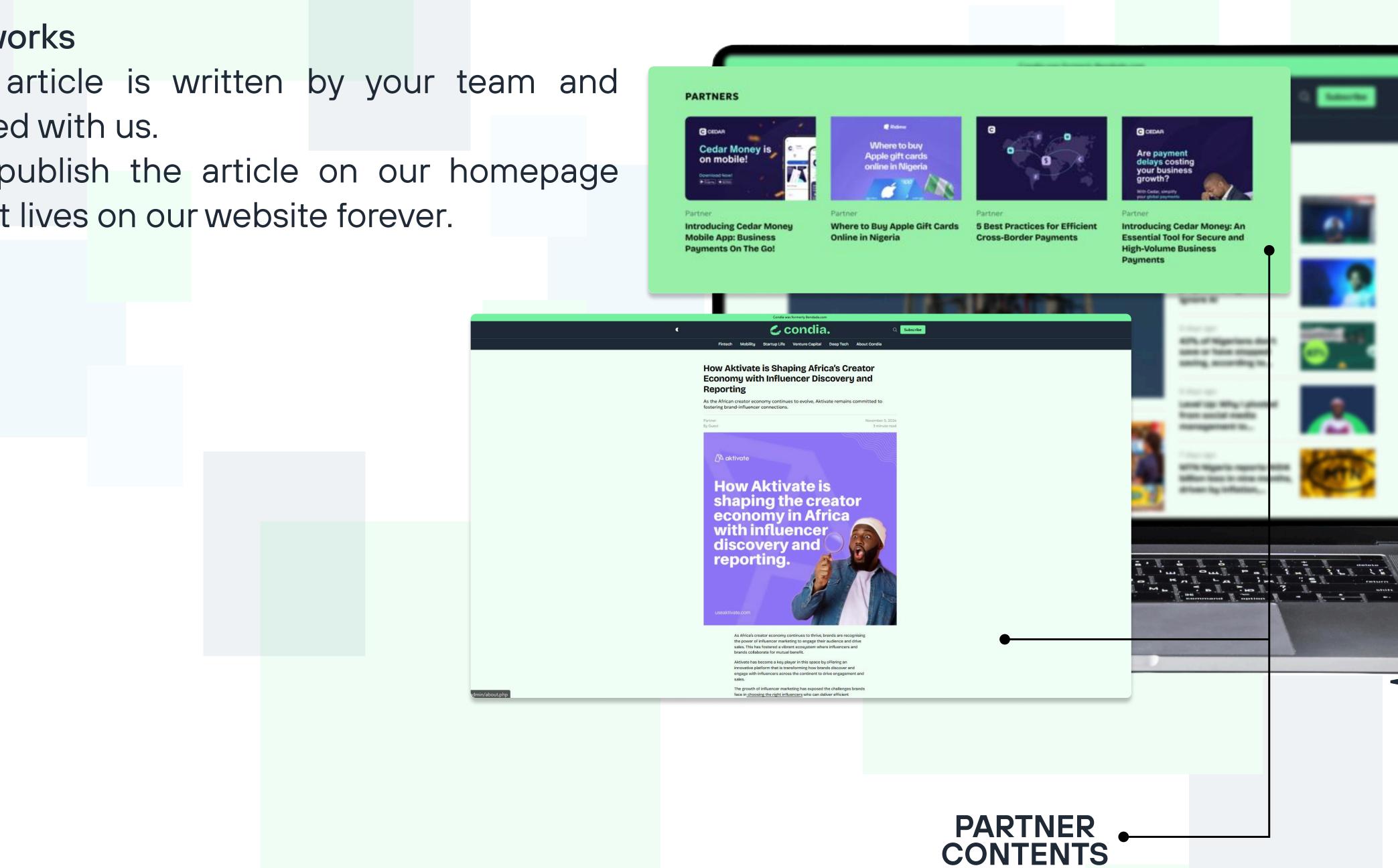


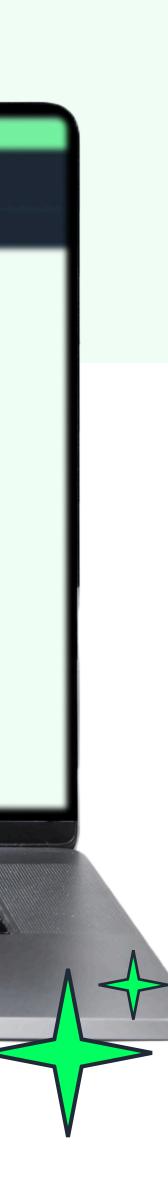
## Sponsored Post

Generate significant brand exposure by distributing your press releases, product reviews, and promotional content through our press room to a monthly readership of over 150k.

### How it works

- The article is written by your team and shared with us.
- We publish the article on our homepage and it lives on our website forever.

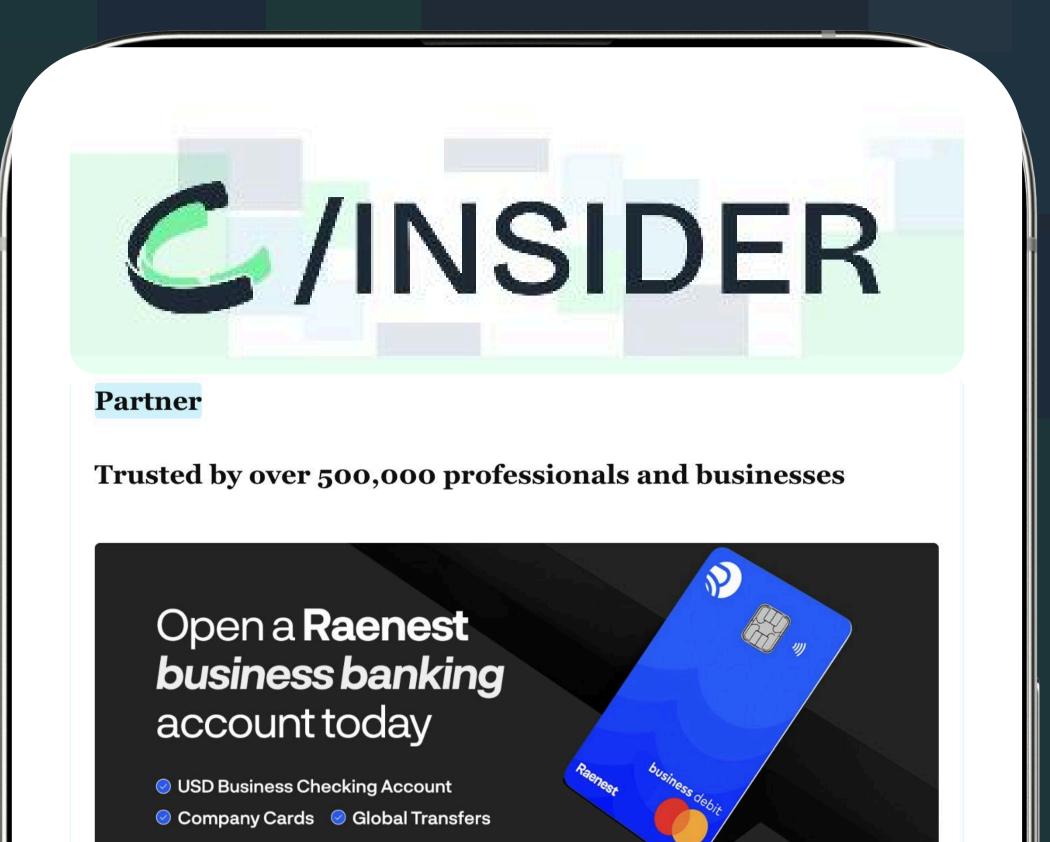


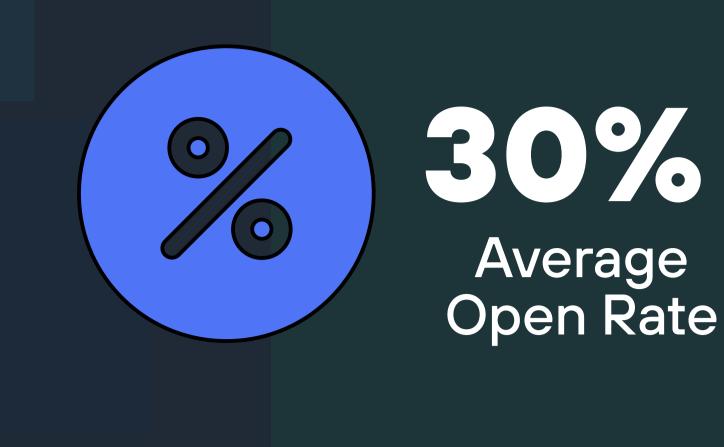


## **Email Newsletters**

## Condia Insider

Condia Insider newsletter goes out at 7 AM WAT three times a week (Monday, Wednesday & Friday) to over 7,000 subscribers. Each digest is also published on our website reaching an additional 150,000+ people monthly.







<u>Raenest</u> isn't just an alternative to Mercury – it's a galaxy better. Open a US Business Bank Account today with Raenest and enjoy higher limits, fast, reliable, and efficient transactions designed to meet your unique needs.

**Get Started Today** 

### **BIG STORY MONDAY**

#### Hello Kenny Akinsola

Temu continues to take the Nigerian market by storm with SimilarWeb showing that the Chinese e-commerce app is now the top download on Nigeria's Google Play Store and Apple App Store.

Today's big story is about Africa's first fintech unicorn which recently posted its annual report and accounts for the year ended March 31, 2024.

#### Interswitch's posted a heavy loss despite revenue growth

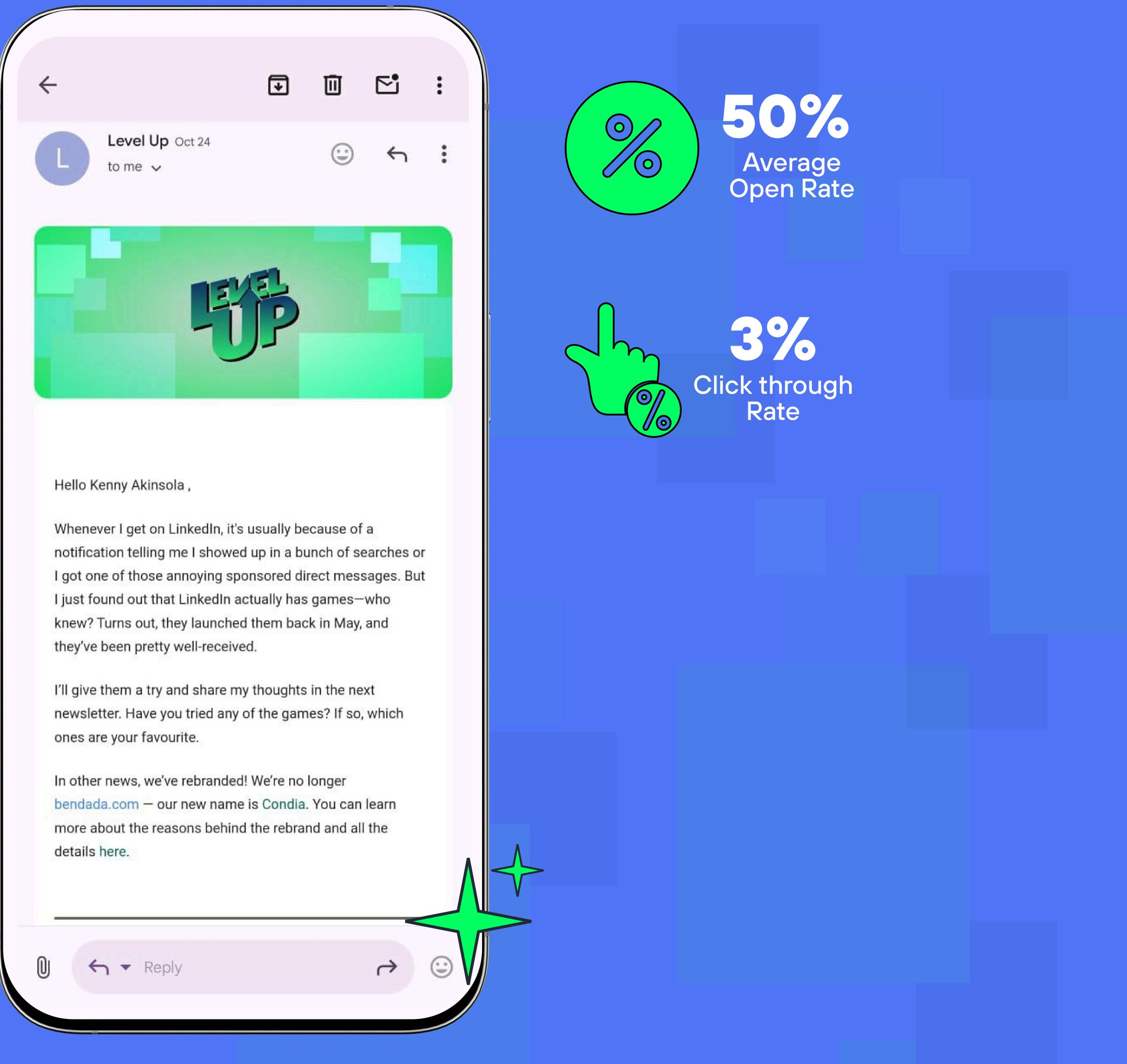
Guick Bite: Interswitch's group revenue—which is 94% from Nigeria—grew by 33.7% to ₦91 billion (~\$70.5 million) for the year ended March 2024, driven by its Digital Payments segment, which contributed 72% of revenue and grew 41% year-on-year. Verve was a key growth driver, doubling its card issuance to 70 million in two years. However, the company posted a ₩1.7 billion loss before tax, highlighting rising costs and the need for better cost management to sustain profitability.

Interswitch's latest financial report is a tale of contrasts: soaring revenues and unexpected losses. The Nigerian fintech giant, long celebrated as a leader in the digital payments space, grew its revenue by 33.7% to an impressive ¥91 billion (~\$70.5 million) in the fiscal year ended March 31, 2024. This represents a 14% improvement over their growth rate of 2023 and a staggering 135% increase from their 2021 revenue of ₩39 billion

Rate

## Level Up

The Level Up newsletter is a weekly career guide to staying ahead in your tech career. It goes out every Thursday at noon WAT to 1,000 subscribers.





### Note:

### Banner dimension: 600 x 400 pixels | Sponsor message: 250 characters (Max) | Banner should not be more than 1MB

## Webinars and Events Sponsorship

Our conversations are dynamic platforms convening key industry stakeholders to dissect pressing challenges, identify untapped opportunities, and collaboratively develop actionable policy recommendations to accelerate sector growth. With a successful track record in Fintech, AI and Policy we have fostered rich dialogues and generated tangible outcomes.

Partner with us to unlock unparalleled brand visibility:

Showcase your products and innovations through engaging demonstrations.

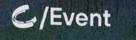
- Cultivate meaningful connections with industry leaders and potential clients.
- Enhance brand recognition through prominent placement across all event materials.



#### **EUNICE THOMPSON**

### to build your d on LinkedIn

PM(WAT) | 🛃 Google Meet



#### Moonlighting FRIDAY, 13TH SEPTEMBER 6:00PM WAT at Work: Founders vs Devs GOOGLE MEET





### Overcoming the Talent Gap in African Tech



Emmanuel Okeleji CEO Seamless HR **Adewale Yusuf** CEO, altschoolafrica

5 PM(WAT) | 🚰 Google Meet





### How to build your brand on LinkedIn

7TH NOV. | 5 PM(WAT) | 🛃 Google Meet







## Condia Talks Sponsorship

Condia Talks is a virtual platform spotlighting Africa's tech leaders as they share invaluable insights and experiences on industry trends.

Our webinar series ignites compelling discussions shaping the future of Africa's tech landscape.

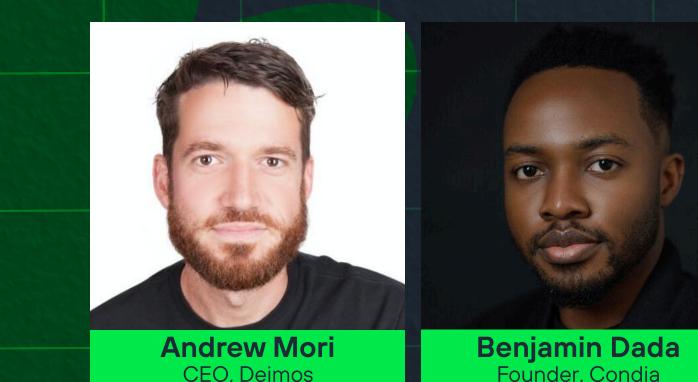
### **Elevate your brand with our sponsorship** opportunities:

- Tier A: Enhance your brand visibility by sponsoring an existing Condia Talks event tailored to specific industry themes.
- Tier B: Collaborate with us to create a customized Condia Talks event aligned with your brand's unique message and target audience.

## C/Event Which is better for African Startups?

DATE: THURSDAY, 5TH **DECEMBER 2024**  **VENUE: Google** Meet

TIME: 6 **PM** WAT

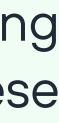




## **Insights and Sector Report**

Our in-depth sector reports provide a comprehensive analysis of industry landscapes, pinpointing critical pain points and showcasing innovative startups driving technological solutions. These reports offer invaluable insights and data-driven perspectives.







|  | UNIT                   | Product             | Description           | Daily/Spot P | rice Weekly Rate | Mont         |
|--|------------------------|---------------------|-----------------------|--------------|------------------|--------------|
|  | NEWSLETTER             | BD Insider          | Dimension: 1280 x 250 | ₩118,250     | ₩322,500         | <b>₩1,</b> 1 |
|  | EDITORIAL              | Sponsored Post      |                       | ₩177,375     |                  |              |
|  |                        | Spotlight Article   |                       | ₩376,250     |                  |              |
|  |                        | Event Coverage      |                       | ₩408,250     |                  |              |
|  |                        | Content Partnership |                       | Custom       |                  |              |
|  | WEB ADS                | Billboard           | Dimension: 970 x 150  |              | ₩174,687.5       | ₩62          |
|  |                        | Large Leaderboard   | Dimension: 970 x 90   |              | ₩137,812.5       | ₩50          |
|  |                        | Leaderboard         | Dimension: 728 x 90   |              | ₩128,113.125     | ₩46          |
|  |                        | Double MPU          | Dimension: 300 x 600  |              | ₩84,656.25       | ₩30          |
|  |                        | MPU                 | Dimension: 300 x 250  |              | ₩72,565.5        | ₩2           |
|  | SOCIAL MEDIA           | Twitter             |                       | ₩53,750      |                  |              |
|  |                        | Instagram           |                       | ₩32,250      |                  |              |
|  |                        | Twitter & IG        |                       | ₩75,750      |                  |              |
|  | <b>BD TALKS SERIES</b> | BD Talks Event      |                       | Custom       |                  |              |
|  |                        |                     |                       |              |                  |              |

All prices include a 7.5% VAT Charge. For inquiries and custom packages, please email sales@thecondia.com

### nthly Rate

### 1,182,500

627,907.5 507,937.5 161,207.25

### 304,762.5

### **₹261,225**

### **Contact Us** Email: sales@thecondia.com Website: www.thecondia.com