



Rate Card

Q1, 2025

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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



250k

Monthly
Pageviews



150k

Monthly
Visitors



10k+

Social Media
Followers



6k+

Newsletter
Subscribers



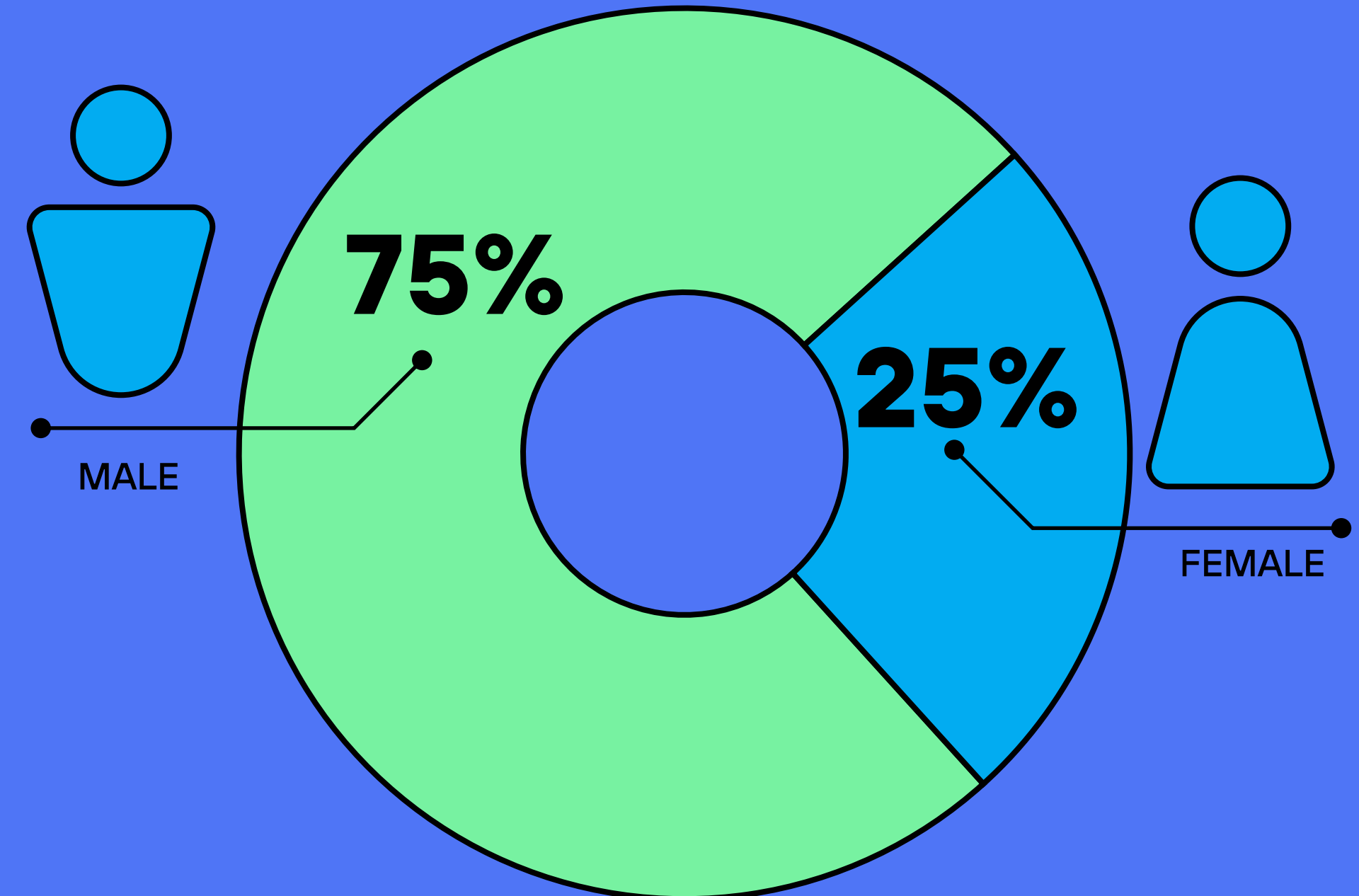
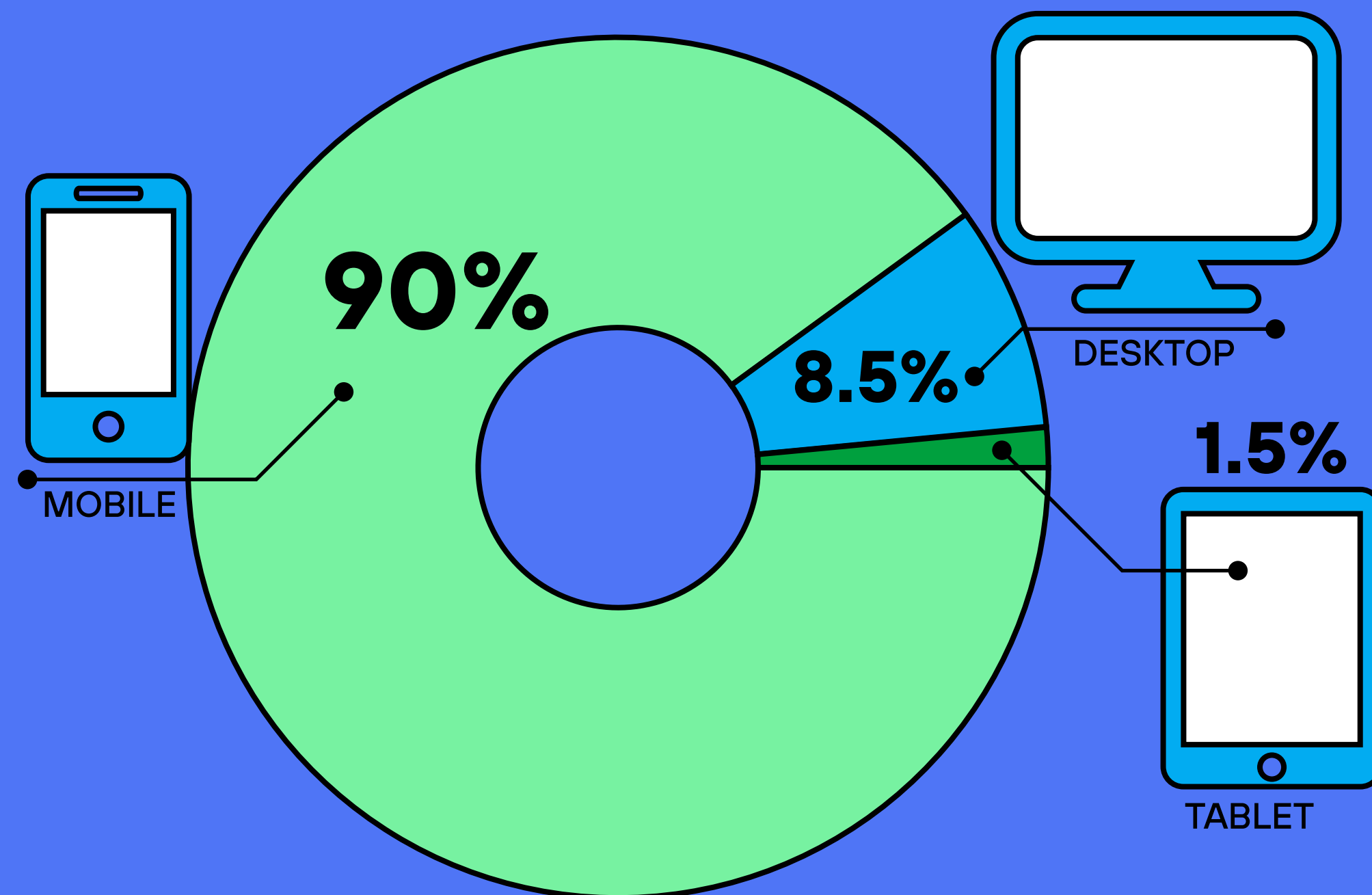
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Rate



3%

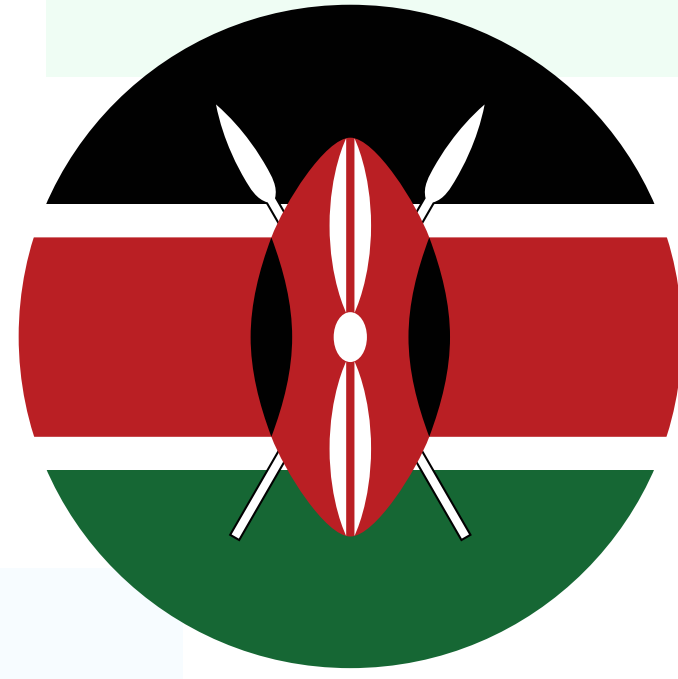
Click-through
Rate



Top Countries



NIGERIA



KENYA



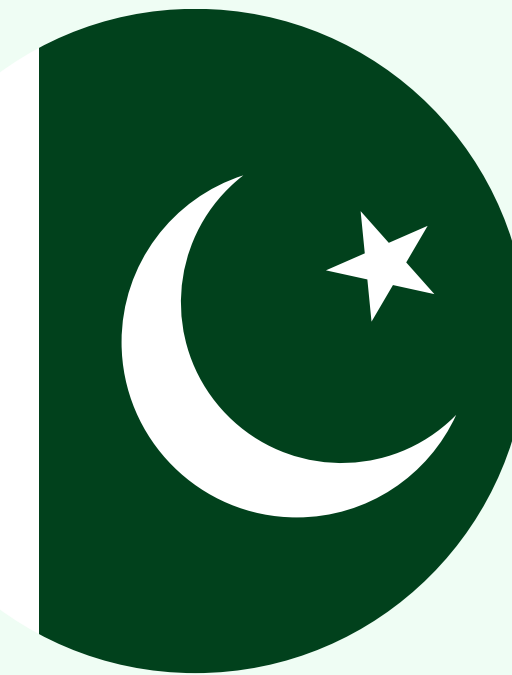
UNITED STATES
OF AMERICA



SOUTH
AFRICA



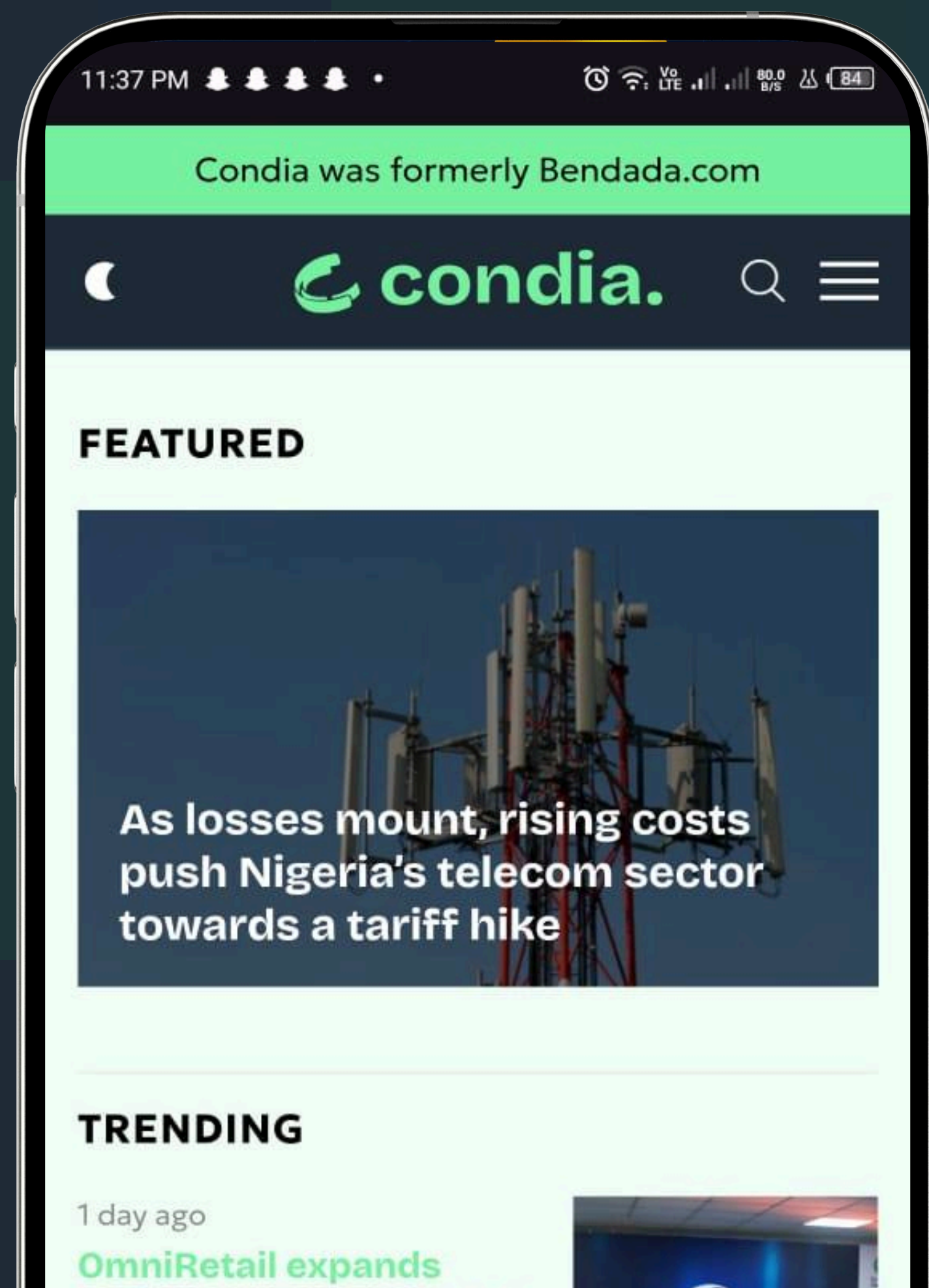
UNITED
KINGDOM



PAKISTAN

Who Reads Condia?

Ambitious investors, founders and operators across the globe from:



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.

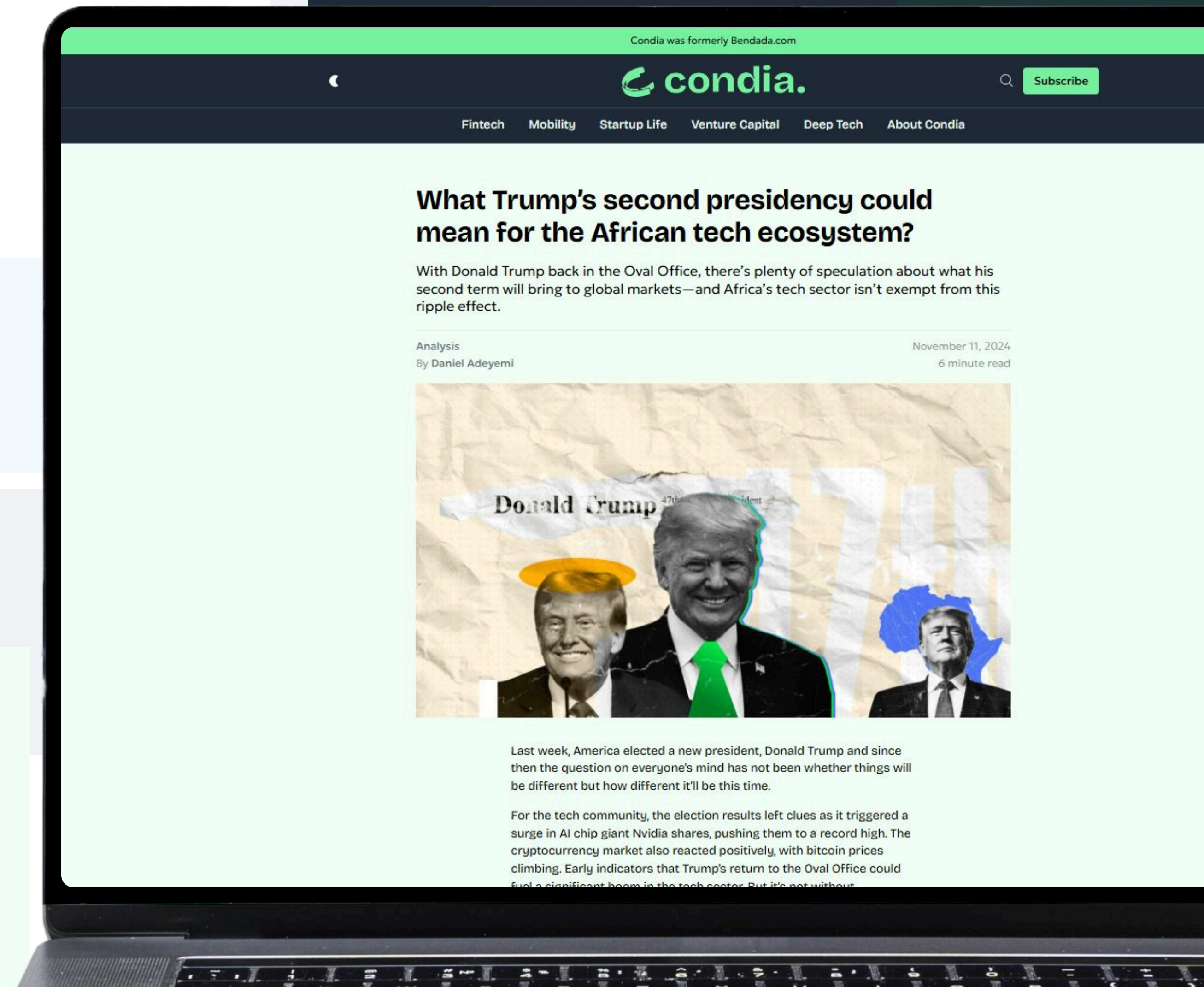
Favour Okoro, Head of Marketing at Klasha

Advertising on Condia

Condia.

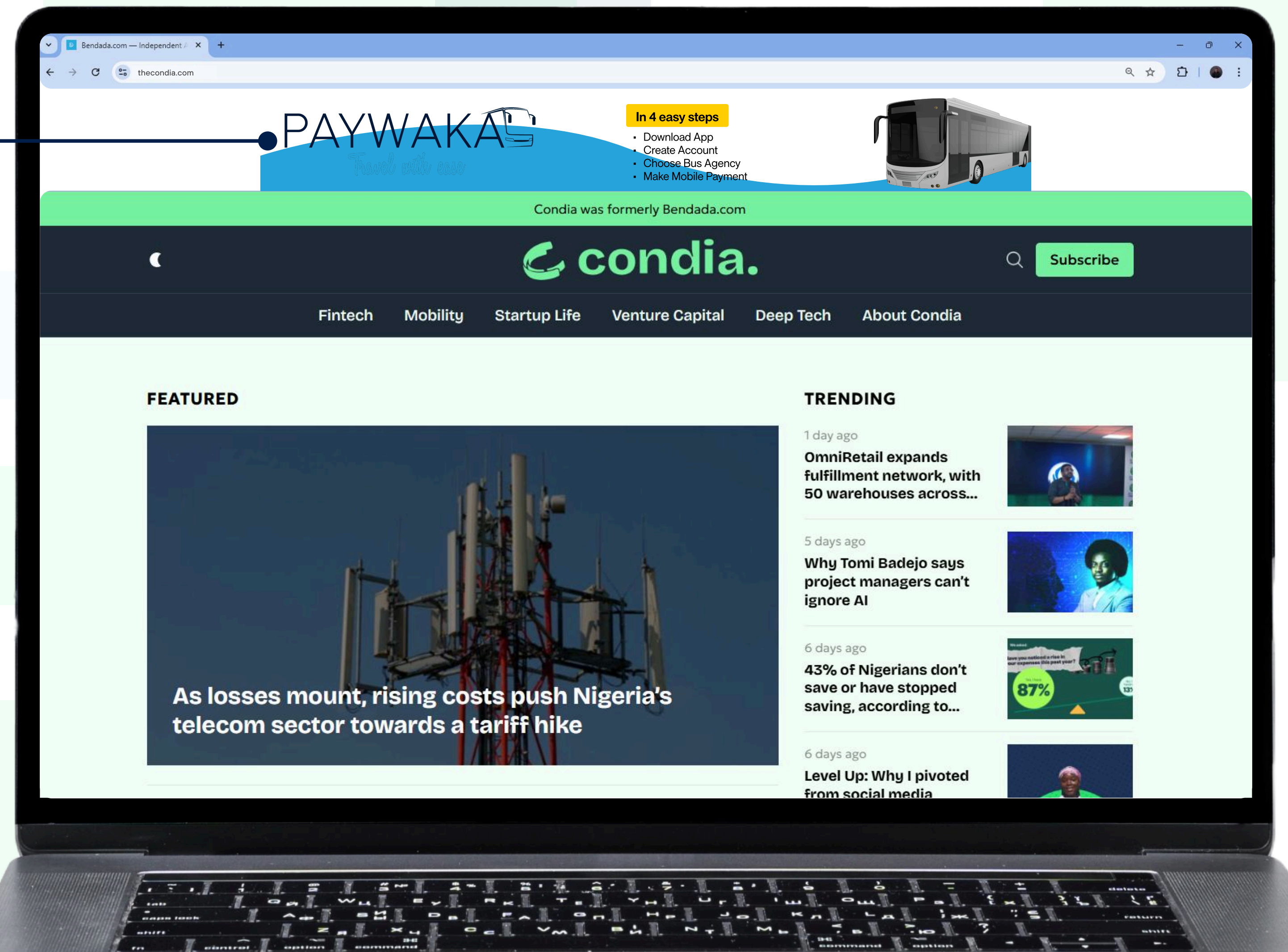
Drive maximum impact with Condia advertising solutions:

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



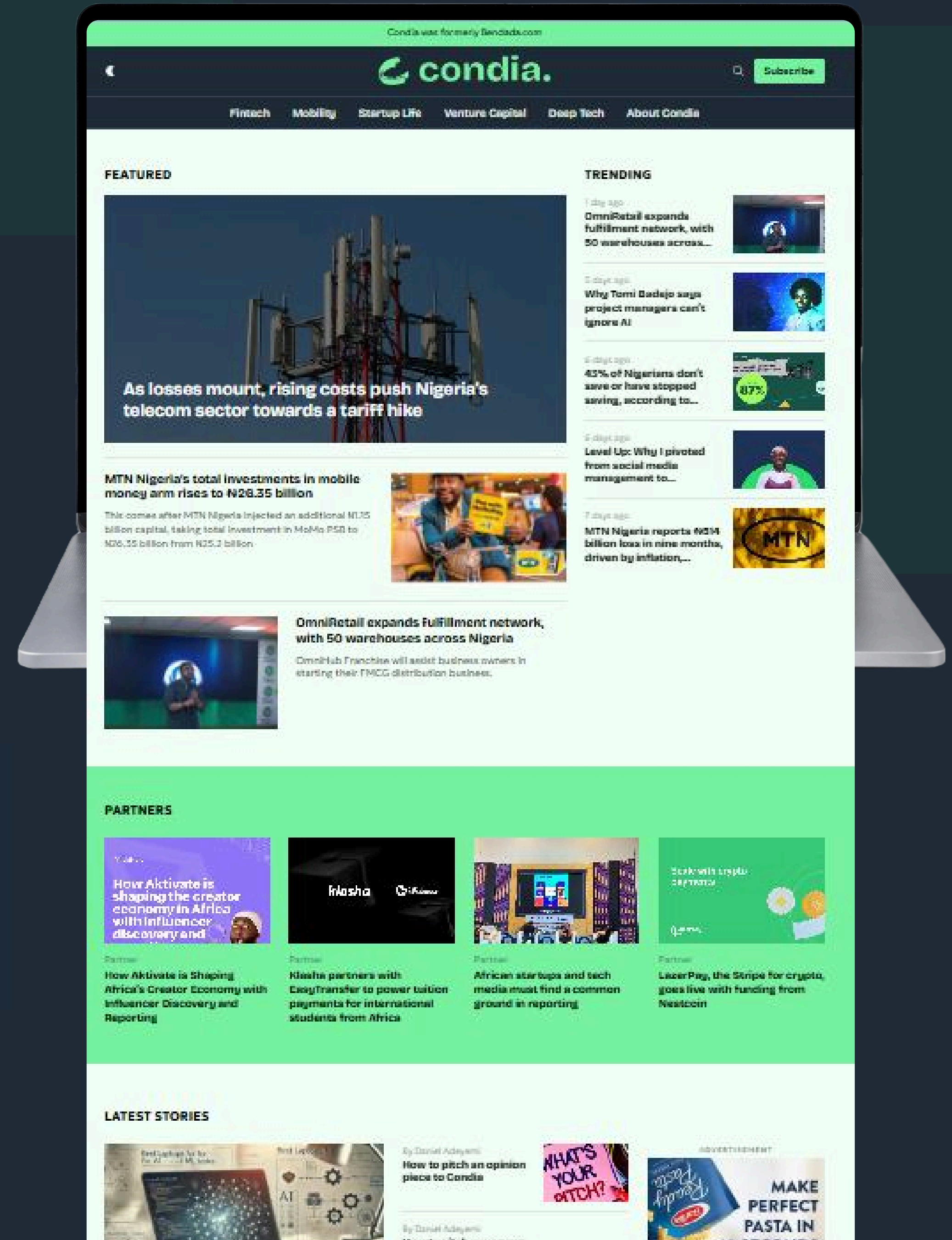
Condia Leaderboard Advertising

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



Condia Standard Advertising

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

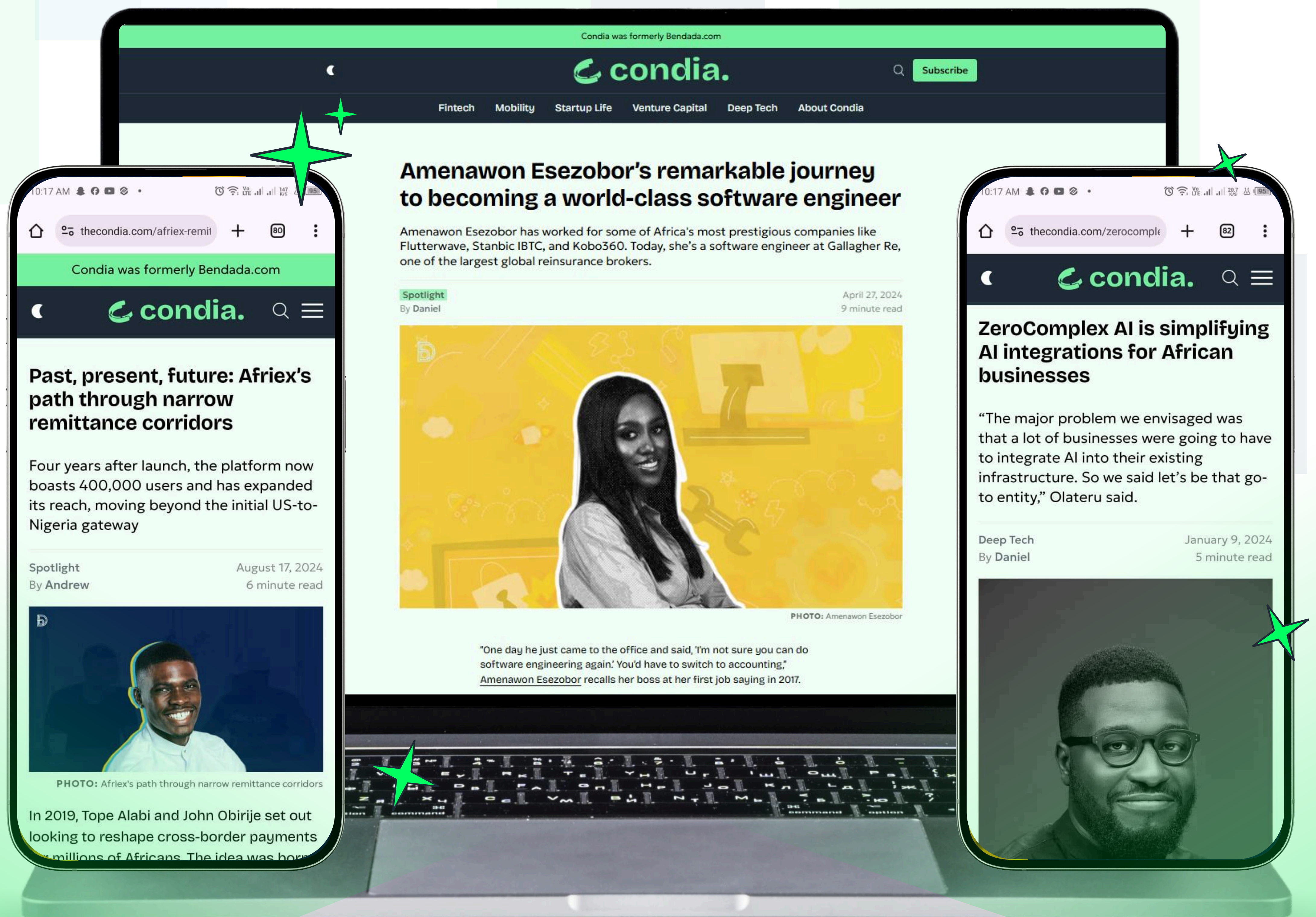


Spotlight Article

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.

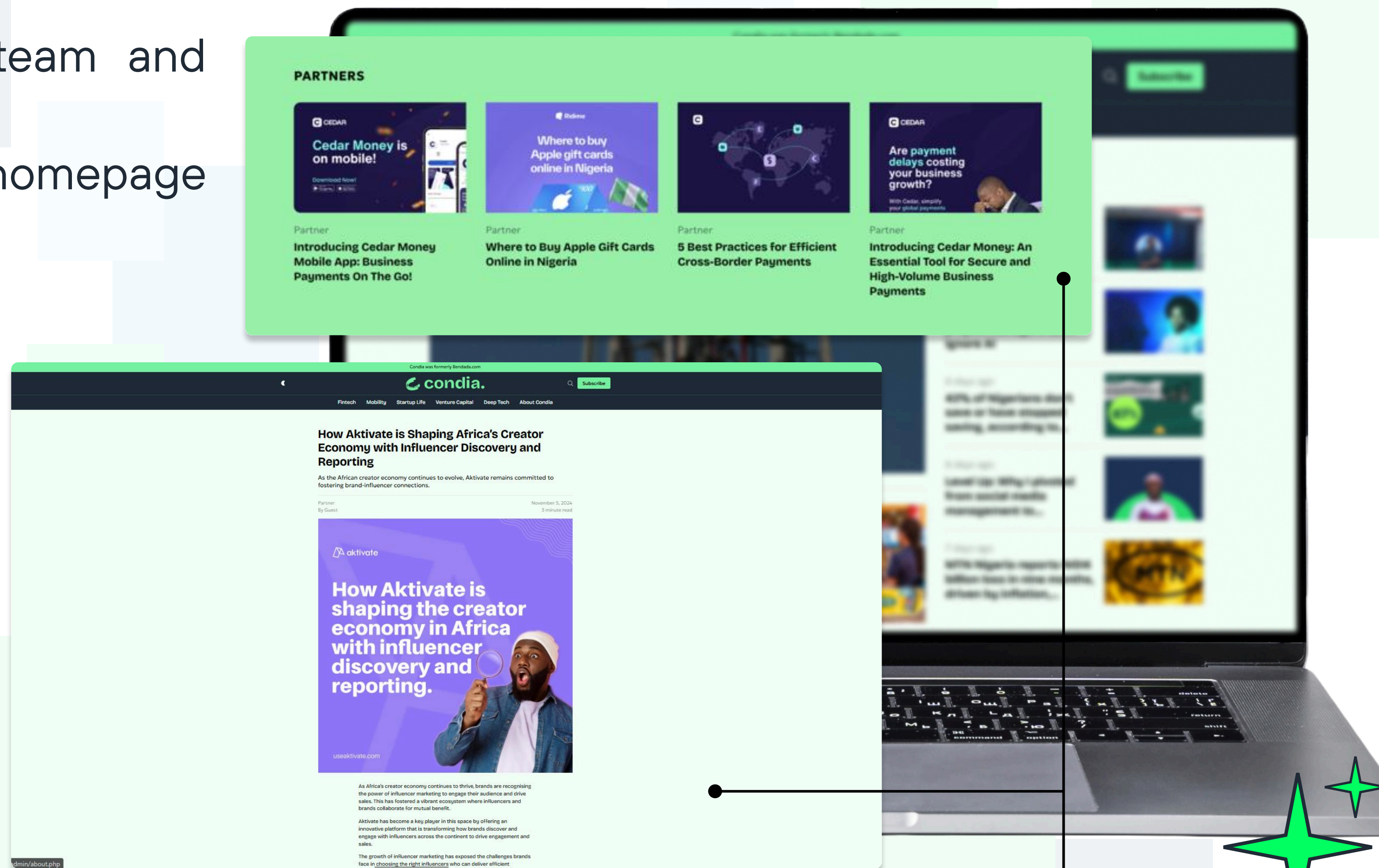


Sponsored Post

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.

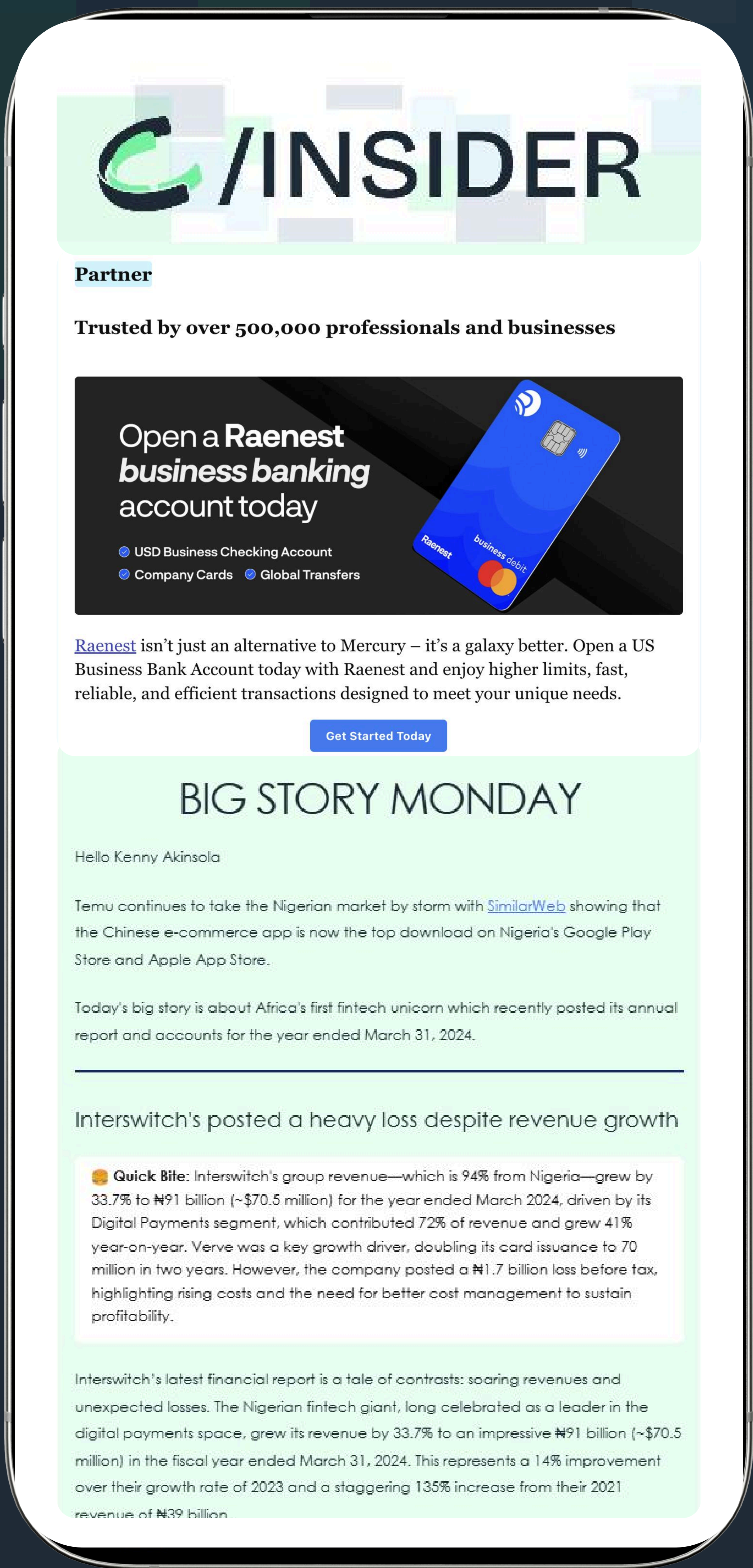


**PARTNER
CONTENTS**

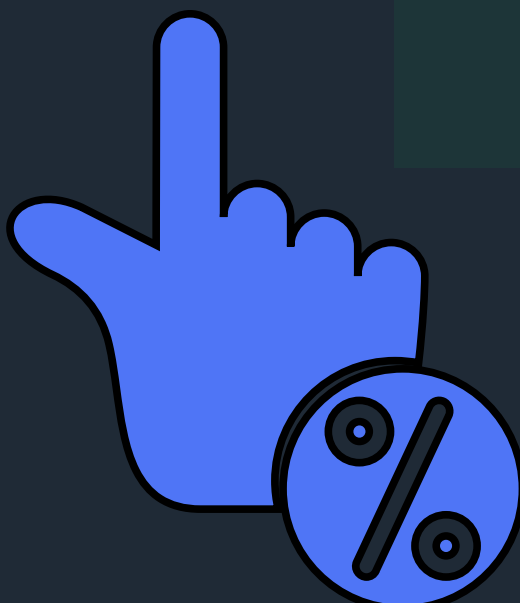
Email Newsletters

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.



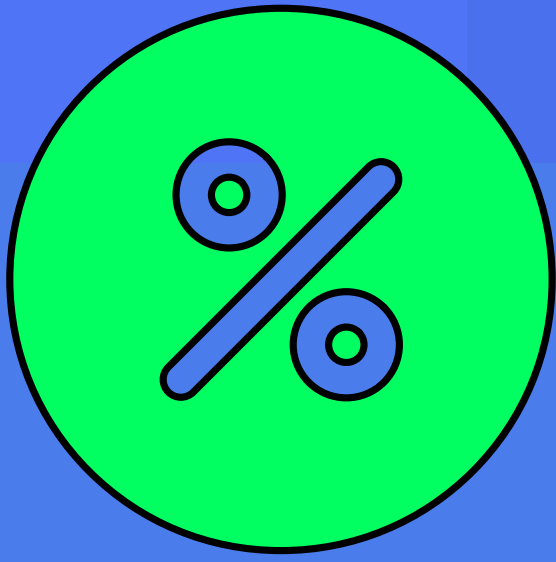
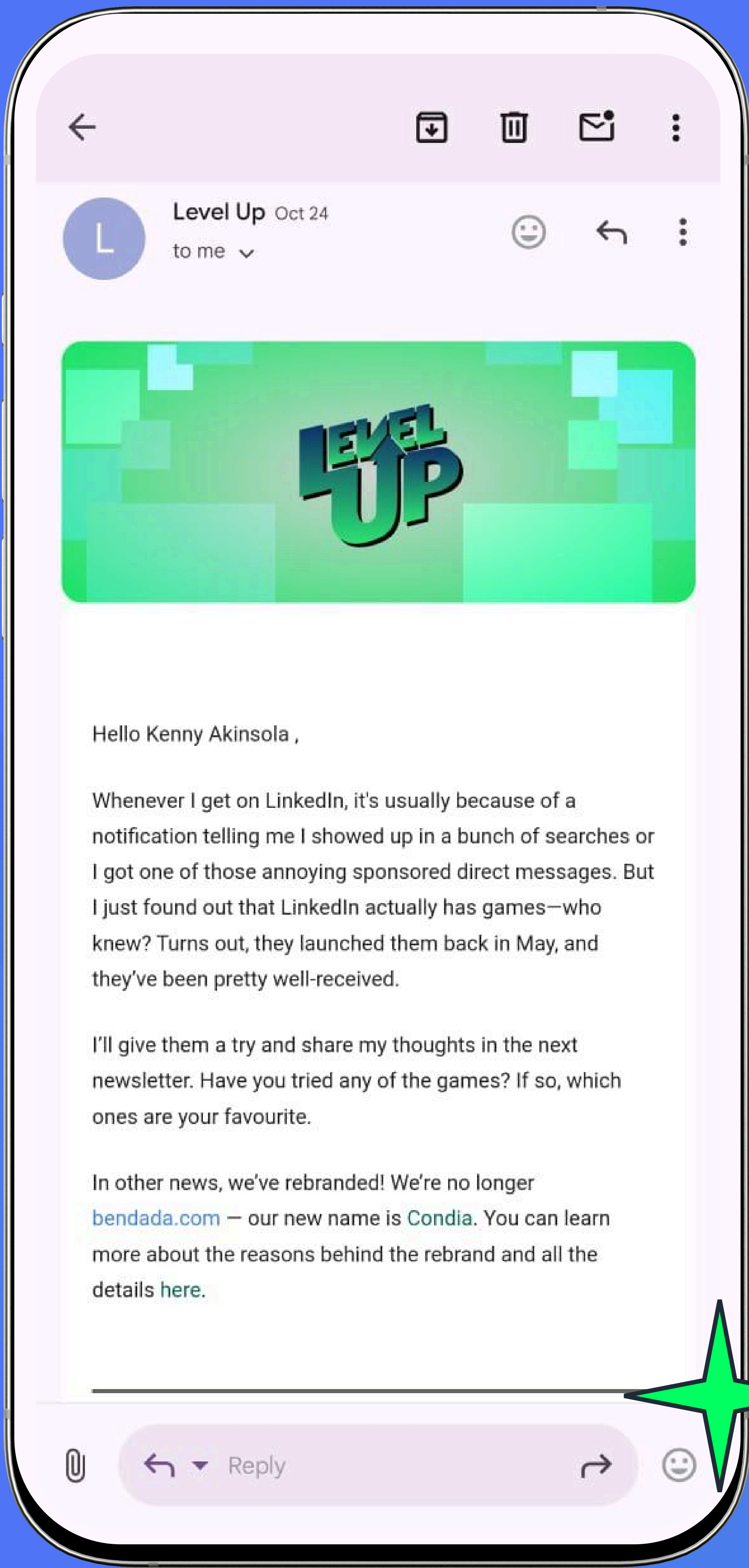
30%
Average
Open Rate



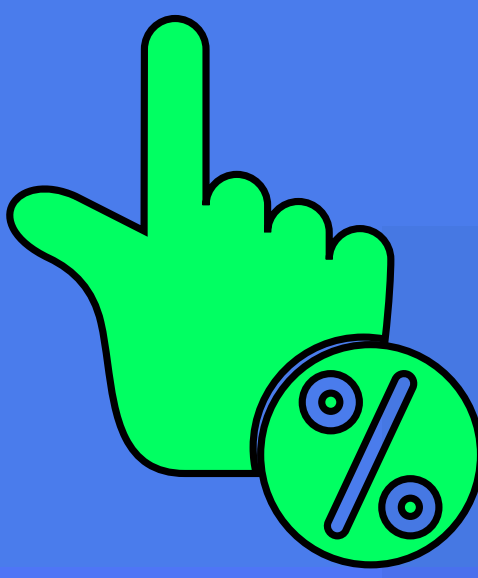
3%
Click through
Rate

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.



50%
Average
Open Rate



3%
Click through
Rate

Note:

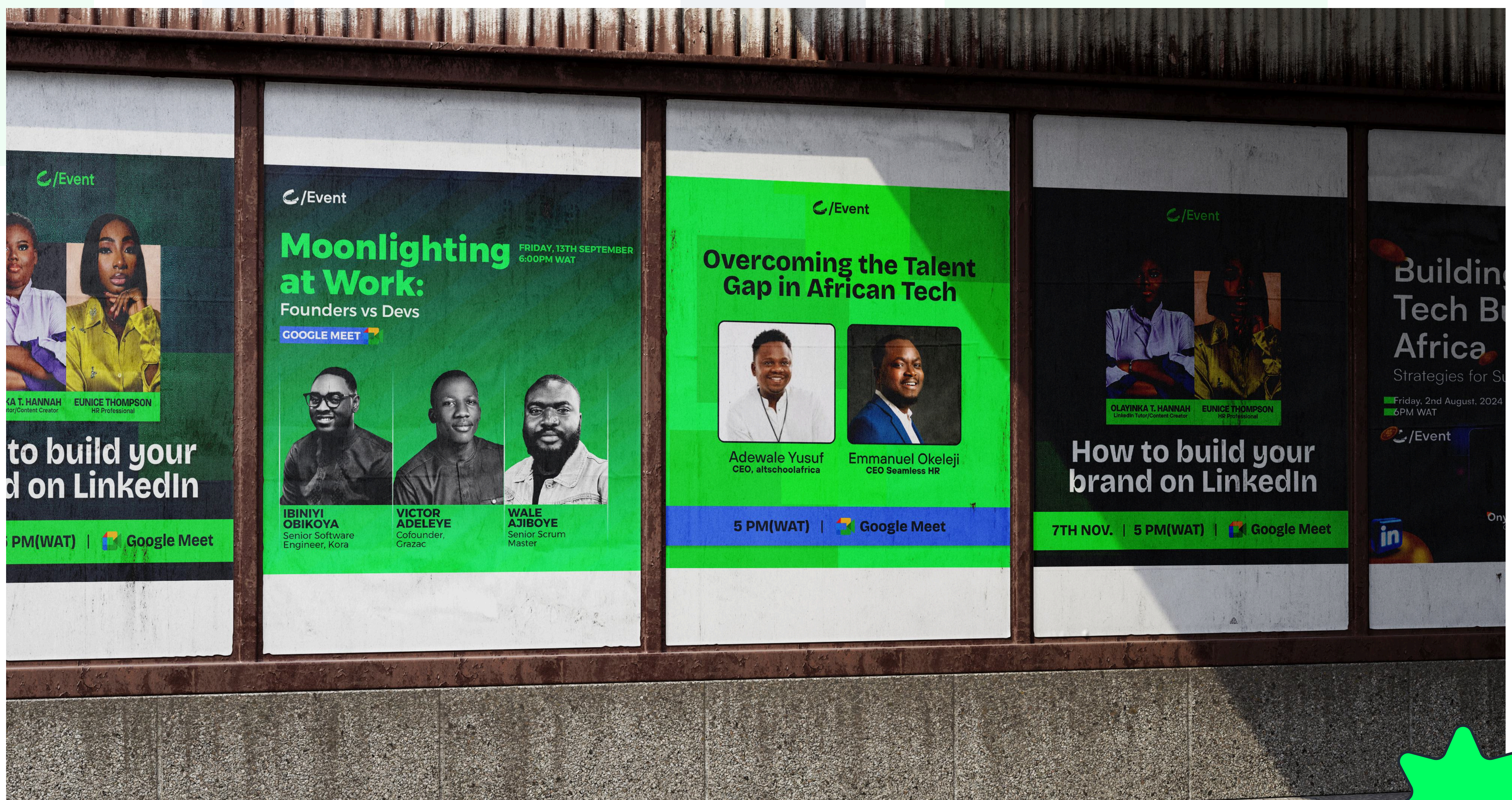
Banner dimension: 600 x 400 pixels | Sponsor message: 250 characters (Max) | Banner should not be more than 1MB

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.



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.

The poster is for a virtual event titled "BOOTSTRAPPING vs. VENTURE CAPITAL" with the subtitle "Which is better for African Startups?". It features two speakers: Andrew Mori, CEO of Deimos, and Benjamin Dada, Founder of Condia. The event is scheduled for Thursday, 5th December 2024, at 6 PM WAT, and will be held on Google Meet. The poster has a dark blue background with a green grid pattern and green text for key details.

Event

BOOTSTRAPPING vs. VENTURE CAPITAL

Which is better for African Startups?

DATE: THURSDAY, 5TH DECEMBER 2024

VENUE: Google Meet

TIME: 6 PM WAT

Andrew Mori
CEO, Deimos

Benjamin Dada
Founder, Condia

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 Price	Weekly Rate	Monthly Rate
NEWSLETTER	BD Insider	Dimension: 1280 x 250	₱118,250	₱322,500	₱1,182,500
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	₱627,907.5
	Large Leaderboard	Dimension: 970 x 90		₱137,812.5	₱507,937.5
	Leaderboard	Dimension: 728 x 90		₱128,113.125	₱461,207.25
	Double MPU	Dimension: 300 x 600		₱84,656.25	₱304,762.5
	MPU	Dimension: 300 x 250		₱72,565.5	₱261,225
SOCIAL MEDIA	Twitter		₱53,750		
	Instagram		₱32,250		
	Twitter & IG		₱75,750		
BD TALKS SERIES	BD Talks Event		Custom		



Contact Us

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Website: www.thecondia.com