



Rate Card

Q3, 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



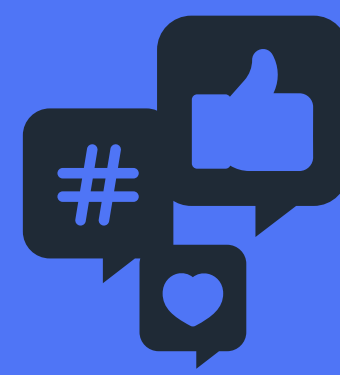
250k

Monthly
Pageviews



150k

Monthly
Visitors



10k+

Social Media
Followers



6k+

Newsletter
Subscribers



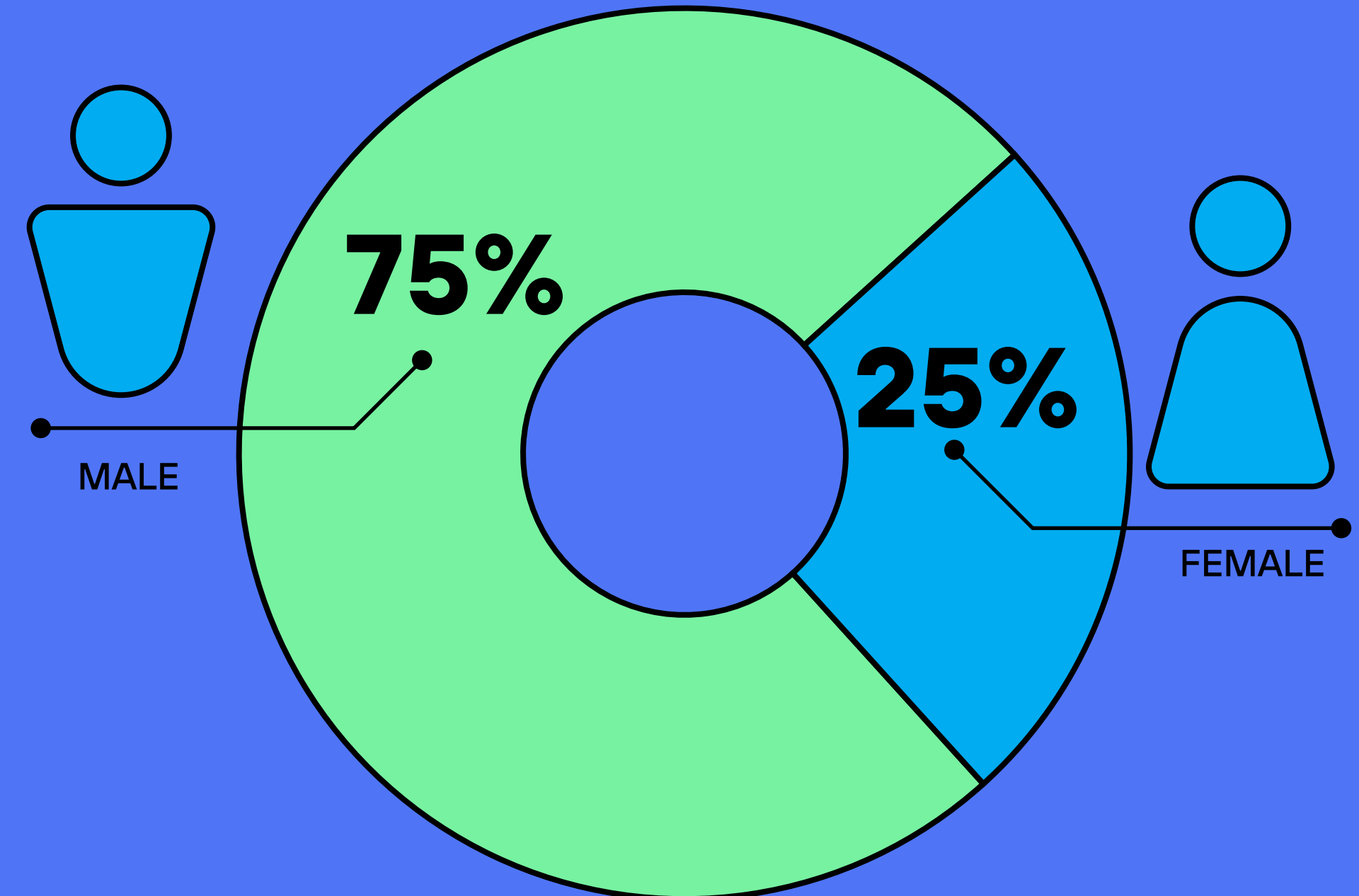
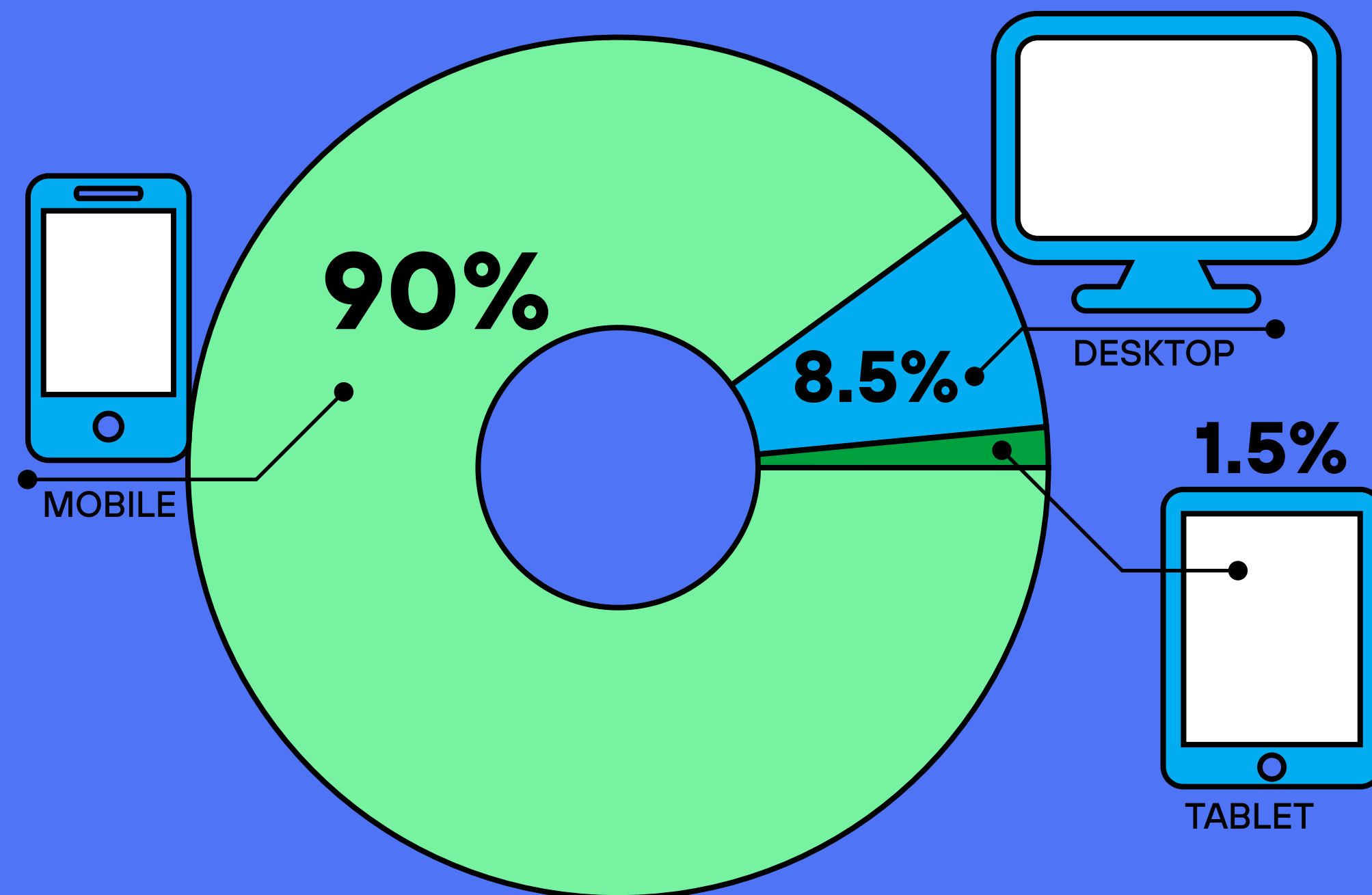
30%

Open
Rate



3%

Click-through
Rate



Top Countries



NIGERIA



KENYA



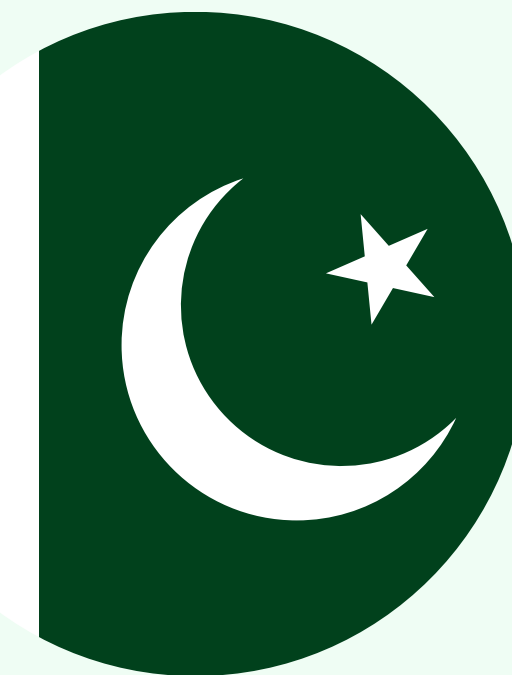
UNITED STATES
OF AMERICA



SOUTH
AFRICA



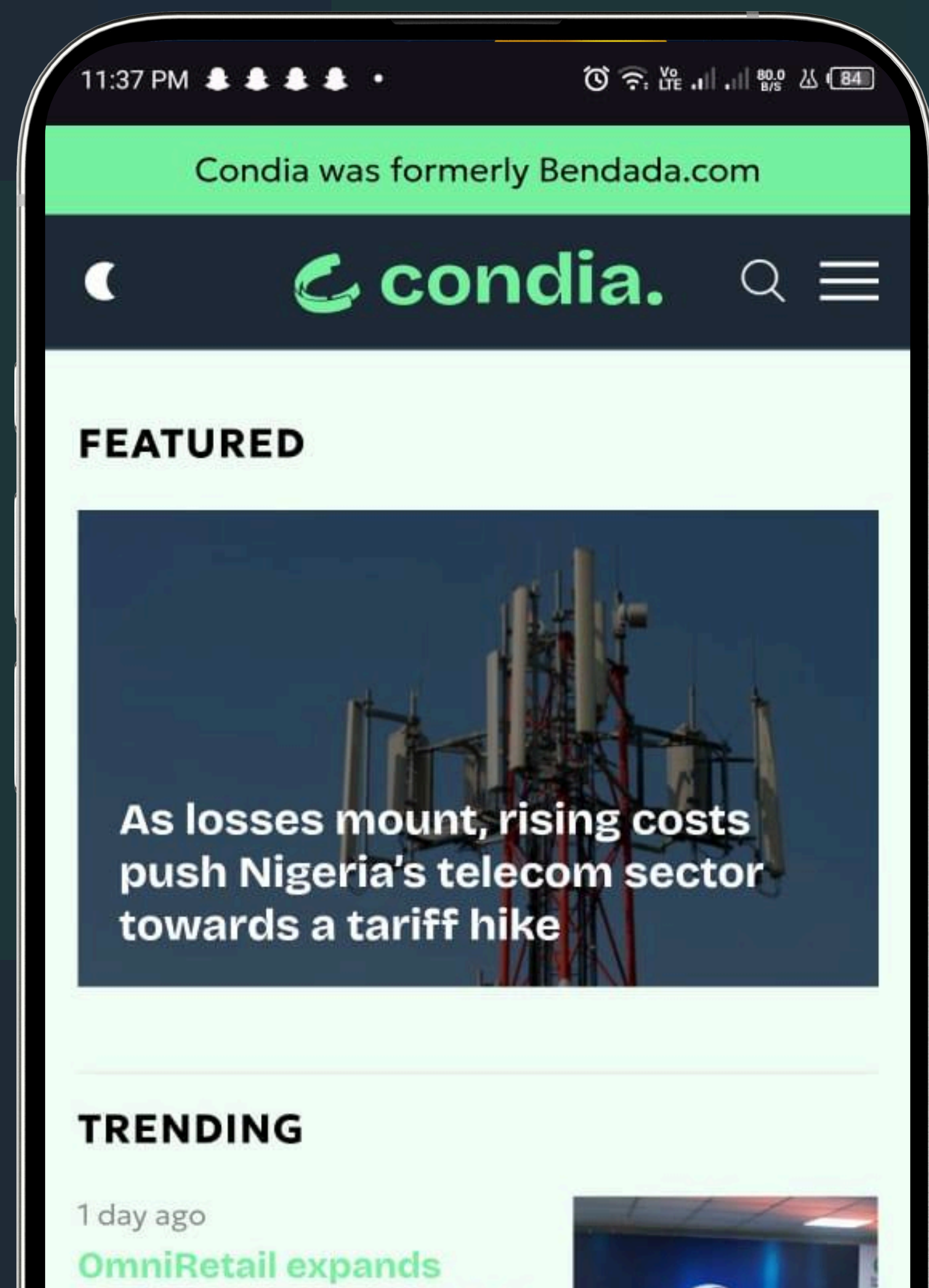
UNITED
KINGDOM



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.

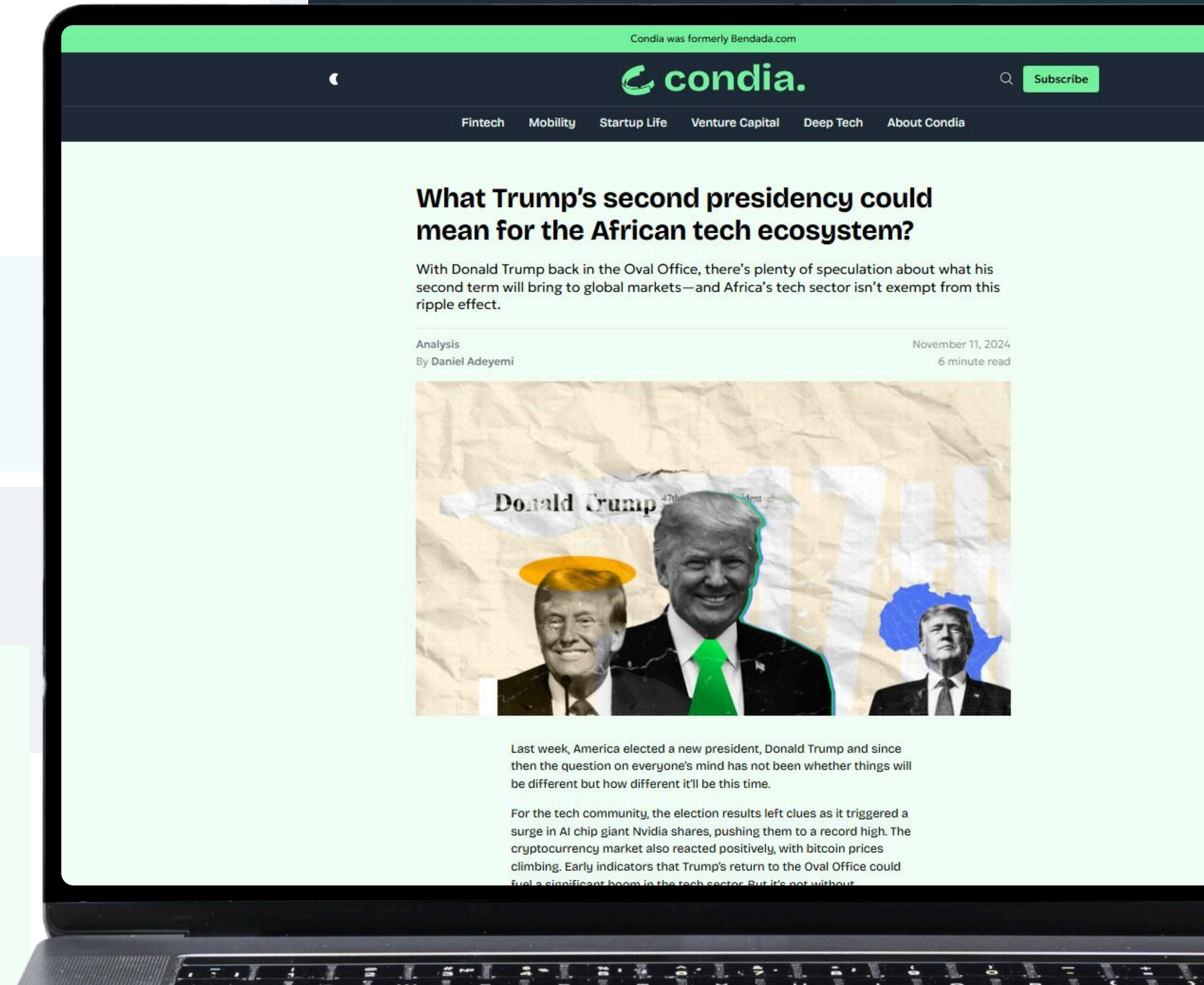
Favour Okoro, Head of Marketing at Klasha

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



UNIT	Product	Description	Daily/Spot Price	Weekly Rate	Monthly Rate
NEWSLETTER	BD Insider	Dimension: 1280 x 250	₱161,250	₱430,000	₱1,612,500
EDITORIAL	Sponsored Post		₱215,000		
	Spotlight Article		₱430,000		
	Event Coverage		₱462,250		
	Content Partnership		Custom		
WEB ADS	Billboard	Dimension: 970 x 150		₱258,000	₱627,907.5
	Large Leaderboard	Dimension: 970 x 90		₱215,000	₱507,937.5
	Leaderboard	Dimension: 728 x 90		₱177,375	₱461,207.25
	Double MPU	Dimension: 300 x 600		₱137,812.5	₱304,762.5
	MPU	Dimension: 300 x 250		₱128,113.125	₱261,225
SOCIAL MEDIA	Twitter		₱100,000		
	Instagram		₱100,000		
	Twitter & IG		₱180,000		
BD TALKS SERIES	BD Talks Event		₱1,827,500		



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