Nigerian NewsDirect

Delivering accurate news from source · Lagos · Abuja · Washington DC

Advertise with NewsDirect

Reach decision-makers across Nigeria

Nigerian NewsDirect is read by the people who run businesses, set public policy and move markets. We report on energy, finance and governance, and sell ad placements in fixed spots on web and mobile.

01

Audience

Senior readers in business and government.

02

Placements

Six placements, each in a reserved box on every screen size.

03

Measurement

A view counts when half the ad is on screen for one second.

04

Rates & Booking

One price per placement. Call to book.

WELCOME

Verified reporting on Nigeria's economy since 2010.

Welcome to Nigerian NewsDirect. Since November 29, 2010, our newsroom has reported on energy, finance and public policy, with verified, timely news that helps decision-makers across Nigeria make confident choices.

What began as a weekly print publication has grown into a digital newsroom updated every 30 minutes. Our special reports circulate at international forums including the Offshore Technology Conference in Houston, the World Petroleum Congress, and the annual IMF and World Bank meetings.

Advertising with NewsDirect puts your message in front of the executives, investors and public officials who shape policy and business. Sponsored content is clearly labelled and runs on the dates we agree. Call our advertising team to plan your campaign: we will help you choose the placements, sizes and dates that suit your goals.

The NewsDirect advertising team
NewsDirect Global Concepts Limited

NEWSROOM AT A GLANCE

FOUNDED
Nov 29, 2010

UPDATE CADENCE
Every 30 minutes

PLATFORMS
Print, web, and video

COVERAGE
Energy, finance, policy

DISTRIBUTION
Offices nationwide + Washington DC

GLOBAL CIRCULATION
OTC Houston, WPC Doha, IMF/World Bank

> *A modern newsroom built for Africa's decision makers.*
>
> ABOUT NIGERIAN NEWSDIRECT

SPECIAL REPORTS

Sector deep-dives on the global economy that guide investment and policy decisions.

GLOBAL DISTRIBUTION

Reports circulated at Offshore Technology Conference (Houston), World Petroleum Congress (Doha), and IMF/World Bank meetings (Washington DC).

AWARD-WINNING JOURNALISM

Reporters recognized with highly competitive awards across the profession.

AUDIENCE & REACH

Read by the leaders who shape Nigeria's future.

Nigerian NewsDirect is read by senior people in business and government who rely on accurate reporting for investment, commercial and policy decisions.

WHO READS NEWSDIRECT

Business leaders

Executives and entrepreneurs leading enterprises across energy, banking, and industry.

Investors and analysts

Institutional investors and financial analysts tracking Nigerian and African markets.

Public officials

Policymakers and public servants directing national institutions and economic governance.

Professionals and engaged citizens

Lawyers, engineers, academics, and readers who need reliable reporting to make decisions.

WHAT WE COVER

Energy and Power

Oil and gas, renewables, and the infrastructure shaping growth.

Business and Markets

Banking, capital markets, entrepreneurship, and enterprise news.

Politics and Governance

Policy, public institutions, and the decisions that affect citizens.

Agriculture and Trade

Food systems, logistics, trade flows, and rural enterprise.

Technology and Innovation

The digital economy, telecoms, and emerging tech across Africa.

Culture and Sport

Entertainment, lifestyle, and sport with a business lens.

> *Through Special Reports, investigations, and data-driven explainers, we help citizens, enterprises, and governing bodies make confident decisions.*

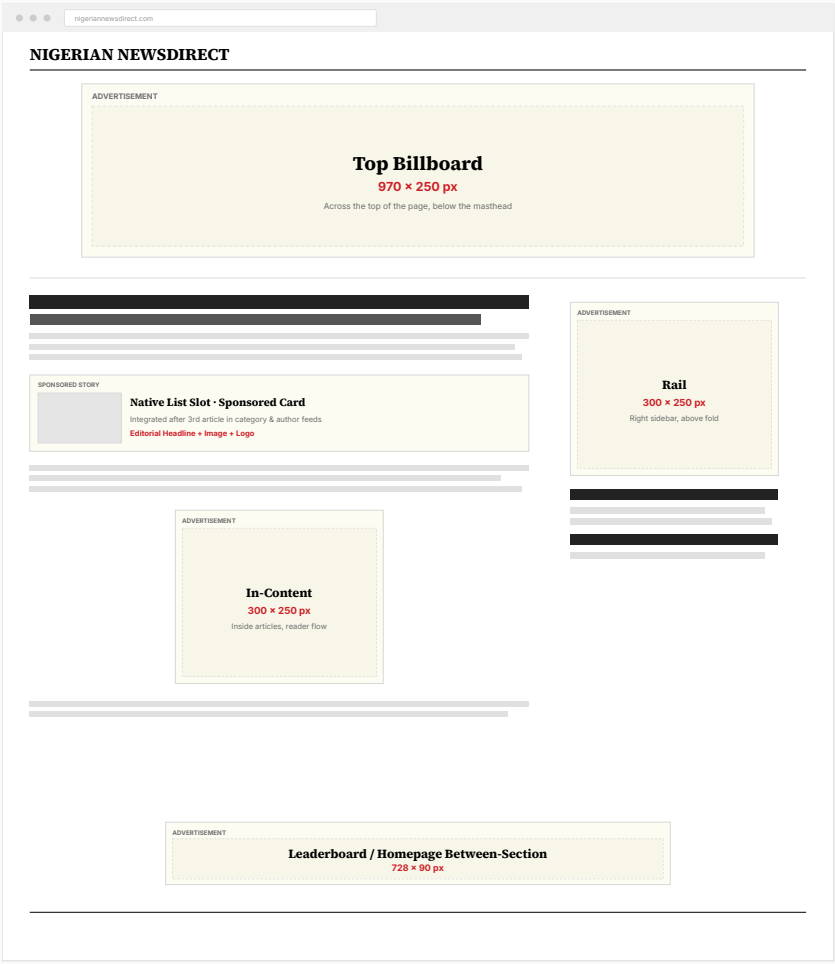
ABOUT NIGERIAN NEWSDIRECT

PLACEMENT REGISTRY

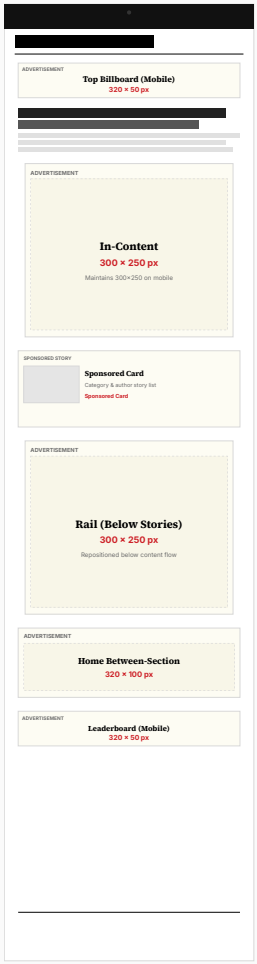
Six placements, each in a fixed spot on the page.

Every placement has its own reserved box on desktop, tablet and mobile. The ad appears exactly where it's drawn here.

DESKTOP · TO SCALE



MOBILE · TO SCALE



Top billboard: 970×250 (Desktop), 728×90 (Tablet), 320×50 (Mobile)

In-content: 300×250 (Across all screen widths)

Leaderboard: 728×90 (Desktop), 728×90 (Tablet), 320×50 (Mobile)

Homepage between-section: 728×90 (Desktop), 728×90 (Tablet), 320×100 (Mobile)

Rail: 300×250 (Across all screen widths)

Native list slot: Sponsored card on every screen size

FORMATS & SPECIFICATIONS

Display banners and sponsored stories.

Two formats: display ads in a labelled box, and sponsored stories in the news feed.

Display Placements

An image ad linking directly to your destination, rendered in any of our registered sizes. Every display unit sits in a box reserved before page render under an “Advertisement” label.

TECHNICAL SPECIFICATIONS

- Accepted formats: PNG, JPEG, GIF, or WebP.
- Maximum file size: 200 KB per creative.
- Responsive requirement: send one creative per booked size (970×250, 728×90, 320×50, 300×250, 320×100).
- Retina display: 2× assets welcomed at matching aspect ratios.
- The space is reserved before the page loads, so nothing jumps.

ADVERTISEMENT

Display Banner

300 × 250 px

Reserved frame · Standard IAB Medium Rectangle

Sponsored Story (Native)

An editorial story card integrated directly into category and author feeds after the 3rd story. Marked “Sponsored” with your logo and byline.

SPONSORED BY YOUR COMPANY YOUR LOGO

EDITORIAL IMAGE (3:2 RATIO · MIN 600×400 PX)

Powering Nigeria's industrial corridor with domestic gas infrastructure

Through strategic investments in processing plants and pipeline networks, domestic energy producers are delivering reliable feedstock to manufacturers across the Southwest.

NATIVE STORY REQUIREMENTS

- Headline: Up to 120 characters, required to book.
- Summary text: Up to 200 characters, required to book.
- Featured image: 3:2 aspect ratio, min 600×400 px, max 200 KB (JPEG, PNG, WebP).
- Sponsor logo: PNG, JPEG, or WebP, max 50 KB, max 600px long side (rendered at 20px fixed height).
- Exclusivity: Exactly one sponsored card per category page.

RATE CARD

Rates

One price per placement. Each ad shows at the right size on desktop, tablet and mobile.

PLACEMENT	DESKTOP	TABLET	MOBILE	RATE
Top billboard Across the top of the page, below the masthead.	970×250	728×90	320×50	**₦600,000**
Leaderboard A full-width banner between page sections.	728×90	728×90	320×50	**₦450,000**
Rail In the right-hand column; below the main stories on tablet and mobile.	300×250	300×250	300×250	**₦350,000**
In-content Inside articles, at a fixed point set by NewsDirect.	300×250	300×250	300×250	**₦350,000**
Homepage between-section On the homepage, between two sections of stories.	728×90	728×90	320×100	**₦450,000**
Native list slot / sponsored story A sponsored card in category and author story lists, after the 3rd story.	**Sponsored card on every screen size**			*On request*

Rates as of October 2026. Current rates: nigeriannewsdirect.com/advertise

Prices are set per placement. Multi-placement packages, category sponsorships, and campaign duration schedules available upon consultation.

Several placements, a long run, or something bespoke? Call us.

0802 310 2392 · **0803 259 3026** · **0816 262 2534**

CAMPAIGN WORKFLOW

How booking works.

Four steps from first call to your report.

01

Call us

Speak directly with our advertising team to discuss campaign targets, flight dates, and the best placement mix for your audience.

02

Agree placements & dates

We confirm availability and book your dates.

03

Send one creative per size

Provide artwork for each booked size: PNG, JPEG, GIF or WebP up to 200 KB (970×250, 728×90, 320×50, 300×250, 320×100), or the native story assets.

04

We go live & report

Your ad goes live on the agreed dates. We count views and clicks ourselves: a view is at least half the ad on screen for one second.

CAMPAIGN REPORTING

What your report shows

- Daily views and clicks, by placement and size
- Totals per Lagos day, added each night (00:30 WAT)
- Readers who decline cookies are counted too, anonymously
- Click-through rate (CTR)
- Counted by NewsDirect's own ad tracking, not Google Analytics

EXAMPLE LAYOUT

DATE	PLACEMENT	SIZE	VIEWS	CLICKS	CTR
—	Top billboard	970×250	—	—	—
—	In-content	300×250	—	—	—
—	Leaderboard	728×90	—	—	—

CALL THE ADS TEAM

For more enquiries or bespoke arrangements, call us.

Speak directly with our advertising team about placement availability, sponsorships, or web and mobile campaigns.

0802 310 2392 CALL

0803 259 3026 CALL

0816 262 2534 CALL

EMAIL ENQUIRIES

info@nigeriannewsdirect.com

ONLINE EDITION

nigeriannewsdirect.com

Scan with your phone to view current rates and digital specifications at nigeriannewsdirect.com/advertise

NewsDirect Global Concepts Limited
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Offices nationwide · Lagos · Abuja · Washington, DC (USA)

Delivering accurate news from source
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