

SAHARA REPORTERS

REPORT YOURSELF.

“WHEN NEWS BREAKS IN NIGERIA,
OMOYELE SOWORE IS THERE.”

— *The New York Times*

SAHARA REPORTERS

MEDIA GROUP



SAHARAREPORTERS.COM



SAHARA.TV



SAHARA.FM

“SAHARA REPORTERS ALWAYS BREAKS THE NEWS, ESPECIALLY THOSE THAT OTHER MAINSTREAM NIGERIA MEDIA TEND TO AVOID.”

— **GlobalVoices**

“AFRICA’S WIKILEAKS.”

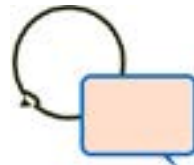
— **THE DAILY BEAST**

6.3M
VISITS

2.0M
UNIQUES

12.7M
PAGE
VIEWS

9,100+ NEW COMMENTS ADDED TO ON-SITE DISCUSSIONS



RANKED 25TH LARGEST SITE IN NIGERIA
(JUNE 2014 ALEXA RANKING)

GENDER

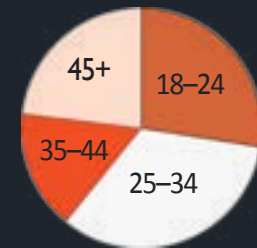


MALE 54%
FEMALE 46%

TOP THREE COUNTRIES BY TRAFFIC:

NIGERIA
US
UK

AGE



18-24 28% 35-44 16%
25-34 32% 45+ 23%



1.0M
FANS



86K
SUBSCRIBERS



294K
FOLLOWERS



56K
SUBSCRIBERS

>60% HAVE ATTENDED GRADUATE SCHOOL OR ABOVE



**SAHARA
REPORTERS**

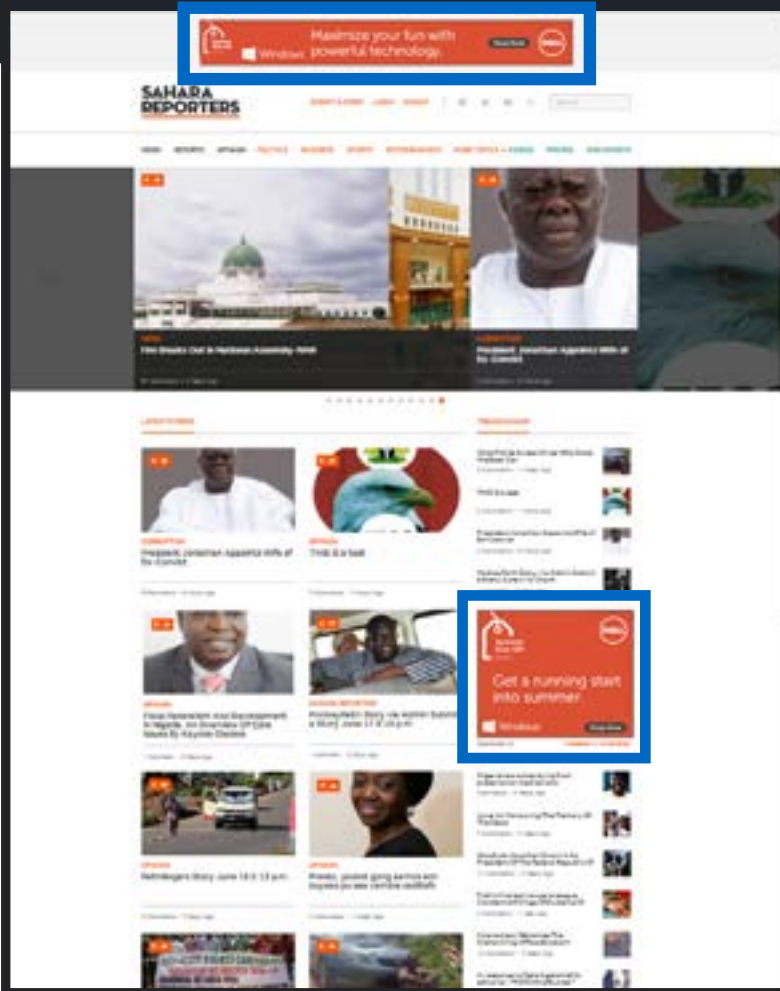
MEDIA GROUP

ADVERTISING

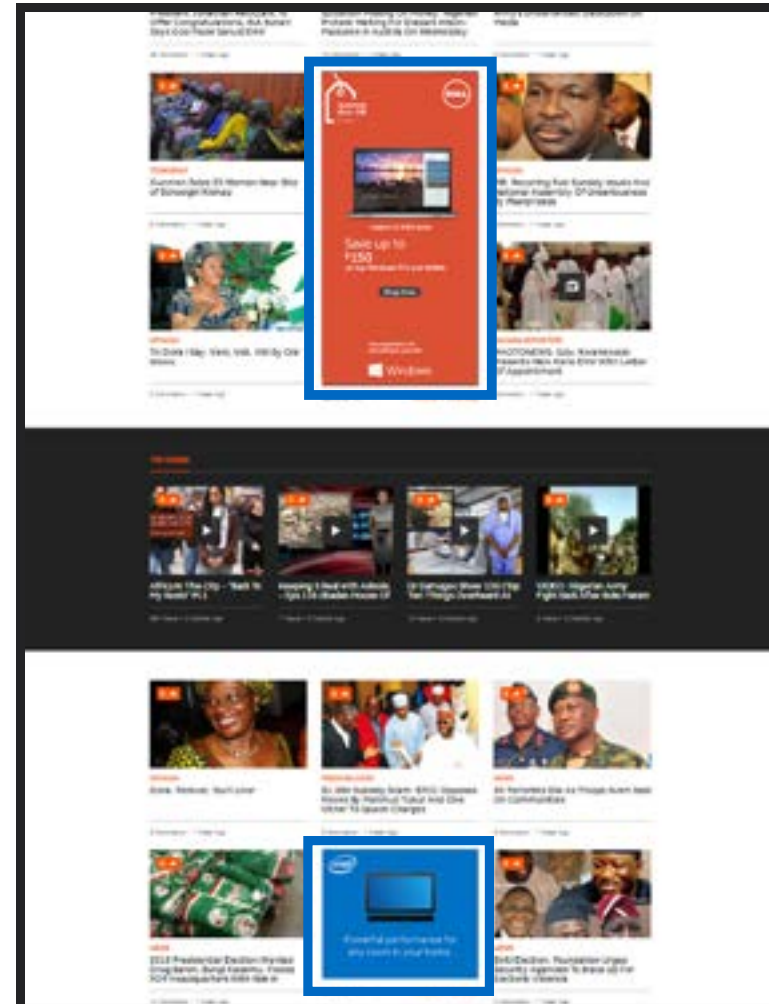
SAHARAREPORTERS.COM

DISPLAY ADVERTISING

LEADERBOARD
728x90



TRENDING
STORIES
300x250



INLINE
HALF PAGE
300x600
OR
SKYSCRAPER
160x600

INFINITE SCROLL
300x250

SAHARAREPORTERS.COM

MOBILE ADVERTISING



MOBILE BANNER
300x50



MOBILE RECTANGLE
300x250



MOBILE HALF PAGE
300x600

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CONTENT PROVIDED BY ADVERTISER

SAHARA.TV

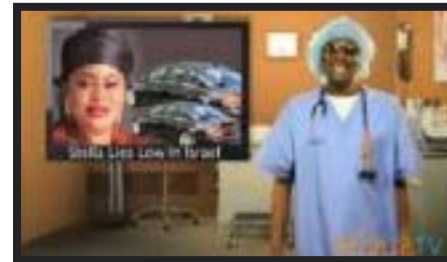
ADVERTISING OPTIONS

KEEPING IT REAL WITH ADEOLA



Political satire
8.5K viewers per episode
4 episodes per month

DR. DAMAGES



Political satire
7K viewers per episode
4 episodes per month

INSIDE THE DIASPORA WITH FATIMA



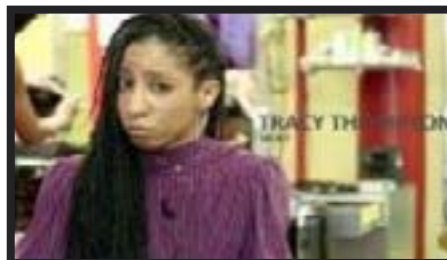
Talk show
6K viewers per episode
1x every three weeks

SAHARA TV LIVE WEEKLY SEGMENT



Interactive talk segment
5K viewers per episode
4 episodes per month

AFRICA IN THE CITY



Docu-reality show
4.2K viewers per episode
2 episodes per month

ADVERTISING AND PAYMENT POLICY

DUE TO THE INDEPENDENT NATURE OF SAHARA REPORTERS, ADVERTISING RELATIONSHIPS WILL HAVE NO INFLUENCE ON THE INTEGRITY OF THE CONTENT PUBLISHED.

ALL PAYMENT IS ACCEPTED UP FRONT.

FILES NEEDED:

.JPEG, .PNG, .SWF, .GIF

ONLY USER INITIATED AUDIO/VIDEO IS ALLOWED

KINDLY PROVIDE ALL CREATIVES 48 BUSINESS HOURS
BEFORE CAMPAIGN LAUNCH

CONTACT US

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