



**BIG CABAL  
MEDIA**

**WE ARE THE CULTURE**

**MEDIA KIT**

April 2024

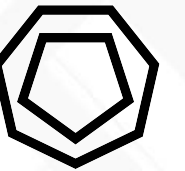
# Big Cabal Media

Big Cabal Media (BCM) is a digital media company that leads the most engaging conversations around culture, innovation, entrepreneurship, entertainment and more today.

Through our content team of journo's, content writers and video producers, we run two digital media publications (**Zikoko** and **TechCabal**) and a content studio that works with brands to create original text, image and video based content in a fresh and authentic voice to help brands connect meaningfully with Africa's young and growing digital audience.

**We offer an array of advertiser friendly products through our media publications that can help various media buyers achieve their campaign targets.**





# Our Publications



TechCabal provides unparalleled insight into startups, innovation and technology in Africa to the most discerning entrepreneurs, investors, decision-makers and ecosystem members on and off the continent.

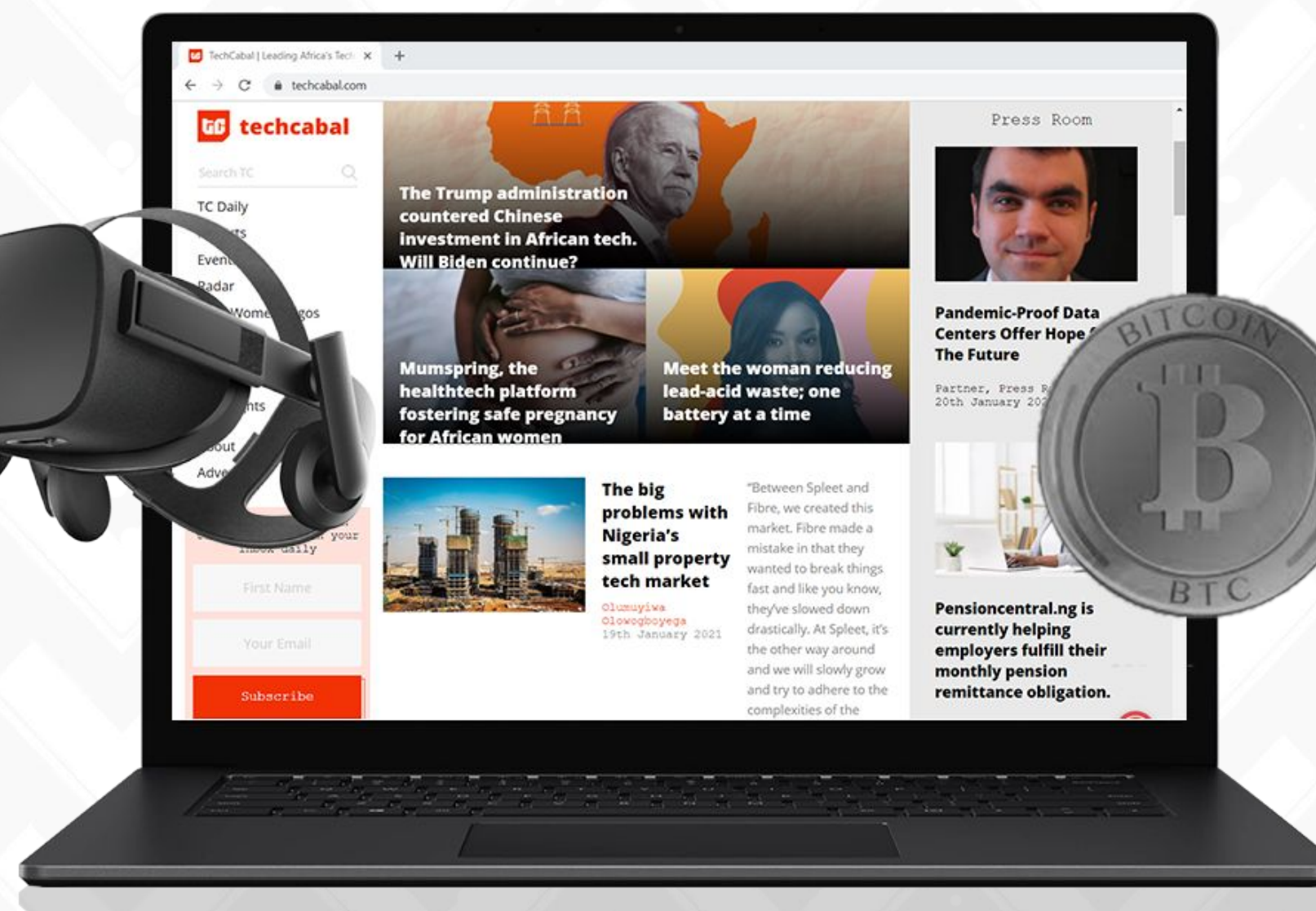
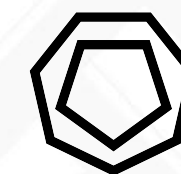


**ZIKOKO**

Zikoko creates timeless and original text, image, meme and video based content across a range of genres using the most relatable elements of Nigerian youth culture

# TechCabal

TechCabal covers the business, players and impact of tech in Africa; providing the context, reporting, data and events to help founders, CEOs, investors and other decision makers understand how tech is changing Africa.








# TechCabal Audience






## Social Media



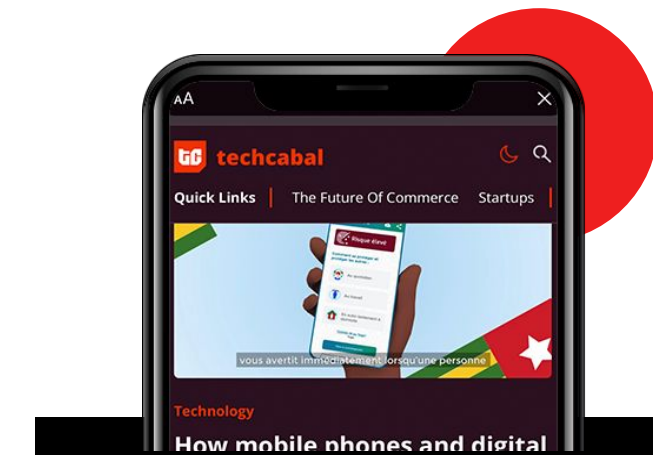
-  **418K+**  
FOLLOWERS
-  **134K+**  
FACEBOOK
-  **87K+**  
INSTAGRAM
-  **134K+**  
TWITTER
-  **52K+**  
LINKEDIN




## Email



-  **122K+**  
SUBSCRIBERS TC  
DAILY NEWSLETTER
-  **50K+**  
SUBSCRIBERS NEXTWAVE  
NEWSLETTER
-  **63K+**  
SUBSCRIBERS ENTERING  
TECH NEWSLETTER

## Website

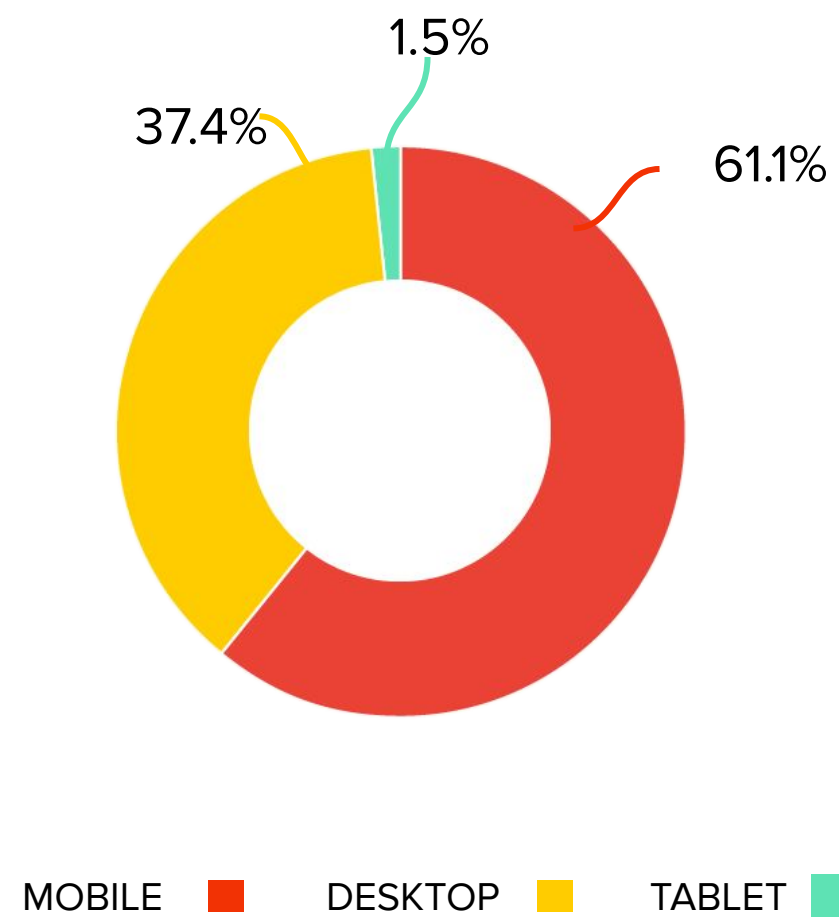


-  **1M+**  
MONTHLY USERS
-  **1.3M+**  
MONTHLY SESSIONS
-  **2.8M+**  
MONTHLY REACH

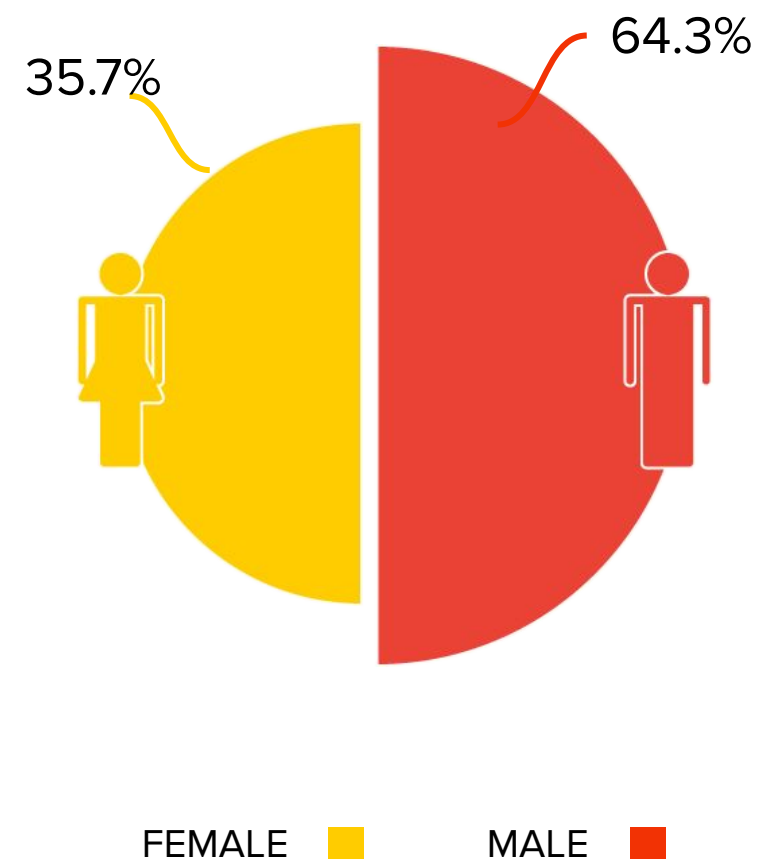
# TechCabal Audience



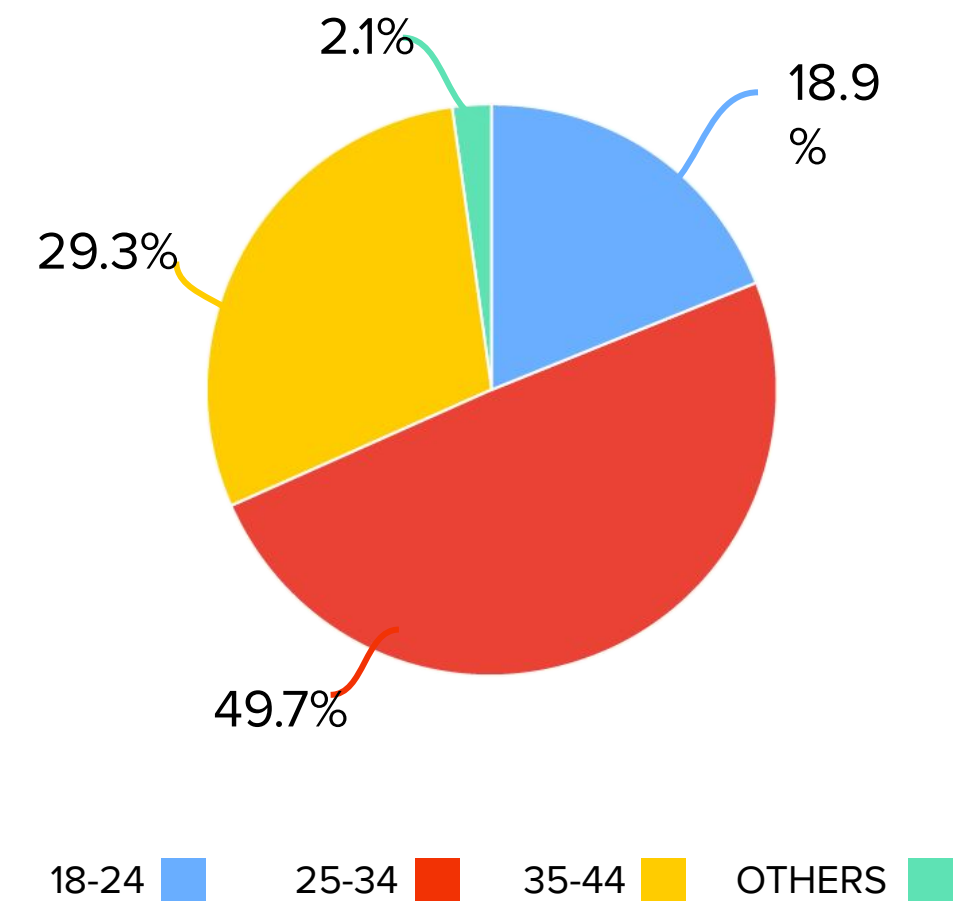
## Device



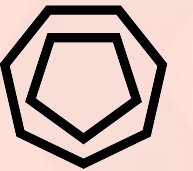
## Gender



## Age Demographics

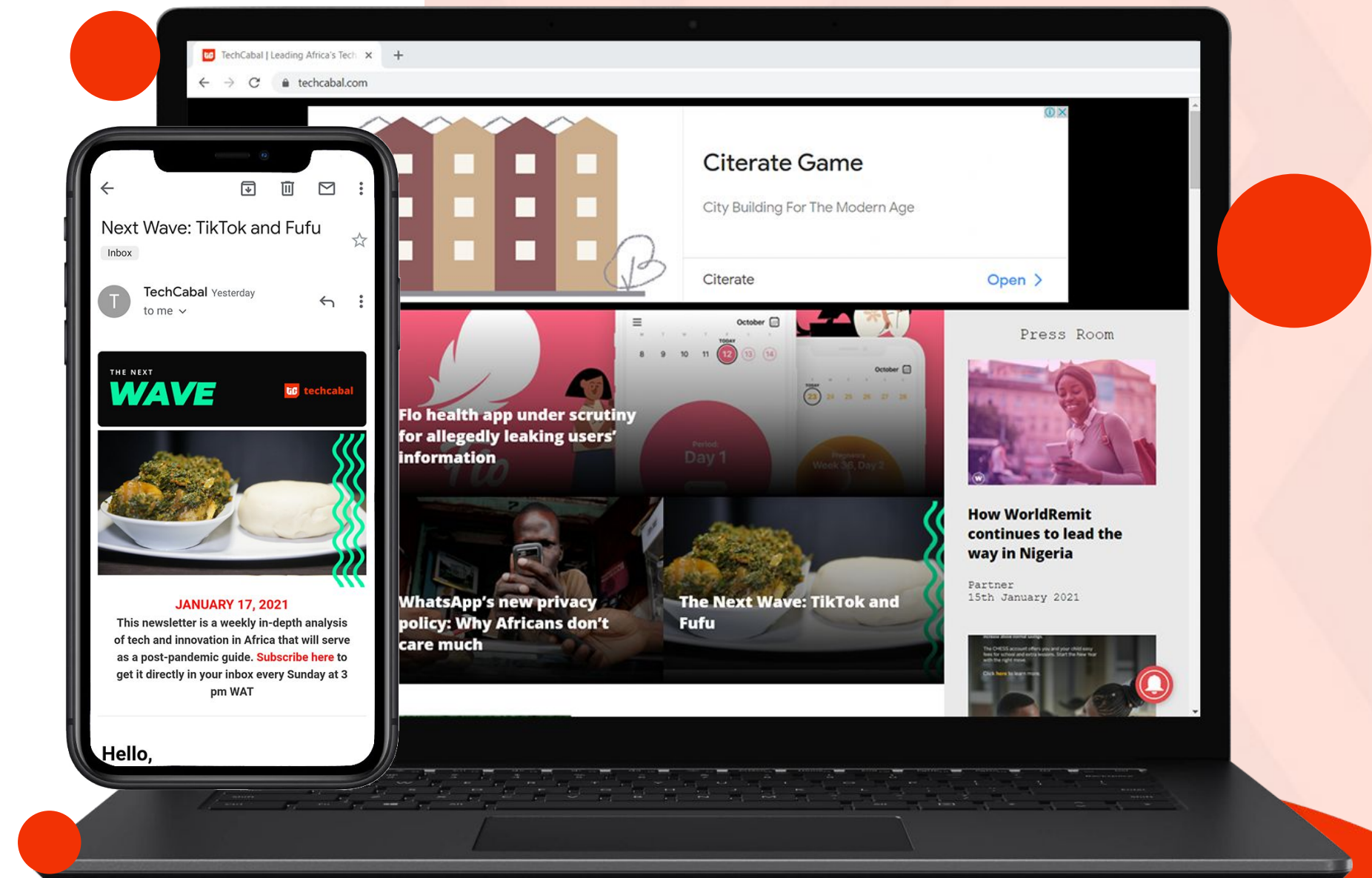


# Advertising on TechCabal



TechCabal's advertising products include:

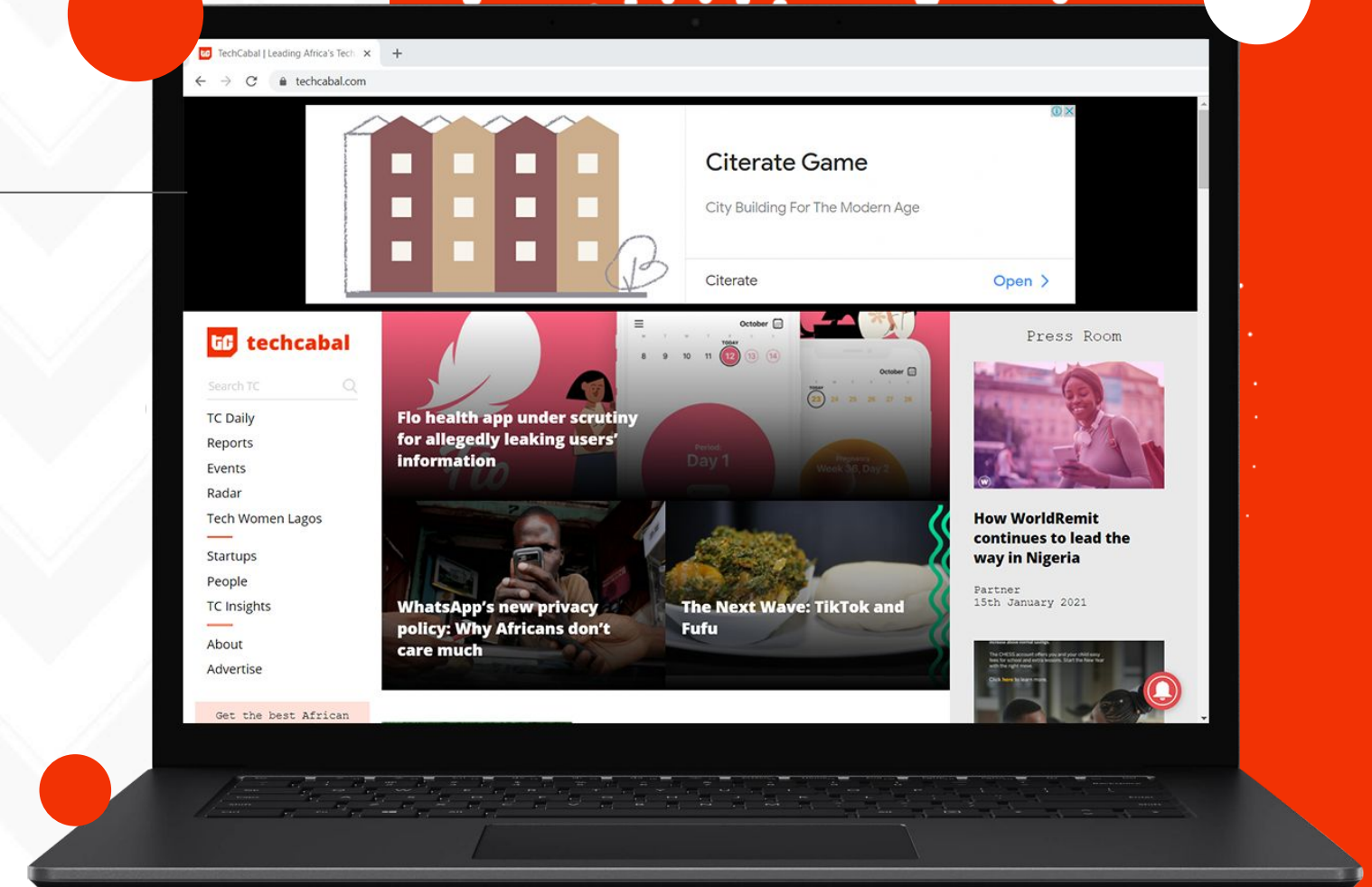
- High impact and standard web banners.
- Email Newsletters
- Sponsored posts (press releases and custom articles)
- Event & sector report sponsorship



# TechCabal High Impact Advertising



Our pushdown ad unit on the homepage makes for a high-impact advertising option for campaign launches, event launches and more.





# TechCabal Standard Advertising

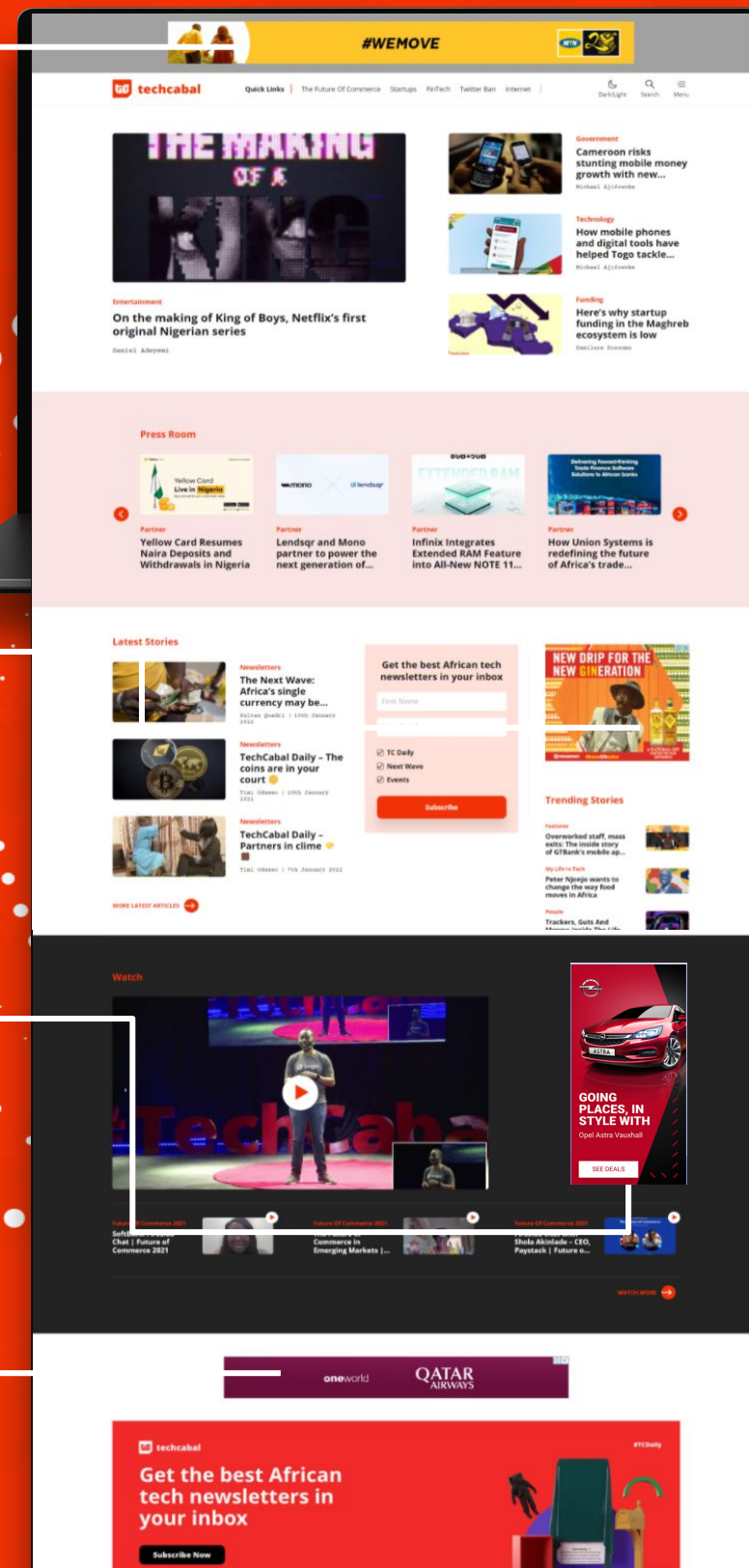
IAB-compliant ad sizes for maximum brand impact. Suitable for broad based campaigns.

**BILLBOARD -**  
970 X 250

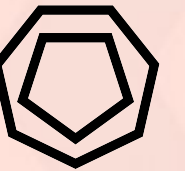
**MPU -** 300 X 250

**DOUBLE MPU -**  
300 x 600

**LARGE LEADERBOARD -**  
728 X 250



# Techcabal Sponsored Article and Post



The TechCabal content marketing team is able to work with clients to put out feature and review articles that fit the client's objectives and goals. The article will sit in the Press room on the TechCabal website and also get a mention in the TC Daily and Next Wave newsletters. See some samples [here](#) and [here](#).

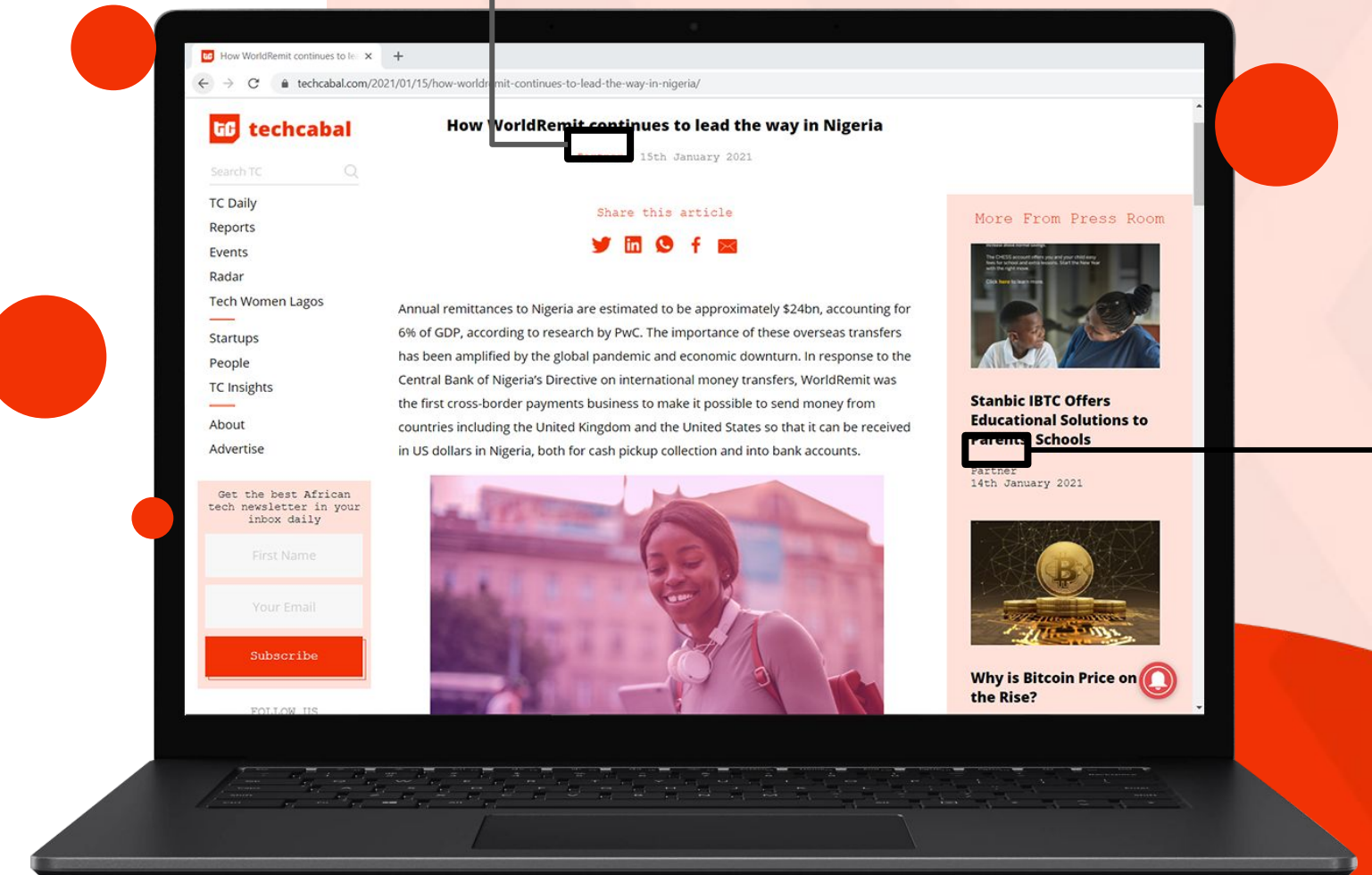
## Sponsored article modalities:

- The article will be written by the TechCabal Content marketing team.
- After approval by both the client and the editorial team, the article will be published on the homepage and archived on our website for an unlimited period.
- A link to the article will be placed in the "What Else Are We Reading" section of the TC daily and Nextwave newsletter for a day each.

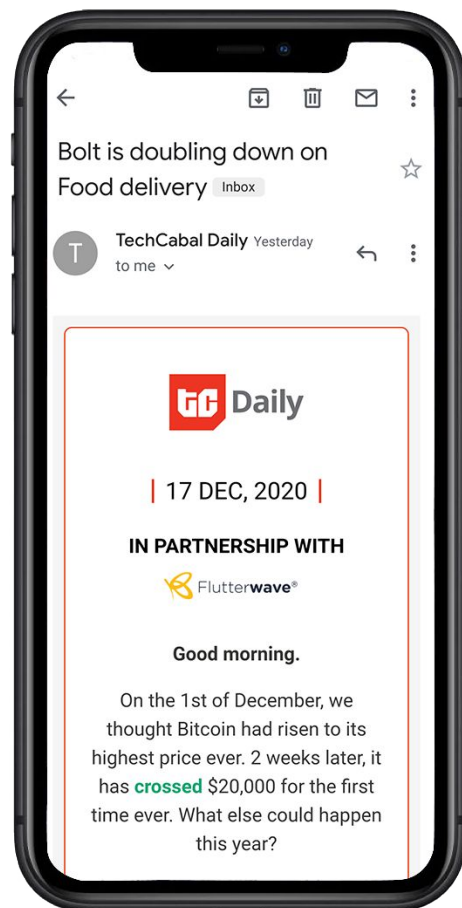
Brands who wish to publish special announcements, product reviews, and promotional articles can take advantage of our press room where they can reach up to 616k+ eyeballs in a month.

## Sponsored post modalities:

- The article will be written by your team.
- The article will be published on the homepage and archived on our website for an unlimited period.



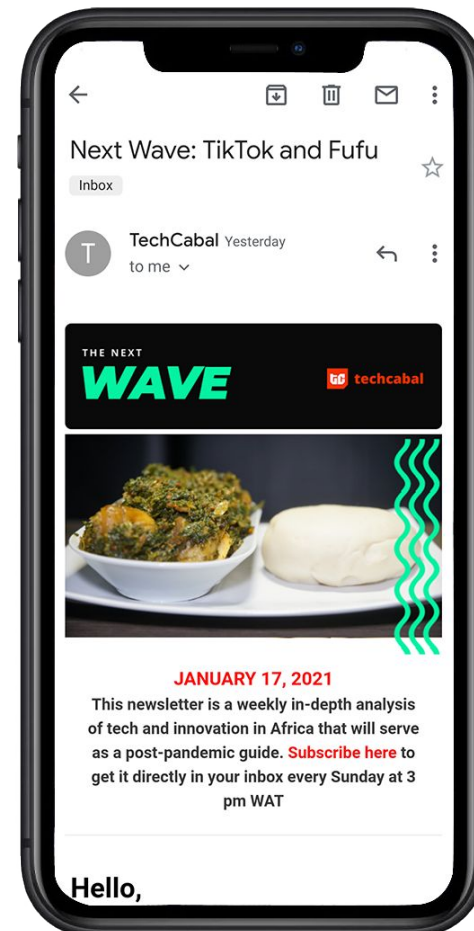
# Email Newsletters



## TechCabal Daily

The TC Daily newsletter goes out at 7am West African time five times a week to over 112k+ subscribers. Each digest is also published to our website reaching an additional 2.8M+ people monthly.

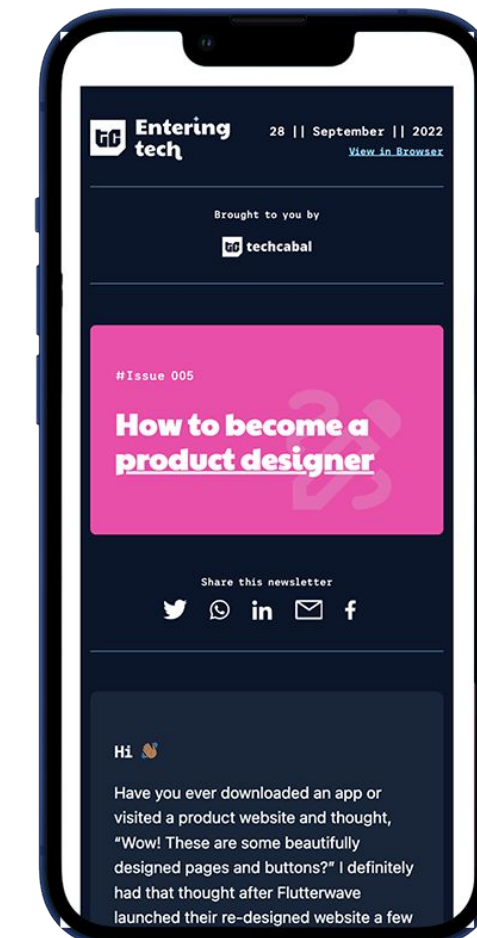
The average opening rate is 15.92% and click through rate 0.40%



## Next Wave

The Next Wave newsletter is a weekly in-depth analysis of tech and innovation in Africa that will serve as a post-pandemic guide. It goes out at every Sunday at 3pm WAT to over 50k+ subscribers.

The average opening rate is 18.71% and click through rate 0.89%



## Entering Tech

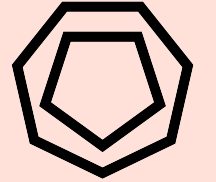
The Entering Tech Newsletter (ET) is a new weekly newsletter that will deep-dive into the manifold tech careers that exist today. ET will help more Africans answer the recurring question: "How can I get into tech?" It goes out every Wednesday at 12 PM (WAT) to over 63.8k+ subscribers.

The average opening rate is 15.40% and click through rate 0.59%

### Modalities:

Banner dimension - 600 x 400 pixels | Sponsor message - 250 characters (Max) | Position - Top, middle and/or Fold | Banner should not be more than 1MB

# Webinars, Event & Sector Report Sponsorship

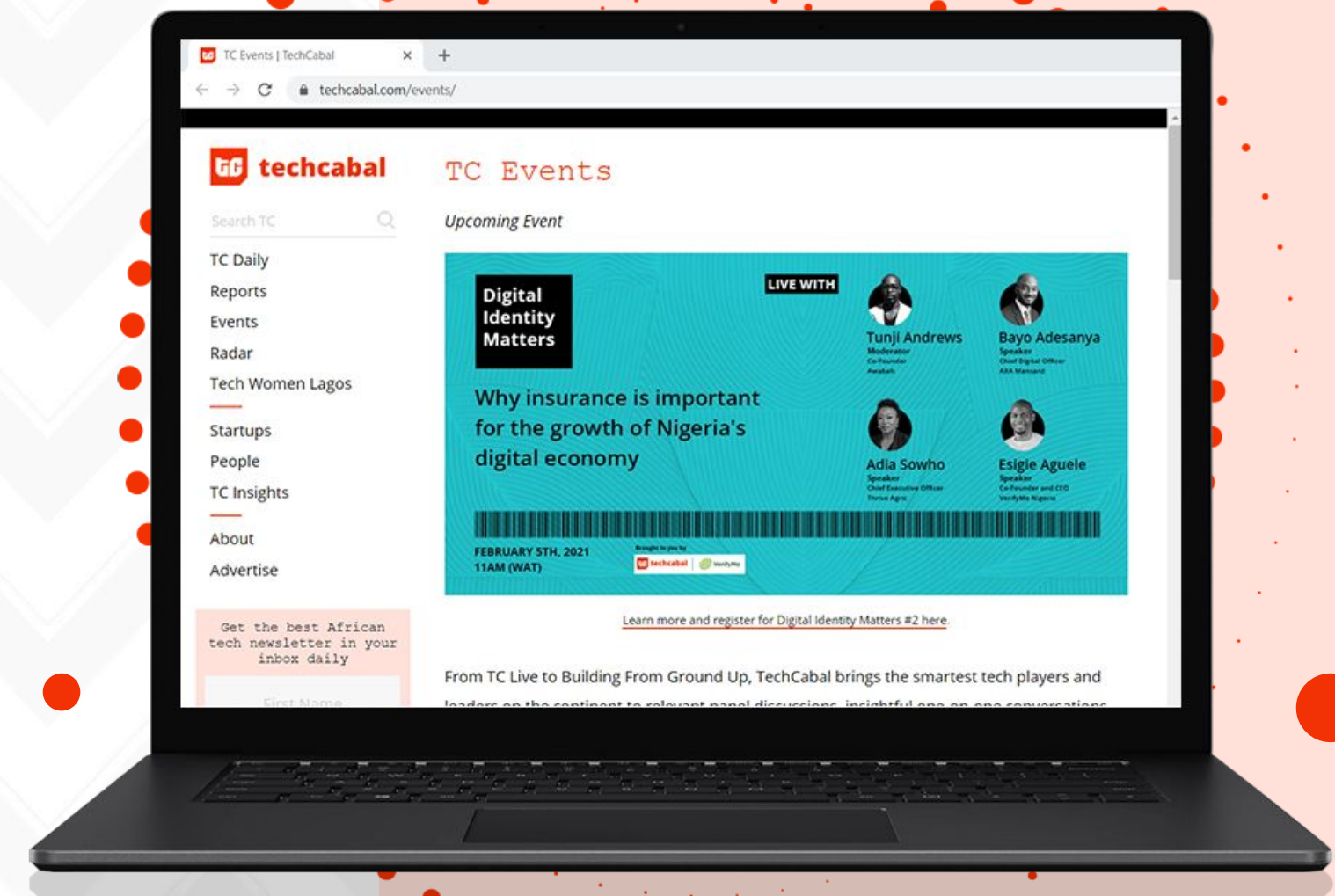


Our Town hall events and web conversations are themed talks that bring specific sector stakeholders together to discuss critical issues, define potential and put together proposals that policy makers can implement to support rapid growth. We have successfully organised Fintech, Healthtech, Renewable Energy and Edtech focused Town halls.

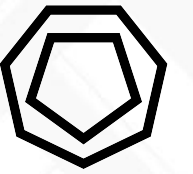
Our sector reports are deeply researched with in-depth analysis of the problems in the sector and the profile of innovative startups working to find tech solutions to these problems, along with other key data points.

These events present brands with the following visibility opportunities:

- Product exhibition and demo
- Premium networking with industry leaders and prospects
- Placements on all promotional materials for the event.



# TC Live Sponsorship



Our TC Live webinar series is a virtual event series which features experienced players in Africa's tech ecosystem sharing insights and experiences about topical issues.

We start and drive thought provoking and important conversations about the African tech ecosystem through our TC live webinar series.

We have 2 sponsorship opportunities for this -

- Tier A - our clients get to brand an already outlined TC live event.
- Tier B - we co-create a TC live event to fit the client's proposed theme.

techcabal **LIVE**

## What's the future of video streaming in Africa?

April 28th

Brought to you by:

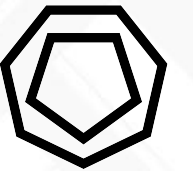
 techcabal

# TechCabal Rates- April 2024



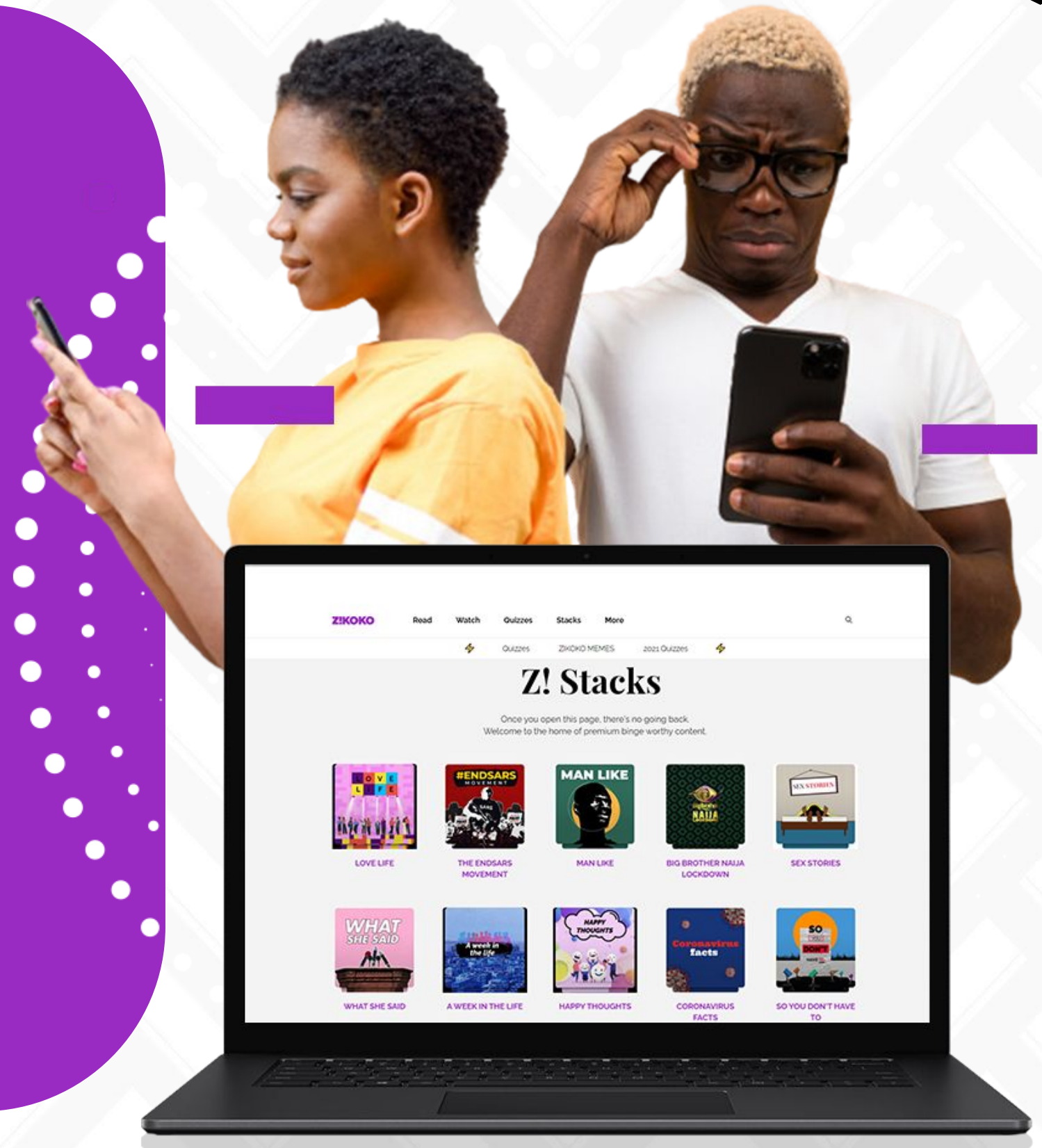
UNIT	Product	Description	Daily/ Spot Price	Weekly Rate	Month Rate
NEWSLETTERS	TC Daily	Dimension: 1280 X 250	₱167,968.75	₱839,843.75	₱3,359,375
	Next Wave	Dimension: 1280 X 250		₱117,700	₱473,000
	Entering Tech			₱117,700	₱473,000
WEB ADS	BillBoard	Dimension: 970 x 150		₱349,375	₱1,255,815
	Large Leaderboard	Dimension: 970 x 90		₱275,625	₱1,015,875
	Leaderboard	Dimension: 728 x 90		₱256,226.25	₱922,414.5
	Double MPU	Dimension: 300 x 600		₱169,312.5	₱609,525
	MPU	Dimension: 300 x 250		N145,125	N522,450
EDITORIAL	Sponsored Post		₱161,250		
	Sponsored Article		₱384,312.5		
	Event Coverage		₱446,125		
SOCIAL MEDIA	Twitter		₱188,125		
	Instagram		₱209,625		
	Twitter & Instagram		₱322,500		
SOCIAL VIDEO	My Start-Up in 60 Secs		₱698,750		
	Entering Tech Videos		₱698,750		
TC LIVE SERIES	TC Live Event		₱2,687,500		

All prices include a 7.5% VAT charge. For inquiries and custom packages, please email [ads@bigcabal.com](mailto:ads@bigcabal.com)



# Z!koko

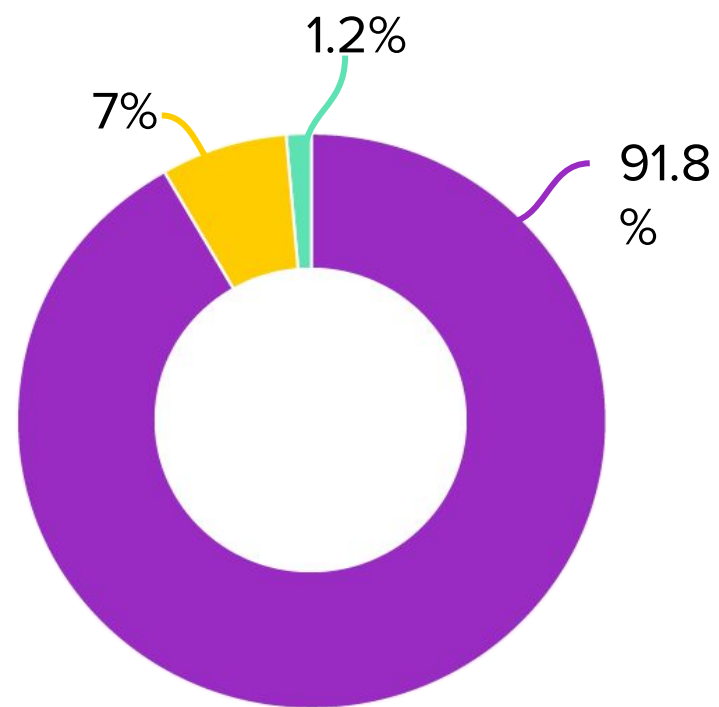
Zikoko is the ultimate content powerhouse catering to energetic millennial and Gen Z audiences. Their focus is sharply honed on ambitious working professionals in the early or mid-stages of their careers, guiding them towards success.



# Z!koko Audience

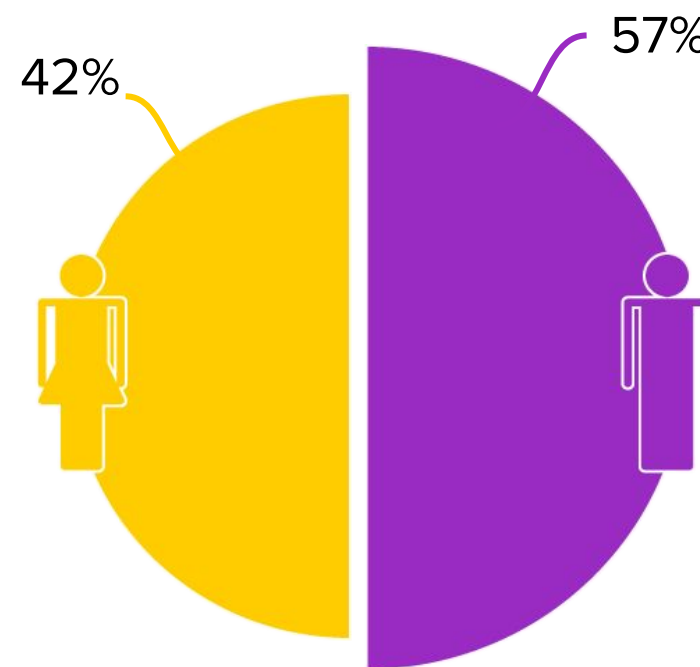


## Device



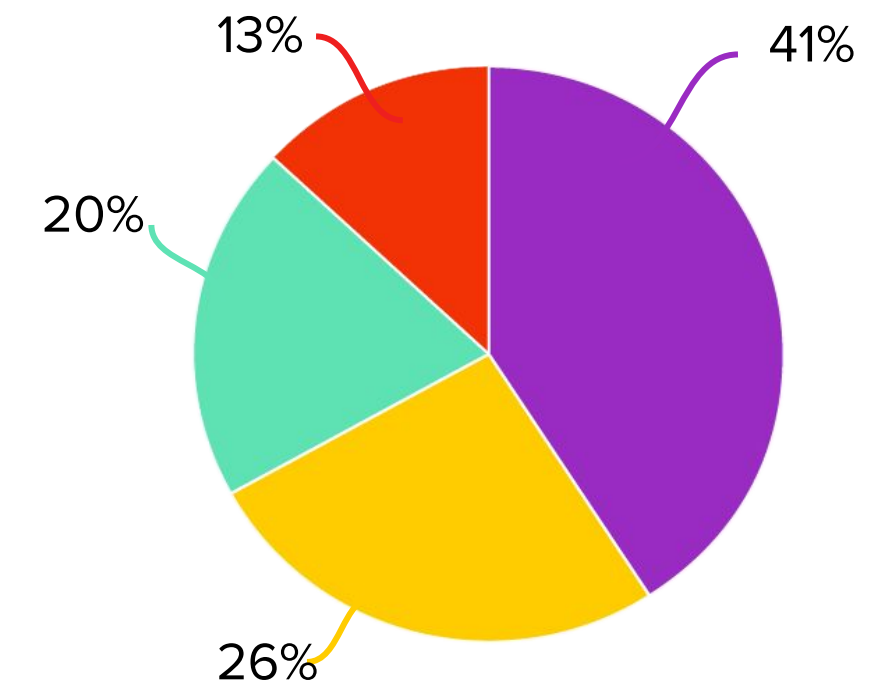
MOBILE ■ DESKTOP ■ TABLET ■

## Gender



FEMALE ■ MALE ■

## Age Demographic



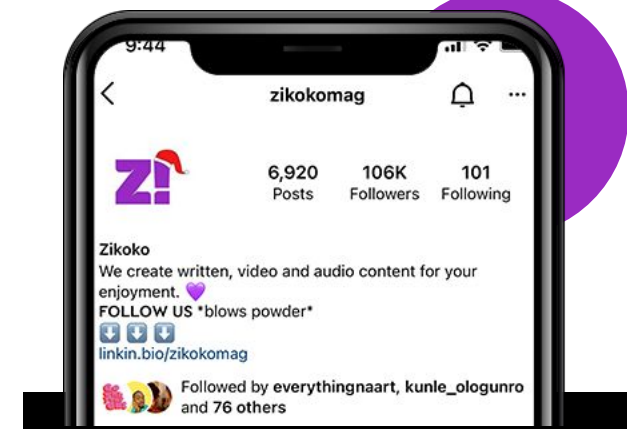
18-24 ■ 25-34 ■ 35-44 ■ OTHERS ■



# Z!koko Audience

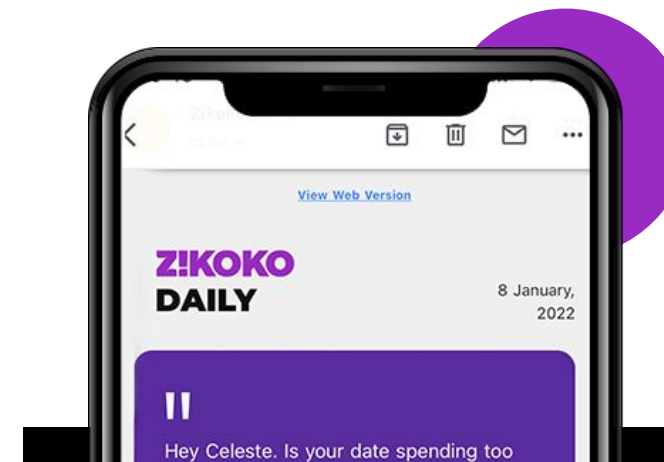


## Social Media



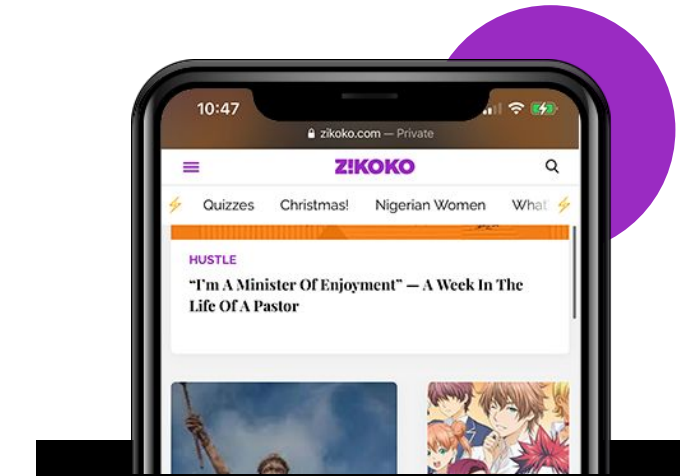
- 752k+** FOLLOWERS
- 1,367** WHATSAPP
- 203K+** INSTAGRAM
- 6.5K+** TWITTER
- 11K+** YOUTUBE
- 370K+** FACEBOOK
- 132K+** TIK-TOK

## Email



- 60K+** ZIKOKO DAILY NEWSLETTER SUBSCRIBERS
- 25K+** MONEY BY ZIKOKO NEWSLETTER SUBSCRIBERS
- 27K+** HER NEWSLETTER SUBSCRIBERS

## Website

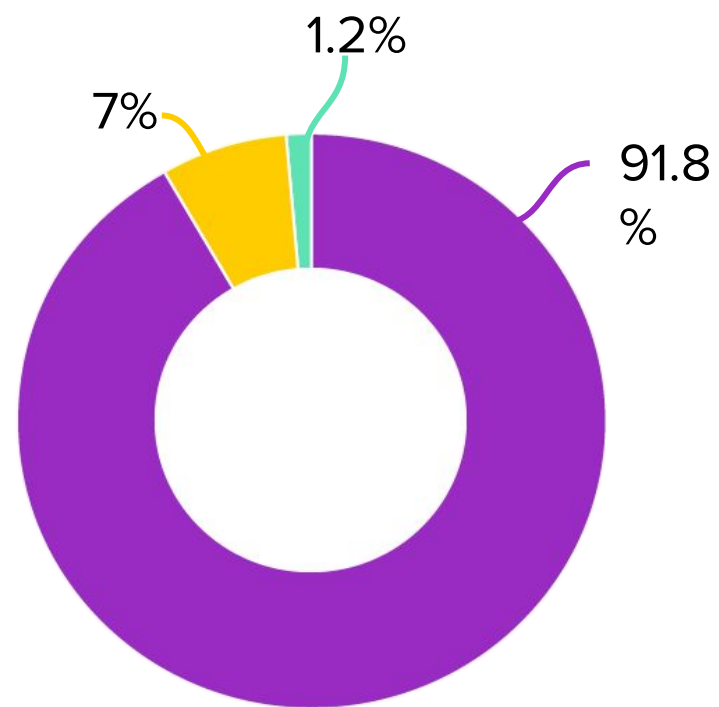


- 450K+** MONTHLY USERS
- 632K+** MONTHLY SESSIONS
- 4.9M+** MONTHLY REACH

# Z!koko Audience

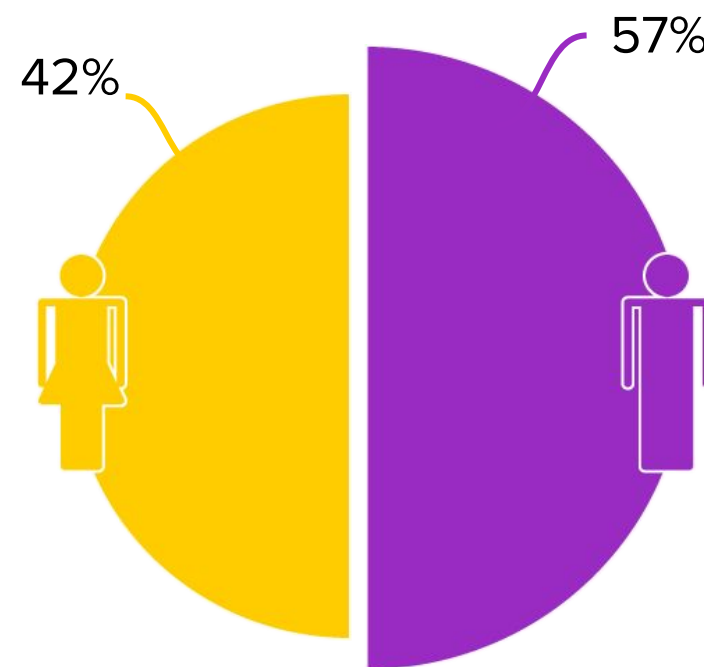


## Device



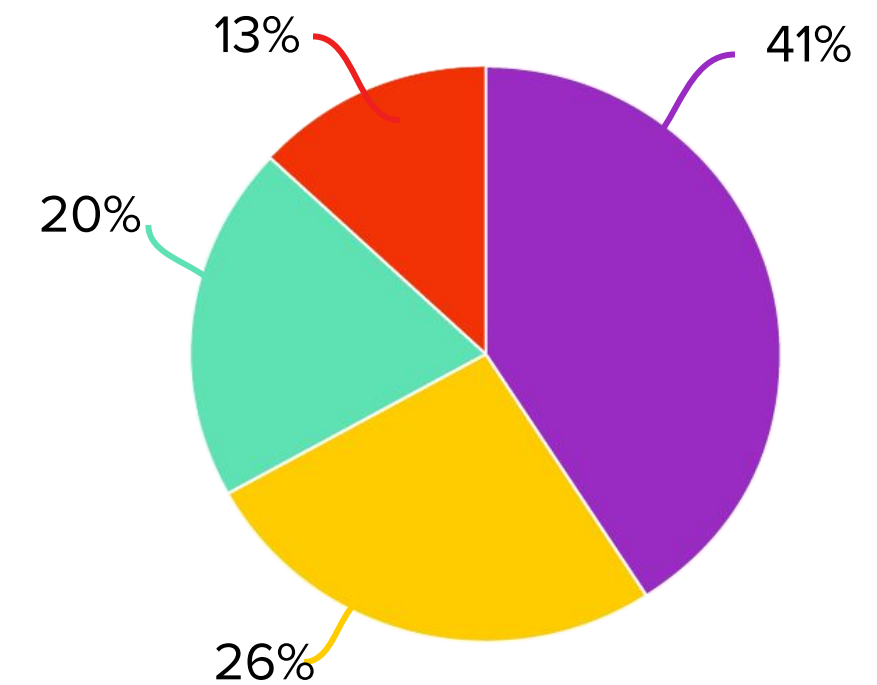
MOBILE ■ DESKTOP ■ TABLET ■

## Gender



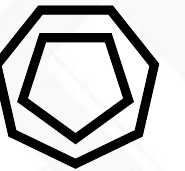
FEMALE ■ MALE ■

## Age Demographic



18-24 ■ 25-34 ■ 35-44 ■ OTHERS ■

# Advertising on Zikoko



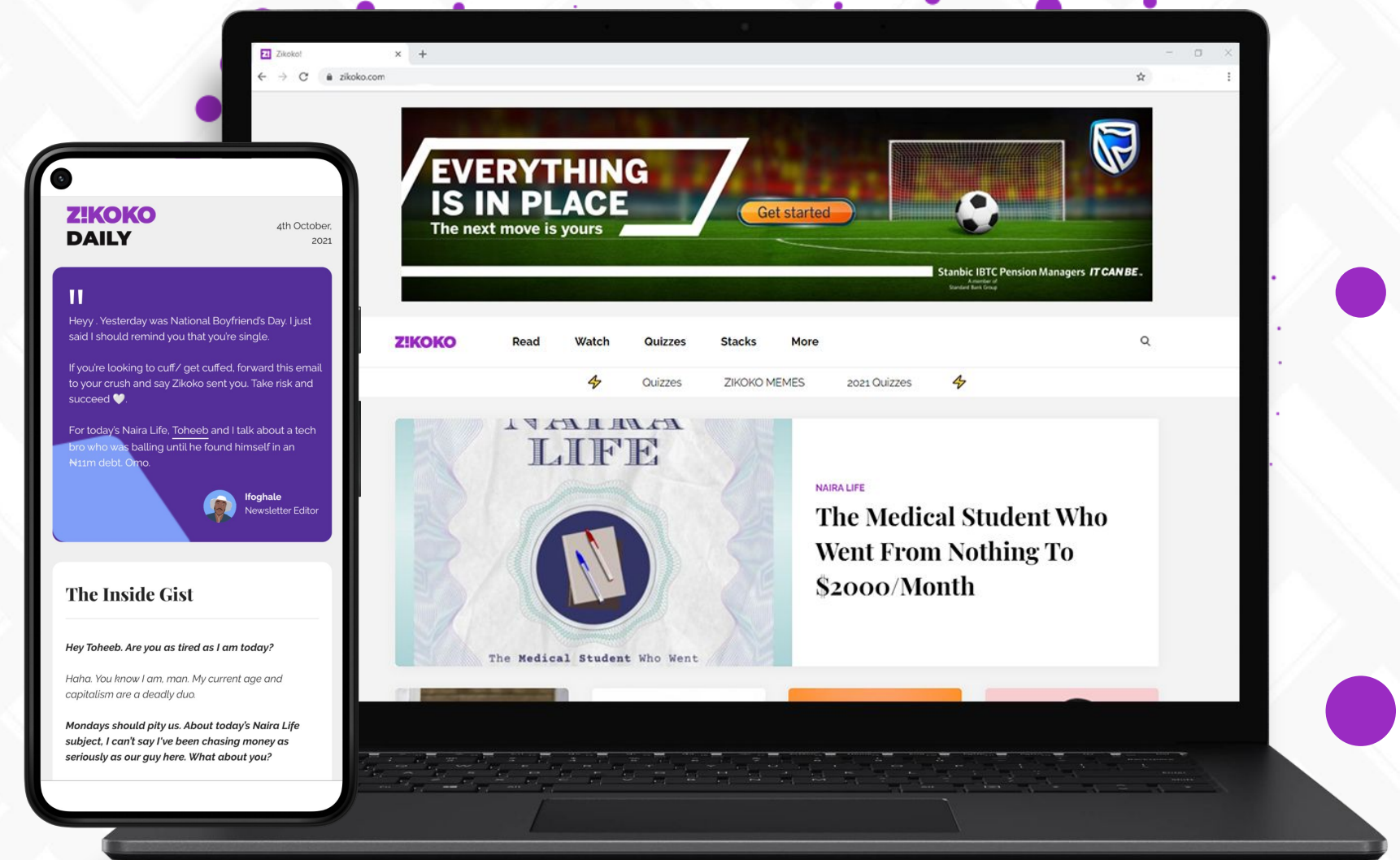
Zikoko operates as a content studio producing timeless original content formats e.g. text, image or video. It distributes the content in its website and social media platforms. This presents brands with a cost effective package that offers

## Product placements

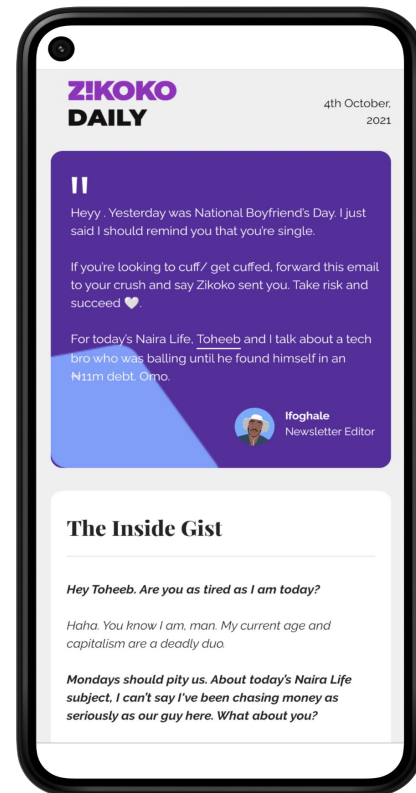
- Seamless integration of brand messages
- Genuinely original content that clients can use and reuse on their own platforms

## Zikoko advertising products include:

- High-impact and regular ad banners
- Email Newsletters
- Sponsored content



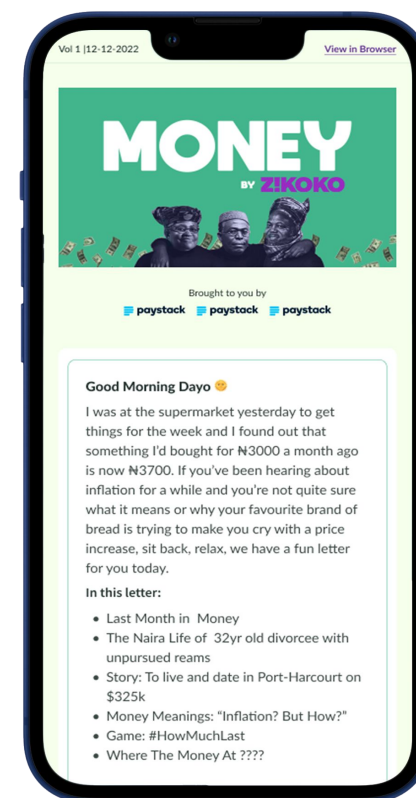
# Zikoko Newsletters



## Zikoko Daily

[Zikoko's daily newsletters](#) goes out to 60k+ subscribers at 4pm daily.

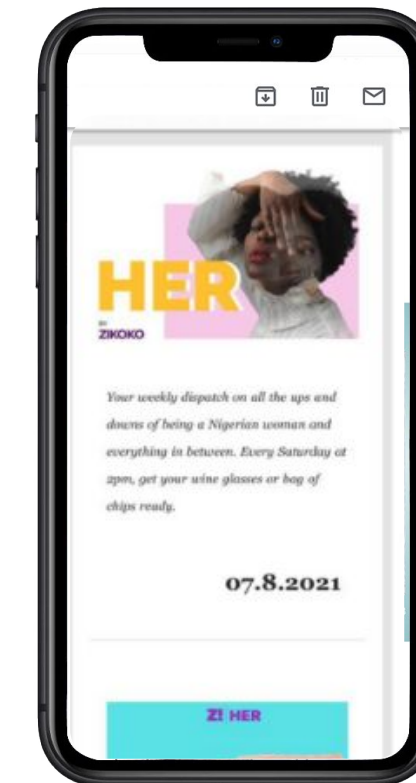
Our average open rate is 18.47% and the click through rate 2.35%



## Money by Zikoko

Money by Zikoko newsletter goes out to 25.8k+ subscribers at 8am every Monday.

Our average opening rate is 18.47% and click through rate of 2.35%



## Zikoko HER

Zikoko's HER newsletter goes out to 27k+ subscribers at 9am every Saturday.

Our average opening rate is 14.70% and click through rate of 0.91%

### Modalities:

Creative dimension - 1280 x 400 pixels | Sponsor message - 250 characters Max | Position - Fold | Creative should not be more than 1MB

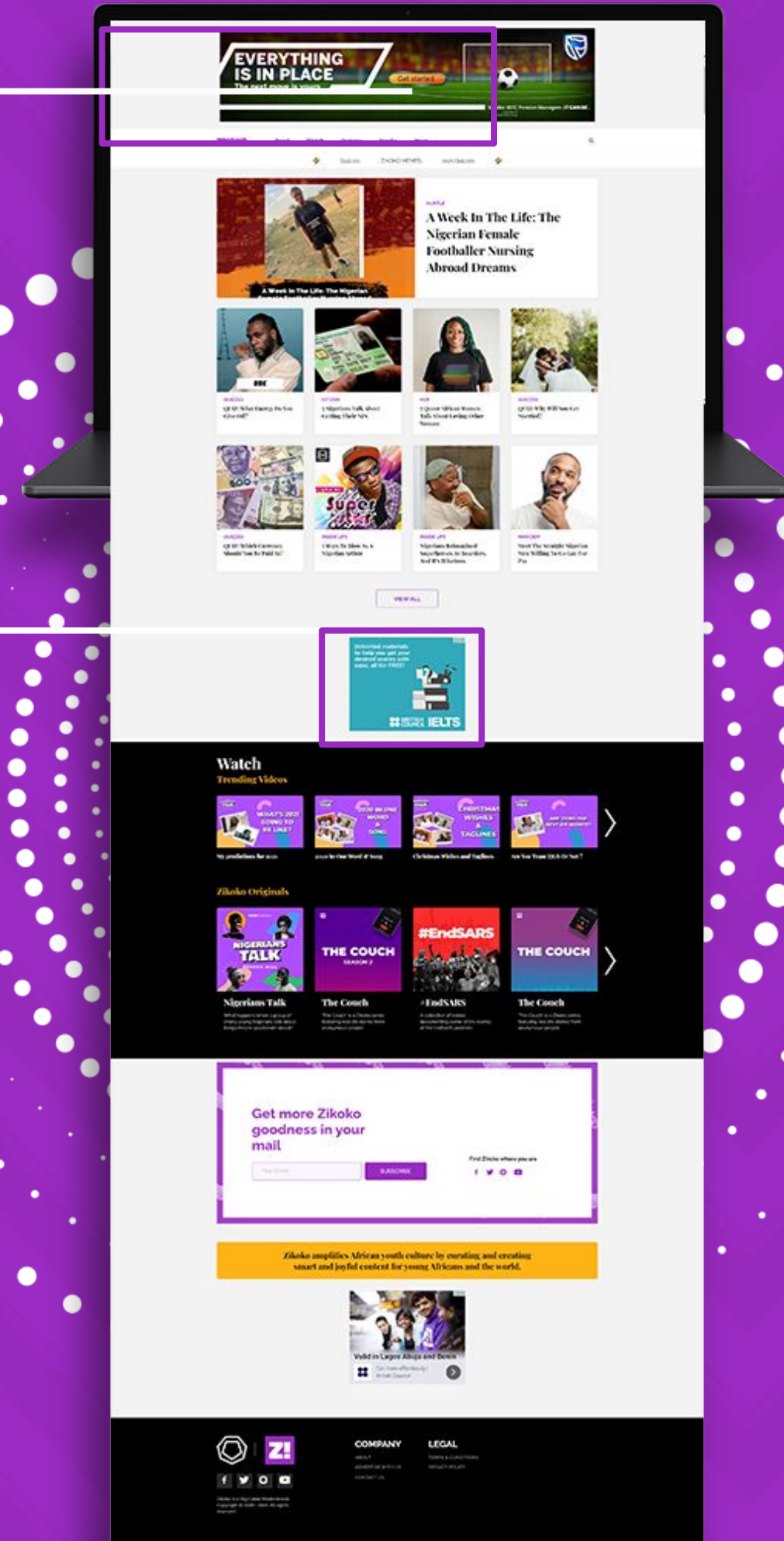
# Zikoko High Impact



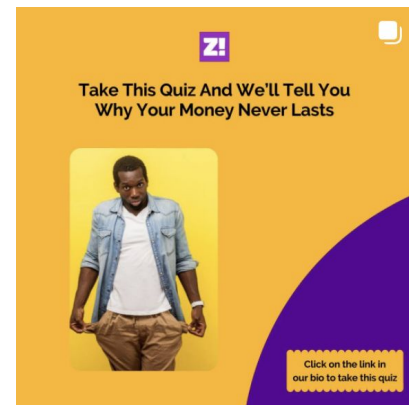
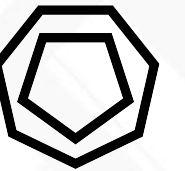
Our billboard ad unit on the homepage makes for a high-impact advertising option for campaign launches, event launches and more.

BILLBOARD - 970 X 250  
LARGE LEADERBOARD - 728 X 250  
LEADERBOARD - 728 X 90

MPU - 300 X 250



# Z!koko Sponsored Content



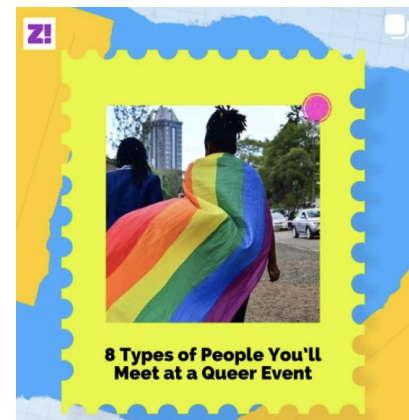
## Quizzes

Our quizzes are fun and super engaging content brands can use to gain new young audiences. Our participants all share their answers on social media inviting their friends to take the quiz too. Our Quiz page gets an average of 147k+ page views monthly.



## Man-Like

Man-like by Zikoko is a vertical that tells the stories of African men from all walks of life and contains content aimed at exploring the male experience. This will be published on the website and promoted across all socials with the Brand's logo.



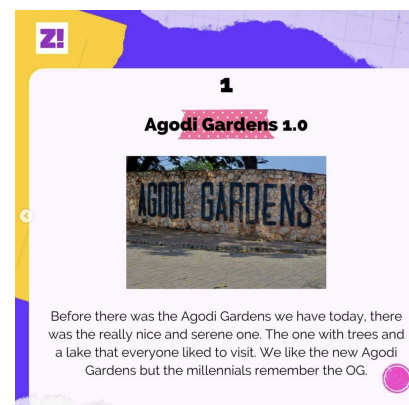
## Branded Listicles

Listicles are photo text content written by Zikoko for your brand. They can be used to put things in context or share information about your product or brand in a fun and relatable way. These lists will be published on our website upon the brand's approval and promoted across our social platforms.



## Money by Zikoko Newsletter

"Money by Zikoko" is a weekly Zikoko flagship series where anonymous people give us insights and share captivating stories about their relationship with the Nigerian Naira. This offers brands the unique opportunity to plug into robust social conversations around money. This series is published on our web and will be promoted across our social platforms.



## Instagram Carousel

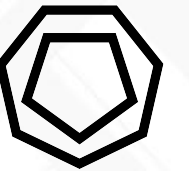
Photo-text image content by Zikoko for your brand. These images will be published on our instagram page upon the brand's approval to our audience of 203k+ followers.



## Love Life Series

Love Life is a weekly Zikoko series that explores love, relationships, situationships and entanglements - how they start, how they end or where they're going. Zikoko's Love Life series is popular amongst our social audience and serves as a good series for brand placement within the article.

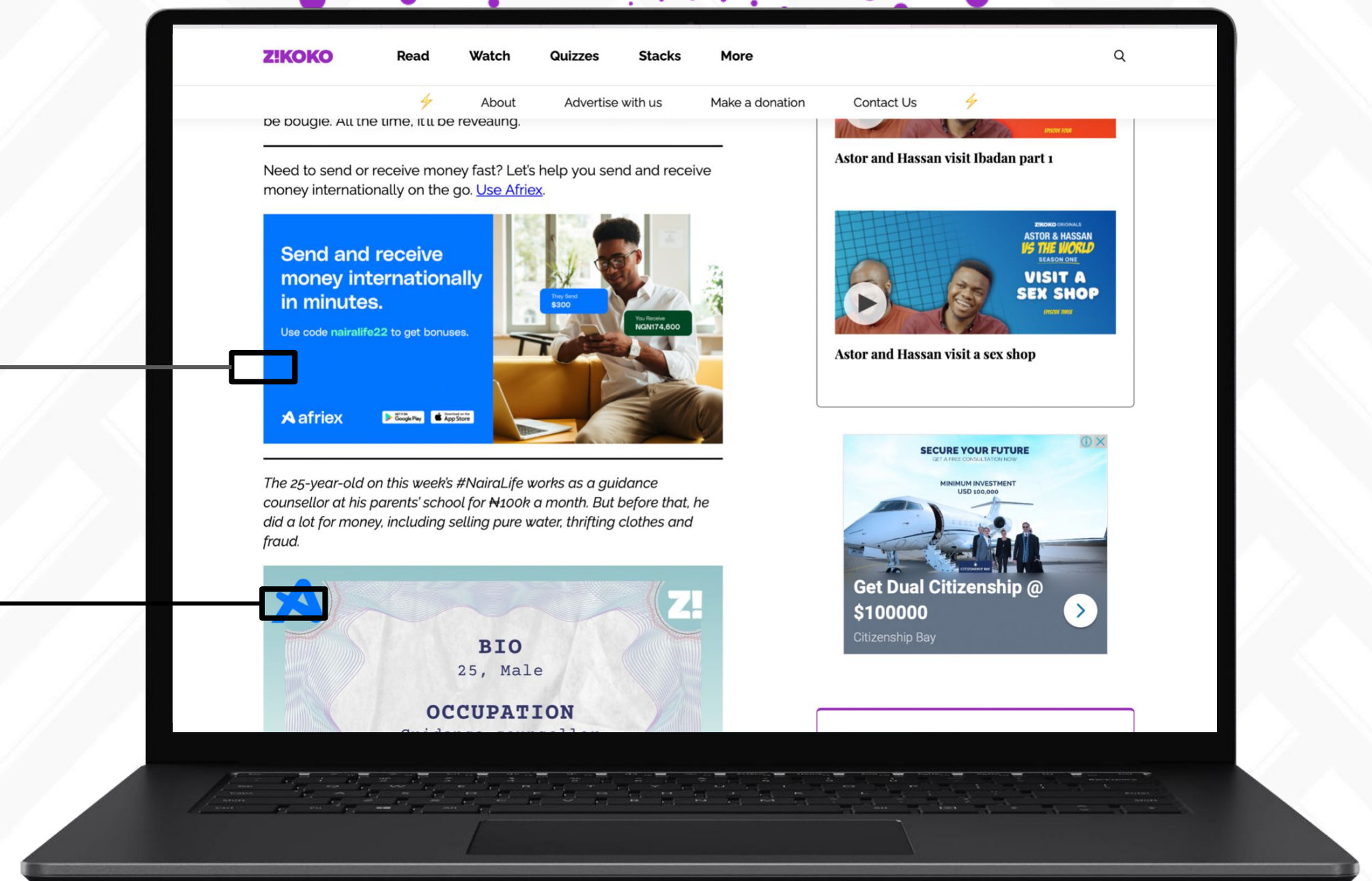
# Z!koko Sponsored Post



Brands who wish to publish special announcements, product reviews, and promotional articles can take advantage of our press room where they can reach up to 870k+ eyeballs in a month.

## Modalities:

- The article will be written by your team.
- The article will be published on the homepage and archived on our website for an unlimited period.



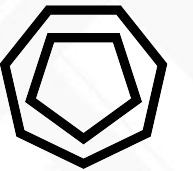
# Z!koko Rates- April 2024



	PRODUCT	DIMENSION	DAILY RATE	WEEKLY RATE	MONTHLY RATE
WEB ADS	Homepage Pushdown Ad			N1,269,843.7	N5,079,374.8
	Billboard	Dimension: 970 x 150		N349,912.5	N1,399,650
	Large Leaderboard	Dimension: 970 x 90		N282,187.5	N1,128,750
	Leaderboard	Dimension: 728 x 90		N253,968.7	N1,015,874.8
	Double MPU	Dimension: 300 x 600		N169,312.5	N677,250
	MPU	Dimension: 300 x 250		N141,093.7	N564,374.8
NEWSLETTER	Zikoko Daily	Dimension: 1280 X 250	N107,500	N537,500	N2,150,000
	HER	Dimension: 1280 X 250		N53,750	N215,000
	Money By Zikoko (Headline)	Dimension: 1280 X 250		N129,000	N516,000
	Money By Zikoko (Other)	Dimension: 1280 X 250		N107,500	N430,000
EDITORIAL	Sponsored Post		N134,375		
	Sponsored Article		N354,750		
	NairaLife		N354,750		
	Event Coverage		N432,687.50		
	Quiz/ Listicle		N325,187.5		
SOCIAL MEDIA	Social Media Post		N295,625		
	Twitter (X)		N134,375		
	Instagram Post		N215,000		
VIDEOS	Social Videos		N698,750		

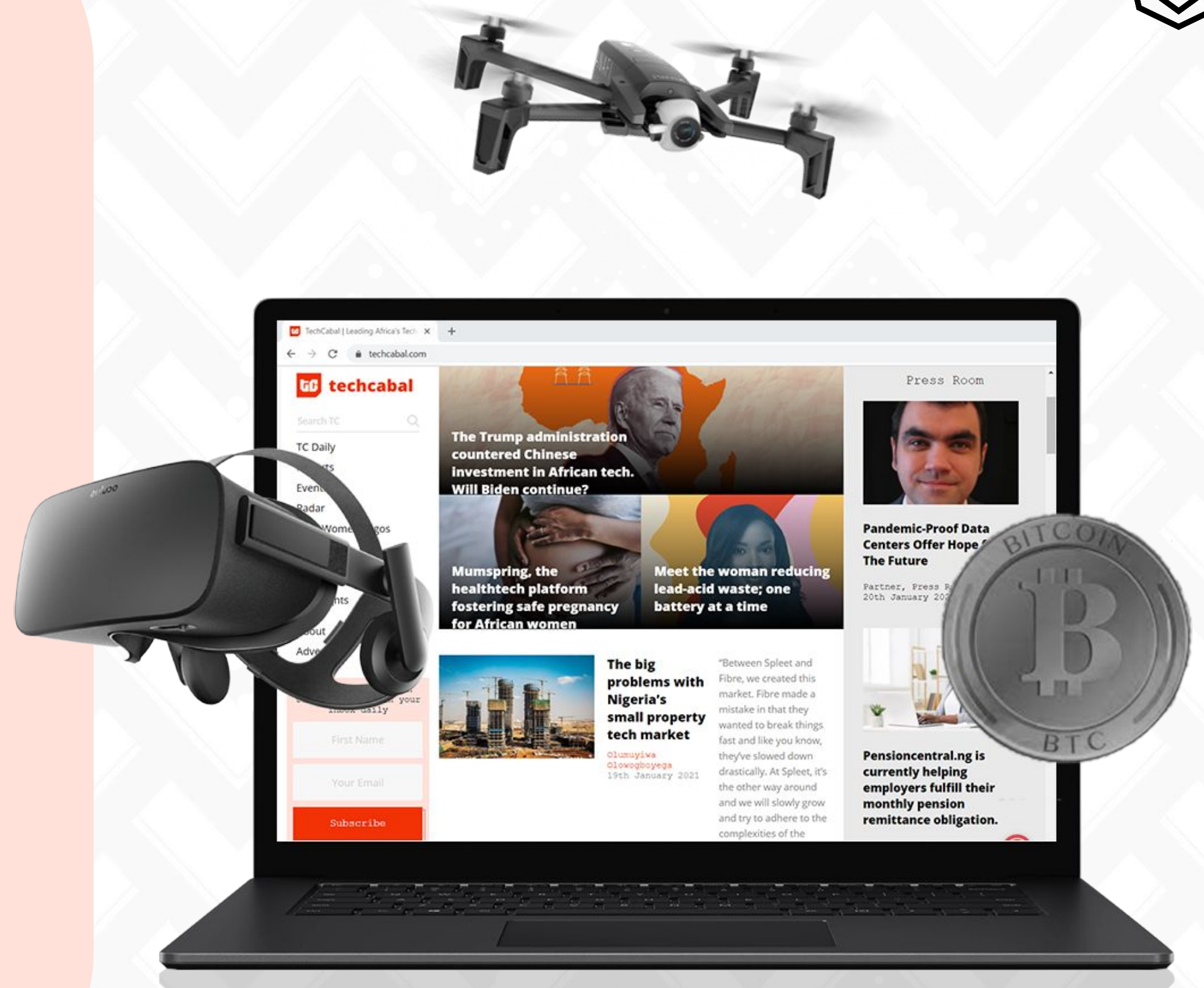
All prices include a 7.5% VAT charge. For inquiries and custom packages, please email [ads@bigcabal.com](mailto:ads@bigcabal.com)





# TechCabal Insights

TechCabal Insights is a data analytics consulting service focused on custom research, industry strategy and digital transformation projects. We provide services to investors, startups, big tech companies, development agencies and governments focused on Africa.



# GET ACTIONABLE INSIGHTS.

TC insights is TechCabal's data, research and intelligence unit which provides actionable data on startups and the tech ecosystem across Africa to investor, entrepreneurs, big tech companies, regulators and other players on and off the continent.



# TC Insights - Services



## **CUSTOM RESEARCH AND STRATEGY CONSULTING**

Tech Cabal works with clients to create industry reports that help them obtain actionable insights about a specific subject or sector. In certain instances, our clients are seeking to drive change in an industry by contributing to the body of knowledge. Our research engagements involve clients either commissioning us to develop a report or support an existing report we are processing.



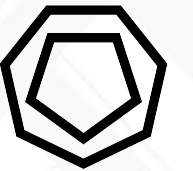
## **INDUSTRY STRATEGY CONSULTING**

Our team of topical experts use data-backed recommendations to formulate and guide the implementation of strategies that help organizations address their concerns as well as enable them to gain industry edge.



## **ORGANIZATIONAL POSITIONING**

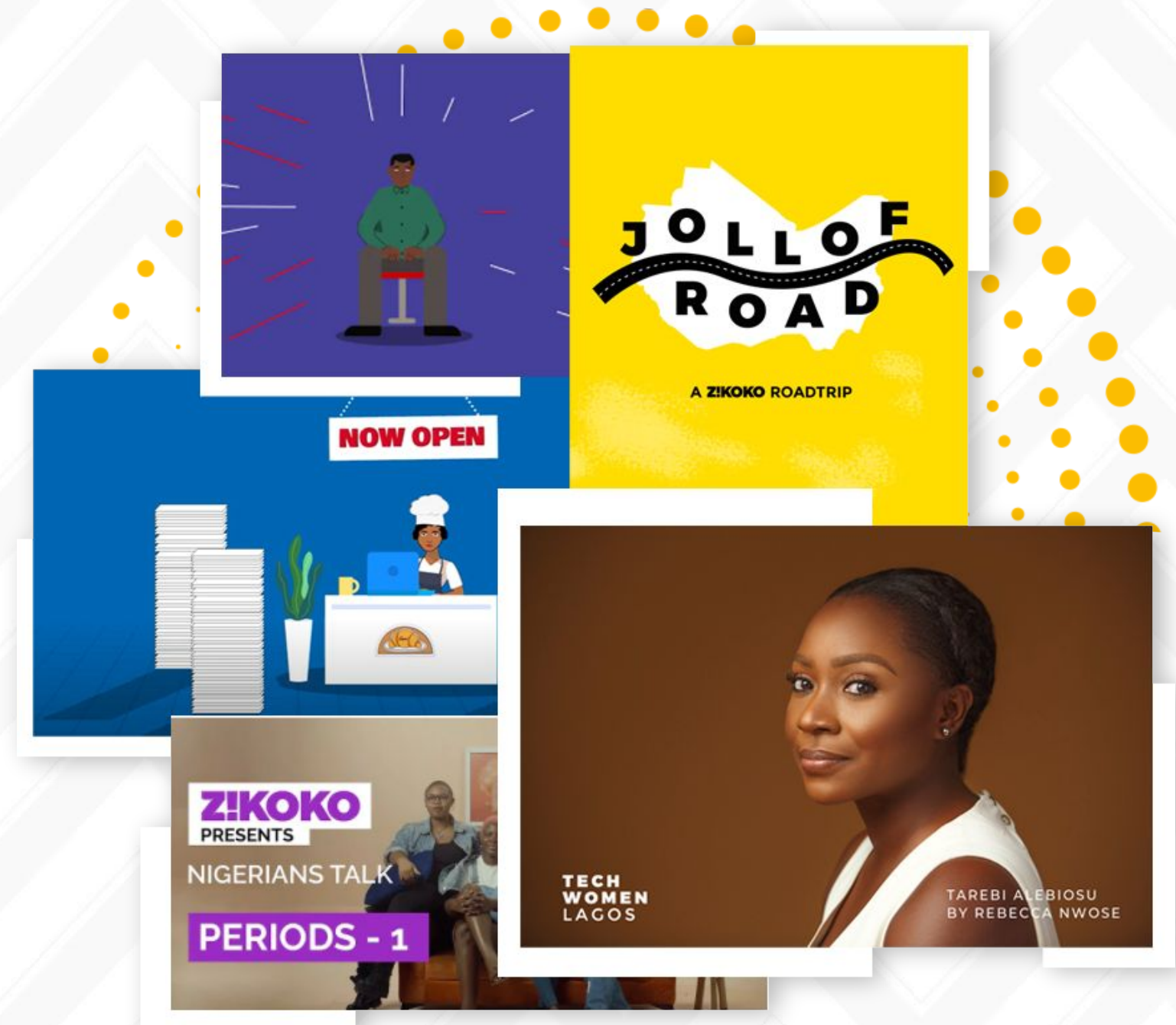
Through context-specific engagements, we are able to help position our clients as industry-leaders and demonstrated experts in their respective fields. We primarily do this through our thought leadership and event management (hosting virtual, physical or hybrid events) offerings.



# Cabal Creative

Cabal Creative is a strategic communication, design and production studio that works with brands that wish to communicate with African audiences in fresh and engaging ways. The studio is a division of Big Cabal Media, which also publishes TechCabal and Zikoko.

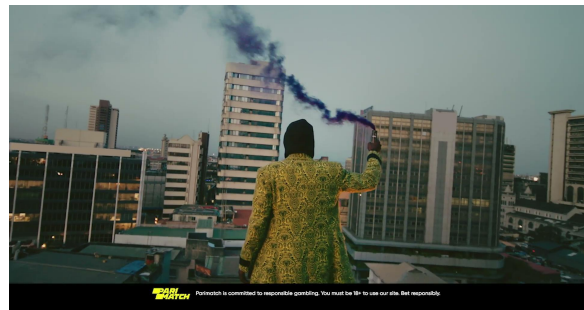
The list of clients we've created high-impact work for includes but is not limited to:



# Recent Project Portfolio



Our recent projects show the different video styles our production unit is able to pull off. We have done trailers, how-to videos, animated videos, etc. We will be glad to bring your projects to life:



## Parimatch: The Call to radicals

A 1 minute advertisement launching Parimatch; an international betting company in Nigeria.



## Paystack Pay for me

An explainer video for the "Pay for me" product by Paystack



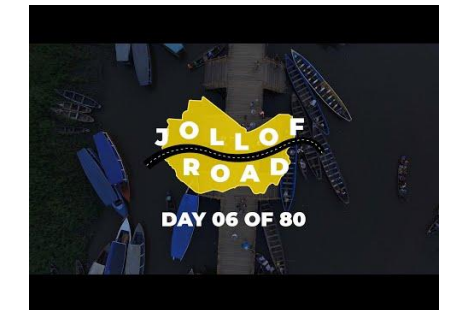
## Afriex: Cut The Drama

A TVC for the brand highlighting the unique selling points of the product featuring Macaroni and reality TV star, Tacha.



## Gembu - Nigeria's Best Kept Secret.

A 3 minute documentary on Gembu town which is located on the Mambilla Plateau in Taraba State.



## Jollof Road

A high-quality travel show, showcasing culture across 14 West African Countries



## Main One Brand Video

Brand identity video for the cable and telecoms giant.

Link: [bit.ly/mainonevid](https://bit.ly/mainonevid)



## Tech Women Lagos

Launch video for interactive exhibition and portrait series

Link: [bit.ly/techwomenlagos](https://bit.ly/techwomenlagos)

See the full playlist [here](#)

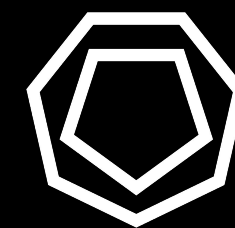
# THANK YOU

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**BIG CABAL  
MEDIA**