

# BD Rate card

Q3- 2023

# About Us

Benda Consulting Services Limited (BCSL) is the parent company of Benjamindada.com, a leading African tech media publication.

We are known for delivering impressive reporting and insightful analysis on the business of tech and startups in Nigeria and beyond.

Launched  
**2018**

Location  
**Lagos & London**



# Our Clients





# Content

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Our Audience

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Our Services

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Content Series

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Next Steps

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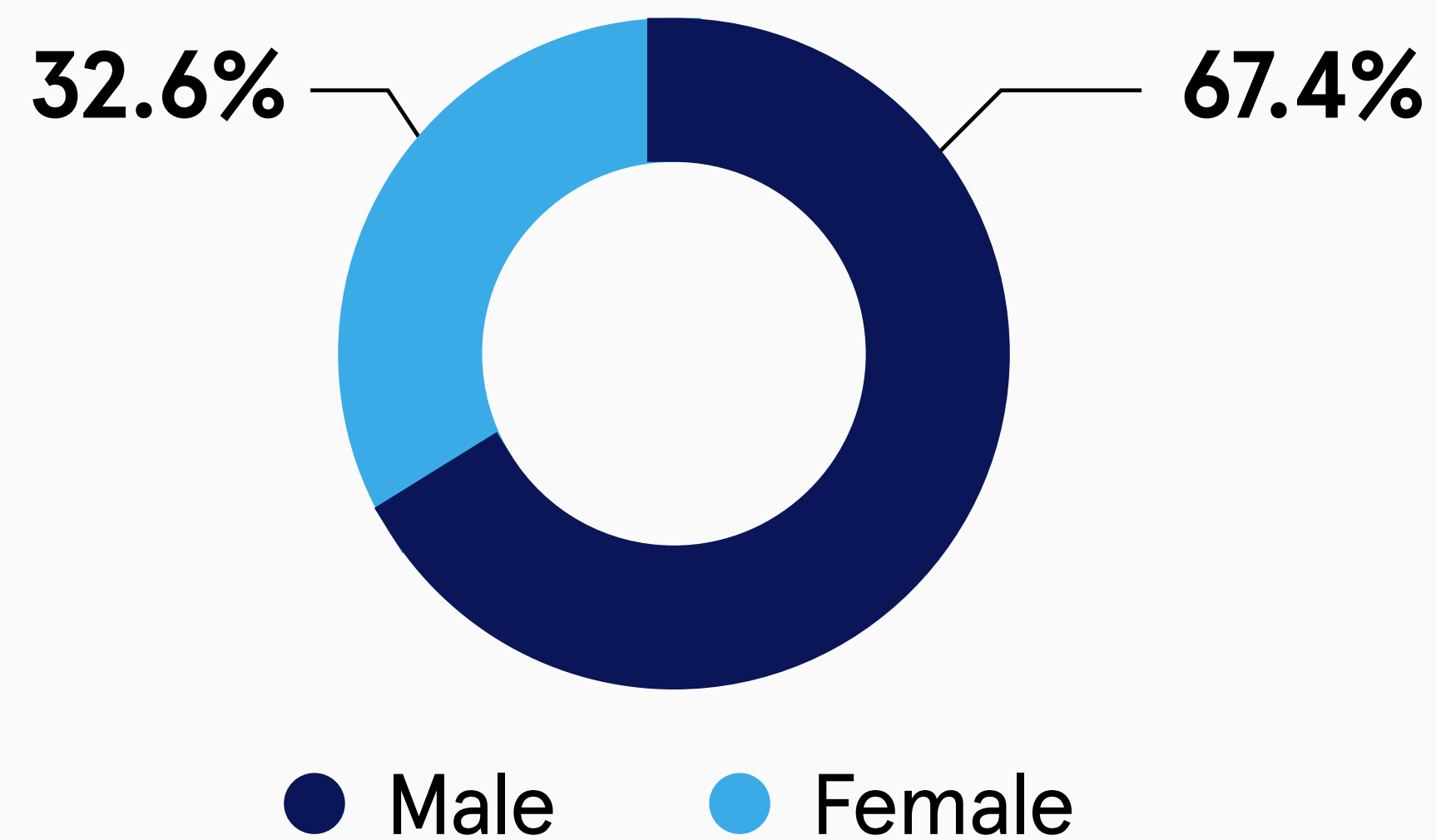
# Our Audience

# Demographics



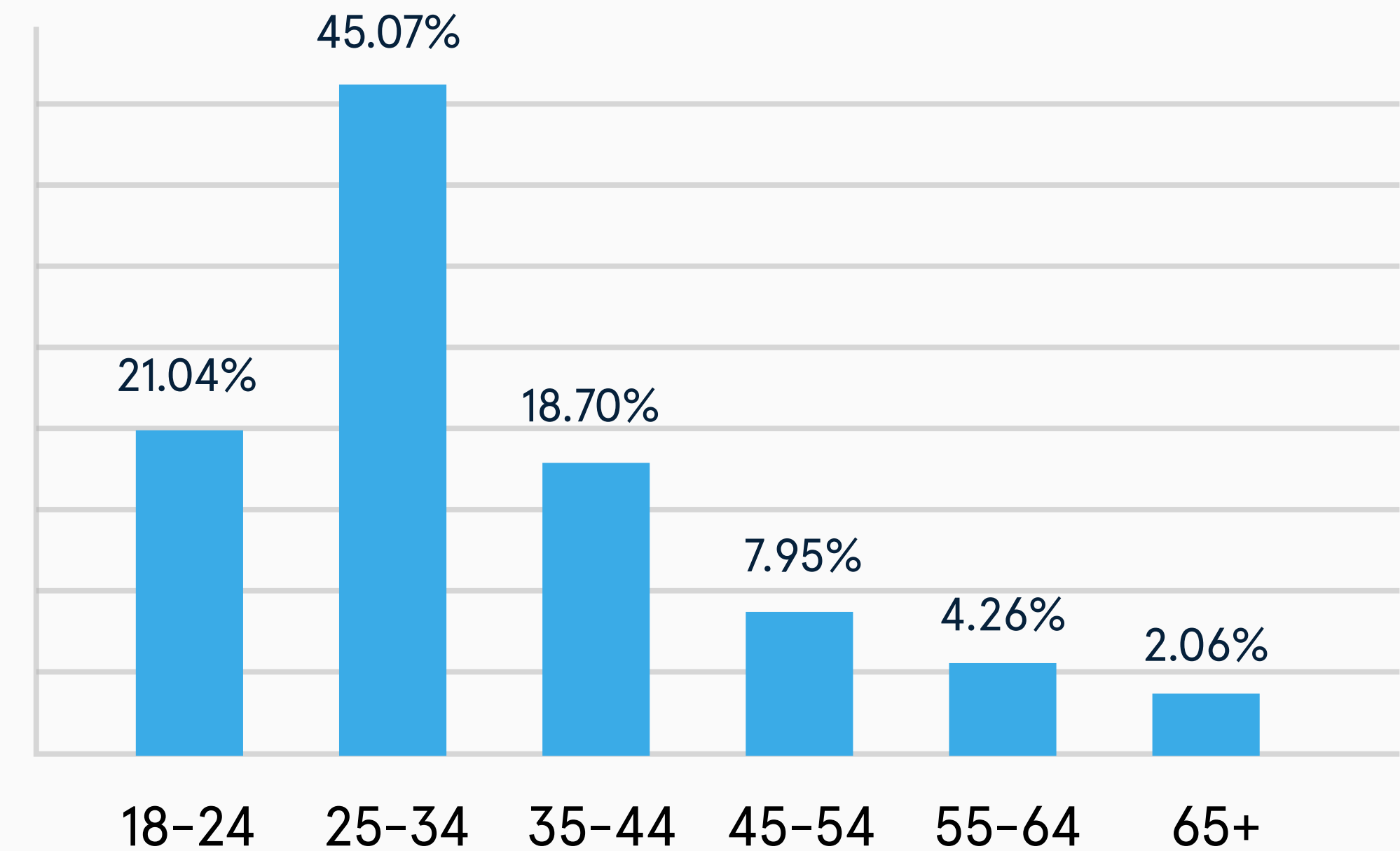
## Gender

At least, 1 in 3 of our visitors is a female



## Age

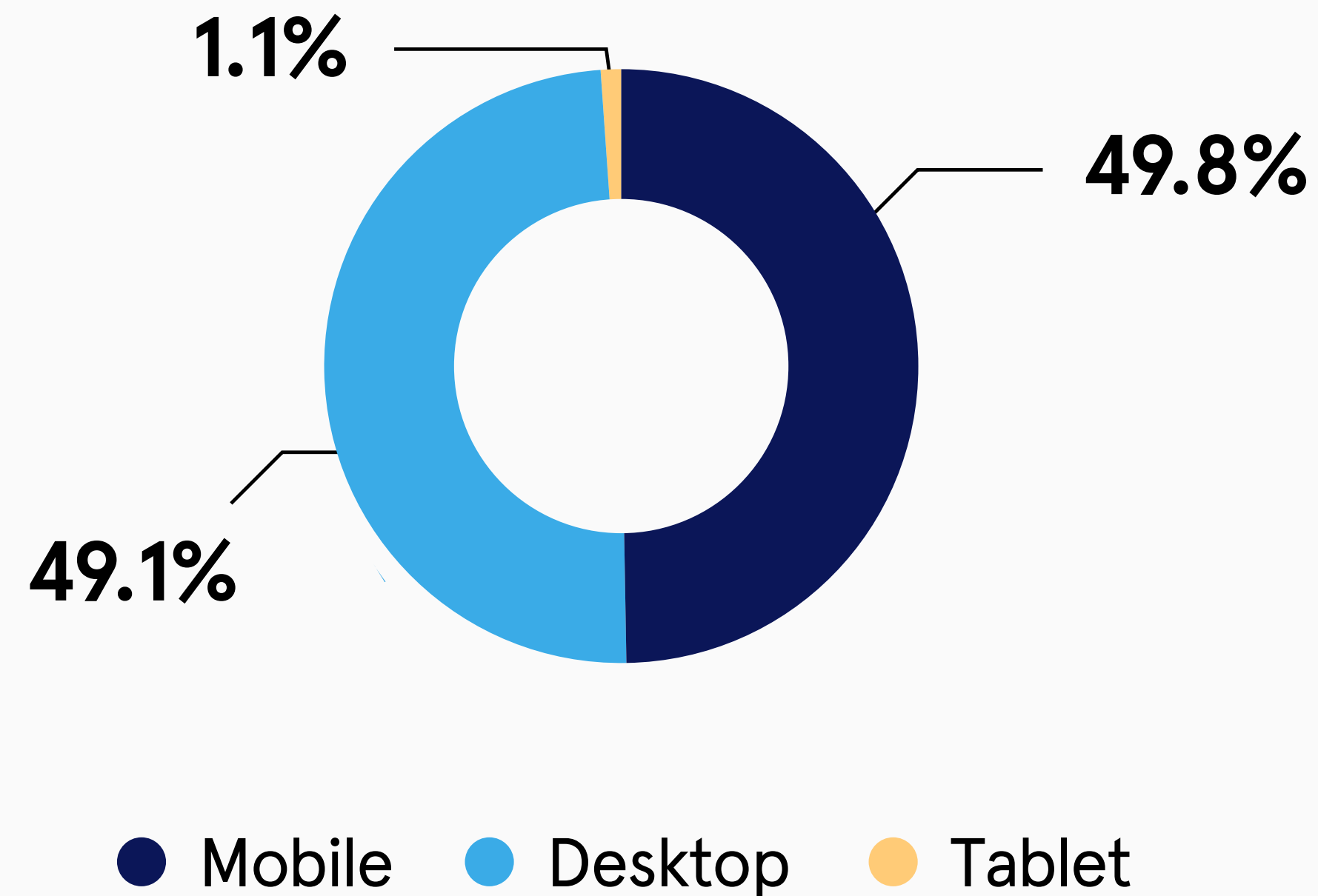
Both the young and the old trust our website



Our audience visit our website for research, education and leisure purposes. Their interests revolve around Tech, VC and Financial services.



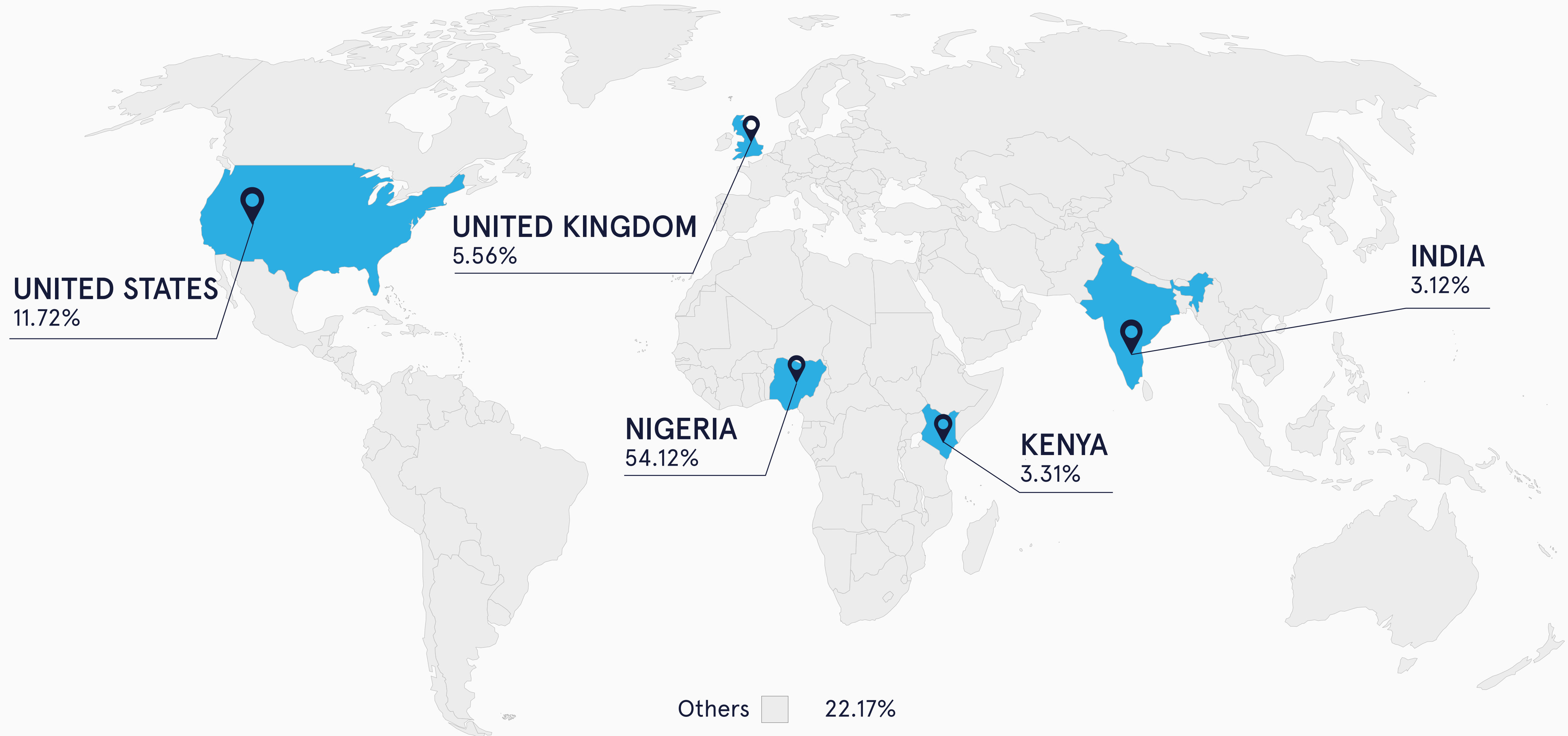
## Devices



## Interests

- Technology
- Venture capital
- Financial Services
- Travel
- Internet & telecom
- Media & Entertainment

# We have an international audience with 50% outside Nigeria





We boast of a highly-engaged organically-acquired user base



**283k**

Users



**15M**

Search impressions

CTR = 2.4%

# Our Services

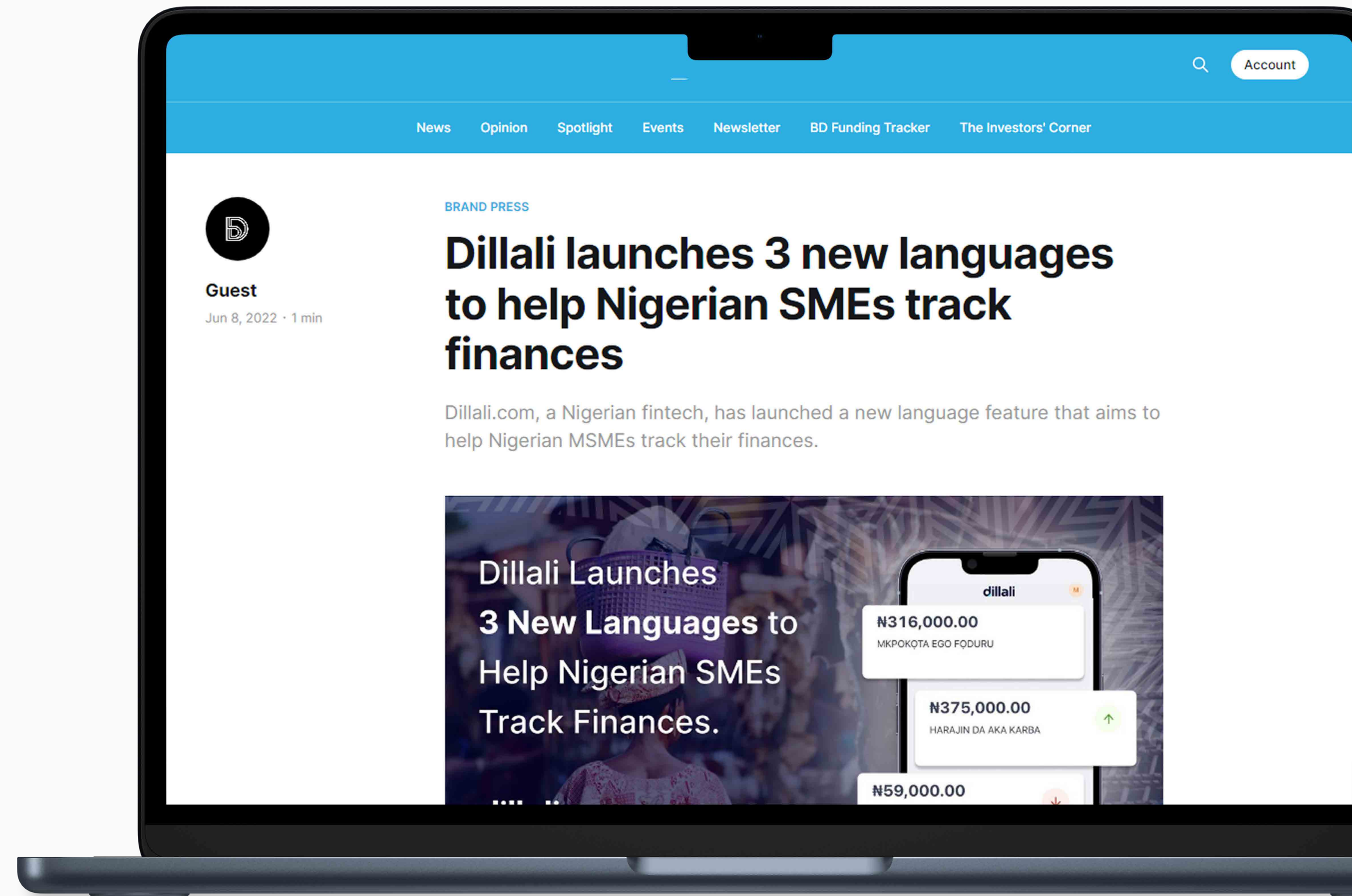
# Sponsored Posts



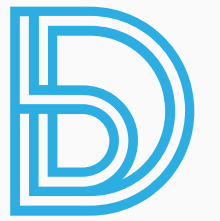
You send us your content which retains your voice, with minimal editing from us and we publish under the Brand Press tag.

**Use case:** Company announcements to the public like Product launch, events, partnerships, rebranding, and guest post.

**\$250**



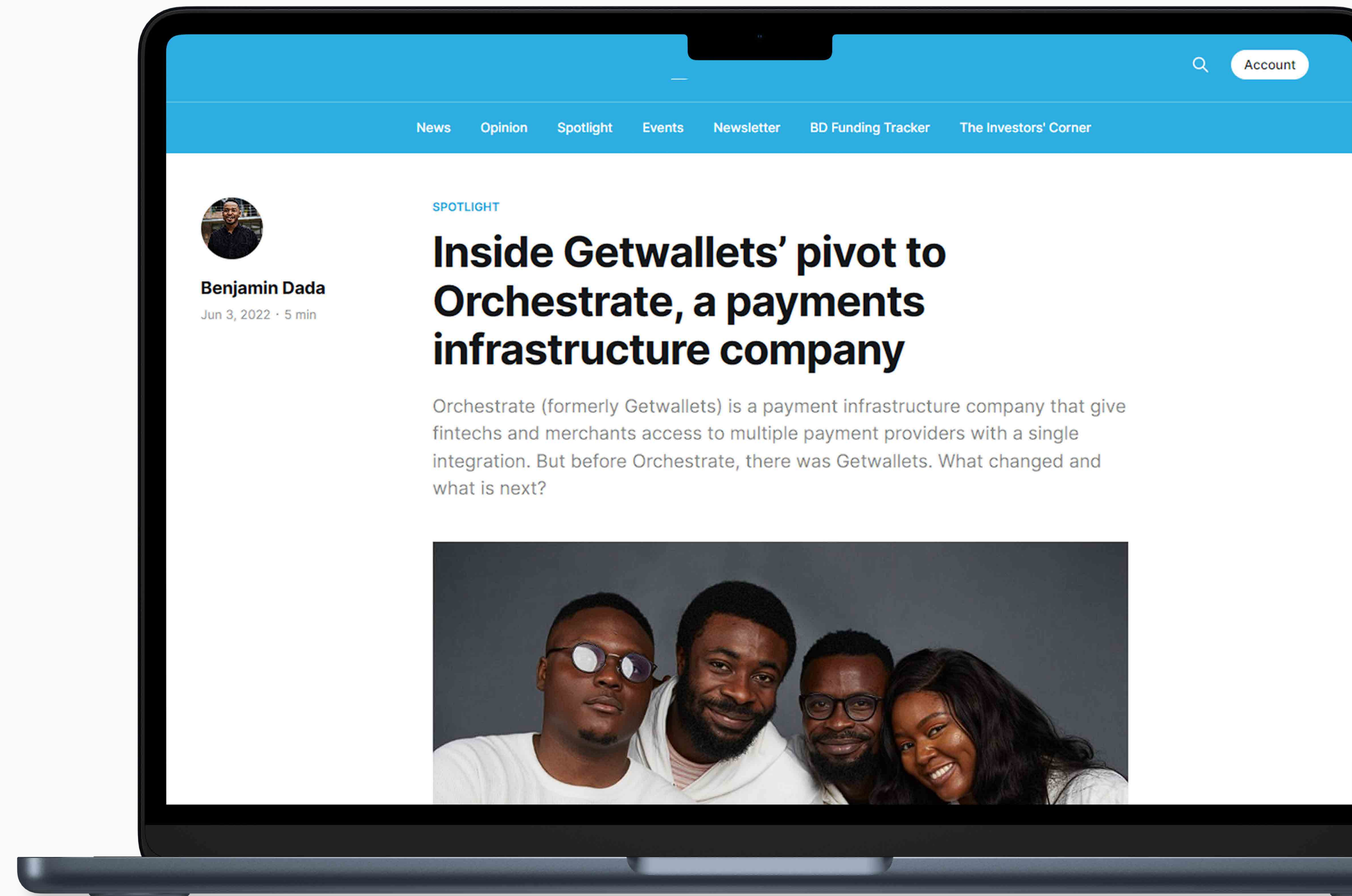
# Spotlight Posts



Here we prepare a deep dive into the clients portfolio or promotion focus with little or no reference to competitors. This will help introduce you to our business and tech community in an organic way.

Use case: Deep dive, Behind The Scenes

**\$650**





# Industry Report

We can work with you to produce a report on the relevant subject matter. The report would be distributed to relevant publications and media houses; We would also publish its insights on our platforms .

Use case: Thought Leadership

**Custom**

\*Depending on the scope of the report and distribution.

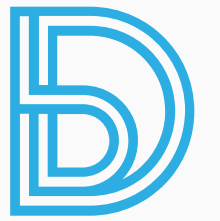
[benjamindada.com](https://benjamindada.com)



[hello@benjamindada.com](mailto:hello@benjamindada.com)



# Event Management



We can work with you to create an event on a relevant subject matter that positions you as a thought leader or eco system orchestrator

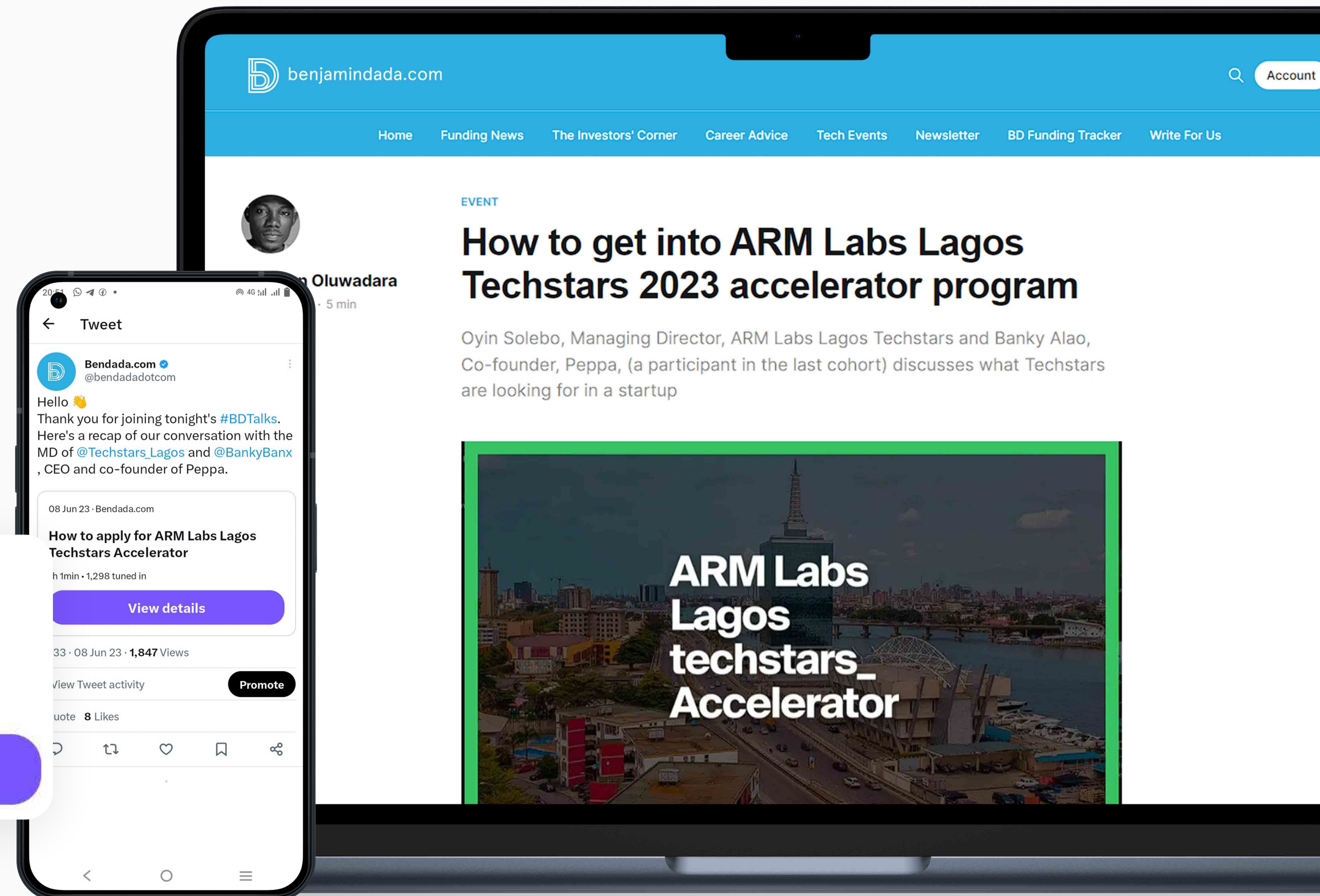
Use case: Twitter Space, Zoom webinar

**Custom**

\*Depending on the scope of the event and distribution.

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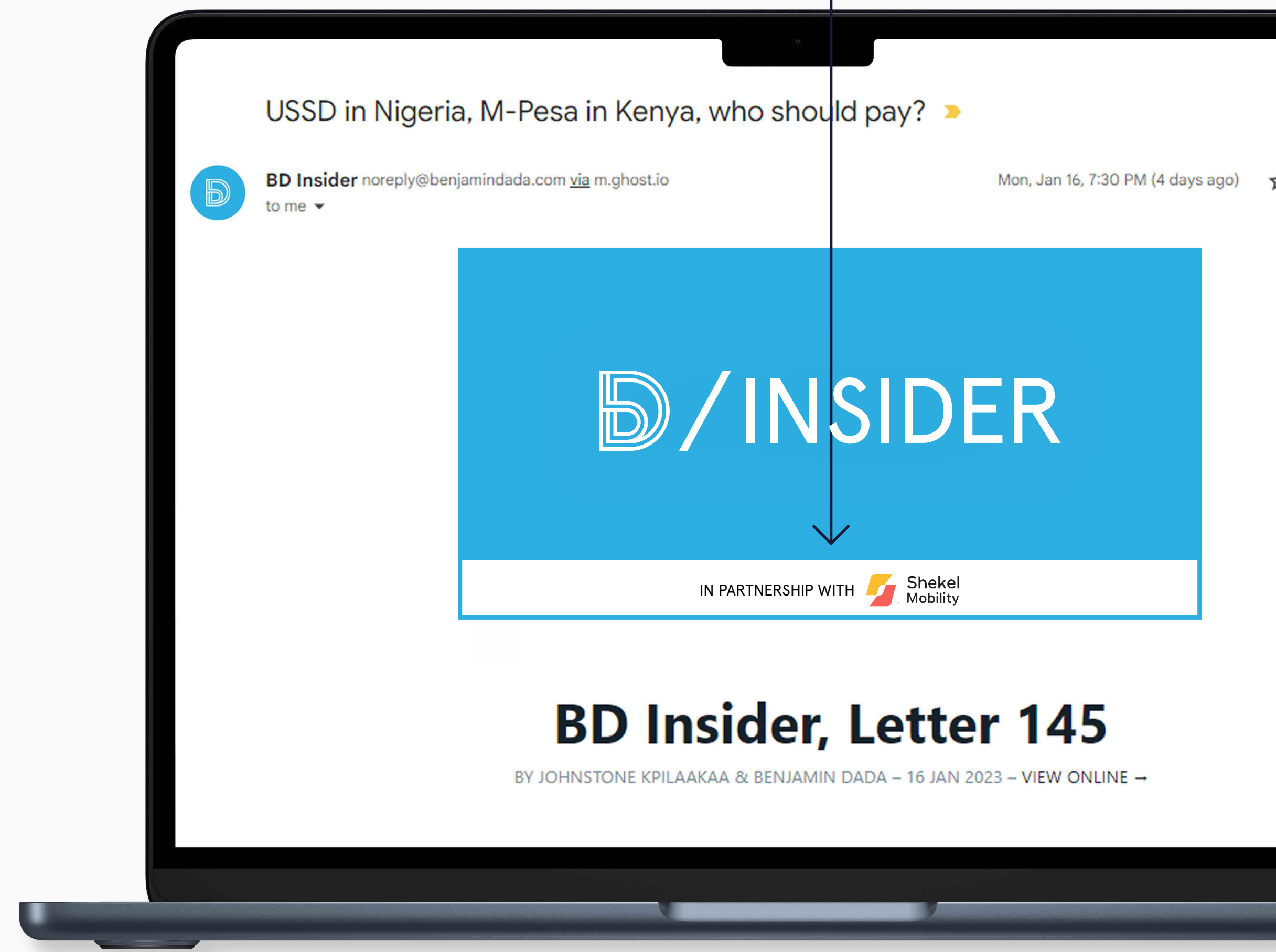


# Email Marketing

Here you sponsor one newsletter which exposes you to our subscribers and ensures direct marketing to a focused group. You will be branded right at the top of the newsletter with a link to your website or brand page.

**\$250**

IN PARTNERSHIP WITH  Shekel Mobility



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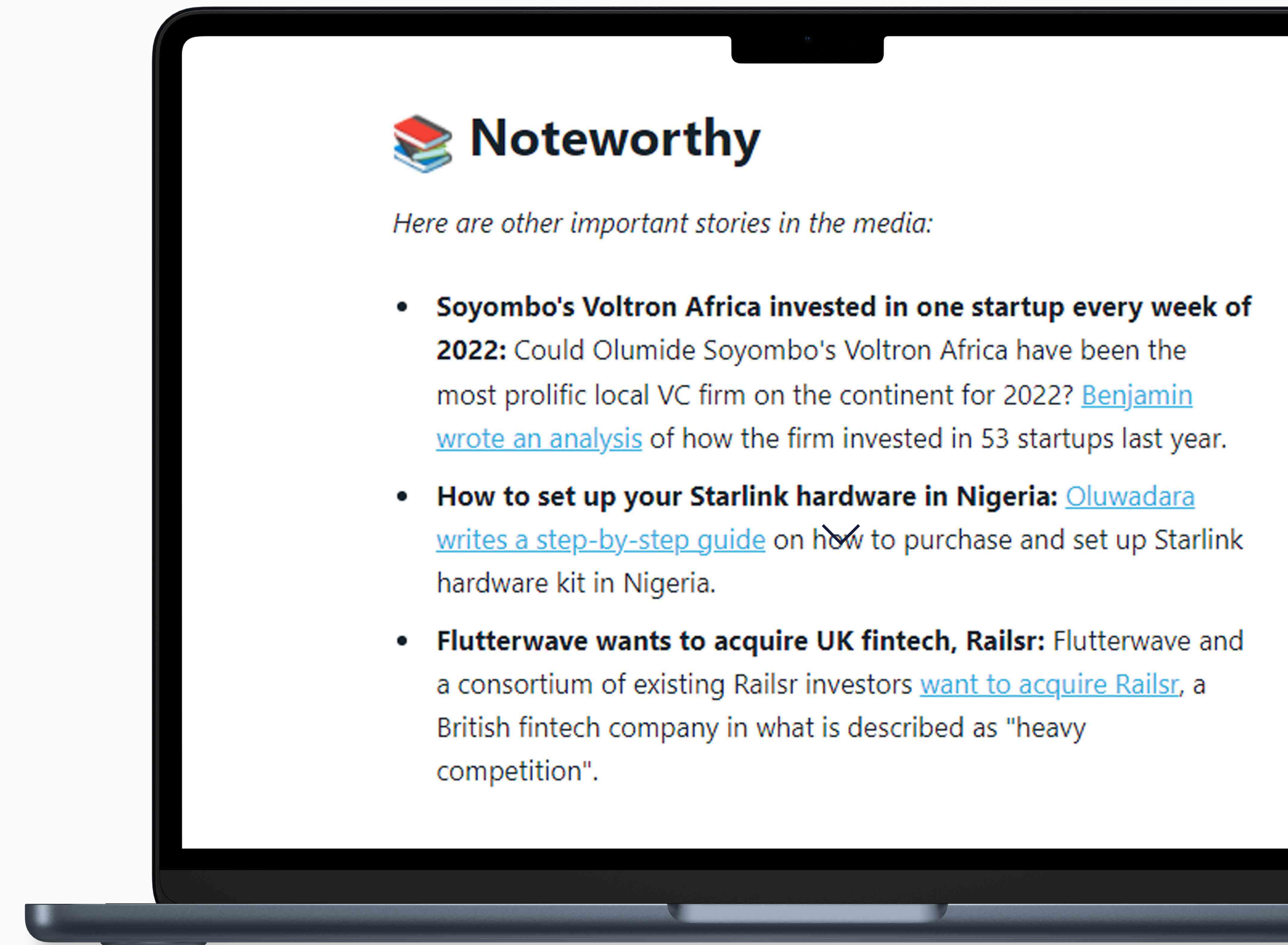




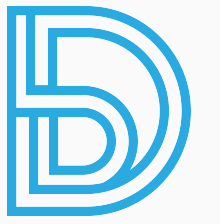
# List as an item

Here you will be included as one of our newsworthy items (depends on ad-type). Some of the newsworthy items could be sponsored articles and job opening adverts.

**\$100**



# Newsletter Advertising Overview



**BD / INSIDER**

IN PARTNERSHIP WITH Shekel Mobility

## BD Insider, Letter 145

BY JOHNSTONE KPILAAKAA & BENJAMIN DADA – 16 JAN 2023 – VIEW ONLINE –

**The neobank and trading platform for car dealers in Africa**

**Shekel Mobility, the neobank and trading platform for car dealers in Africa.**

We are on a mission to make car dealerships accessible to everyone. Shekel Mobility offers a simplified finance and operations platform for auto dealers: enabling them to grow sustainable businesses.

[Learn more about Shekel Mobility](#)

**Noteworthy**

*Here are other important stories in the media:*

- **Soyombo's Voltron Africa invested in one startup every week of 2022:** Could Olumide Soyombo's Voltron Africa have been the most prolific local VC firm on the continent for 2022? [Benjamin wrote an analysis](#) of how the firm invested in 53 startups last year.
- **How to set up your Starlink hardware in Nigeria:** [Oluwadara writes a step-by-step guide](#) on how to purchase and set up Starlink hardware kit in Nigeria.
- **Flutterwave wants to acquire UK fintech, Railsr:** Flutterwave and a consortium of existing Railsr investors [want to acquire Railsr](#), a British fintech company in what is described as "heavy competition".

Email Marketing

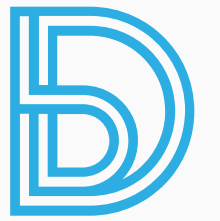
List as an item

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# Banner ads



Here a large clickable banner that markets your brand will be placed at the top of each page on our site.

This will help to drive conversion to your site, bringing in more leads, and ultimately, paying customers

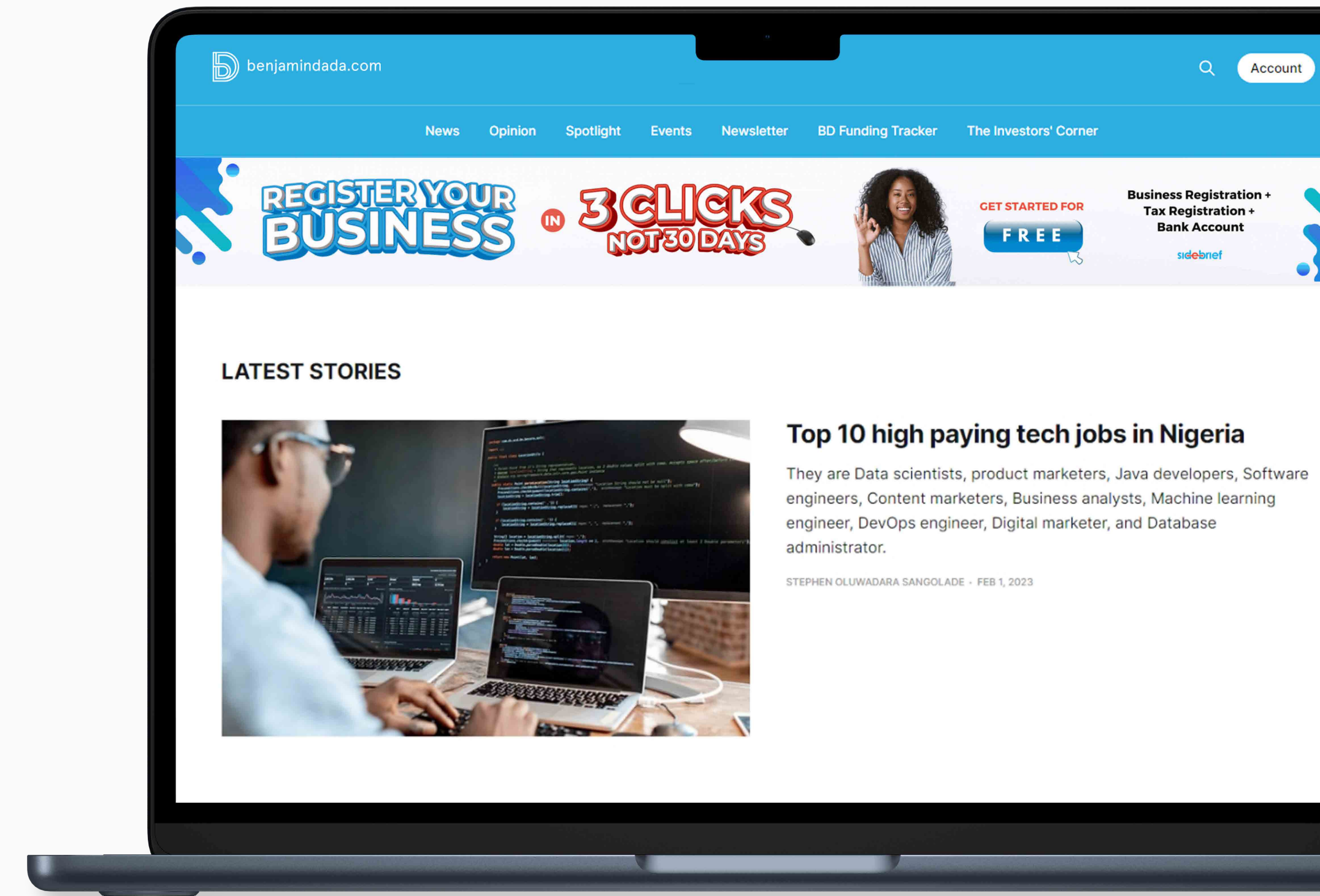
**\$100**

Per day

**\$600**

Per week

benjamindada.com



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# Video Partnerships

We can work with you to produce video content focused on tech and startups on the African continent.

Currently, we run a series titled [Zero to Scale](#) which is focused on African founders and how they scaled their startups. Partner with us by sponsoring ongoing or future episodes.

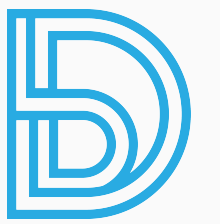
**Custom**

[benjamindada.com](http://benjamindada.com)



[hello@benjamindada.com](mailto:hello@benjamindada.com)

# Content Series



We run content series to engage, educate, and inspire our audience. Some of our successful content series include:

**Zero  
TO Scale**

Focused on the journeys of African founders and their startups from day zero until the day they achieve scale.

The graphic features a dark blue background with the title 'Zero TO Scale' in purple and pink. Below the title is a white paragraph. A large, semi-transparent blue circle is positioned in the bottom right corner.

**under  
the  
hoodie**

Spotlighted everyday tech talents flying high in their fields.

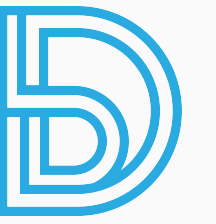
The graphic has a dark blue background with the title 'under the hoodie' in white. Below the title is a white paragraph. A large, semi-transparent pink speech bubble is in the bottom right, and a purple curved shape is in the bottom left.

 **The  
Investors'  
Corner**

A bi-weekly series about the stories of African-focused investors and how they make investments on the continent.

The graphic is a solid yellow-orange rectangle. It features the logo and title 'The Investors' Corner' in the top left, and a white paragraph below it.

# Next Steps



1. Contact us by emailing us as **[benjamin@benjamindada.com](mailto:benjamin@benjamindada.com)**
2. We will discuss your goals, and provide advise, where required.
3. We will then align on price, timeline and any other business.

# Thank You