



THISDAYLIVE.COM

Introduction

To ensure the best display of your adverts on our platform, we have compiled this artwork specification document that outlines the suitable file formats, dimensions, and popular methods for delivering your advertisements. Please follow these guidelines to guarantee a seamless and impactful advertising experience for your brand on our website.

Media Kit 2023



Why Advertise with THISDAY?

Since it's launch in

1995

THISDAY has been a trusted news source. We have total editorial freedom and are relied on to deliver transparent, politically neutral reporting.

THISDAY understands the challenges advertisers deal with today, and what is needed for brand recognition and growth. We understand the Nigerian audience and are in a unique position to deliver an effective advertising environment for your brand, placing it at the heart of Nigerian culture.



NIGERIA'S CLEAREST VOICE

We invite African sponsors to join us on this journey to develop local content, broaden awareness of the continent and in doing so build a strong and devoted pan-African and international customer base.

Find out why advertising with [THISDAYLIVE.COM](https://www.thisdaylive.com) works...

THISDAY IS NIGERIA'S NUMBER 1 NEWS ORGANISATION

THISDAY was first published in January 1995 by THISDAY NEWSPAPERS LTD. It has offices in 36 states of Nigeria, the Federal Capital Territory, and around the world.

THISDAY is Nigeria's most authoritative news media. Available on all platforms, we believe in the intelligence of the African people and are passionate about unbiased news coverage that goes beyond borders to investigate the news at it happens.

THISDAY is a public trust, dedicated to the pursuit of truth and reason, covering a range of issues, from breaking news to politics, business, the markets, the arts, sports and community.

THISDAY captures the attention of an upwardly mobile audience that is passionate about Africa and Africa rising, over 100 million in Nigeria and a diaspora audience of over 50 million looking to engage with and contribute to the growth of the continent.



The weekly fashion and style magazine pull out of THISDAY Newspaper



ThisDay Audience

Nigeria:

100M+*

Cross platform audience

Female/male ratio: 28.7% female, 71.3% male

Age: 22% aged between 18-24, 33% aged between 25- 34, 21% aged between 34-44, 12% aged between 45-54, 7% aged between 55-64, 5% 65+

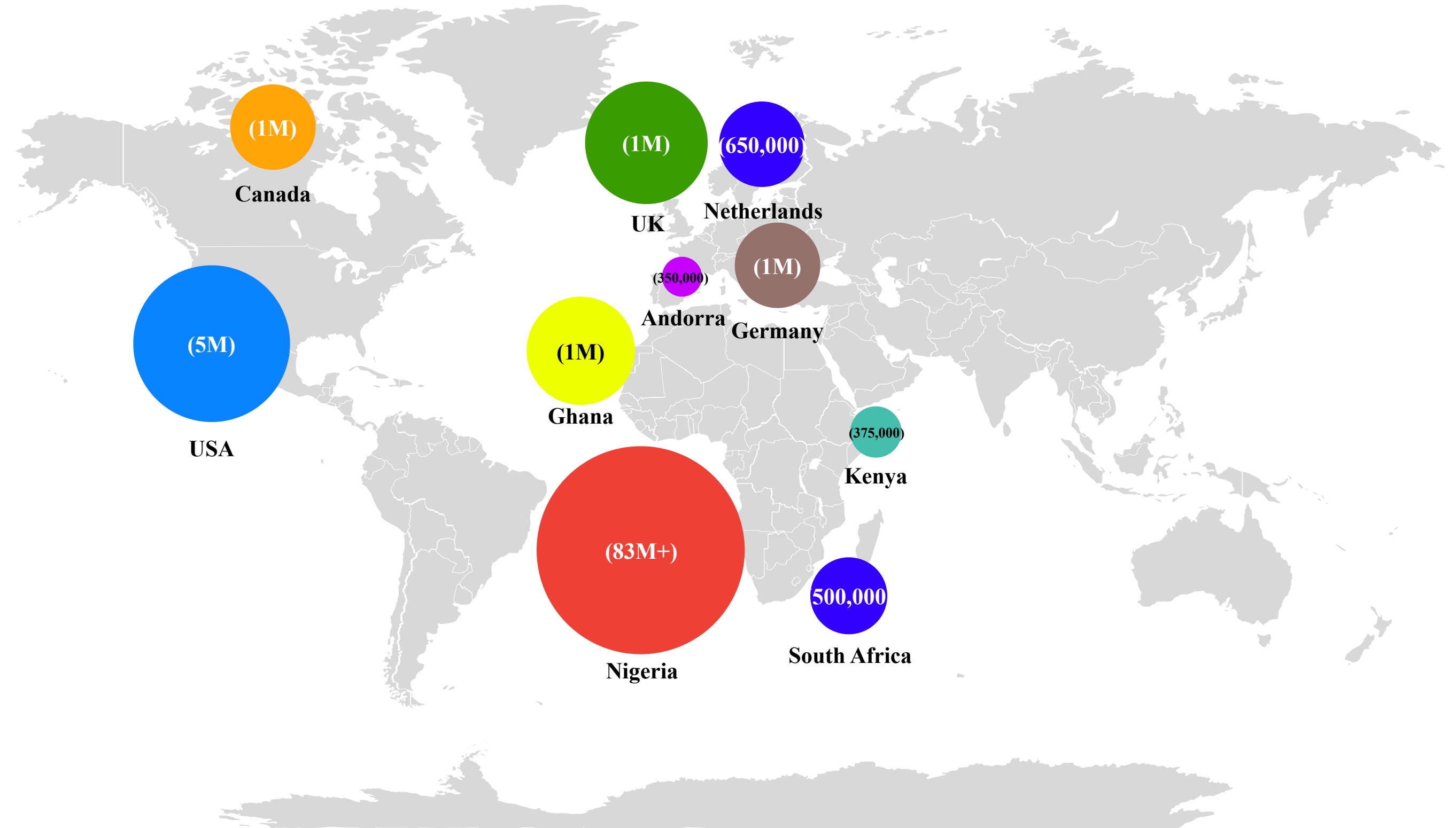
*A recent partnership with the MTN Telecommunication group places overall circulation of the Newspaper in excess of 100m (print and digital) as of March 2022.



Rest of the World

Number of articles per day: approximately 120-150

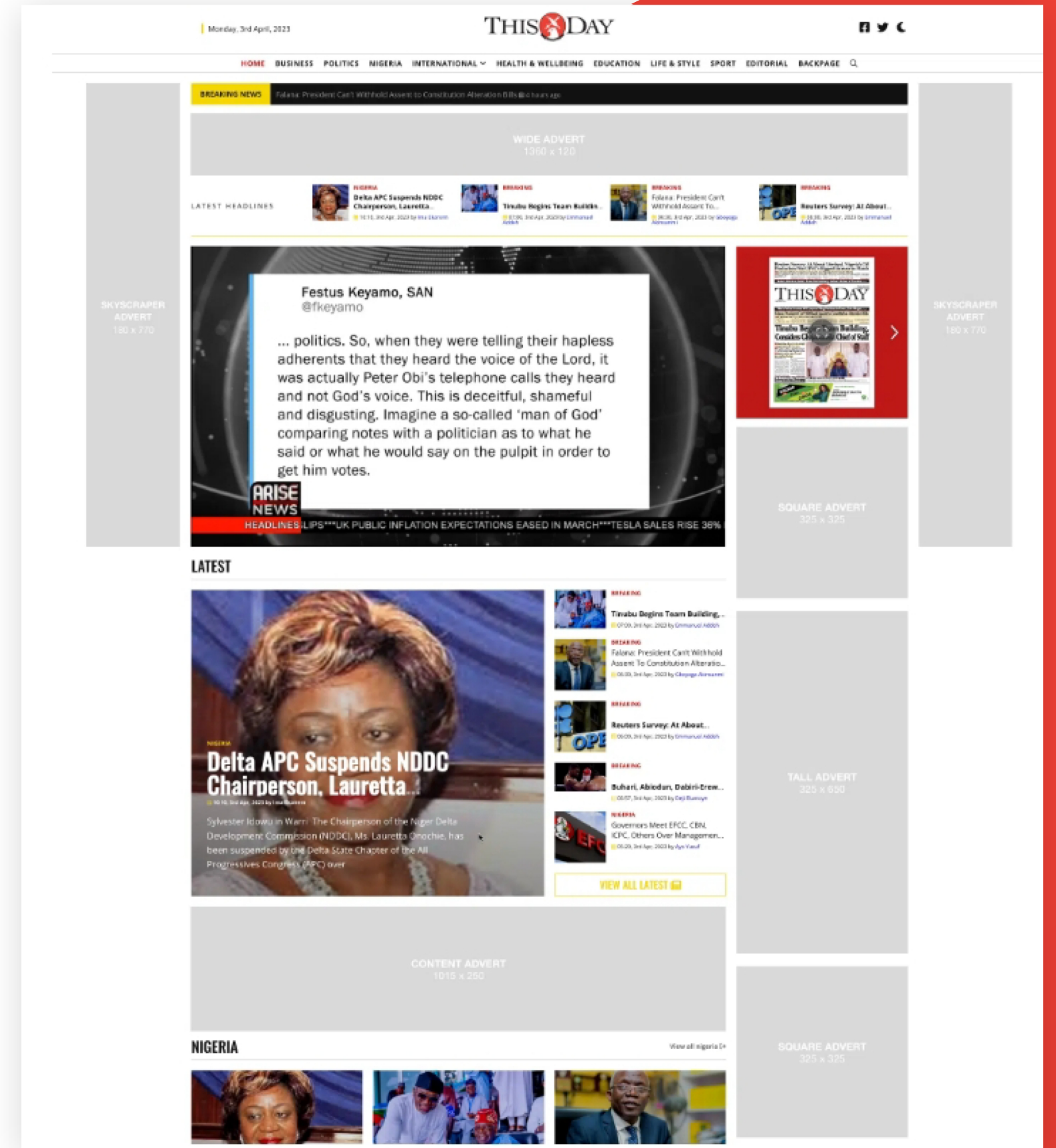
Where are visitors to the site from:



Artwork Specifications

Our Rates

Artwork Dimensions	
Landing Page	Size
Skyscraper Advert	180 x 770 pixels
Wide Advert	1360 x 120 pixels
Square Advert	325 x 325 pixels
Tall Advert	325 x 650 pixels
Content Adverts	1015 x 250 pixels
Category Partner/Sponsor	
Wide Advert	1360 x 120 pixels
Article Page	
Content Advert	1015 x 250 pixels
Wide Advert	1360 x 120 pixels



Artwork Specifications

Suitable File Formats:

To ensure the best compatibility and visual quality on our website, we accept the following file formats for your advertising artwork:

JPEG

(.jpg, .jpeg): Ideal for photographs and images with rich colors and gradients.

PNG

(.png): Suitable for images with transparent backgrounds or simple graphics.

GIF

Recommended for simple animations or static images with a limited color palette.

SVG

Perfect for scalable vector graphics to maintain clarity across different screen sizes.

Please avoid submitting artwork in formats like BMP or TIFF, as they may not be web-friendly and can result in larger file sizes.



Artwork Specifications

Delivery Methods:

To streamline the process of delivering your advertisements to us, we have listed the popular methods for submission:

1. Email: You can email your ad files to websupport@thisdaylive.com. Please ensure that the subject line contains the advertisement type and the campaign date for easy identification.
2. File Transfer Services: You may utilize file transfer services like Dropbox, Google Drive, or WeTransfer to share large-sized ad files. Send the download link to websupport@thisdaylive.com.
3. Advertising Platforms: If you are using an advertising platform or agency, you can directly submit the ad creatives to our account on the respective platform. Please ensure you provide the correct campaign details.



Artwork Specifications

Important Notes:

All submitted artwork must comply with our advertising content guidelines and must not contain any offensive, misleading, or inappropriate content.

Ensure that your advertisements are visually appealing, relevant to your brand, and well-designed to engage our audience effectively.

We recommend submitting your ad artwork at least 7 days before the campaign start date to allow for any necessary revisions and technical optimizations.

Thank you for choosing our news website for your advertising needs. We look forward to helping you reach your target audience effectively. Should you have any questions or require further assistance, please do not hesitate to reach out to our advertising team at websupport@thisdaylive.com.

Our Partners



Contact Us

With our extensive reach, significant influence, and exceptional storytelling abilities, we can position brands at the forefront of progressive culture.

Please feel free to contact us using the provided contact details.

Display advertising
opportunities
hello@thisdaylive.com

