



BusinessTech.ng

Advert Rate

EFFECTIVE FROM · MAY 1, 2026

BusinessTech.ng is a business and technology publication covering Nigeria, Africa and the global digital economy — delivering timely technology news, business intelligence, analysis and insights on startups, fintech, AI, cybersecurity, innovation, digital transformation and the companies shaping the future.

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All rates are VAT inclusive · All advertisements are to be prepaid

PUBLIC NOTICE & PRODUCT — COLOUR RATES

All figures in Naira (₦). Sizes measured in newspaper columns x depth.

PUBLIC NOTICE COLOUR — TOTAL RATE			PRODUCT COLOUR — TOTAL RATE		
FULL PAGE	=	₦860,000.00	FULL PAGE	=	₦700,000.00
HALF PAGE	=	₦485,000.00	HALF PAGE	=	₦430,000.00
QUARTER PAGE	=	₦245,000.00	QUARTER PAGE	=	₦216,000.00
14.5 X5	=	₦700,000.00	14.5 X5	=	₦500,000.00
14.5 X4	=	₦580,000.00	14.5 X4	=	₦400,000.00
14X2	=	₦310,000.00	14X2	=	₦263,340.00
10X6	=	₦565,000.00	10X6	=	₦490,000.00
10X5	=	₦500,000.00	10X5	=	₦421,050.00
10X4	=	₦416,000.00	10X4	=	₦339,500.00
10X3	=	₦379,000.00	10X3	=	₦240,000.00
10X2	=	₦217,000.00	10X2	=	₦186,000.00
9X6	=	₦540,000.00	9X6	=	₦450,000.00
9X5	=	₦519,000.00	9X5	=	₦440,000.00
9X4	=	₦450,000.00	9X4	=	₦345,000.00
9X3	=	₦342,000.00	9X3	=	₦270,000.00
8X6	=	₦480,000.00	8X6	=	₦421,720.00
8X5	=	₦485,000.00	8X5	=	₦425,000.00
8X4	=	₦290,000.00	8X4	=	₦270,000.00
8X3	=	₦245,000.00	8X3	=	₦216,000.00
7X5	=	₦455,000.00	7X5	=	₦352,000.00
7X4	=	₦330,000.00	7X4	=	₦290,000.00
7X2	=	₦130,000.00	7X2	=	₦90,000.00
6X4	=	₦240,000.00	6X4	=	₦212,000.00
6X3	=	₦180,000.00	6X3	=	₦159,000.00
6X2	=	₦120,000.00	6X2	=	₦105,500.00
5x6	=	₦290,000.00	5x6	=	₦255,000.00
5x5	=	₦251,000.00	5x5	=	₦231,000.00
5X3	=	₦147,000.00	5X3	=	₦122,000.00
5x4	=	₦200,000.00	5x4	=	₦176,000.00
5X2	=	₦100,182.00	5X2	=	₦90,192.00
4X4	=	₦149,000.00	4X4	=	₦120,005.00
4X3	=	₦91,000.00	4X3	=	₦79,000.00
4X2	=	₦75,000.00	4X2	=	₦65,000.00
3X3	=	₦64,000.00	3X3	=	₦50,500.00
3X2	=	₦54,500.00	3X2	=	₦42,500.00
2X2	=	₦37,000.00	2X2	=	₦24,000.00
2X1	=	₦19,000.00	2X1	=	₦16,000.00
1X1	=	₦9,500.00	1X1	=	₦8,000.00

CORPORATE — BLACK & WHITE RATES

All figures in Naira (N).

CORPORATE BLACK & WHITE — RATE			CORPORATE BLACK & WHITE — RATE (CONTD.)		
FULL PAGE	=	N561,390.00	8X3	=	N190,000.00
HALF PAGE	=	N329,000.00	7X5	=	N203,000.00
QUARTER PAGE	=	N200,000.00	7X4	=	N17,500.00
14.5 X5	=	N500,000.00	7X2	=	N88,000.00
14.5X3	=	N280,000.00	6X4	=	N164,900.00
14.5 X2	=	N180,000.00	6X3	=	N118,000.00
10X6	=	N456,000.00	6X2	=	N80,000.00
10X5	=	N383,300.00	5X6	=	N197,000.00
10X4	=	N299,000.00	5X3	=	N98,750.00
10X3	=	N235,000.00	5X4	=	N131,700.00
10X2	=	N171,000.00	5X2	=	N65,900.00
9X6	=	N403,200.00	4X4	=	N105,500.00
9X5	=	N338,100.00	4X3	=	N73,000.00
9X4	=	N276,000.00	4X2	=	N52,700.00
9X3	=	N225,800.00	3X3	=	N45,000.00
8X6	=	N359,000.00	3X2	=	N39,000.00
8X5	=	N325,000.00	2X2	=	N26,000.00
8X4	=	N313,000.00	2X1	=	N13,000.00
			1X1	=	N6,600.00

PUBLIC NOTICE & PRODUCT — BLACK & WHITE RATES

All figures in Naira (₦).

PUBLIC NOTICE BLACK & WHITE — RATE			PRODUCT BLACK & WHITE — RATE		
FULL PAGE	=	₦620,000.00	FULL PAGE	=	₦509,067.00
HALF PAGE	=	₦360,000.00	HALF PAGE	=	₦285,575.00
QUARTER PAGE	=	₦213,000.00	QUARTER PAGE	=	₦169,000.00
14.5 X5	=	₦558,000.00	14.5 X5	=	₦455,000.00
14.5X3	=	₦350,000.00	14.5X3	=	₦224,000.00
14.5 X2	=	₦215,250.00	14.5 X2	=	₦157,000.00
10X6	=	₦494,000.00	10X6	=	₦435,000.00
10X5	=	₦412,000.00	10X5	=	₦385,000.00
10X4	=	₦319,000.00	10X4	=	₦285,000.00
10X3	=	₦236,000.00	10X3	=	₦220,500.00
10X2	=	₦186,000.00	10X2	=	₦159,750.00
9X6	=	₦400,000.00	9X6	=	₦384,500.00
9X5	=	₦385,000.00	9X5	=	₦322,500.00
9X4	=	₦365,000.00	9X4	=	₦239,000.00
9X3	=	₦257,000.00	9X3	=	₦205,800.00
8X6	=	₦400,000.00	8X6	=	₦303,500.00
8X5	=	₦376,000.00	8X5	=	₦299,000.00
8X4	=	₦356,000.00	8X4	=	₦202,500.00
8X3	=	₦255,000.00	8X3	=	₦165,000.00
7X5	=	₦294,000.00	7X5	=	₦185,000.00
7X4	=	₦230,000.00	7X4	=	₦103,000.00
7X2	=	₦115,000.00	7X2	=	₦72,000.00
6X4	=	₦174,000.00	6X4	=	₦135,000.00
6X3	=	₦130,000.00	6X3	=	₦107,000.00
6X2	=	₦90,000.00	6X2	=	₦70,000.00
5X6	=	₦228,000.00	5X6	=	₦177,000.00
5X3	=	₦130,000.00	5X3	=	₦87,500.00
5X4	=	₦141,000.00	5X4	=	₦112,000.00
5X2	=	₦72,500.00	5X2	=	₦56,000.00
4X4	=	₦113,000.00	4X4	=	₦88,000.00
4X3	=	₦77,500.00	4X3	=	₦68,000.00
4X2	=	₦60,000.00	4X2	=	₦44,700.00
3X3	=	₦55,289.00	3X3	=	₦40,000.00
3X2	=	₦42,000.00	3X2	=	₦33,530.00
2X2	=	₦28,000.00	2X2	=	₦21,754.00
2X1	=	₦14,000.00	2X1	=	₦11,180.00
1X1	=	₦7,000.00	1X1	=	₦5,592.00

SPECIAL POSITIONS

Premium placements — front page, back page, spreads, wraps and earpieces. All figures in Naira (N).

SPECIAL POSITIONS — COLOUR			SPECIAL POSITIONS — BLACK & WHITE		
CENTRE SPREAD	=	₦2,300,000.00	CENTRE SPREAD	=	₦2,000,000.00
DOUBLE SPREAD	=	₦1,900,000.00	DOUBLE SPREAD	=	₦1,800,000.00
CENTRE SPREAD HALF	=	₦1,400,000.00	CENTRE SPREAD HALF	=	₦1,150,000.00
DOUBLE SPREAD HALF	=	₦960,000.00	DOUBLE SPREAD HALF	=	₦1,005,000.00
FRONT PAGE STRIP (3X6)	=	₦3,000,000.00	FRONT PAGE STRIP (3X6)	=	₦2,400,000.00
BACK PAGE STRIP (3X6)	=	₦1,250,000.00	BACK PAGE STRIP (3X6)	=	₦1,050,000.00
FRONT PAGE STRIP (2X6)	=	₦1,700,000.00	FRONT PAGE STRIP (2X6)	=	₦1,400,000.00
INSIDE PAGE STRIP(2x6)	=	₦430,000.00	INSIDE PAGE STRIP(2x6)	=	₦400,000.00
BACK PAGE STRIP (2X6)	=	₦894,000.00	BACK PAGE STRIP (2X6)	=	₦710,000.00
CENTRE SPREAD STRIP	=	₦668,000.00	CENTRE SPREAD STRIP	=	₦590,000.00
DOUBLE SPREAD STRIP	=	₦554,000.00	DOUBLE SPREAD STRIP	=	₦460,000.00
10X6 FRONT PAGE	=	₦18,000,000.00	10X6 FRONT PAGE	=	₦N/A
10X6 BACK PAGE	=	₦12,500,000.00	10X6 BACK PAGE	=	₦6,000,000.00
10X5 FRONT PAGE	=	₦11,200,000.00	10X5 FRONT PAGE	=	₦7,500,000.00
10X5 BACK PAGE	=	₦6,500,000.00	10X5 BACK PAGE	=	₦5,000,000.00
EARPIECE BACK	=	₦480,000.00	EARPIECE BACK	=	₦360,000.00
2X2 FRONT EARPIECE	=	₦800,000.00	2X2 FRONT EARPIECE	=	₦580,000.00
1.5 X2 EARPIECE FRONT	=	₦700,000.00	1.5 X2 EARPIECE FRONT	=	₦460,000.00
EARPIECE BACK	=	₦480,000.00	EARPIECE BACK	=	₦360,000.00
UNDERMAST 2X6	=	₦4,000,000.00	UNDERMAST 2X6	=	₦N/A
4X6 FRONT	=	₦6,000,000.00	4X6 FRONT	=	₦N/A
5X6 FRONT	=	₦9,000,000.00	5X6 FRONT	=	₦N/A
HALF FRONT	=	₦14,000,000.00	HALF FRONT	=	₦N/A
HALF BACK	=	₦9,000,000.00	HALF BACK	=	₦4,500,000.00
FULL WRAP AROUND	=	₦32,000,000.00	FULL WRAP AROUND	=	₦N/A

N/A denotes a position not offered in black & white.

POLITICAL ADVERTISING RATES

All figures in Naira (₦).

POLITICAL — COLOUR			POLITICAL — BLACK & WHITE		
FULL PAGE	=	₦920,000.00	FULL PAGE	=	₦725,000.00
HALF PAGE	=	₦480,000.00	HALF PAGE	=	₦413,000.00
QUARTER PAGE	=	₦270,000.00	QUARTER PAGE	=	₦225,000.00
FRONT PAGE(2X6)	=	₦1,800,000.00	FRONT PAGE(2X6)	=	₦N/A
BACK PAGE (2X6)	=	₦950,000.00	BACK PAGE (2X6)	=	₦800,000.00
CENTER SPREAD	=	₦2,500,000.00	CENTER SPREAD	=	₦2,154,000.00
DOUBLE SPREAD	=	₦2,050,000.00	DOUBLE SPREAD	=	₦1,590,000.00
EARPIECE	=	₦580,000.00	EARPIECE	=	₦478,000.00
10x4 INSIDE	=	₦440,000.00	10x4 INSIDE	=	₦356,000.00
10x5 INSIDE	=	₦540,000.00	10x5 INSIDE	=	₦430,000.00
10x6 INSIDE	=	₦600,000.00	10x6 INSIDE	=	₦500,000.00
CENTRE SPREAD	=	₦2,605,000.00	CENTRE SPREAD	=	₦2,054,000.00
DOUBLE SPREAD	=	₦2,300,000.00	DOUBLE SPREAD	=	₦1,700,000.00
FRONT PAGE 10X6	=	₦19,000,000.00	FRONT PAGE 10X6	=	₦N/A
BACK PAGE 10X6	=	₦11,550,000.00	BACK PAGE 10X6	=	₦N/A
FRONT PAGE EARPIECE	=	₦510,000.00	FRONT PAGE EARPIECE	=	₦N/A
WRAP AROUND	=	₦35,000,000.00	WRAP AROUND	=	₦N/A

N/A denotes a position not offered in black & white.

PICTURE & CAPTION, PRESS RELEASE AND ALLURE RATES

PICTURE & CAPTION		ALLURE RATE		SERIES DISCOUNT — SAME PUBLICATION	
ITEM	RATE	ITEM	RATE	ITEM	DISCOUNT
Social & Corporate Event & Coverage	₦600,000.00	Allure Cover	₦2,000,000.00	5 Pages	2.50%
Features Half	₦360,000.00	Front Page 2X6	₦1,000,000.00	10 - 30 Pages	5%
Features Full	₦659,000.00	Back Cover	₦1,208,750.00	31 Pages & Above	7.50%
Photo News 4x3	₦80,000.00	Centre Spread	₦1,650,000.00	SURCHARGE	
Photo News 4x4	₦87,000.00	Double Spread	₦1,480,000.00		
PRESS RELEASE		Full Page	₦900,000.00	ITEM	SURCHARGE
		10X5	₦610,000.00	Pages 3 & 4	100%
ITEM	RATE	Half Page	₦480,000.00	Pages 9 & 11	50%
4X4	₦84,500.00	Guide Per Box	₦15,000.00	Pages 2 & 5	75%
6X2	₦112,000.00				

LOOSE INSERTS & CHANGE OF NAME

LOOSE INSERTS		CHANGE OF NAME	
ITEM	RATE	ITEM	RATE
Rate per 1,000 Leaflets / Posters	₦50,000.00	Per Box	₦4,000.00
Handling Charges — under 20,000 Leaflets	₦150,000.00	Guide	₦8,000.00
Handling Charges — over 20,000 Leaflets	₦200,000.00		

PUBLICATION DEADLINE

All advert materials must be received **2 days before publication.**

CLASSIFIED RATES			
CLASSIFIED — COLOUR		CLASSIFIED — BLACK & WHITE	
ITEM	RATE	ITEM	RATE
2X1	₦10,000.00	2X1	₦8,500.00
2X2	₦20,000.00	2X2	₦17,000.00
3X2	₦30,000.00	3X2	₦25,500.00
4X2	₦40,000.00	4X2	₦34,000.00
5X2	₦50,000.00	5X2	₦42,500.00

NOTICE TO ADVERTISERS

PAGE SPECIFICATION

- Number of Columns — Six (6)
- Full Page Depth — 14.8 Inches
- Full Page Width — 10.4 Inches

ADVERT MATERIAL OPTIONS (COLOUR & BLACK/WHITE)

- All materials saved on CD or Flash drive
- CorelDraw files with all fonts curved
- Colour — JPEG or PDF in CMYK
- Black & White — JPEG or PDF in Grayscale
- Proof must be attached with CD or Flash

All Advertisements Are To Be Prepaid

All Rates Are VAT Inclusive

BusinessTech.ng Advert Rate · Official Rate Card

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Get In Touch

For bookings, artwork specifications or rate enquiries, reach the BusinessTech.ng advert placement team.

WEBSITE

 www.businesstech.ng

ABOUT BUSINESSTECH.NG

A business and technology publication covering Nigeria, Africa and the global digital economy — reporting on startups, fintech, AI, cybersecurity, innovation and digital transformation.

TERMS

Terms and Conditions apply. All rates are effective from **May 1, 2026** and are VAT inclusive.

BusinessTech