

Africa's Premium content engine

The Nerve is a continental Africa digital news service providing analysis and reporting on the new economy, culture, innovation across Africa with growth information powered by unrivalled news technology and user experience design.

Our content lab is an unusual fusion of technology, journalism, and art enthusiast from across the world with interest in Africa. Daily, our team is evolving with the best heads in business and financial journalism of news platforms like Bloomberg, Tell Magazine etc.

Statistics

(92.4%) Traffic from Nigeria
(25.23 mins) Daily time on site
(350k) per visit
(120k) Monthly Unique Visits
(2.03%) Bounce rate

79.6% Male



20.6% Female

Source: Google Analytics

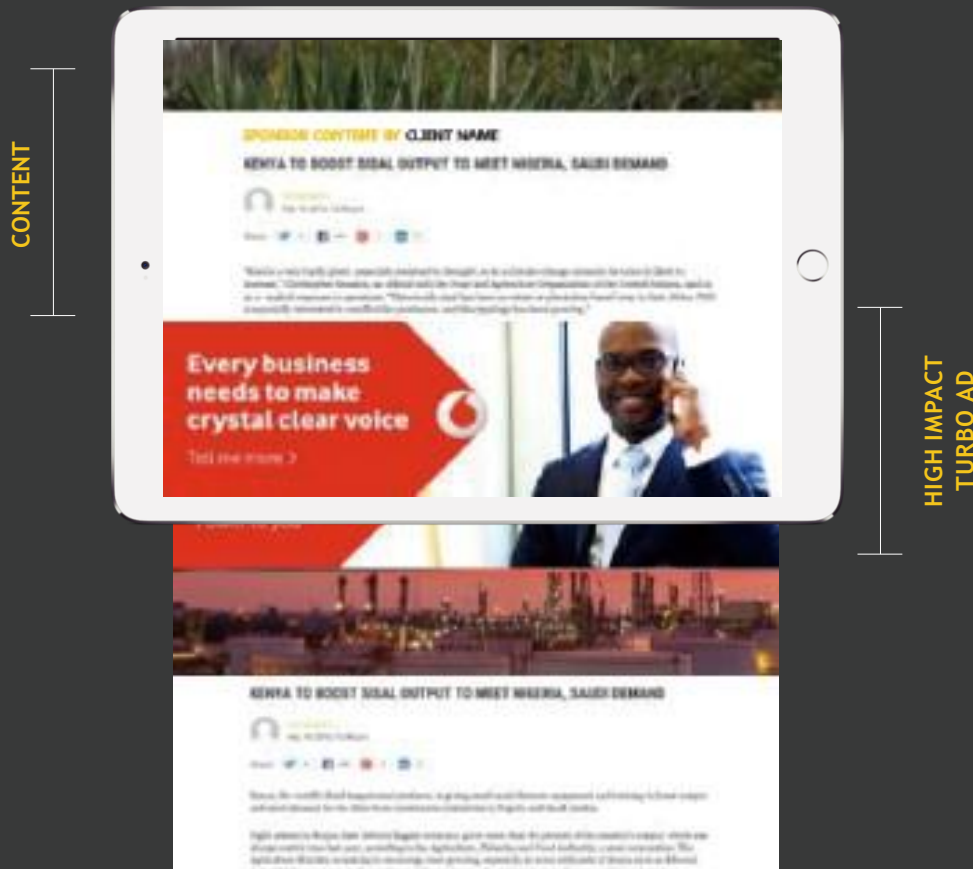
Device Display



Advertising Opportunities

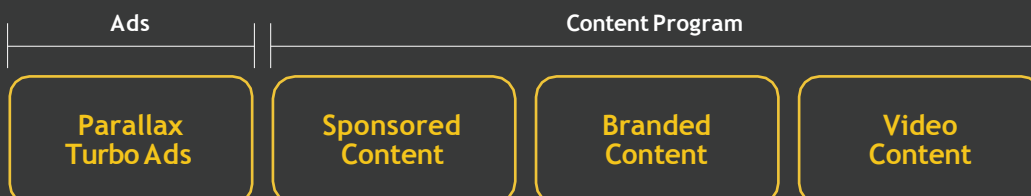
Our high impact full screen turbo ads are served between two article contents flowing into themselves

This currently offers the highest impact of all online advertising standards. Ads served on the site are clear of clutter, served as content on the site and generates higher online impressions



Brand placement on **TheNERVE** is a premium opportunity reserved for a select class of corporate partners across the continent. Our investment in custom built, cutting edge ad serving technology ensures that only the right ads, designed and targeted at a specific audience is displayed on the site at any given time. Ads are served along-side content on the site, giving the ads high visibility and impact.

Brand Engagement Opportunities



TheNerve

FINANCIALS

BRAND ENGAGEMENT OPPORTUNITIES [FINANCIALS]:

Parallax Turbo ads	Sponsored Content	Branded Content Video	Branded Content Text	Co-Branded Campaigns On request
Minimum N300,000	N145,000 Month N450,000	6 Months \$10,000 12 Months \$30,000	6 Months \$35,000 12 Months \$50,000	

For more Information, Please contact sales@roidigital.com.ng or call 01-4536697.

TheNerve

www.thenerveafrica.com