



WHY WE ARE A PREMIUM PLATFORM FOR YOU TO REACH YOUR AUDIENCE

The Trent | www.thetrentonline.com was launched in December 2013 and is already one of Nigeria's most influential online newspapers, and positioned to be one of Africa's top 3 by 2018.

The Trent is a rich mash of politics, business, technology, lifestyle, pop culture, opinions, causes, news, and editorials. **The Trent** covers news 24/7 from politics, to economy, to crime, world events, celebrity, fashion and style, events, red carpets, entertainment, and the city.

The Trent's journalists and editors are committed to keeping our readers updated on the monumental events of our day, covering the stories they are interested in from a diversity of perspectives.

10 REASONS WHY YOU SHOULD ADVERTISE ON THE TRENT | www.thetrentonline.com

1. **The Trent** is Nigeria's fastest growing online newspaper, and is fast creating a cult following in the Nigerian online community.
2. Our Traffic Stats: **The Trent** went live on December 6, 2013 at 12,808 and by August 1, 2015, we have recorded 17.84 million page views.
3. **The Trent** is the most brilliant news/online brand in Nigeria today. Our readers have fallen in love with our brand.
4. When it comes to online exposure of your brand, **The Trent** is the best built news and information website there is. Our backend engine is robust.
5. No website in the WORLD displays your photos and visual brand image the way **The Trent** does.
6. Social Media: **The Trent's** stories run on Facebook and Twitter feeds. On Twitter alone, our social media feeds and our partner feeds have accumulatively 2 million followers which include officials at the Presidency, ministers, governors, respected CEOs, top celebrities, social elites, mass of youth, opinion leaders, the general public, and leading media organisations.
7. **The Trent** offers you a rich variety of formats to get your message across to your readers, whether your message is in text, photos, videos, banner, promotions, news, audio - we bring you custom-made formats to plug your message.

8. **The Trent** advertising is reserved for an exclusive few discerning brands. We do not litter our pages with adverts, hence our readers engage more with the adverts. We have predetermined Ad Spaces (4 on our home page), 4 premium spots on inside pages). We also have category specific adverts as well. And keeping with global best practice, we have Sponsored Links.

9. **The Trent** is a responsive website, custom built with mobile version and tablet (iPad) versions.

10. You gain access to our exclusive crop of the world's best graphic designers to assist you (on request) with your online brand image.



Advert Rate Card

Banners, Boxes, Sponsored Links

Top Menu Banner (728x90 px) - N300,000 [\$1,500]

Home Page Box (300x250 px) - N200,000 [\$1,000]

Home Page Box (2nd Position 300x250 px) - N150,000 [\$750]

Home Page Box (3rd Position and below 300x250 px) - N100,000 [\$500]

In-post Advert Spot (300x250 px) - N250,000 [\$1,250]

Inner Page Side Box (1st Position - 300x250 px) - N200,000 [\$1,000]

Inner Page Box (2nd Position - 300x250 px) - N150,000 [\$750]

Inner Page Box (3rd Position and below - 300x250 px) - N100,000 [\$500]

Inner Page Sponsored Link - N50,000 [\$250]

Advertorial (Story Placement)

One Placement - N40,000 [\$200]

Three Placements - N80,000 [\$400]

Other banner sizes are available upon request.

*** All Banner Advert copies should be at 72dpi**

NB - All advertorials run on our social media feeds and our partner feeds of accumulatively Twitter following of over 2 million followers, and is run on **The Trent's** Twitter handle (@TheTrentOnline) 6 times in 24 hours.

Notes:

1. All adverts are sold on a monthly basis. All prices are for 30 days/One month
2. All prices are inclusive of VAT (5%)
4. Advertisers to provide artwork.