

## MEDIA KIT / ADS RATES 2026



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## WELCOME TO THE NIGERIAN CEO MAGAZINE

**T**hank you for your interest in the *NigerianCEO* magazine. The *NigerianCEO* is an international business and lifestyle magazine for aspiring and high-level public and private sector executives who want to be inspired and stay ahead of the game. In other words, at the *NigerianCEO* magazine, we focus on business, investing, lifestyle, leadership, executive education, management development, entrepreneurship and sustainability, so that we can bring you insightful and inspiring contents on corporate Nigeria and its regulators, industry leaders, directors and executives.

The print version of the *NigerianCEO* magazine is available almost everywhere – from first class lounges at selected airports, business class seats of premier domestic and foreign airlines flying to Nigeria, banks, hotels, resorts, and diplomatic missions and embassies, to international NGOs, business and industry events across Nigeria and overseas.

**An estimated 1,500,000\* people, including CEOs and senior business executives, professionals, industrialists, entrepreneurs, financial analysts, tourists and business travellers, economists, researchers, opinion makers, diplomats and academics across the country and in the Diaspora, read the *NigerianCEO* magazine every issue, through our newsstand, paid subscriptions and controlled circulation.**

Our website — [nigerianceomagazine.com](http://nigerianceomagazine.com) — is packed with thought-provoking articles, and interviews with the top movers and shakers in the business world, and keeps executives and professionals alike in both the public and private sectors, abreast of an ever-evolving landscape that thrives on innovation and disruption.

The lifestyle section pays specific attention to executive life through coverage of everything from luxury cars and gadgets, life-changing travel, food and wine, to stories covering health and well-being.

Our rich portfolio of content and engaged audience presents an opportunity for your brand to target business decision-makers across Nigeria and the Nigerian business community abroad. And, we work closely with you to develop tailored and contextual advertising packages across print and digital, that help your brand connect with our readers and achieve your business goals.

We look forward to working with you.



**Rosalyn Morrison**  
Editor-in-Chief & Head of Special Projects  
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**\*Readers are calculated based on an estimated average of 40 executives reading each copy (15,000 copies) in the high-traffic airline lounges, business centres, embassies and chambers of commerce, of 25 executives reading each copy (10,000 copies) in the medium-traffic hotels, banks, industry events, commercial centres and serviced offices, and of 15 executives reading each copy (25,000 copies) sent to businesses, embassies, MDAs and executives direct. Plus 5,000 copies sold on newsstands in Nigeria, Africa and worldwide.**

## **ABOUT US: OUR MISSION AND PURPOSE**

### **Our Corporate Profile**

As an imprint of the *AfricanCEO* magazine, the *NigerianCEO* magazine is dedicated exclusively to the Nigerian business community across the country and around the world, written by and for CEOs, providing content to help these leaders tackle pressing issues and plan for future growth. It seeks to be the preeminent CEO and board leadership publication for regulators, directors and senior executives of both private and publicly traded companies across Nigeria.

### **Why the Nigerian CEO Magazine?**

Being CEO is the most demanding job in business. Whether you are running a mid-market or large enterprise, you're supposed to be a visionary, diplomat, actor, mind reader, psychologist and problem-solver—all at once.

Your decisions shape your organisation's culture. As you go, your company goes. When things go right, everybody takes credit. If they go wrong, it's your fault. But you are not alone.

There is one publication that understands your challenges from the ground level. That breathes the air you breathe. That has a point of view that matches yours.

The *NigerianCEO* magazine turns tough choices into smart decisions. Written by and for CEOs, its articles give you the ability to look outside your company without leaving your office. It goes to great lengths to cover the entire range of the CEO role.

Fellow CEOs, seasoned experts and professional journalists write our articles—never academics or consultants who lecture at you. You will learn from real success stories. You'll read interviews with CEOs you can learn from. You'll benefit from clear take-aways. It's why we've been trusted by the CEO community to bring you insight and inspiration. Subscribe today and join us or email us at [eleonor.mends@nigerianceomagazine.com](mailto:eleonor.mends@nigerianceomagazine.com) to learn more.

To contribute an article, please email [articles@nigerianceomagazine.com](mailto:articles@nigerianceomagazine.com). And to place an advert or request the media kit or calendar planner, please email [advertise@nigerianceomagazine.com](mailto:advertise@nigerianceomagazine.com).



***Leveraging NigerianCEO's storytelling expertise, innovation, journalistic credibility and large audience of business decision-makers, NigerianCEO.com will publish stories representing Nigeria and Africa – reaching, engaging with and influencing people across the continent.***

## **ADVERTISE WITH US**

### **Do You Want to Reach Nigerian CEOs and The Nigerian Business Community Worldwide?**

#### **The Readers**

The readers of the *NigerianCEO* magazine are the decision-makers in government and the private sector across Nigeria and overseas. An estimated 1,500,000 people, including CEOs and senior business executives, professionals, entrepreneurs, financial analysts, economists, researchers, opinion makers, diplomats and academics across the country and in the Diaspora, read the *NigerianCEO* magazine every issue, through our newsstand, paid subscriptions and controlled circulation.

- 65% are CEOs and company directors and senior managers
- 42% are entrepreneurs of leading African and multinational companies
- 19% work in government, both federal and state government
- 79% are between the ages of 26 and 60
- 70% have purchasing responsibilities for a range of products and services
- 80% are skilled people with university or postgraduate degrees
- **Average Personal Income: \$50, 042**

#### **The Market**

Nigeria has nearly 250 million people and many of them operate the fastest growing businesses across the country, Africa and in the Diaspora. With over 50 million middle-class consumers across the country are buying cars, making investments, using cell phones, running companies, frequently travelling, and have large disposable incomes.

**We can help you reach this lucrative market.**

#### **The Distribution**

The *NigerianCEO* magazine is a five-colour, excellent print quality glossy-art paper, 100-page A4-size monthly corporate news publication published in 50,000 copies every month, 12 times a year. With high resolution specs, and laminated front and back covers, the publication is produced to the highest standards, and is available for prompt delivery to your business or home or anywhere you like; even online 24/7.

- Sold on newsstands in over 30 states across Nigeria, including Abuja (FCT) and state capitals.
- Distributed at the annual trade fairs and industry events across Nigeria, Africa & globally.
- Distributed in private airlines, first class and business class seats and premier airport lounges of a dozen domestic airlines serving Nigeria and in foreign international airlines serving the Nigerian market.
- Distributed at embassies and diplomatic missions, and international organisations and NGOs in Nigeria.
- Distributed at Nigerian embassies, trade and diplomatic missions across the world.
- Sold at newsstands in the US, France, Canada, UK, Germany, and other European countries.
- Distributed among chambers of commercial, professional bodies, business associations, industry groups.
- Distributed in major hotels and resorts, banks, embassies and diplomatic missions, government offices and commercial centres across Africa and other Western countries.

#### **The Brand**

At the *NigerianCEO* magazine, *our goal is to be the “most” influential Nigerian corporate magazine available in the market. We value and nurture our brand to represent a unique space in the business media and publishing world both across Nigeria and overseas. This is an opportunity for strategic partnership and corporate synergy.*

## The Contents

Current regular editorial coverage and projects include:

**Exclusive CEO Interviews:** Top CEOs in their own words

**Cover Story:** Informative, topical, objective and comprehensive articles and investigative reports on major events or news story

**Executive Profile:** The leading corporate executives of today

**People and Rising Stars:** Interviews and profiles of entrepreneurs and senior corporate executives

**CEO Forum:** Discussion platform for CEOs and senior business executives to share their perspectives

**Corporate ProFiles:** Profiles of top or leading companies and industries in Africa

**Public Dossier:** Interviews and profiles of senior government officials, including state governors and federal ministers

**Corporate Woman:** Profiles of leading women entrepreneurs and CEOs in corporate profile

**Diplomatic Suite:** Monthly interviews with diplomats and ambassadors in Nigeria

**Movers & Shakers:** Exclusive interviews and profiles of Chairmen of Board of Directors of large institutions in the public and private sectors across Nigeria

**Corporate Lifestyle:** Latest trends in fashion, autos, real estates, proper reviews, hospitality, etc.

**News & Trends:** Nigerian business updates and global news on emerging issues and trends

**Corporate Reports:** Corporate governance and business sustainability issues; Roundup on industry, lifestyle, executive education, events, wealth, investing, photos, vacation destinations, and emerging issues.

## 2025 Publishing Schedule

ISSUE DATE	BOOKING CLOSE	MATERIALS DUE	PUBLICATION DATE
January 2026	December 10, 2025	December 21, 2025	January 02, 2026
February 2026	January 10, 2026	January 18, 2026	February 01, 2026
March 2026	February 10, 2026	February 18, 2026	March 01, 2026
April 2026	March 10, 2026	March 18, 2026	April 01, 2026
May 2026	April 10, 2026	April 18, 2026	May 2, 2026
June 2026	May 10, 2026	May 18, 2026	June 01, 2026
July 2026	June 10, 2026	June 18, 2026	July 01, 2026
August 2026	July 10, 2026	July 18, 2026	August 01, 2026
September 2026	August 10, 2026	August 18, 2026	September 01, 2026
October 2026	September 10, 2026	September 18, 2026	October 01, 2026
November 2026	October 10, 2026	October 18, 2026	November 01, 2026
December 2026	November 10, 2026	November 18, 2026	December 01, 2026

## Special Editorial Topics and Key Features in 2026/2027

- Corporate Nigeria in 2025 & 2026 editions
- National Corporate Women Awards + Top 100 Women in Corporate Nigeria
- Top 100 Executives in Nigeria
- Business Sustainability Rankings: Top 100 Companies / Brands for Business Sustainability
- Top 100 Women in Banking & Finance
- Top 100 Professionals in Nigeria, AND
- Top 100 Companies for Professional Growth + National Professional Awards (Top 100 Pros.)
- 50 Under 50 / 40 Under 40 & 30 Under 30 CEOs
- Top 100 CEOs in Nigeria + Awards

## Print Rate Card

NUMBER OF ISSUES	1	3	6	12
Opening Double Page (DPS)	N4,000,000	N3,800,000	N3,500,000	N3,000,000
Outside Back Cover (OBC)	N5,000,000	N4,800,000	N4,500,000	N4,200,000
Double Page (DPS)	N3,000,000	N2,800,000	N2,500,000	N2,000,000
Inside Front Cover (IFC)	N3,500,000	N3,300,000	N3,000,000	N2,500,000
Inside Back Cover (IBC)	N4,000,000	N3,800,000	N3,500,000	N3,000,000
Full Page	N2,000,000	N1,800,000	N1,600,000	N1,300,000
½ Page	N1,500,000	N1,400,000	N1,300,000	N1,000,000
⅓ Page	N1,000,000	N800,000	N600,000	N500,000
⅓ Strip	N500,000	N400,000	N300,000	N200,000
Advertorial (Charged same as adverts)				

\*

- Rates are in Naira only. Our rates in United States Dollars (USD) are available upon request
- All rates exclude agency commission and VAT
- Detailed Terms and Conditions available upon request.

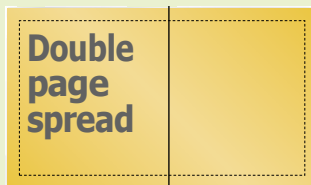
## Print Production Specifications\*

Size	Text (w x h)	Trim (w x h)	Bleed (w x h)
Opening Double Page (DPS)	400 x 255	420 x 275	426 x 281
Full Page	190 x 255	210 x 275	216 x 281
Half Page DPS	400 x 117.5	420 x 137.5	426 x 145.5
Half Page Horizontal	190 x 117.5	210 x 137.5	216 x 145.5
Half Page Vertical	95 x 255	105 x 275	115 x 281
⅓ Strip Horizontal	190 x 72	210 x 92	216 x 102
⅓ Strip Vertical	50 x 255	70 x 275	80 x 281
⅓ Strip Horizontal	190 x 35	210 x 55	216 x 65
⅓ Strip Vertical	22 x 255	42 x 275	52 x 281
Bellyband	40 x 440	50 x 460	56 x 466

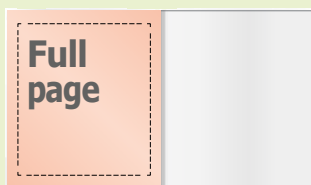
\* Material Requirements

- All material to be supplied as print ready PDFs with all fonts and images embedded
- All images and logos to be high resolution (minimum 300dpi at 100%) and in CMYK colour. Please preflight to ensure no pantone/spot or RGB or low resolution elements
- Files under 4MB can be emailed to [eleanor.mends@nigerianceomagazine.com](mailto:eleanor.mends@nigerianceomagazine.com)

### Print Advertisement Dimensions



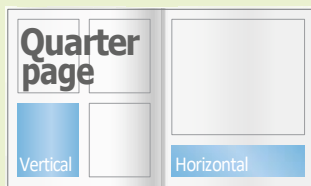
Trim size 275mm tall x 420mm wide  
4mm bleed on all edges if using the trim size  
Text area 255mm tall x 400mm wide



Trim size 297mm tall x 210mm wide  
4mm bleed on all edges if using the trim size  
Text area 254mm tall x 178mm wide



Horizontal 125mm tall x 178mm wide  
OR  
Vertical 254mm tall x 87mm wide



Vertical 125mm tall x 87mm wide  
OR  
Horizontal 42mm tall x 178mm wide

**Artwork disclaimer:** CEO Magazine Limited and its agents will not take any responsibility if any type or artwork exceeds the type area specified in this technical information and is trimmed away. Ensure that all page elements are placed at least 5mm inside the trim areas. For double page spreads all type must clear the inside edges by 7.5mm each side. Double image allowance is 3mm from each side of the centre binding. Please keep to our trim, bleed and type area specifications when preparing artwork. If supplied artwork does not match our specifications, we reserve the right to manipulate or reset the advert to fit. Large email attachments may not be accepted, please use a third party application such as [www.wetransfer.com](http://www.wetransfer.com) for this purpose. If specific colours are required, please state a colour reference for our printers. All colours used in the document should be set to 'Process Separation'. All artwork supplied must have prior client approval and all copyright permissions must be verified.

### Advertorials/Company Profile

- **4-page article:** max. 1500 words
- **2-page article:** max 700 words
- **1-page article:** max 400 words in English plus high-resolution.

**Article and Images** (material to be provided by the company).

**\* Please note that advertorial is charged same as regular adverts**

### Final Checklist

- File(s) are PDF, JPEG, TIFF or EPS
- Correct dimensions
- Crop marks on spreads and full pages
- 4mm bleed on spreads and full pages
- All colours and images are CMYK 300dpi images at 100% scale
- Fonts outlined or embedded
- Transparency flattened

### CONDITIONS AND TERMS

The publisher reserves the right to increase advertising rates any time upon notice in writing, and all contracts are accepted subject to this reservation. The advertiser reserves the right to cancel contract without short rate at any date upon which higher rates are made effective by the publisher. The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for space actually occupied by that portion of the advertisement in which the error occurred, whether the error is due to the negligence of its servants or otherwise and there shall be no liability for non-insertion of any advertisement. The publisher reserves option to insert above or below any copy the word "Advertisement". The publisher is not responsible for advertising material unless return delivery instructions are received within ninety days after use. The publisher will accept responsibility for reproduction of advertisements from progressive proofs only and **not** from color keys. Responsibility for an error or imperfection inadvertently incurred by the publisher, will be accepted for the first insertion only of the intended advertisement. Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claims made against the publisher because of such content. The publisher reserves the right to refuse any or all copy deemed by the publisher to be unsuitable. To qualify for any volume discount, a contract must accompany the first insertion of the relevant schedule. Contracts apply to volume discounts only. The publisher is not bound by any conditions or contracts which conflict with the terms of this rate card. The publisher reserves the right to void any contract if the first insertion is not placed within one month of receipt of contract. Contracts must be completed within 12 months of date of contract. The publisher reserves the right to refuse any contract deemed unacceptable. All advertisers will uniformly graduate to any new rate card upon effective date. The publisher shall be entitled to payment as herein provided, upon having completed the printing and advertising and having taken reasonable steps to ensure that the publication will be distributed. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. As used in this section, the term "publisher" shall refer to **CEO Magazine (NG) Limited**.

# **NIGERIAN CEO MAGAZINE**

## **2026 ADVERTS BOOKING FORM**

**This booking form Must accompany full payment. Please complete this booking form and return it to us together with full payment** by cheque or funds transfer (in the name of CEO Magazine Limited) on or before booking due date via email at [eleanor.mends@nigerianceomagazine.com](mailto:eleanor.mends@nigerianceomagazine.com)

Advertiser's Contact Person's Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Institution/Company: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date of Sending this Form: \_\_\_\_\_

### **Size of Advertisement (check any)**

- Opening Double Page (DPS) \_\_\_\_\_
- Outside Back Cover (OBC) \_\_\_\_\_
- Double Page (DPS) \_\_\_\_\_
- Inside Front Cover (IFC) \_\_\_\_\_
- Inside Back Cover (IBC) \_\_\_\_\_
- Full Page \_\_\_\_\_
- ½ Page \_\_\_\_\_
- ⅓ Page \_\_\_\_\_
- ⅓ Strip \_\_\_\_\_
- Advertorial \_\_\_\_\_

Total number of adverts OR pages: \_\_\_\_\_

Total Amount of payment (in USD\$) \_\_\_\_\_

### **Method of Payment**

#### **Wire Transfer or Direct Deposits Payments**

**Name of Bank:** United Bank for Africa (UBA) Plc.

**Account Name:** CEO Magazine (NG) Limited

**Naira Account No:** 1029698537

**US Dollar Account No:** 3005039608

**Attention:** Please ensure that you reference your name or company name in the transaction, and that you make a total payment of the Advertising Fee, plus any banking fees / charges.

**Any Questions:** Please email [eleanor.mends@nigerianceomagazine.com](mailto:eleanor.mends@nigerianceomagazine.com)

**\*Full payment must accompany this advert booking and payment form for space to be approved.**

**Cancellation:** Not accepted after closing date. For cancellation policy, please refer to our website.

You can call or WhatsApp Eleanor Mends the Publication's Executive Coordinator at +234-707-886-2926 or [eleanor.mends@nigerianceomagazine.com](mailto:eleanor.mends@nigerianceomagazine.com) to place an advert in the *NigerianCEO* Magazine print and digital editions. Kindly complete and return this form to us on or before ad booking closing date.