



# Tech Labari

Media Kit 2026

Q2 2026

# Who We Are

**Tech Labari (formally Tech Nova) is an online tech news publication founded in 2017. Our mission is to provide our audience with a view of what's happening in the technology ecosystem in Ghana and Africa and it how it affects the local population.**

**With our engaging and informative content, Tech Labari has become a trusted source of information and inspiration for tech enthusiasts, entrepreneurs, and consumers across the continent reaching over 10,000 readers every month**

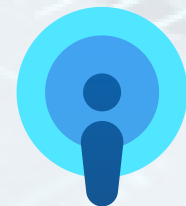
# Our Content

We publish news stories, articles, data and analysis focusing on technology, social media and innovation in Africa.

## Our content format includes



Written  
Articles



Podcasts



Data  
Analysis



Newsletters

# Our Target Audience



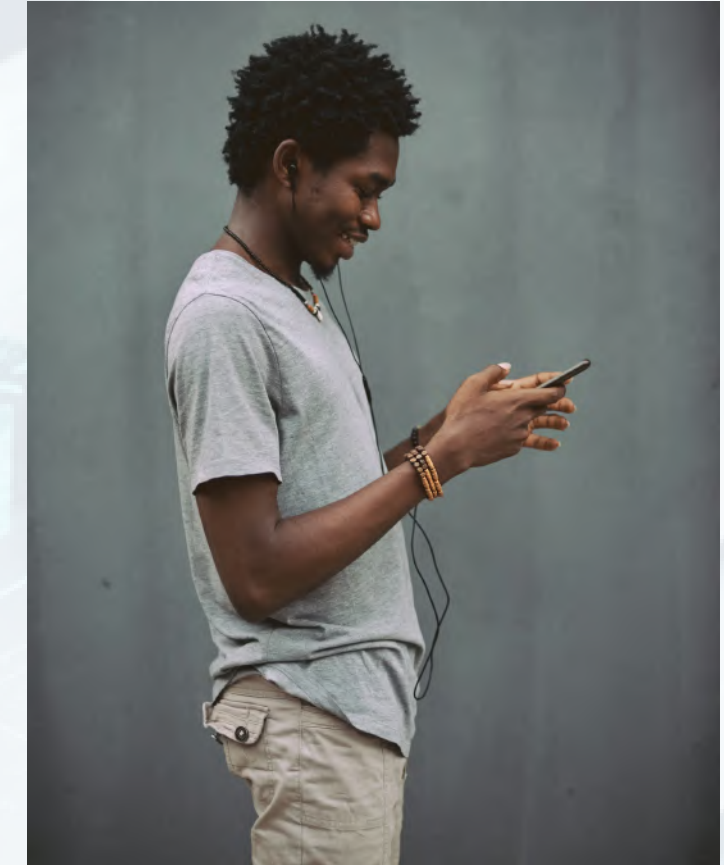
## Tech Enthusiasts

Looking for general news and stories about tech in Africa



## Business Execs

Looking for data and information about tech in Africa



## Tech Consumers

Looking for latest gadgets and tech

# Audience/Reach



**15,000+**  
Monthly Page Views



**12,000+**  
Monthly Unique Visitors



**950+**  
Newsletter subscribers



**3500+**  
Followers



**1100+**  
Followers



**1700+**  
Followers



**1300+**  
Followers

# Our Readers

Our top readers are from the following countries:



United States



Ghana



UK



Nigeria



Kenya

# Advertising on Tech Labari

Drive maximum impact with Tech Labari advertising solutions.

We offer different options including:

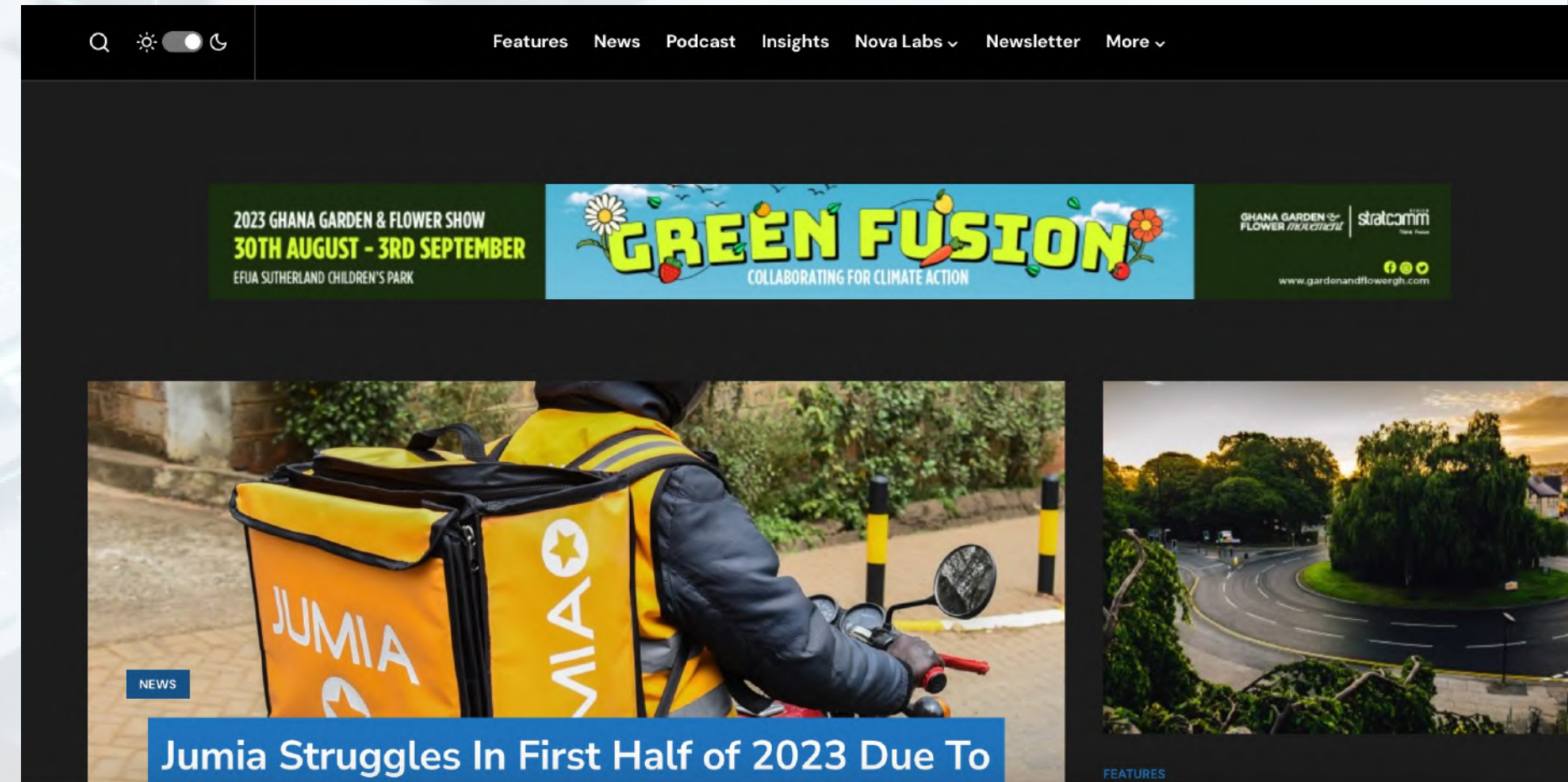
- Leaderboard web banners
- Email newsletters
- Influential sponsored posts (press releases and custom articles)
- Social media marketing

# Display Advertising

We place display ads in the form of banner ads on our website for visibility

Price:

- 700 GHC/\$50 (placement for 1 week)
- 1000 GHC/\$100 (placement for 2 weeks)
- 5000 GHC/\$500 (placement for a month)



# Sponsored Content

We work directly with brands/companies to create content promoting their brand/service on our website

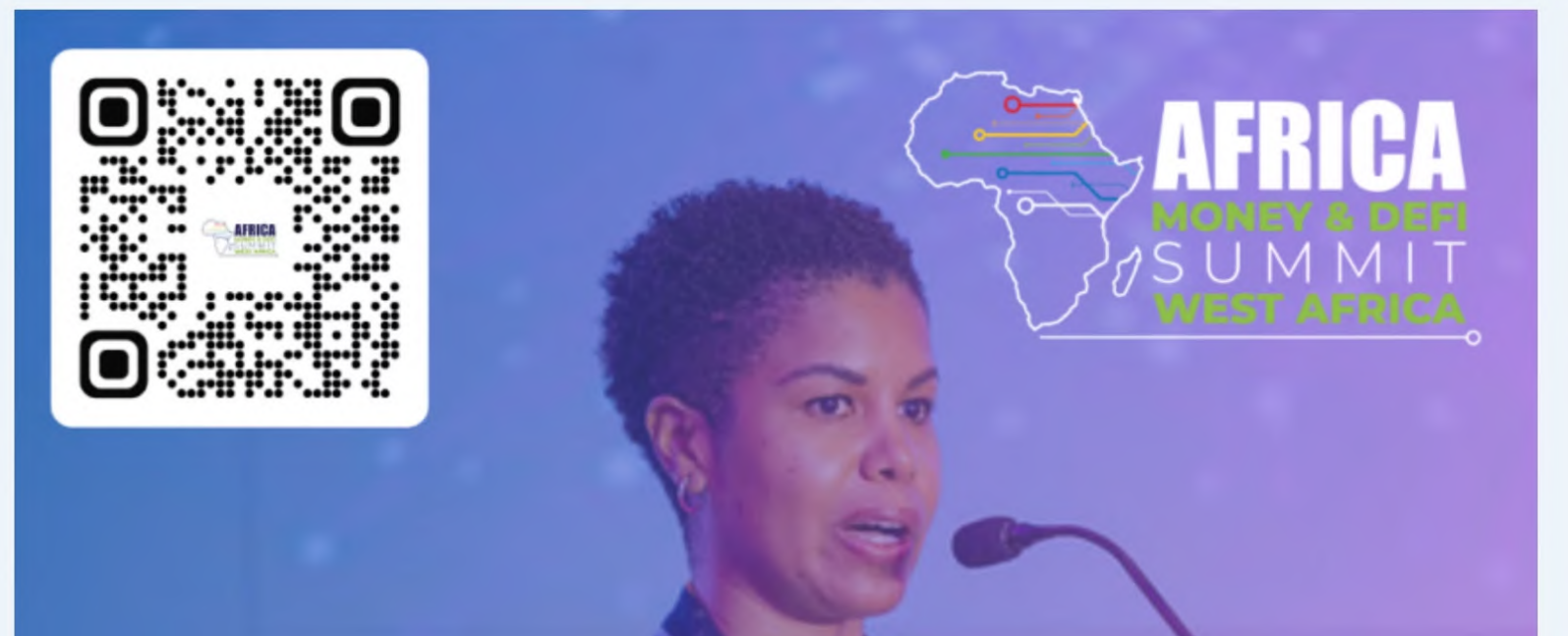
**Price: 950 GHC/\$90**

FEATURES PARTNER CONTENT

## Africa Money & DeFi Summit Calls for Investor-Ready Startups to Pitch in Accra

BY [JOSEPH-ALBERT KUIRE](#) | JULY 31, 2025 | 1 MIN READ

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# Newsletter Advertising

We give you space in our newsletter of 800+ subscribers to help promote your product or services

**Price: 500 GH/\$50**



*This week's newsletter is sponsored by mNotify, Ghana's most affordable customer engagement platform.*



Did you know that 94% of all text messages are read within 3 minutes?

That means SMS and Voice SMS are a great medium for sending messages to your clients and customers because there's a 94% chance of getting your messages read.

[mNotify](#) can definitely help in getting your messages across to your audience.

**With companies like GTBank, Prudential Bank, UNICEF, Donewell Insurance, and SendWave** among their clientele base, mNotify definitely gets the job done.

# Ads Overview

Unit	Description	Weekly Price	Monthly Price	Standard Price
Banner ads	728 x 90 (leaderboard)	<b>700 GHC/\$50</b>	<b>5000 GHC/\$500</b>	
Sponsored Article (Press Release/Custom Article)	Ad on our website in the form of an article/post			<b>950 GHC/\$90</b>
Newsletter	Ad in one newsletter edition			<b>500 GHC/\$50</b>
Social Media Advertising	<ul style="list-style-type: none"><li>• Instagram</li><li>• X</li><li>• Facebook</li><li>• LinkedIn</li></ul>			<b>450 GHC/\$40</b>

# Our Past Partnerships

Over the last several years, we've partnered with different brands and companies on event coverage and branded content

Google AI

re:publica

SOCIAL  
MEDIA  
WEEK  
ACCRA



Uber



paystack

seamless  
PAYMENTS • E-COMMERCE • RETAIL



TECH IN GHANA



# Contact Us

**Email: [hi@techlabari.com](mailto:hi@techlabari.com)**

**Phone: +233 054 753 0876**

**Website: [techlabari.com](http://techlabari.com)**



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