



Corporate

Welcome to **Talkingdrum Online News Magazine!** Your online news gateway for trending out of the box interactive daily News, Infotainment, Retro (Dated news and articles), Lifestyle, Vox Pop, DrumSpeakes/Articles, Fashion, Technology, Design, and Sports.

Our cutting edge platform has been developed for your reading and browsing pleasure with a user friendly interface navigation and vibrant layout for easy and disruptive free reading experience. Our content is served everyday on daily and breaking news in all segment categories.

- ✓ **Our News** focuses on daily National and Global News stories from an informative and unique angle.
- ✓ **Infotainment** spotlights in depth national and international news from the entire global entertainment industry and keeping you in the know on latest happenings.
- ✓ **Retro (Dated News and Articles)** takes you through unique news on local and international in all categories and more, mainly interesting info and news that may not have made the headlines or you just simply missed.
- ✓ **Lifestyle** enlightens you on various aspects of personal and human stories on issues, topics, and talking points in all aspects of life and living.
- ✓ **Vox Pop** or “voice of the people” shares stories as told by people in an eye witness chit chat style report.
- ✓ **DrumSpeakes** is a platform for articles written by authors on trending topics, issues, and current national and global matters from various disciplines with a view to interactive knowledge based discourse.
- ✓ **Fashion** will be taken from a style and informative perspective on national and global scenes roaming from Lagos, Milan, New York and beyond.
- ✓ **Our technology** category seeks to provide insights into current and innovative products, gizmos and gadgets that transform the way we live and work.

- ✓ **Design** seeks to educate and showcase a wide spectrum varying on new and retro concepts in fields of design talent to the simply awesome.
- ✓ **Our sports** will be hot for current sports in-depth reporting style to analytical commentary on sports from around the world.

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READERS/ADVERTISING

Our audience consists largely of educated Nigerians living at home and in the diaspora who are eager to see multi-faceted representations of themselves in arts, film and television, technology, music, and fashion. They are also interested in mainstream news given from a unique perspective on a single platform. They have a busy work schedule and lifestyle depending mainly on their mobile devices for current and trending information on the go.

DEMOGRAPHICS

Gender

- **Female:** 55%
- **Male:** 45%

Age

- **Female:** 25-65
- **Male:** 25-70

Education

Secondary and Tertiary Education.

Income

Middle to High income earners.

Top Interests

- Movies & Television
- Arts & Entertainment News
- Technology
- Music
- Shopping
- Fashion, Beauty & Fitness
- Travel
- Food & Cooking
- Books
- Sports

Technology

- **Mobile:** 59.67%
- **Desktop:** 33.70%
- **Tablet:** 6.62%

REACH

Avg. Monthly Readers: 27,000

Avg. Monthly Pageviews: 53,000

LOCATIONS

Top 5 Countries

1. Nigeria
2. United States
3. United Kingdom
4. Canada
5. Ghana

Top 5 Cities

1. Lagos, Nigeria
2. London, UK
3. New York, US
4. Accra, Ghana
5. Toronto, Canada

Top 7 Social Referrers

- Facebook
- Twitter
- Instagram
- Pinterest
- Whatsapp
- Email
- Google plus

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