

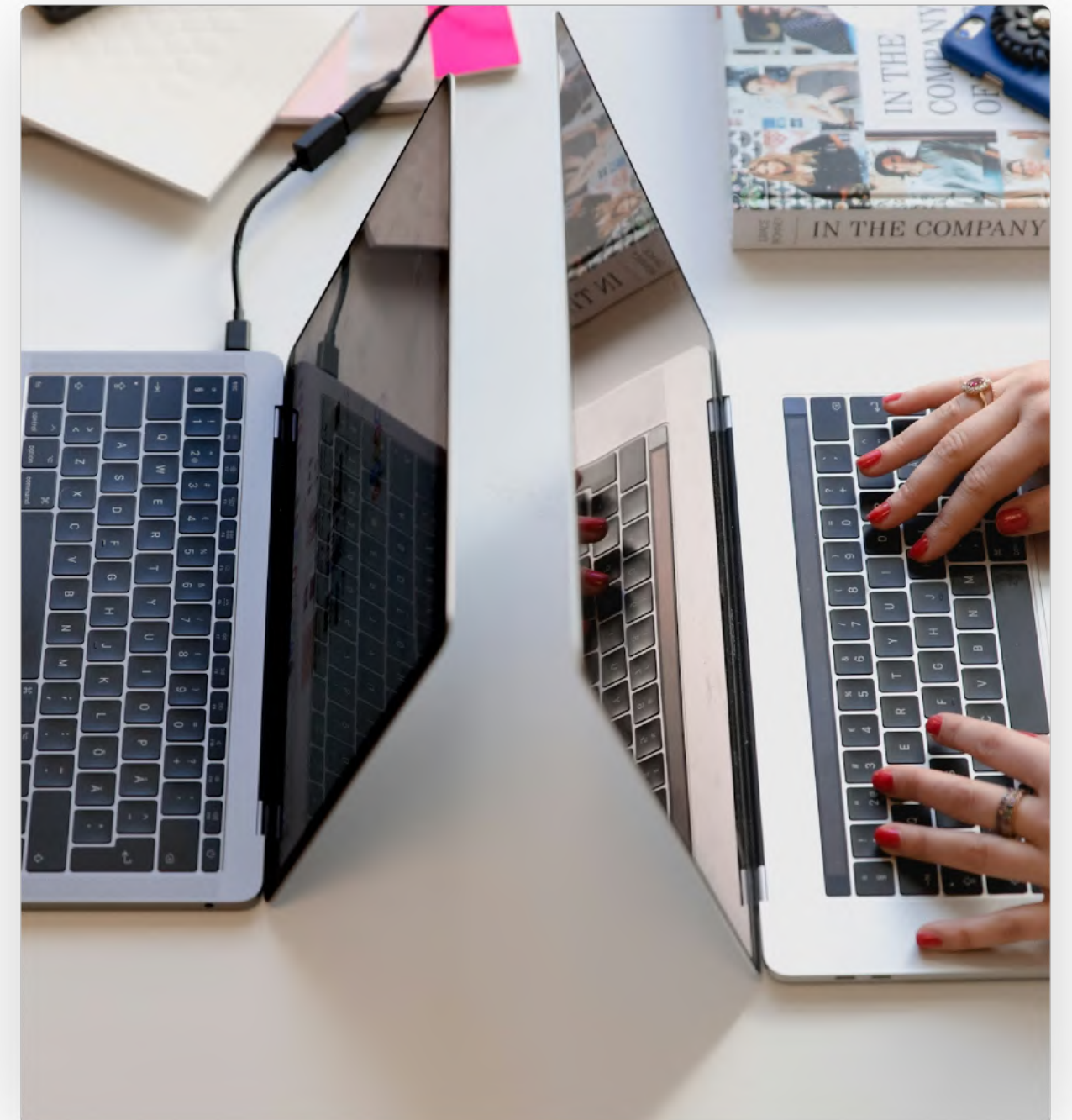


Tech. Politics. Culture. Entertainment

2025 Media Kit

Who We Are

- Labari Media is a modern digital media and data company building Africa's next-generation storytelling and intelligence platforms.
- Our mission is to connect, inform, and empower Africa's innovators, policymakers, and citizens through credible journalism and actionable data
- From technology to governance, we tell stories that shape conversations, influence decisions, and inspire progress.



Vision and Mission

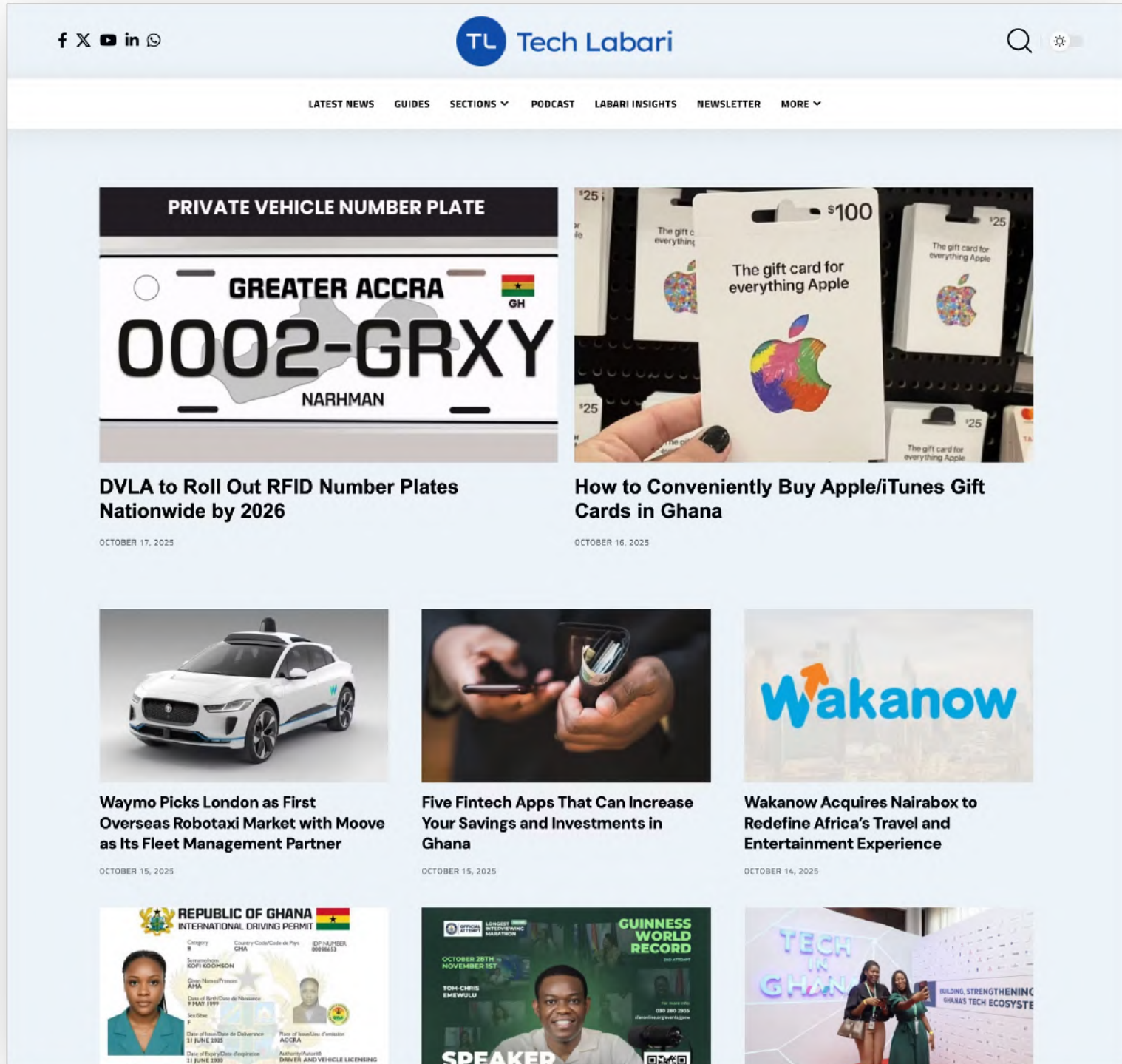
Vision: To become Africa's most trusted and influential digital media group — one that blends storytelling, journalism, and data to build a more informed continent.

Mission: To produce high-quality journalism and intelligence that illuminates Africa's transformation, bridges information gaps, and strengthens understanding between the continent and the world.

Our Brands

The Labari Journal





Overview

Founded in 2017, Tech Labari is Ghana's most recognized independent tech news platforms.

It covers the latest developments in startups, venture capital, digital policy, and innovation across Africa.

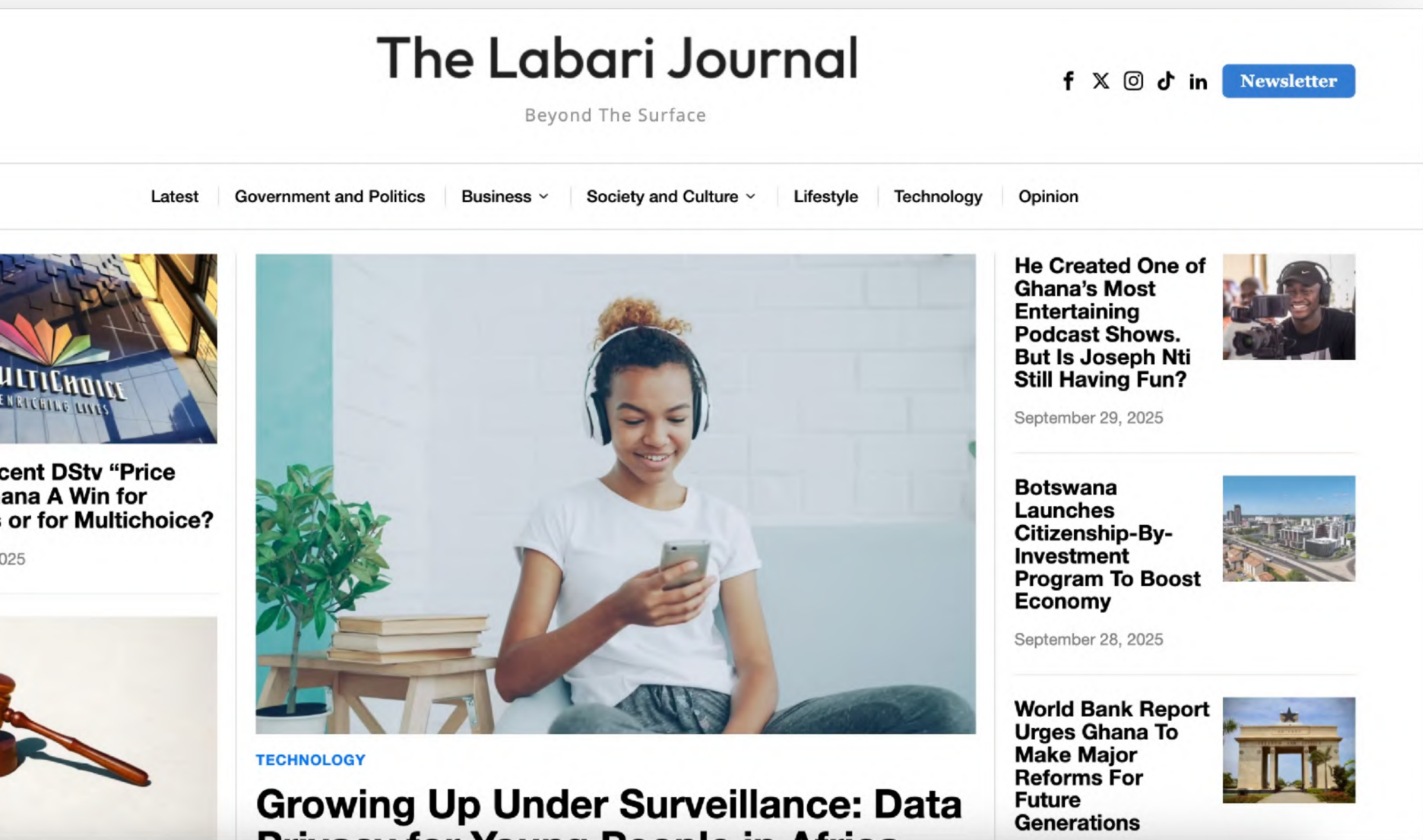
Tech Labari

Reach

- 15K monthly readers
- 5K+ followers across social media (X, Instagram, Facebook, and LinkedIn)
- 200+ startup features published
- Coverage across Ghana, Nigeria, and Kenya



The Labari Journal



Overview

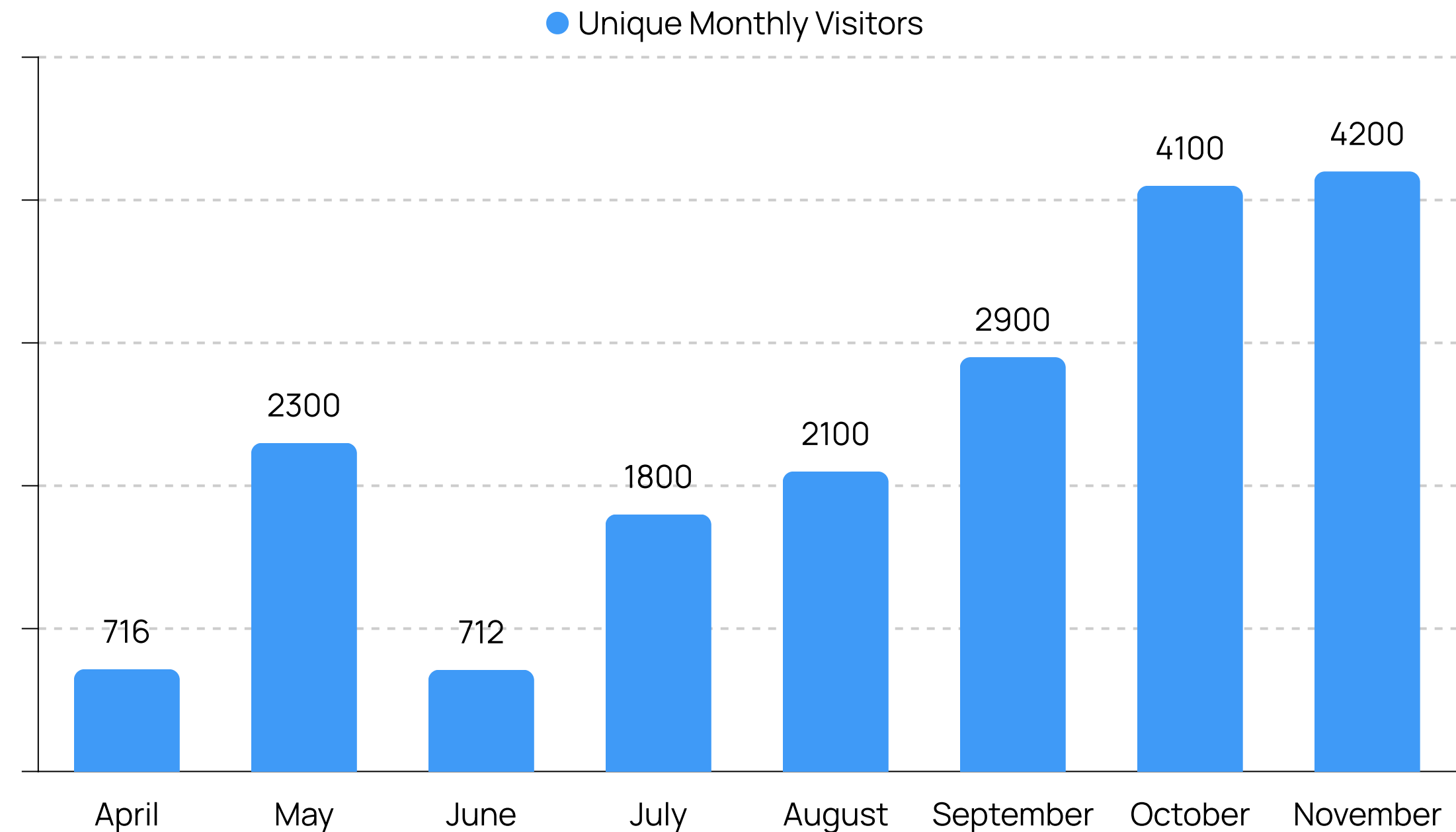
Founded in 2025, The Labari Journal tells stories about the people, policies, and power structures shaping African societies.

We go beyond the headlines to document what life feels like – the inequalities, the innovations, and the ideas redefining our future.

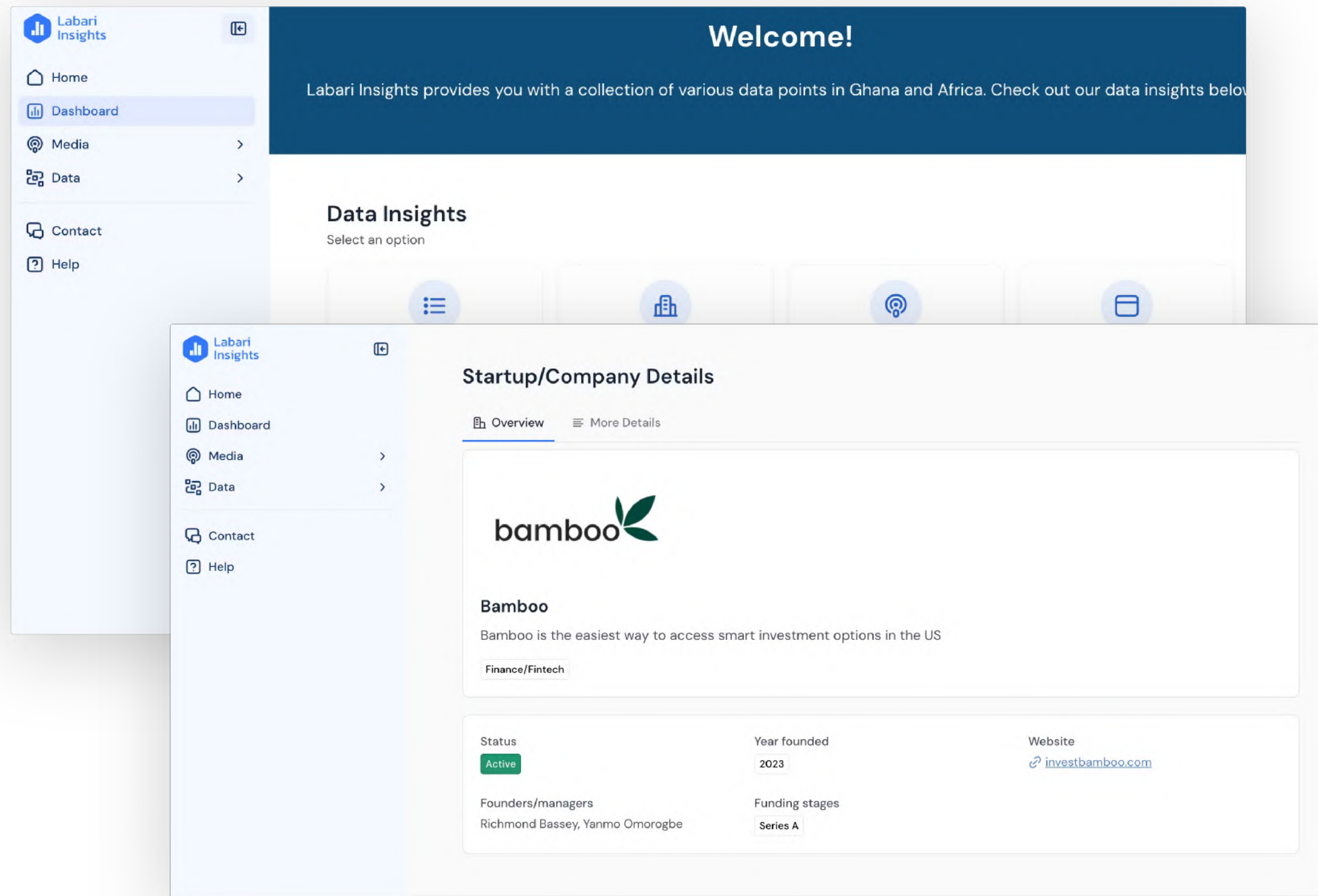
The Labari Journal

Reach

- ~2.3K unique monthly readers since April 2025 launch
- ~3.1K page views



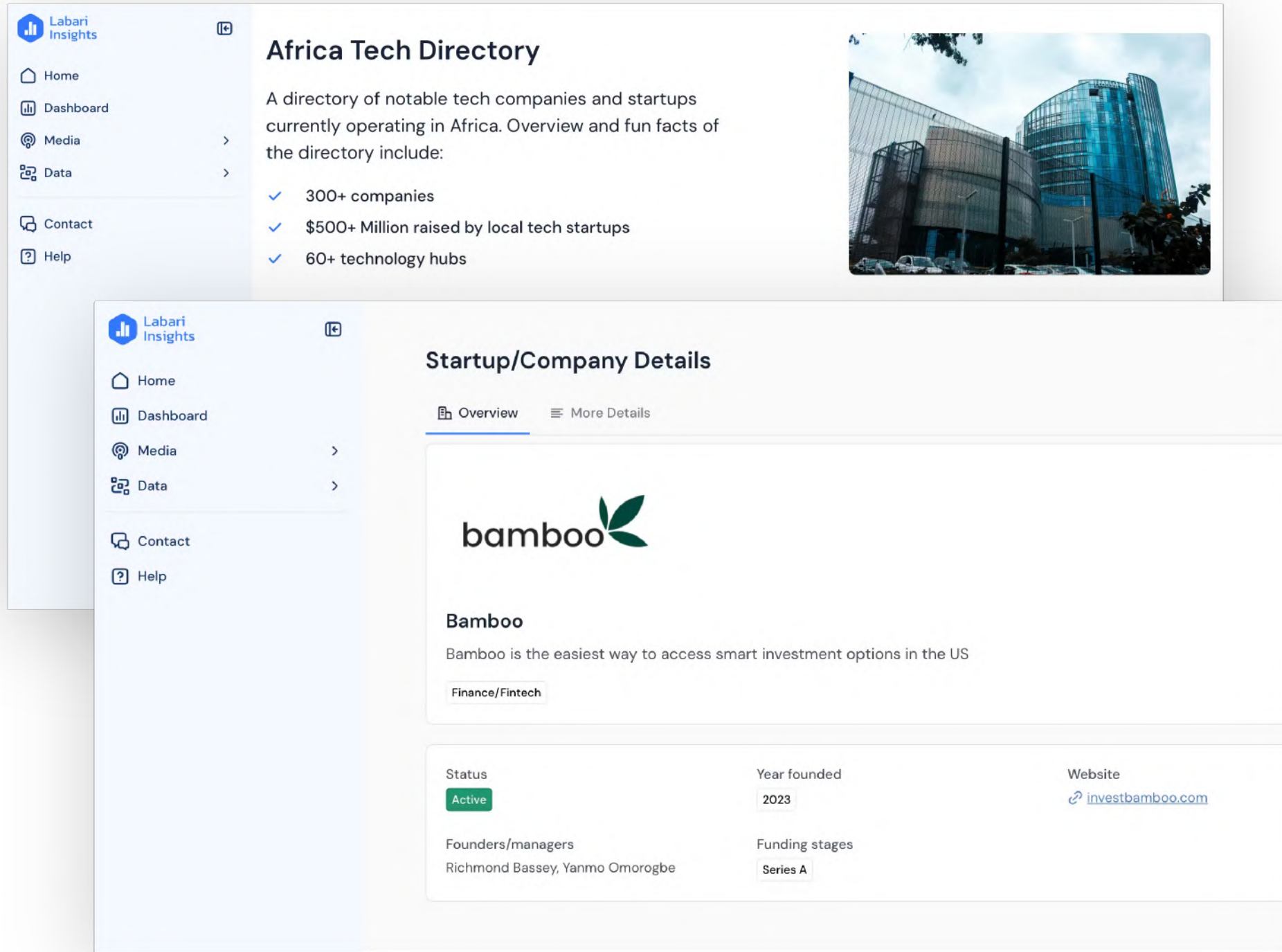
Labari Insights



Overview

Labari Insights is a online data platform which showcases information in Africa from technology to media

Labari Insights



Key Features:

- **Investor Directory:** Mapping Venture Capital and angel investors across Africa.
- **Startup Database:** Profiling early- and growth-stage African tech startups.
- **Market Reports:** Cataloging reports and data sets and insights for ecosystem stakeholders.

Business Model and Revenue Streams

Labari Media is structured as a **multi-brand media and data ecosystem** with diversified revenue channels:

1. Advertising & Sponsorships

- Native storytelling campaigns with corporate brands.
- Sponsored newsletters and events

2. Events & Community Building (Coming in 2026)

- Labari Journal Debates – Event series on debates on provocative topics
- Tech Labari Roundtables – Discussions on innovation, regulation, and growth.

Our Rate Card

Service	Service Description	Price
Banner Ads	Display of ads on Labari Media sites	1,000 GHC (\$80)
Sponsored Article	Our sponsored articles are written to resonate with our audience, offering insights into your company's products and services	1500 GHC (\$100)
Social Media Post	A mention/post on our social media platforms	500 GHC (\$50)
Newsletter Ad	A space reserved in our newsletter editions for a company's brand/services	800 GHC (\$75)

Our Competitive Advantage

Strength	Labari Media Advantage
Editorial Depth	Blend of narrative journalism and data storytelling rarely found in African media.
Tech + Journalism DNA	Founder's UX and media background enables product-driven storytelling.
Pan-African Focus	Cross-border reporting on Ghana, Nigeria, Kenya, and South Africa.
Data-Driven Credibility	Labari Insights provides unique proprietary datasets to support stories.

Audience and Reach

Demographics:

- 60% of readers aged 25–40
- 70% professionals in tech, media, or policy
- Top markets: Ghana, Nigeria, Kenya, US, UK

Platforms:

- Website: 15K+ monthly visits (combined brands)
- Social Media: 5K+ combined followers

Brands and Companies We've Worked With

Google AI

SOCIAL
MEDIA
WEEK
ACCRA

Uber

seamless
PAYMENTS • E-COMMERCE • RETAIL

re:publica

SFAN

MTN

paystack

standard
chartered

TECH IN GHANA

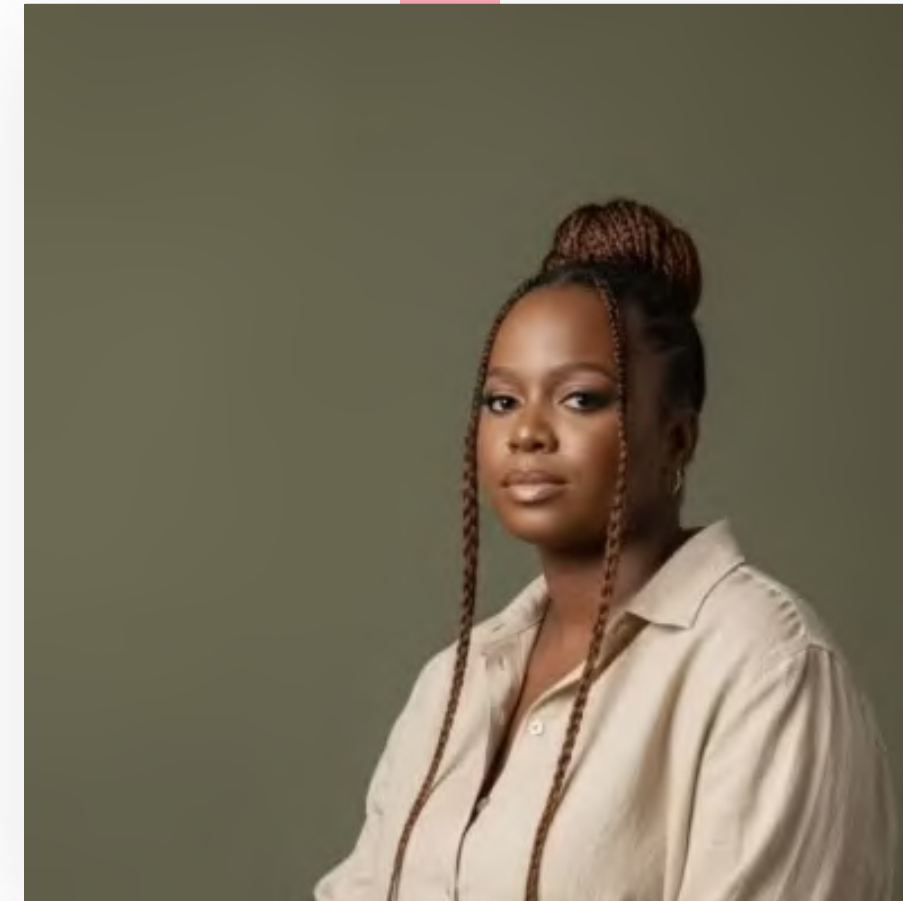
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The Team



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