



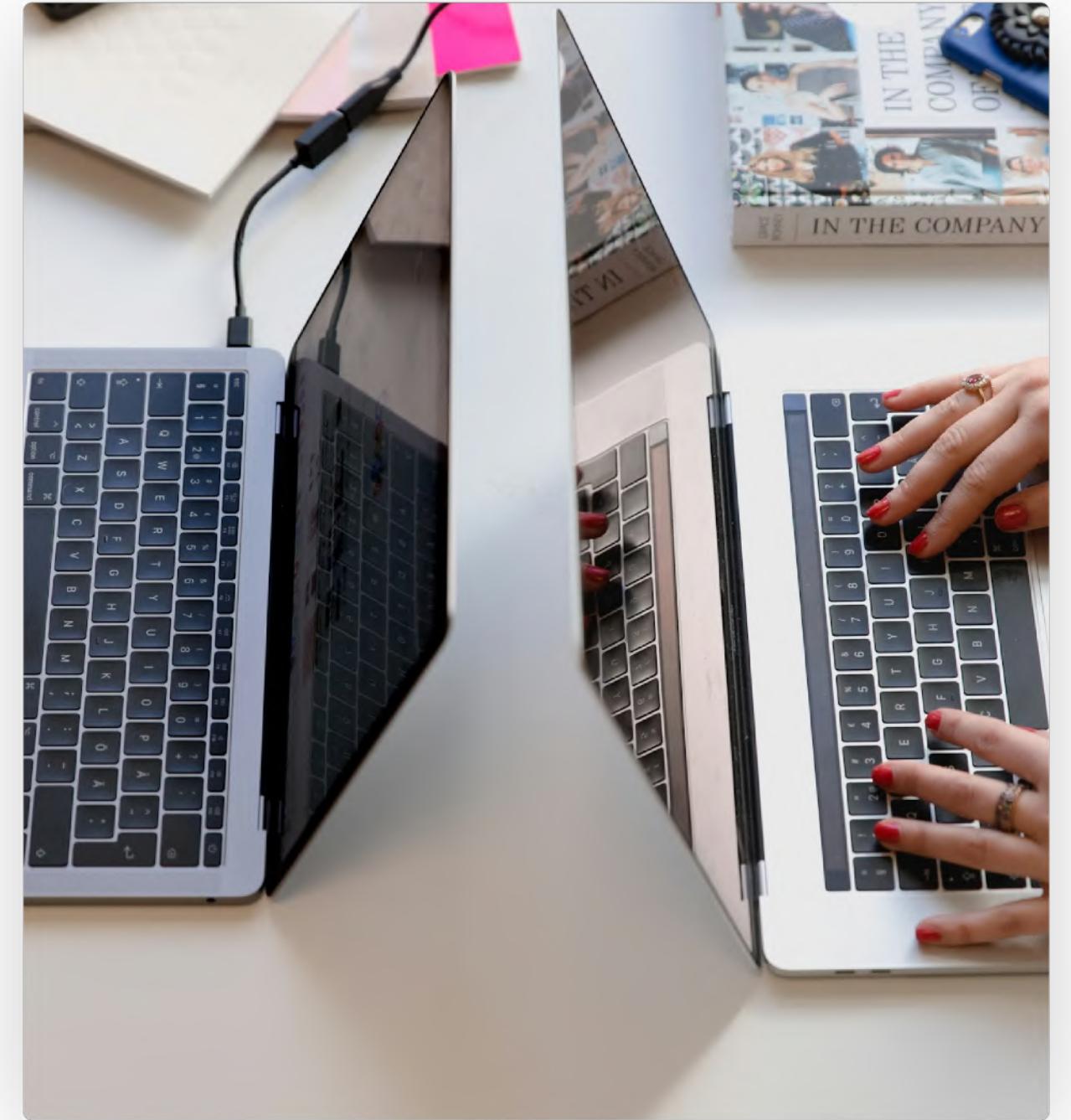
**Labari Media**

**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.

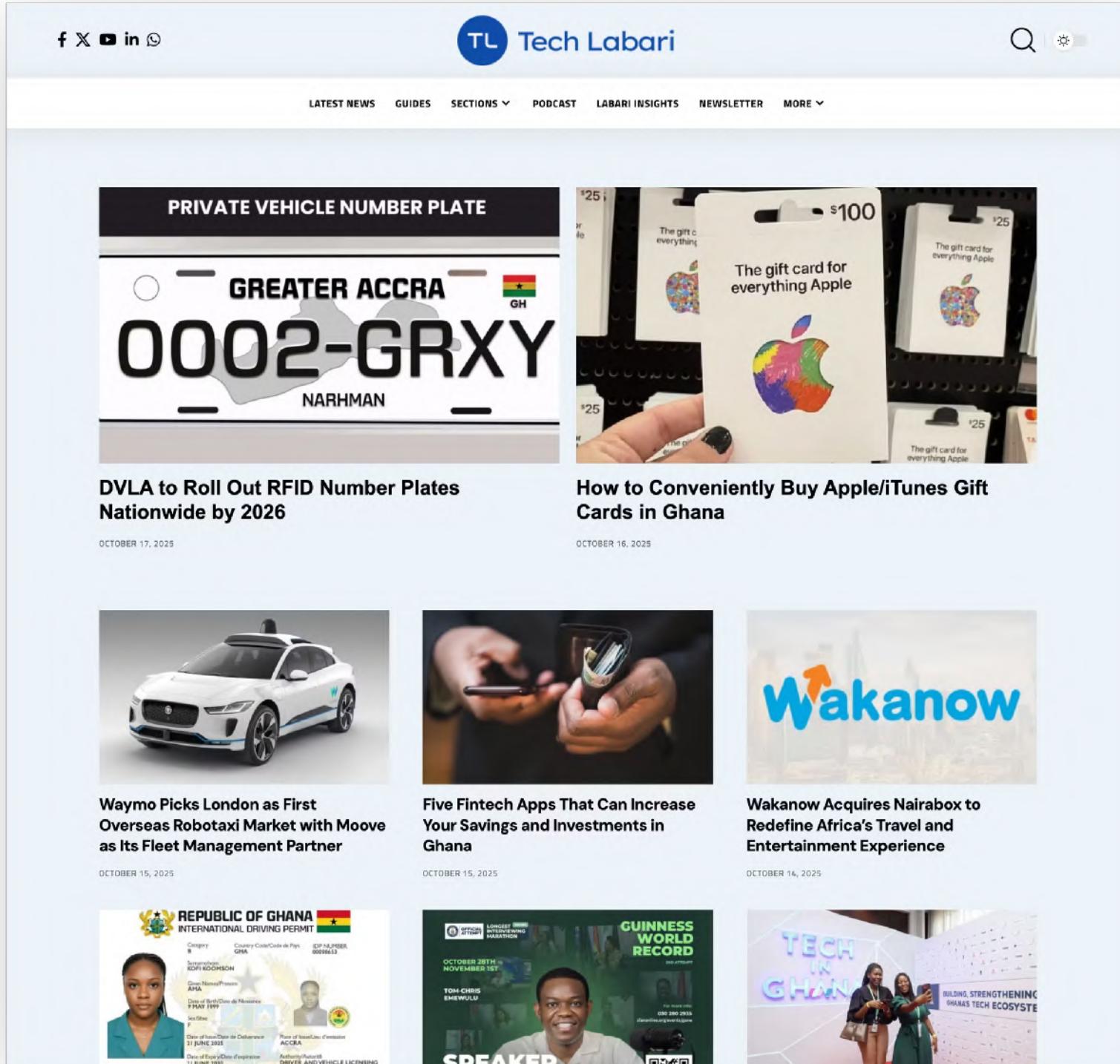
**Mission:** To produce high-quality journalism and intelligence that illuminates Africa's transformation, bridges information gaps, and strengthens understanding between the continent and the world.

## Our Brands

**The Labari Journal**



**Tech Labari**



The screenshot shows the Tech Labari website homepage. At the top, there is a navigation bar with links to LATEST NEWS, GUIDES, SECTIONS, PODCAST, LABARI INSIGHTS, NEWSLETTER, and MORE. Below the navigation, there are two main news cards. The first card on the left is titled "PRIVATE VEHICLE NUMBER PLATE" and features an image of a license plate with the number "0002-GRXY". The text below the image reads "DVLA to Roll Out RFID Number Plates Nationwide by 2026" and "OCTOBER 17, 2025". The second card on the right is titled "How to Conveniently Buy Apple/iTunes Gift Cards in Ghana" and features an image of several Apple gift cards. The text below the image reads "How to Conveniently Buy Apple/iTunes Gift Cards in Ghana" and "OCTOBER 16, 2025". Below these cards, there are three more news cards arranged in a row. The first is about Waymo's robotaxi market entry, the second is about fintech apps in Ghana, and the third is about Wakanow's acquisition of Nairabox. Each news card includes a small image, the article title, and the publication date.

## 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.

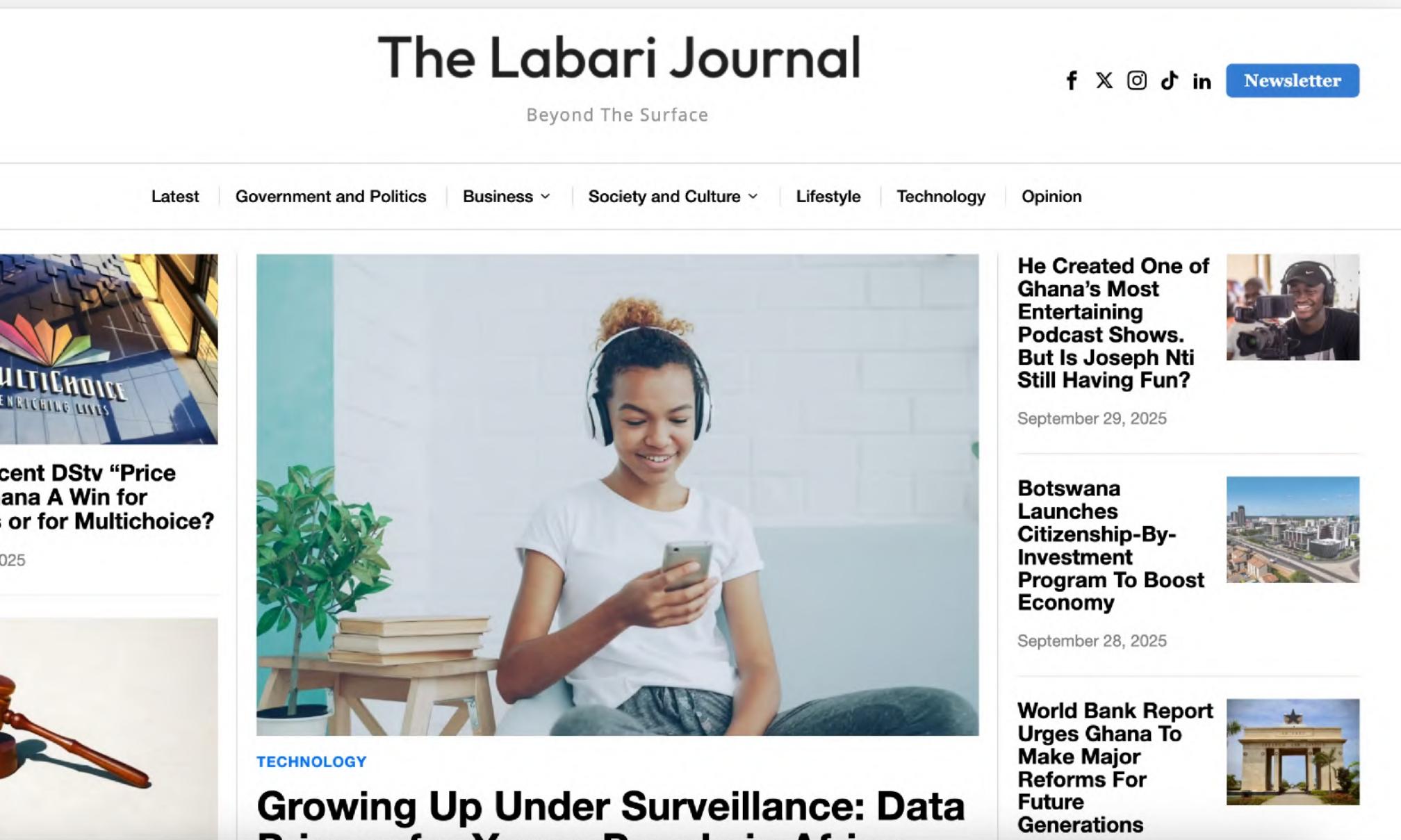
# Tech Labari

## 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



The Labari Journal is a news website with a clean, modern design. The header features the site's name in a large, bold, black font, followed by a subtext "Beyond The Surface" in a smaller, gray font. Below the header is a navigation bar with links to "Latest", "Government and Politics", "Business", "Society and Culture", "Lifestyle", "Technology", and "Opinion". Social media icons for Facebook, X, Instagram, and LinkedIn are located above the navigation bar, along with a "Newsletter" button. The main content area displays several news articles. On the left, a partial article is visible with the headline "cent DStv ‘Price Hike’ Is A Win for Ghana or for Multichoice?". The central article, "Growing Up Under Surveillance: Data Privacy for Young People in Africa", features a photo of a young girl wearing headphones and looking at a smartphone. Below this, a sidebar lists three more articles: "He Created One of Ghana's Most Entertaining Podcast Shows. But Is Joseph Nti Still Having Fun?", "Botswana Launches Citizenship-By-Investment Program To Boost Economy", and "World Bank Report Urges Ghana To Make Major Reforms For Future Generations". Each article includes a thumbnail image and a publication date. The footer of the page includes a "TECHNOLOGY" section and a "Try Pitch" button.

## Overview

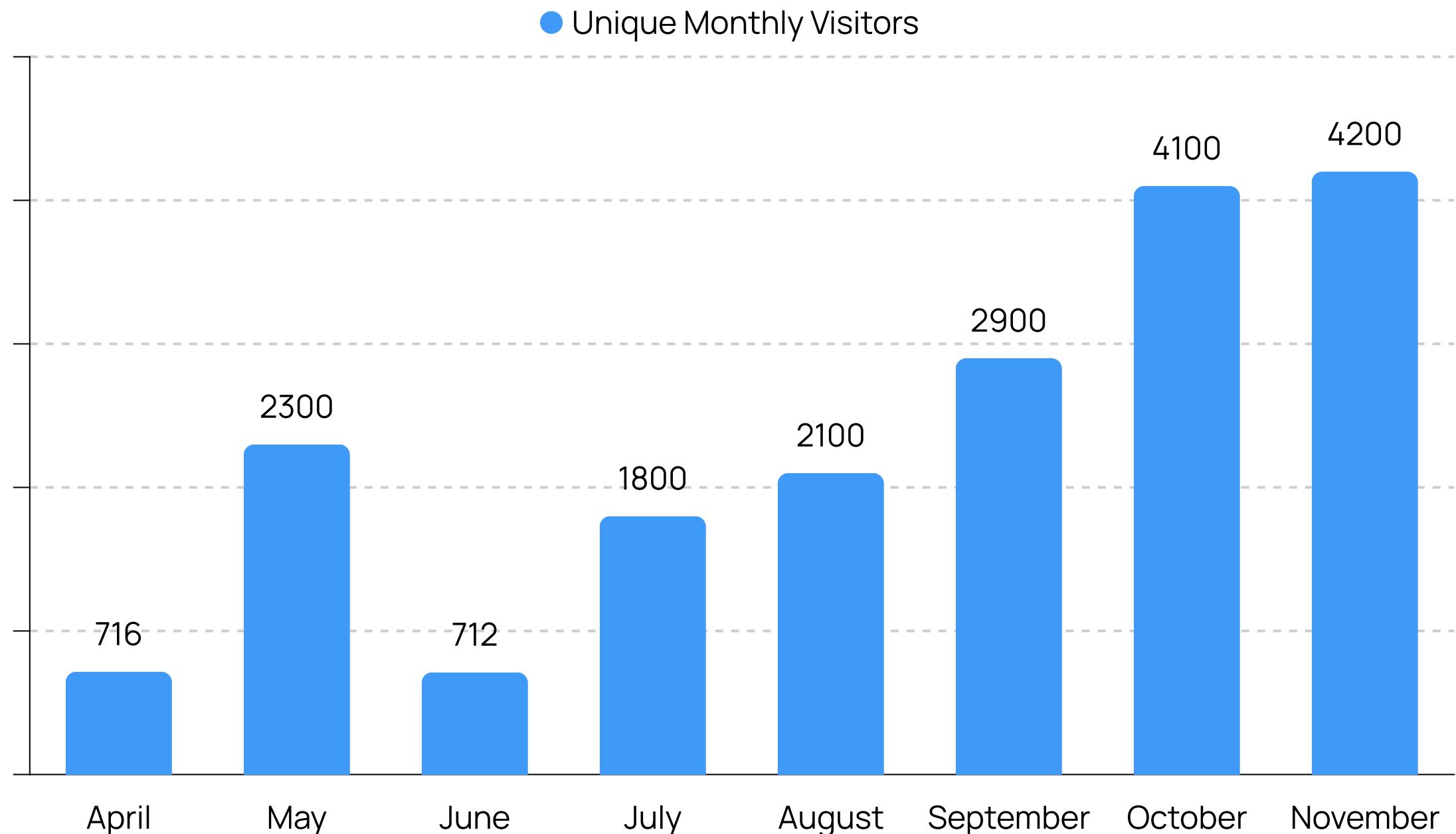
Founded in 2025, The Labari Journal tells stories about the people, policies, and power structures shaping African societies.

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

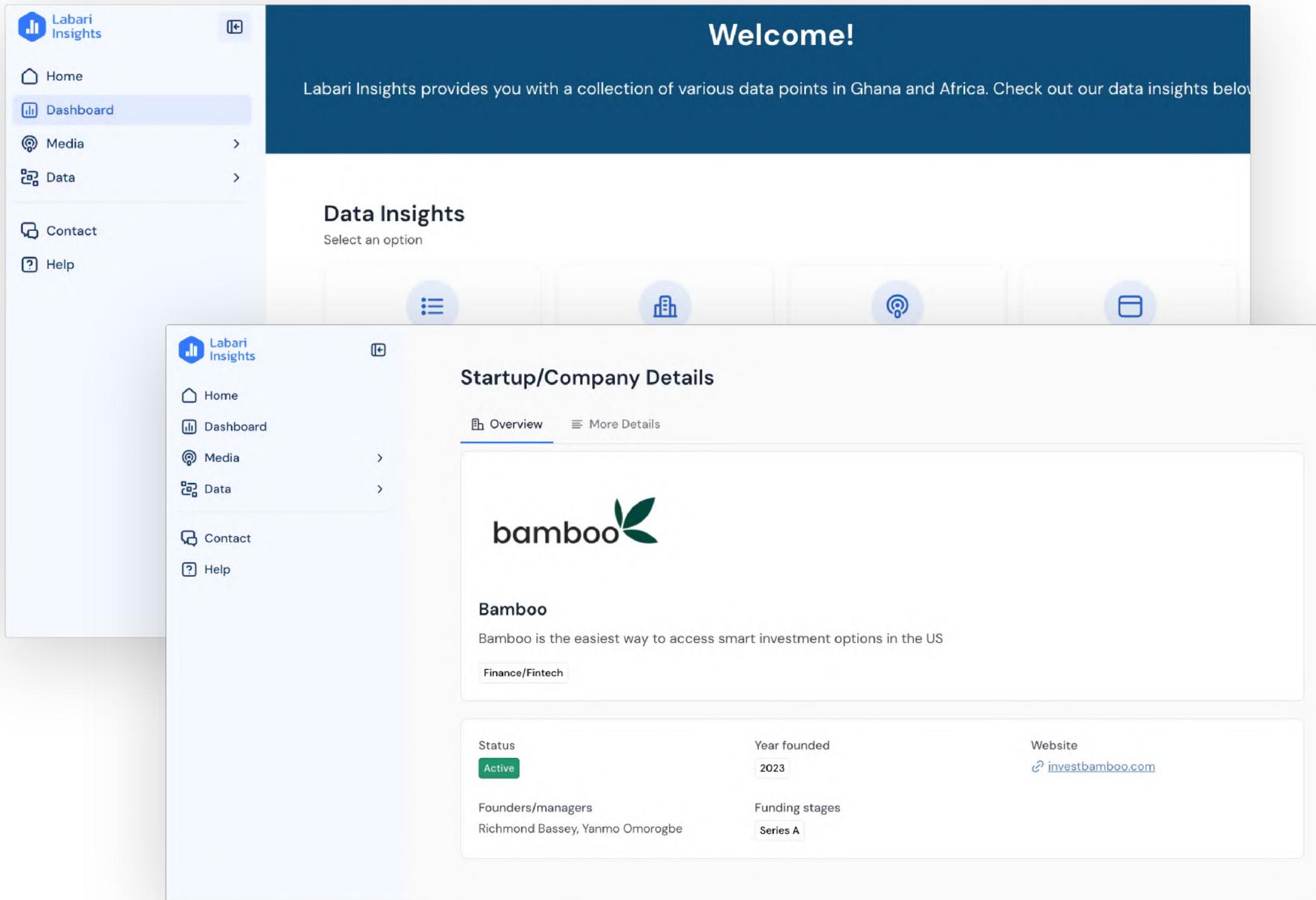
# The Labari Journal

## Reach

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



# Labari Insights



The image shows two screenshots of the Labari Insights platform. The top screenshot is the 'Dashboard' page, featuring a 'Welcome!' banner and a 'Data Insights' section with a 'Select an option' dropdown. The bottom screenshot is a 'Startup/Company Details' page for 'Bamboo', showing the company logo, name, a brief description, and a 'Finance/Fintech' tag. The sidebar on both pages includes links for Home, Dashboard, Media, Data, Contact, and Help.

**Dashboard**

Welcome!

Labari Insights provides you with a collection of various data points in Ghana and Africa. Check out our data insights below.

**Data Insights**

Select an option

**Startup/Company Details**

[Overview](#) [More Details](#)

**Bamboo**

Bamboo is the easiest way to access smart investment options in the US

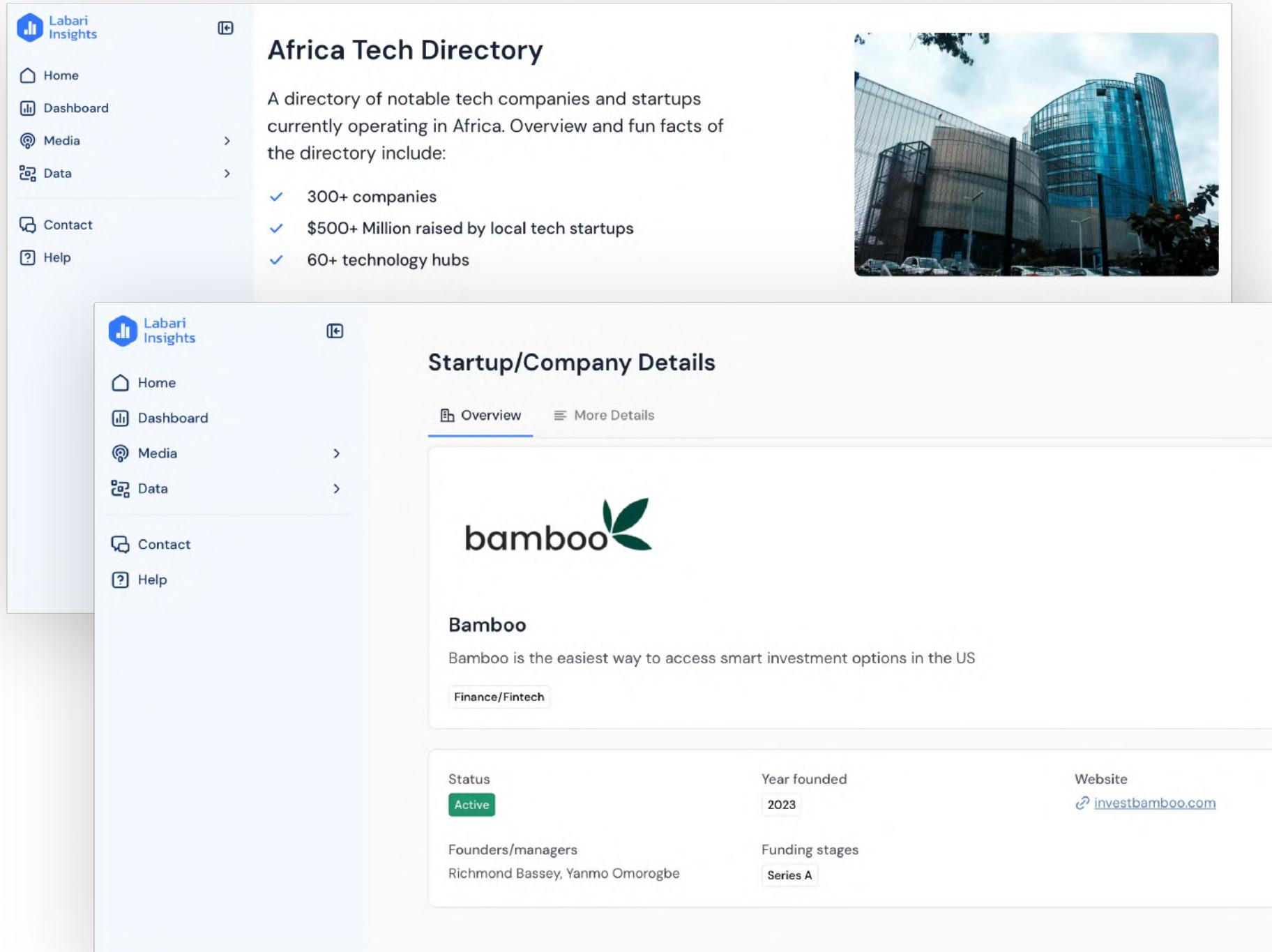
Finance/Fintech

Status	Year founded	Website
Active	2023	<a href="https://investbamboo.com">investbamboo.com</a>
Founders/managers	Funding stages	
Richmond Bassey, Yanmo Omorogbe	Series A	

## Overview

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

# Labari Insights



The image shows two screenshots of the Labari Insights platform. The top screenshot displays the 'Africa Tech Directory' page, which is a list of notable tech companies and startups in Africa. It includes a brief overview and fun facts, such as 300+ companies, over \$500 million raised, and 60+ technology hubs. The bottom screenshot shows a detailed 'Startup/Company Details' page for 'bamboo'. The page includes the company logo, a brief description (Bamboo is the easiest way to access smart investment options in the US), and a category tag 'Finance/Fintech'. Below this, there is a table with key information: Status (Active), Year founded (2023), Website (investbamboo.com), Founders/managers (Richmond Bassey, Yanmo Omorogbe), and Funding stages (Series A).

## 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
<b>Editorial Depth</b>	Blend of narrative journalism and data storytelling rarely found in African media.
<b>Tech + Journalism DNA</b>	Founder's UX and media background enables product-driven storytelling.
<b>Pan-African Focus</b>	Cross-border reporting on Ghana, Nigeria, Kenya, and South Africa.
<b>Data-Driven Credibility</b>	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  
ACCRRA

Uber

seamless  
PAYMENTS • E-COMMERCE • RETAIL

re:publica

OSFAN

MTN

paystack

standard  
chartered

TECH IN GHANA

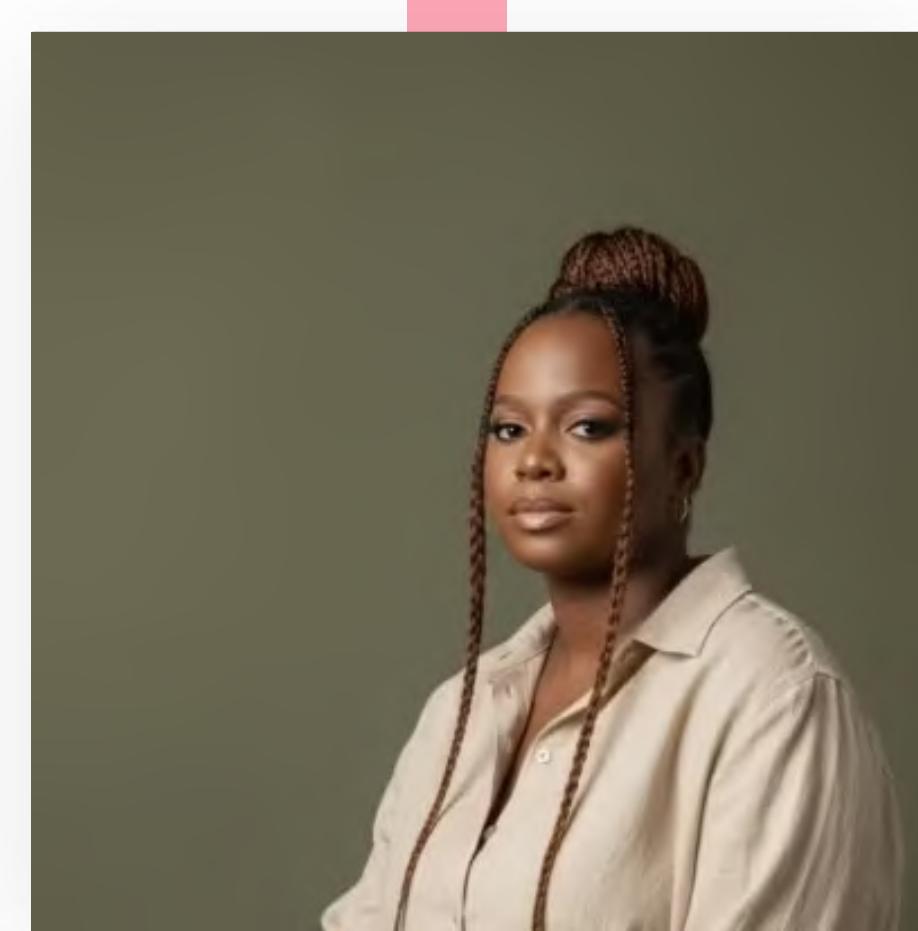
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# The Team



**JOSEPH-ALBERT KUUIIRE**

Founder and Editor



**FUNKE MAKINWA**

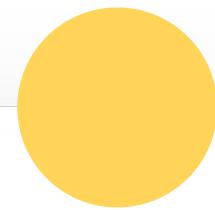
Marketing Coordinator

# Contact



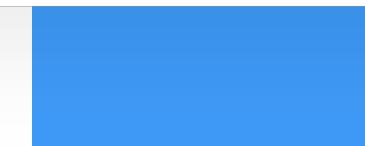
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