

Reach Nigeria's **most ambitious** professionals.

Put your brand, product or service in front of **millions** of active job seekers, graduates and decision-makers — daily, across web, email and social.

MISSION

**We connect
intent with
opportunity.**

MyJobMag is Nigeria's leading career and recruitment platform — helping employers connect with qualified talent, and supporting professionals at every stage of their career.

WHO WE ARE

A career home for opportunity-seekers.

Across our website, email campaigns, social platforms and career content, we engage a highly active, opportunity-driven audience every day — actively looking for what comes next.

OUR AUDIENCE

Active **job seekers**,
young **professionals**,
graduate **trainees**,
mid & senior **leaders**,
decision-makers.

DAILY · NATIONWIDE · OPPORTUNITY-LED

BY THE NUMBERS

Reach is the floor. Engagement is the ceiling.

01 – Website

700K+

Monthly active users

Visiting MyJobMag to search for jobs, career opportunities and professional growth resources.

02 – Social

500K+

Social media community

Professionals, recruiters, hiring managers, graduates and decision-makers across our pages, groups & WhatsApp community.

03 – Email

800K+

Email subscribers

Actively receiving job alerts, career updates, employer campaigns and promotional content.

WHO'S READING

Nigeria-wide reach, city-level density.

Strong daily engagement from across Nigeria's biggest economic hubs — from Lagos and Abuja to Port Harcourt, Kano, Enugu and beyond.

TOP CITIES BY ENGAGEMENT

- Lagos
- Abuja
- Port Harcourt
- Ibadan
- Benin
- Kano
- Enugu

AGE DISTRIBUTION

- 18–24** Students, graduates & entry-level professionals
- 25–34** Mid-level professionals & high-growth career audience
- 35–45** Experienced professionals, managers & decision-makers

AUDIENCE SEGMENTS

- 01 Graduate job seekers
- 02 Mid-level professionals
- 03 Senior professionals
- 04 Tech talent
- 05 Remote job seekers
- 06 Entrepreneurs & freelancers
- 07 HR pros & recruiters
- 08 Students & early-career

TOP AUDIENCE INTERESTS

- Career growth
- Education
- Fintech
- Productivity
- Lifestyle

WHY MYJOBMAG

Not just an ad. An **alignment** with intent.

01

A targeted audience

Reach people actively looking for career growth, education, financial services, technology tools and lifestyle solutions.

02

High engagement

Our audience consistently engages with job alerts, career content, newsletters and our social posts — every single day.

03

Trusted by Nigeria

A reputation built with employers, recruiters and professionals — your brand inherits that credibility on day one.

04

Multi-channel reach

Banners, sponsored articles, newsletters, social media and featured listings — one partner, many ways to show up.

WEBSITE BANNER ADS

Pick your placements.

Place your brand in front of thousands of daily visitors searching for jobs and career opportunities. Landscape: 728×90 (desktop) · 320×50 / 320×100 (mobile).

NO.	PLACEMENT	FORMAT	RATE
01	Homepage Hero Banner Front-door visibility — first impression for every visitor.	DESKTOP & MOBILE	¥1,000,000 PER MONTH
02	In-Article Display Banner In-line within job listings — the highest-intent context on site.	DESKTOP & MOBILE · JOB LISTINGS	¥1,500,000 PER MONTH
03	Homepage Display Banner Mid-fold homepage placement, high reach across all visitors.	DESKTOP & WEBSITE	¥600,000 PER MONTH
04	Category Page Banner Industry-targeted — reach users browsing your sector.	DESKTOP & WEBSITE	¥500,000 PER MONTH
05	Homepage Sidebar Banner — Large 300×600 — persistent companion to the main content column.	DESKTOP ONLY · 300×600	¥450,000 PER MONTH
06	Homepage Sidebar Banner — Standard 300×250 — entry-level placement, ideal for testing.	DESKTOP ONLY · 300×250	¥350,000 PER MONTH

IDEAL FOR BRAND AWARENESS, PRODUCT LAUNCHES, EVENT PROMOTIONS & PRODUCT PROMOTION. ALL RATES MONTHLY, EX-VAT.

Book a placement →

BEYOND THE BANNER

Tell a longer story.

Sponsored content, email and social — for brands that want depth, trust and direct audience access alongside reach.

NO.	PLACEMENT	FORMAT	RATE
07	<p>Sponsored Article + Homepage Feature Full article with 7-day featured slot on the homepage. SEO value, trust, long-term visibility.</p>	ARTICLE • 7-DAY FEATURE	<p>¥450,000 FLAT</p>
08	<p>Sponsored Article Publication Career insights, industry reports, brand storytelling or product-education content.</p>	ARTICLE • EVERGREEN	<p>¥250,000 PER ARTICLE</p>
09	<p>Newsletter Feature Direct access to 800K+ active subscribers — strong click-through opportunities.</p>	EMAIL • ONE SEND	<p>¥100,000 PER SEND</p>
10	<p>Social Promo • LinkedIn + Facebook + X Cross-channel sponsored post — best for product education & event registrations.</p>	3 CHANNELS • SPONSORED POST	<p>¥200,000 PER POST</p>
11	<p>Social Promo • LinkedIn only Single-channel sponsored post for professional-audience campaigns.</p>	LINKEDIN • SPONSORED POST	<p>¥100,000 PER POST</p>

FORMATS INCLUDE SPONSORED POSTS, CAROUSELS, VIDEO CAMPAIGNS, EVENT & ENGAGEMENT CAMPAIGNS. CUSTOM PACKAGES ON REQUEST.

Plan a campaign →

01 Homepage Hero Banner

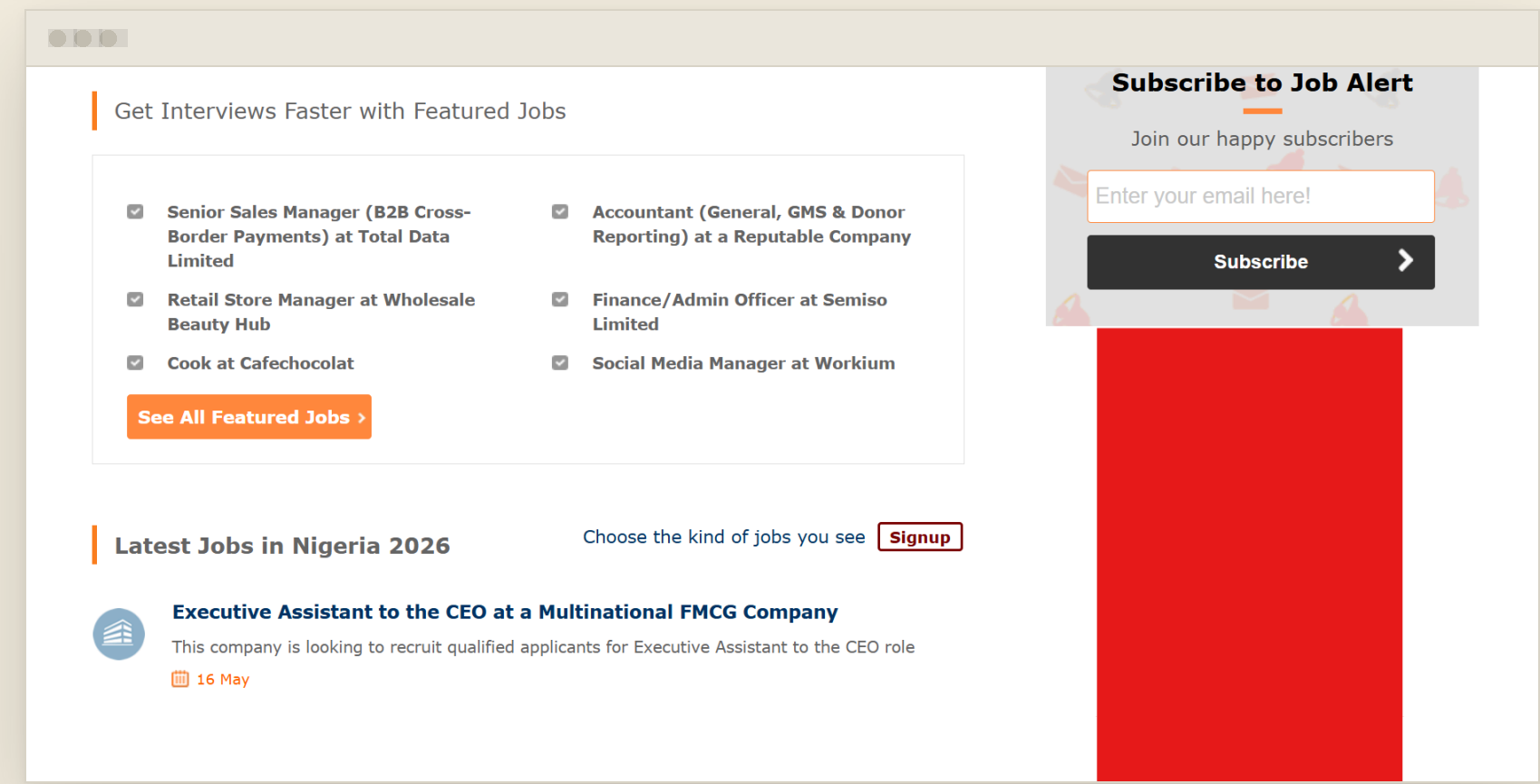
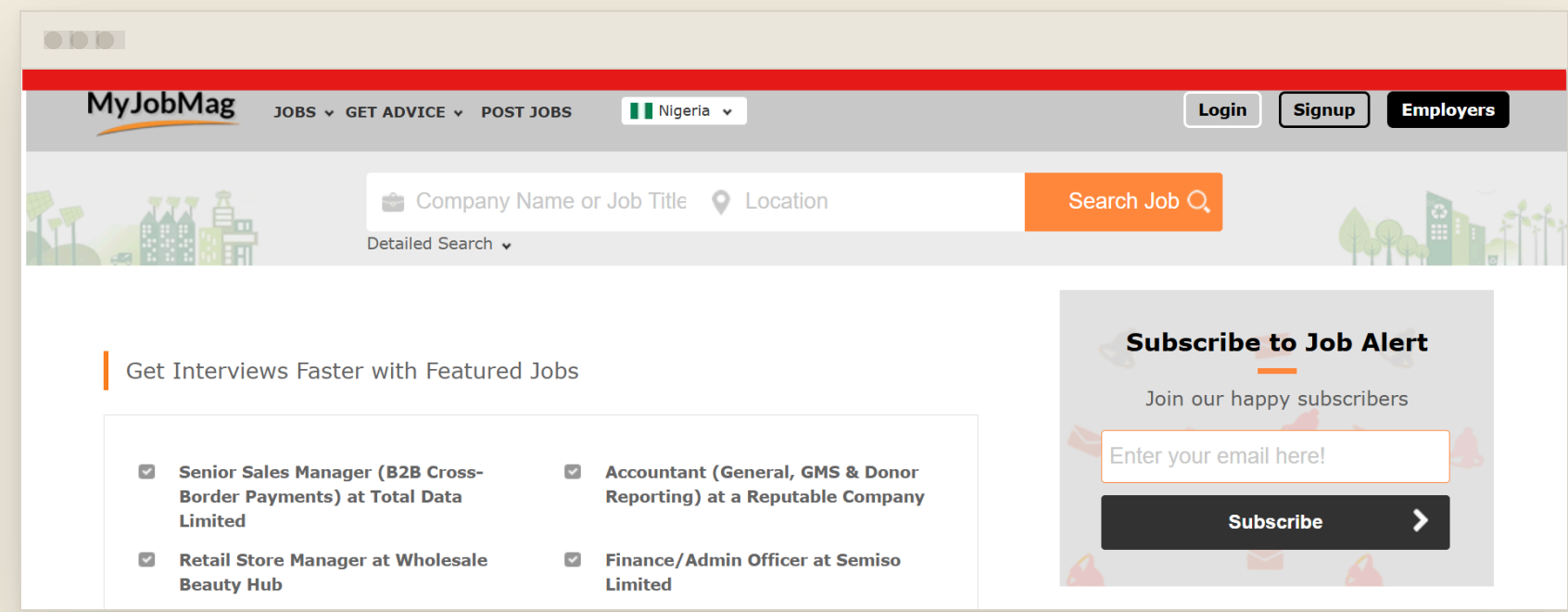
Front-door visibility — the first impression for every visitor landing on MyJobMag.

₦1,000,000 / MONTH | 728 × 90 • DESKTOP & MOBILE

02 Sidebar Banner — Large

Persistent companion to the main content column. Always in view as users scan listings.

₦450,000 / MONTH | 300 × 600 • DESKTOP ONLY



03 Sidebar Banner — Standard

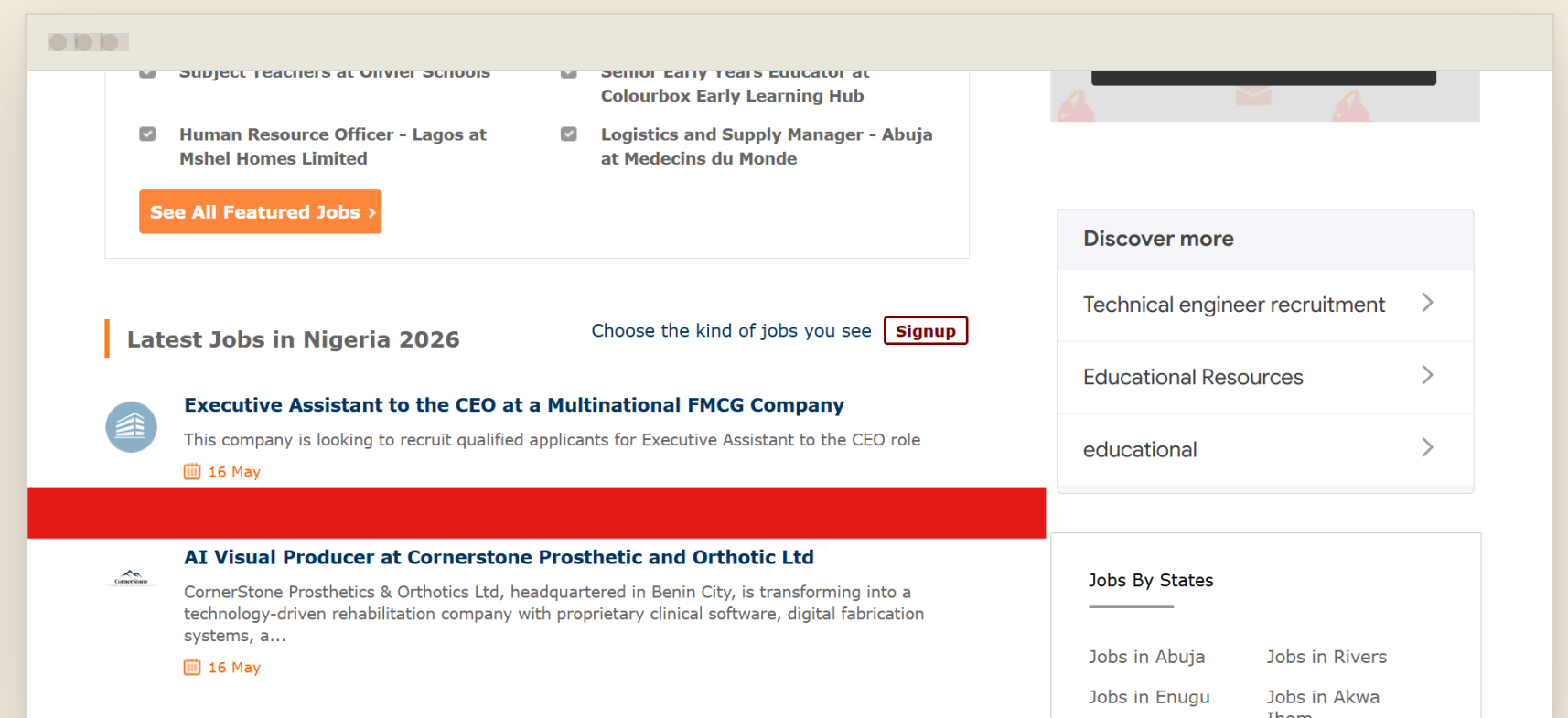
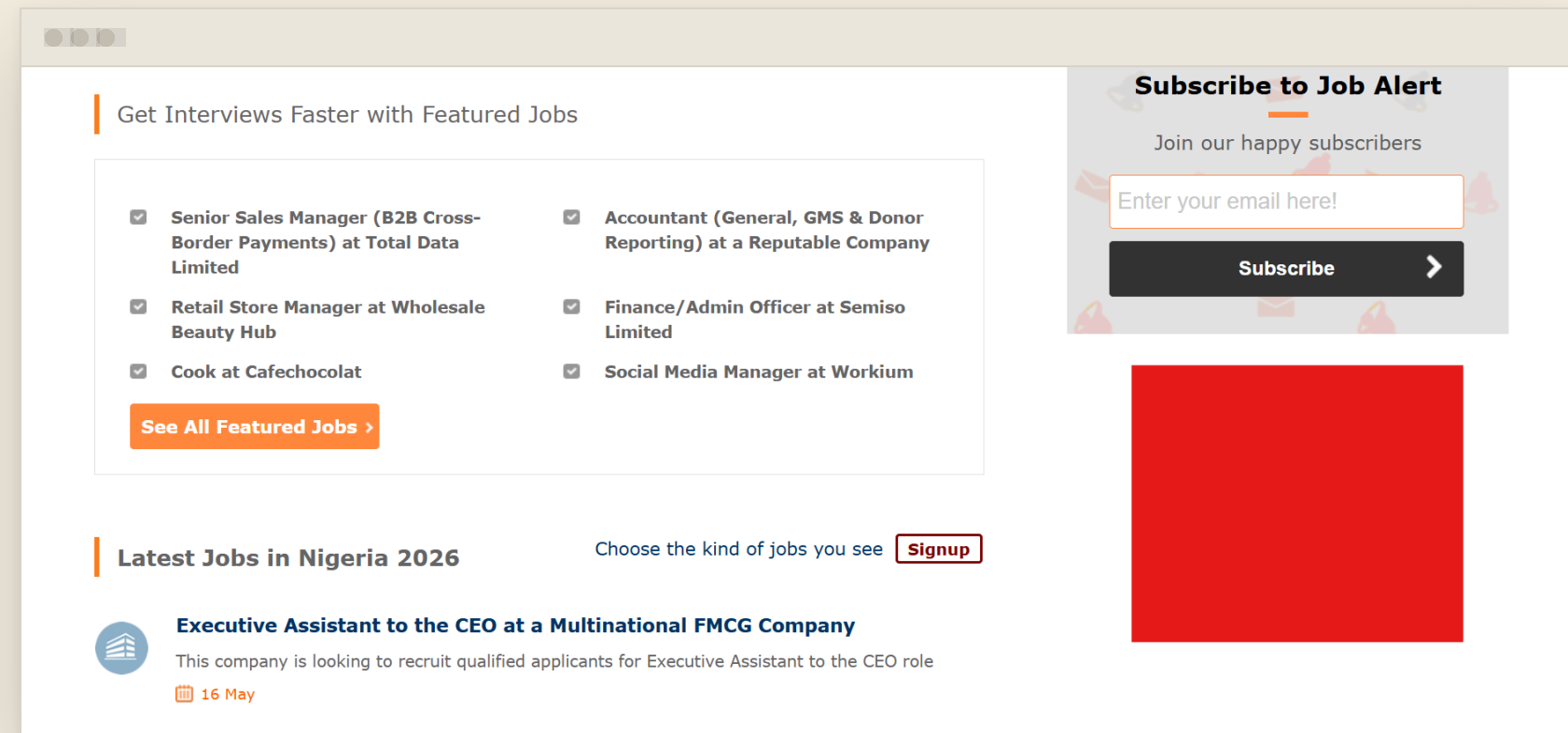
Entry-level placement ideal for testing creative, tactical promotions and shorter campaigns.

₦350,000 / MONTH | 300 × 250 · DESKTOP ONLY

04 Homepage Display Banner

Mid-fold placement — high reach across every visitor without competing with the hero.

₦600,000 / MONTH | 728 × 90 · DESKTOP & MOBILE



Category Page Banner.

Industry-targeted reach. Visitors here have already self-selected by sector — your message lands where it’s most relevant, with built-in audience intent.

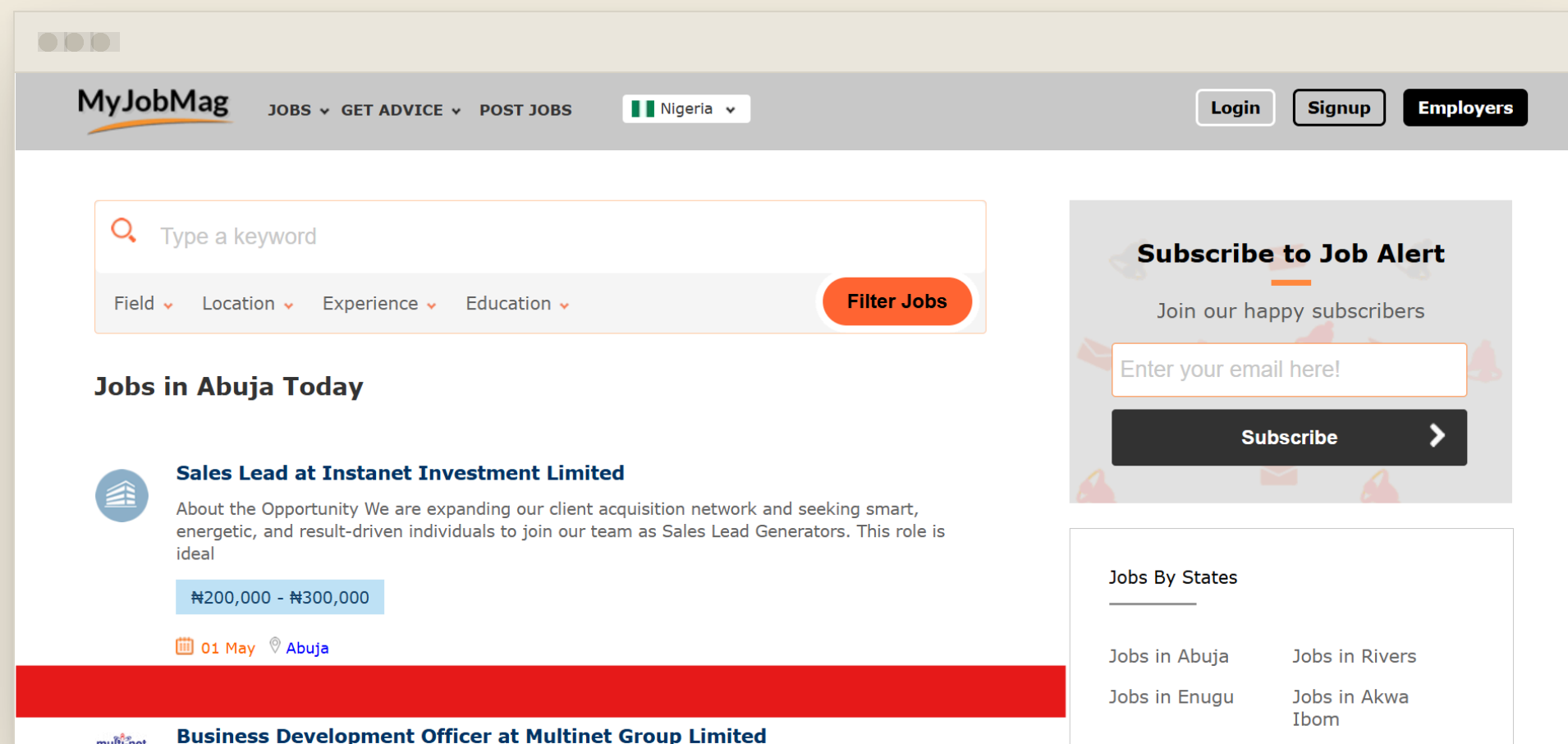
RATE
₦500,000 PER MONTH

FORMAT
Desktop & Mobile

DIMENSIONS
728 x 90 / 320 x 100

POSITION
Category page top

IDEAL FOR
Sector targeting



In-Article Display Banner.

The highest-intent context on MyJobMag — placed within individual job listings where engagement is deepest. Users are reading carefully and your message lands in focus.

RATE

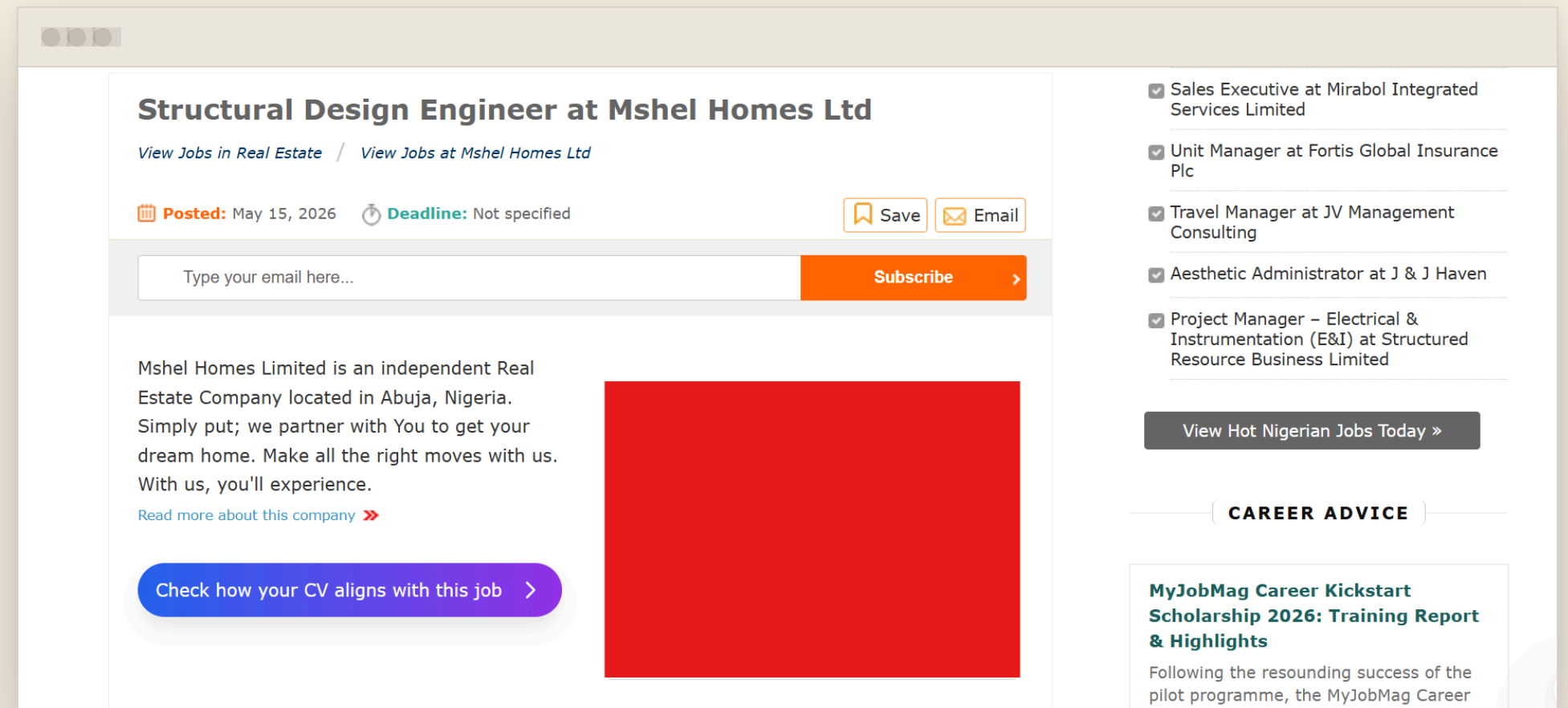
₦1,500,000 PER MONTH

FORMAT
Desktop & Mobile

DIMENSIONS
728 x 90 / 320 x 100

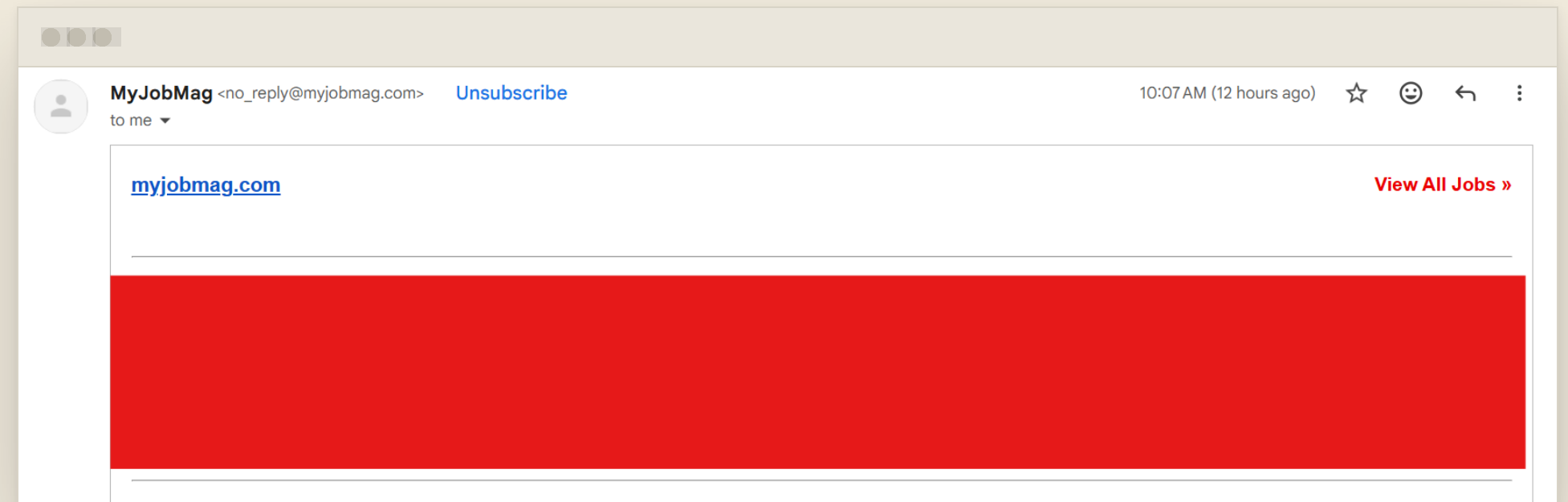
POSITION
Within job listings

IDEAL FOR
Conversion



Newsletter Feature.

Direct access to MyJobMag's 800K+ active email subscribers — strong click-through, high visibility, and a placement that lands in the user's primary inbox.



RATE

¥100,000 PER SEND

FORMAT

Email send

REACH

800,000+ subscribers

POSITION

Inside newsletter

IDEAL FOR

Direct response

INDUSTRIES

We help **brands** show up across every sector that **Nigeria runs on.**

Twelve industries. One audience that's actively engaged with all of them. Whatever you sell, your buyer is already reading us.

01 **Technology**

02 **Banking & Fintech**

03 **Education**

04 **Telecoms**

05 **NGOs**

06 **FMCG**

07 **Healthcare**

08 **Logistics**

09 **E-commerce**

10 **Energy**

11 **Consulting**

12 **Hospitality**

GET STARTED

Promote your brand where ambitious Nigerians pay attention.

Our team supports advertisers with campaign planning, creative placement recommendations, audience targeting and performance reporting.

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WEBSITE

www.myjobmag.com

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