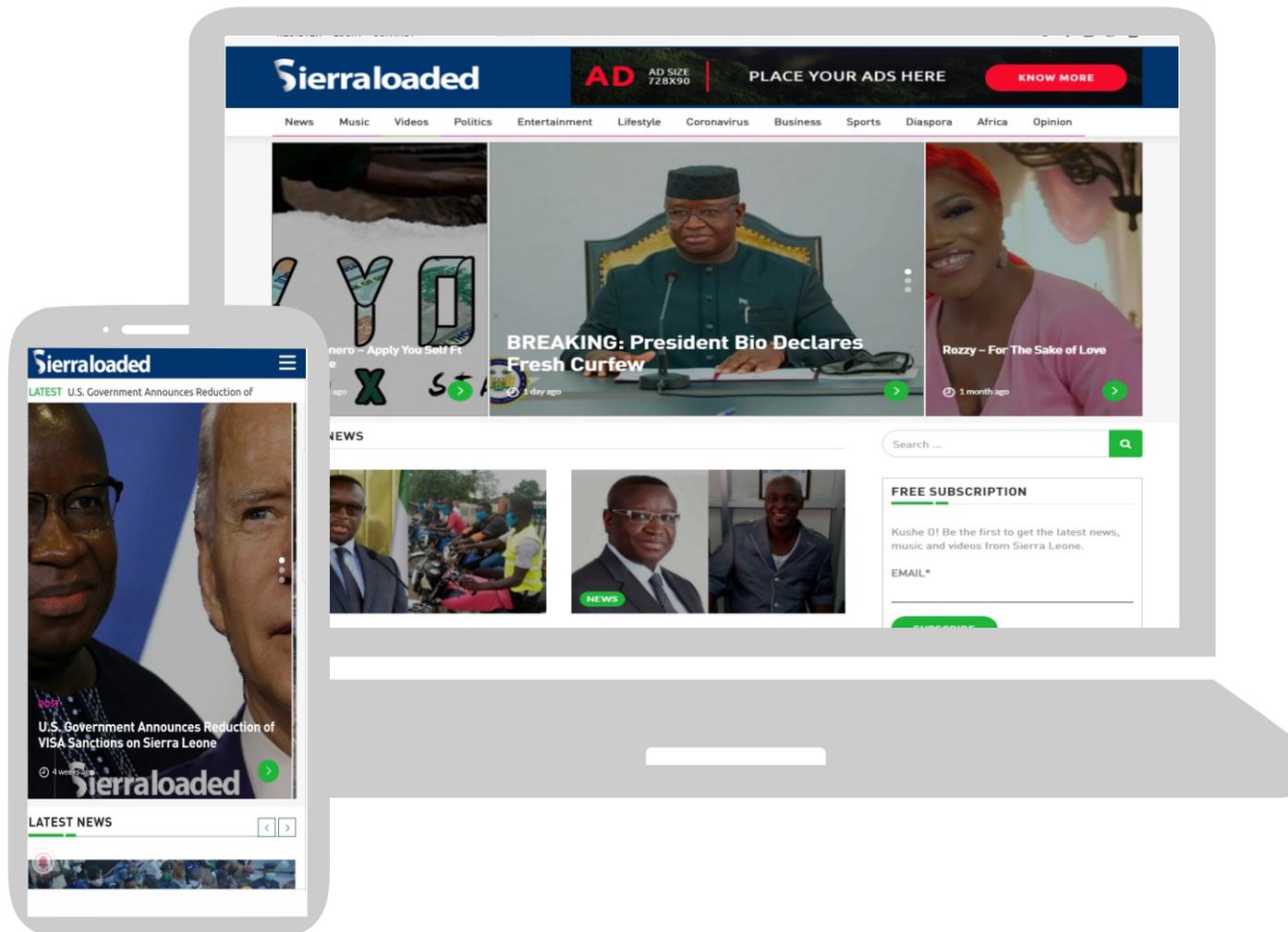


# WE ARE **SIERRA LEONE'S N°1** ONLINE NEWS AND ENTERTAINMENT PLATFORM



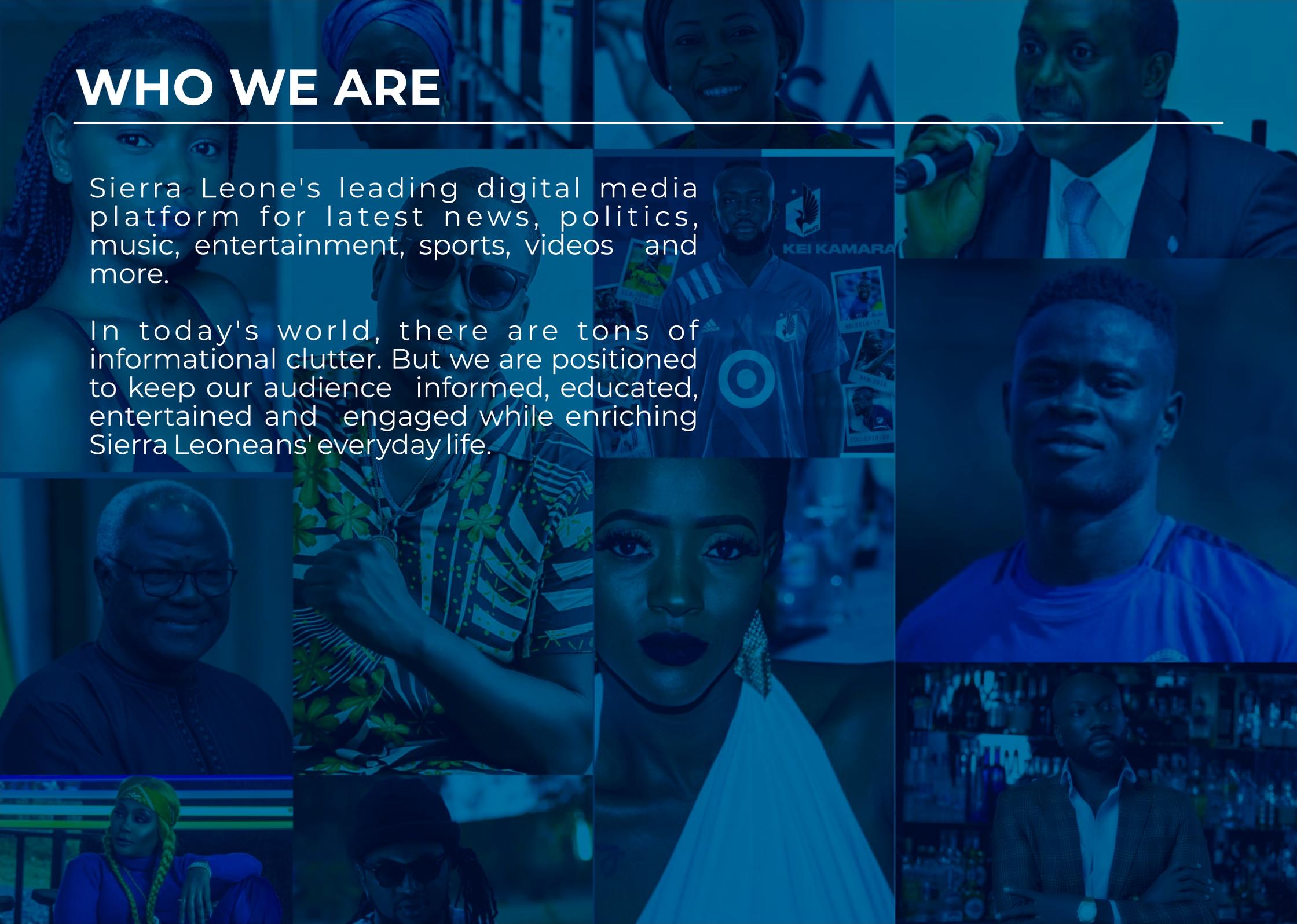
JULY - DECEMBER 2022

# WHO WE ARE

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Sierra Leone's leading digital media platform for latest news, politics, music, entertainment, sports, videos and more.

In today's world, there are tons of informational clutter. But we are positioned to keep our audience informed, educated, entertained and engaged while enriching Sierra Leoneans' everyday life.



# WHAT STANDS US OUT

## 1. Creativity

We're passionate about positively connecting with the rapidly evolving Sierra Leonean audience and experts at using digital channels to drive impact.

## 2. Expertise

We apply cutting-edge technology to create the newsfeed based on people's preferences and to improve the site speed.

## 3. Professionalism

Our editorial team works to continually improve our audience experience by analyzing their content preferences and crafting the best stories for their needs.

## 4. Team work

Our team works passionately and puts our audience first by creating relevant content and using multiple distribution channels.

## 5. Purpose

We cover the most trending and significant topics with an emphasis on local news to enrich Sierra Leoneans' everyday life.



# WE ARE EVERYWHERE

We care about the convenience of our users,  
that is why we share our content through all possible platforms.



# AUDIENCE AND STATISTICS



USERS

**1.6 Million+**



SESSIONS

**8.2 Million+**



PAGE  
VIEWS

**24.6 Million+**

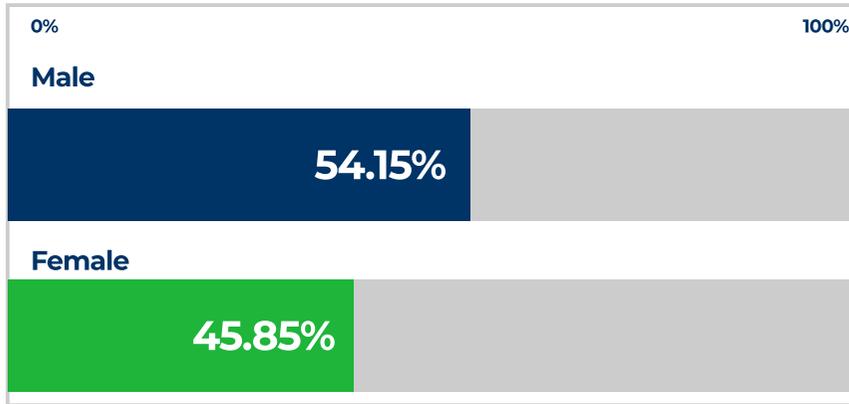
Our Audience cuts across 227 countries.

The top 10 countries are Sierra Leone (1 Million Users), United States (199k Users), United Kingdom (71k users), Ghana (38k users), Nigeria (33k users), Liberia (24k Users), United Arab Emirates (16k Users), Germany (14k Users), Guinea (13k Users) and Ireland (12k Users).



# AUDIENCE AND STATISTICS

## Gender



## Devices

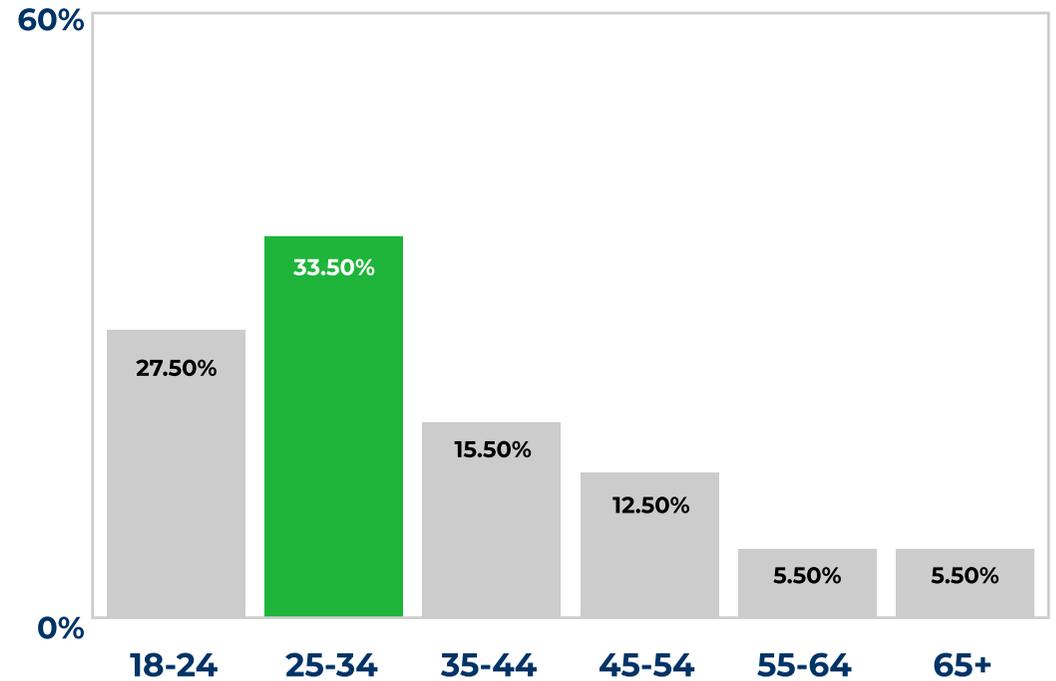
### Desktop Traffic



### Mobile Traffic



## Age



# SIERRALOADED WEBSITE STATS (APRIL 1 - APRIL 30, 2022)

All Users  
100.00% Users

+ Add Segment

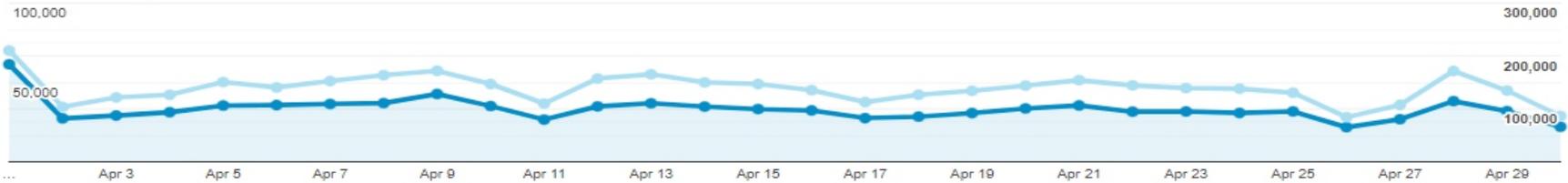
Apr 1, 2022 - Apr 30, 2022

## Overview

Users VS. Pageviews

Hourly Day Week Month

Users Pageviews



Users

373,157

New Users

212,091

Sessions

1,404,411

Number of Sessions per User

3.76

Pageviews

4,161,236

Pages / Session

2.96

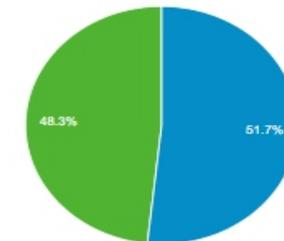
Avg. Session Duration

00:01:51

Bounce Rate

1.25%

Returning Visitor New Visitor



## Demographics

Language

Country

City

## System

Browser

Operating System

Service Provider

## Mobile

Operating System

Service Provider

Screen Resolution

## Country

Country	Users	% Users
1. Sierra Leone	286,988	75.28%
2. United States	32,333	8.48%
3. United Kingdom	13,225	3.47%
4. Liberia	4,060	1.06%
5. Ghana	3,438	0.90%
6. Nigeria	3,285	0.86%
7. United Arab Emirates	2,955	0.78%
8. Guinea	2,513	0.66%
9. Germany	2,500	0.66%
10. Gambia	2,044	0.54%

[view full report](#)

# WHY SHOULD YOU ADVERTISE WITH SIERRALOADED?



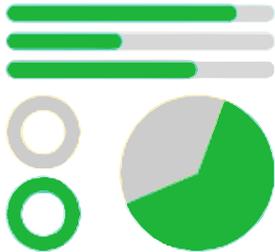
## Biggest Digital Publisher in Sierra Leone

With over 250 thousand visitors per month, Sierraloadeed has evolved to become one of Sierra Leone's most widely-accessed website.



## Innovation

We apply unique formats of promotion and are ready to experiment by using native advertising, rich media and other interactive tools.



## Analytics

We analyse our content and advertising campaigns in the real-time to make data-driven decisions.



## Transparency

We treat our clients with respect and honesty in payments and reporting.



## Most Visited Local Website in Sierra Leone

According to Alexa Internet Stats (October 2021), Sierraloadeed is the 4th most visited website in Sierra Leone with only Google, Facebook and Instagram having more visitors. This puts us at the forefront of digital publishing in Sierra Leone.



## Competency

The Sierraloadeed team is equipped with competent hands having requisite experience to bring your marketing and public relations goals into reality.

# ADVERTISING SOLUTIONS

Your brand can advertise on our platform in the following ways:

## Sponsored Contents

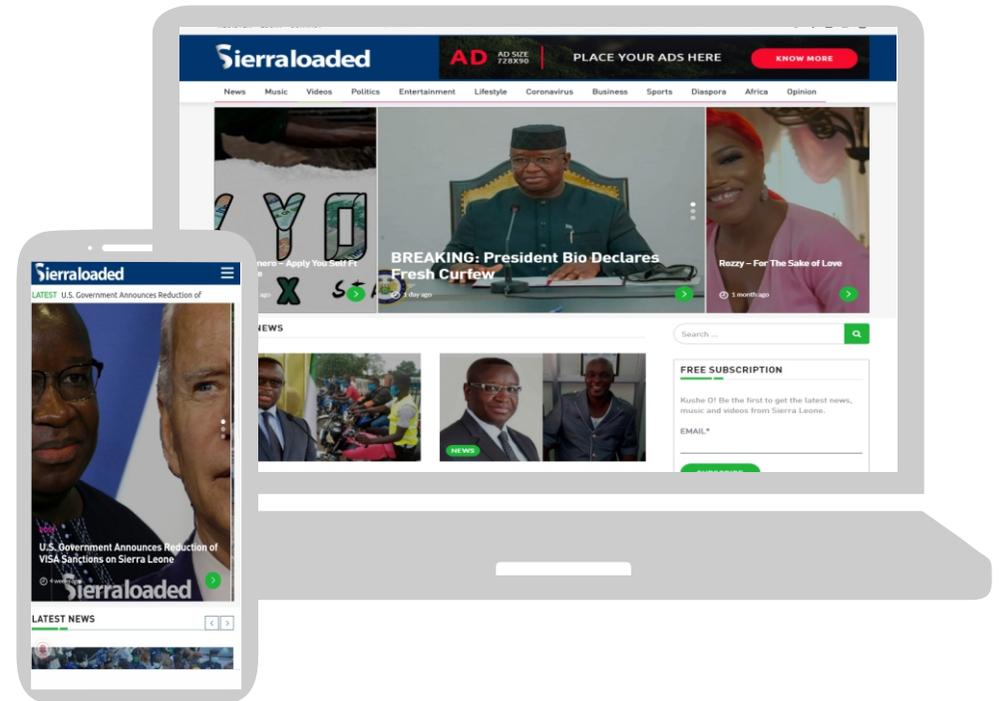
Whether you are a brand, individual or fast rising celebrity, we will create and publish a unique content to solve your brand tasks. We also accept press releases, text and photo written contents supplied by an advertiser. Articles can also be written by our team of professional content writers and editors.

## Native Banners

Choose display formats to support brand awareness and brand image. Sufficient volume of your campaign will ensure break through the advertising clutter and win in your category's Top of Mind Awareness (TOMA).

## Social Media Branded Posts

Publish a branded post on Sierraloaded social media platforms to engage the audience with outstanding content, relevant and close to your brand.



# BANNERS

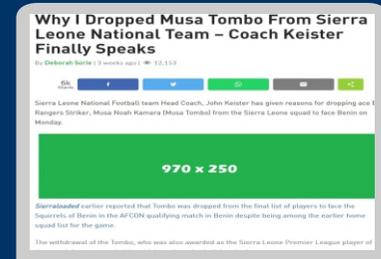


**Classified Text Ad**



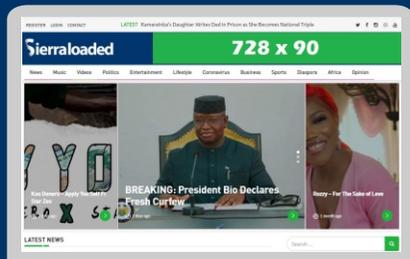
**Side Banner**

300x250 px



**In Article**

970x250 px



**Leaderboard**

728x90 px



**In Article**

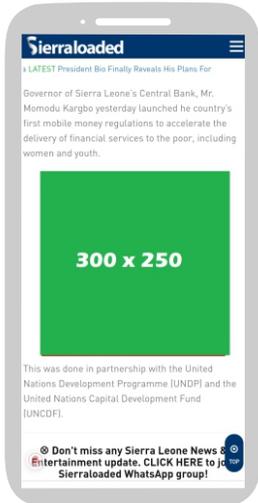
1200x628 px



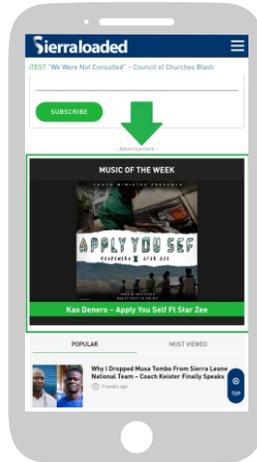
**Side Banner**

600 x 300 px

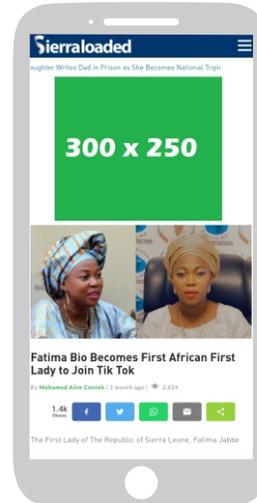
# BANNERS



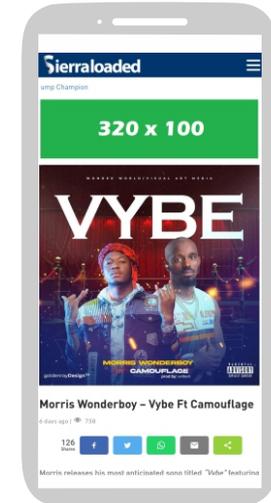
**In Article**  
300x250 px



**Music Ad**



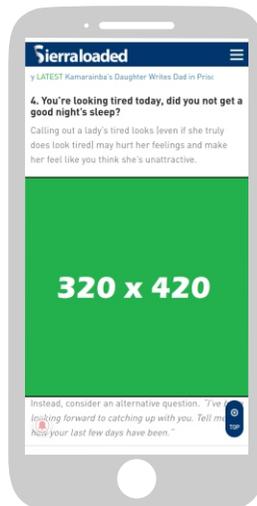
**Mobile Banner**  
300x250 px



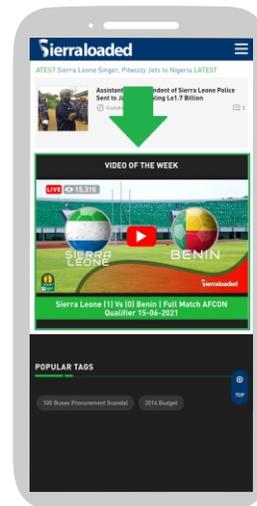
**Mobile Banner**  
320x100 px



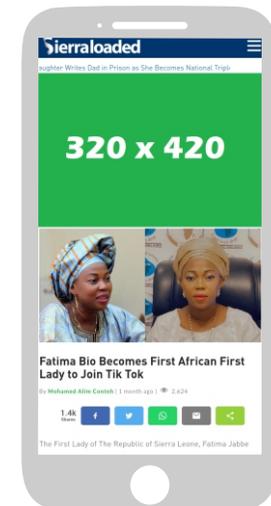
**In Article**  
300x100 px



**In Article**  
320x420 px



**Video Ad**



**Mobile Banner**  
320x420 px

# SPONSORED CONTENT

Content Type	Price (New Leone)	Price (USD)
Press Release/Stories	800	80
Press Release/Stories (Written by our team)	1,200	120
Feature Articles	1,600	160
Feature Articles (Written by our team)	2,000	200
Music/Videos	800	8

# NATIVE BANNERS

Slot Name	Size (Pixels)	Display	Price (New Leone)	Price (USD)
Leaderboard	728 x 90	Desktop only	150	15
Side Banner	300 x 250	Desktop & Mobile	250	25
	600 x 300	Desktop & Mobile	300	30
Mobile Banner	320 x 420	Mobile Only	400	40
	300 x 250	Mobile Only	375	37.5
	320 x 100	Mobile Only	300	30
In Article Ad	300 x 250	Mobile Only	325	32.5
	320 x 420	Mobile Only	350	35
	320 x 100	Mobile Only	300	30
	970 x 250	Desktop Only	150	15
	1200 x 628	Desktop Only	150	15
Video/Music Ad	300 x 250	Desktop & Mobile	200	20
Classified Ads	Text Ads	Desktop & Mobile	250	25

*NOTE:* Banner Ads are billed per week (7 days)

# SOCIAL MEDIA BRANDED POST

Slot Name	Qty	Price (New Leone)	Price (USD)
Facebook Post	1	100	10
Twitter Tweet	1	100	10
Instagram Post	1	100	10
Push Notification	1	200	20
WhatsApp Broadcast	1	500	50
All Social Media Posts	1	850	85

## GENERAL NOTE:

1. We will reject Ads that we consider to be ethically or morally questionable in one way or the other. Every Ad to be placed on Sierraloading is subject to critical scrutiny and approval from our advertising team before going live.
2. Political contents/Ads attracts 50% surcharge.
3. Sponsored contents and Native Banners comes with a free social media sponsored post.



# Sierraloaded

CONTACT US

5, Bai Bureh Road, Eastern Sierra Leone.

[business@sierraloaded.sl](mailto:business@sierraloaded.sl)

[www.sierraloaded.sl](http://www.sierraloaded.sl)

+23273562942 (WhatsApp)