



MEDIA KIT

MyDiet234

5th Avenue J Close. Festac Town.

Lagos, Nigeria.

+2347017046776 | www.diet234.com | hello@diet234.com

EAT HEALTHY

Diet234 is a resource for healthy nutrition and inspiration. Making healthy eating your lifestyle.

[GET STARTED](#)[VISIT SHOP](#)

COMPANY PROFILE

[Diet234 blog](#) is an online editorial launched in May 2014, we seek to provide entertaining but accurate, easy to read articles and commentary for the general public and all media interests. We believe in the recent movement of modern medicine from disease curing to preventive medicine using adequate, healthy eating and nutrition education as a tool for this much needed change.



KEY WEB STATISTICS

According to **WorthOfWeb** website statistics;

Estimated visits per day: **4,200 visits**

Estimated page views per day: **20,839 page views**

Alexa Global Rank for the last 3 months: **383,344 (383K)**

According to **MailChimp** powered Newsletter Subscription report, **Over 3000 subscribers** to our "Nutrication" (Nutrition Education) bimonthly newsletters.

According to **Google Analytics**, approximately **10,000 users all year round**, of which over **2000 are active users per month**.

Diet234.com **Users by Device** per 100% web sessions:

mobile - 54.27%

desktop - 40.54%

tablet - 5.20%

Users by Interest Category:

(Sports/ Individual Sports/ Cycling/ Running & Walking) - 8.5%

(Computers & Electronics/ Consumer Electronics/ Electronic Accessories) - 3.9%

(Food & Drinks/ Cooking & Recipe/ Soups & Stews) - 2.9%

(Travel/ Tourist Destinations/ Historical Sites & Buildings) - 2.5%



AUDIENCE

Diet234 Blog readers are young, health savvy, food enthusiastic fans passionate about good food, healthy living, nutrition awareness, the latest health technology & dietary supplements.

Readers and Users;

By Age:

(18-24) - 27.5%

(25-34) - 33.5%

(35-44) - 15.5%

(45-54) - 12.5%

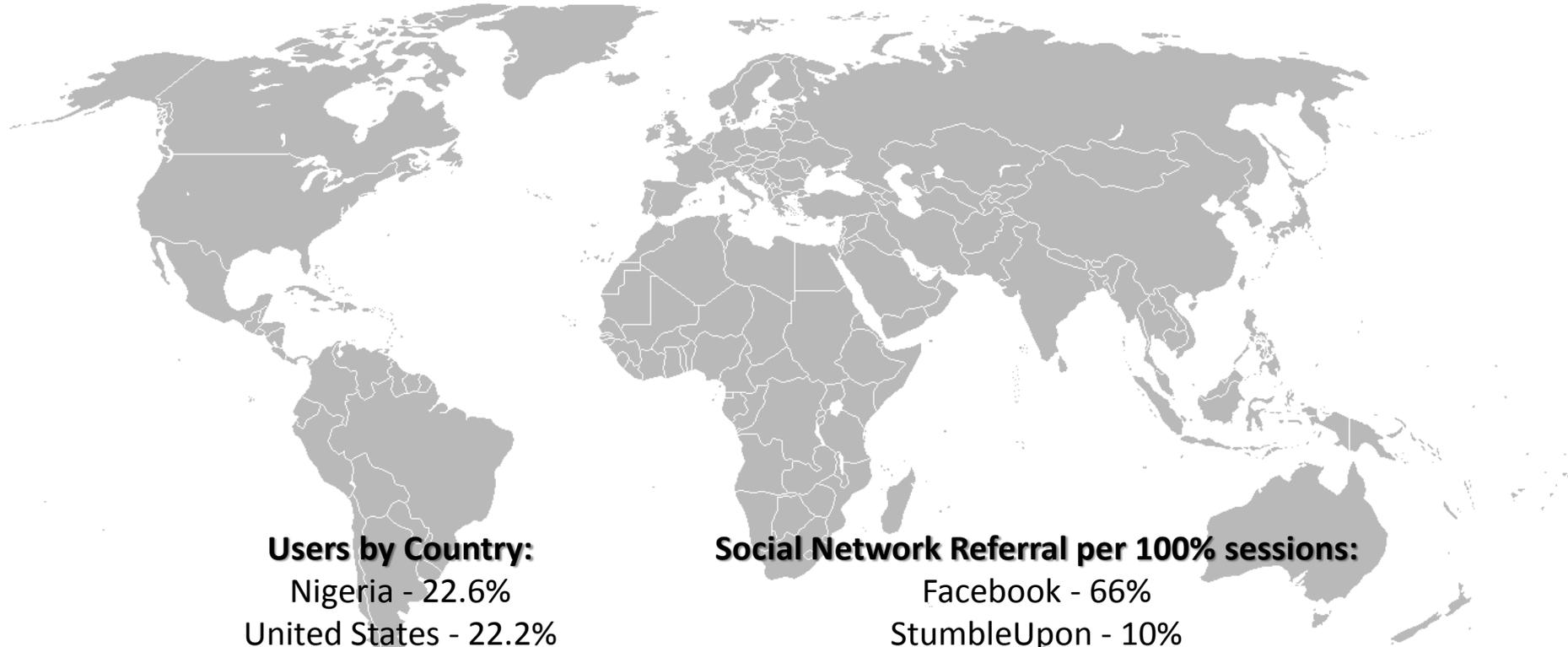
(55-64) - 5.5%

(65+) - 5.5%

By Gender:

Female - 45.9%

Male - 54.1%



Users by Country:

Nigeria - 22.6%
United States - 22.2%
Kenya - 7.8%
United Kingdom - 6.9%
India - 4.7%
Ghana - 4.3%
Sudan - 3.8%
Netherlands - 3.7%
Russia - 1.6%

Social Network Referral per 100% sessions:

Facebook - 66%
StumbleUpon - 10%
BuzzFeed - 9%
LinkedIn - 6%
Twitter - 6%
Google+ - 2%
WordPress - 1%
Pinterest - 1%
Blogger & Instagram - less than 1% each



ADVERTISING

Diet234.com offers a variety of advertising zones that may be purchased on a per-month basis. We offer banner advertising in the following standard IAB ad units (prices shown in Nigerian Naira and corresponding currencies). We are also happy to accommodate and consider custom sizes, placements and negotiable payment as appropriate.

You can [book a campaign on Diet234 now](#) or send an email enquiry directly to: adverts@diet234.com

Advert Displays per month (25 days)

Blog Position	Size*	Price/Month
Header	728 x 90 px	₦25,000 \$80 £60
Footer	728 x 90 px	₦25,000 \$80 £60
Sidebar	300 x 250 px	₦35,000 \$100 £80
Skyscraper	160 x 600 px	₦40,000 \$120 £90

Bi Monthly Newsletter (Sent out twice monthly to subscribers)

Header	600 x 80 px	₦15,000 \$45 £35
Footer	600 x 80 px	₦15,000 \$45 £35

**File Types - Animated GIF, JPEG, PNG*

Note: Agency discount 10% (Applies with bookings via our affiliate agents). All rates are subject to VAT in Nigeria.



SPONSORSHIP

Beyond the standard advertising zones, Diet234 offers a variety of sponsorship options and we are also open to any custom ideas or suggestions you might have.

Sponsored Reviews

We charge a flat fee of (₦9,500 | \$30 | £22) for a sponsored pre-written blog post. For a sponsored publisher written blog post, we charge (₦35,000 | \$100 | £80) which guarantees submission to Diet234 blog, as well as the following benefits:

- Sponsored posts take priority and are published at the date/time as requested by our client.
- Option to have an extended editorial length. (i.e. exceeding 350-500 words)
- Option for multiple (2-5) images, video and multimedia content

For PayPal Payments:

hello@creginet.com

For Bank Deposits/ Wire Transfers:

Account Name: **MYDIET234**

Bank Name: **ACCESS BANK PLC NIGERIA**

Account Number: **069 703 4298**

Note: All rates are subject to VAT in Nigeria. Please email a scanned copy or snapshot of teller payments.



MyDiet234

5th Avenue J Close. Festac Town.

Lagos, Nigeria.

+2347017046776 | www.diet234.com | hello@diet234.com