



GRANTS DATABASE GLOBAL MEDIA KIT 2026

The Strategic Partner for Global Development, Funding, and Impact

Website: grantsdatabase.org

Reach: 100+ Countries | 250,000+ Monthly Views

Contact: outreach@grantsdatabase.org | +234 (0) 7036496878



1. OUR MISSION: THE GLOBAL CATALYST

GrantsDatabase is the world's most trusted intelligence hub for the development sector.

We connect high-impact organizations—NGOs, Civil Society Organizations (CSOs), and Social Enterprises—with the funding and resources they need to solve the world's most pressing challenges.

For Advertisers: We offer more than just impressions. we offer relevance.

By partnering with us, you place your brand at the center of the global development conversation, reaching the decision-makers who manage multi-million dollar budgets and drive international change.

2. AUDIENCE INSIGHTS & DEMOGRAPHICS

Data based on Q4 2025 Analytics

Our audience consists of high-intent professionals who visit our platform with a specific purpose: Resource Acquisition.

Key Metrics

- Monthly Page Views: 250,000+
- Unique Monthly Visitors: 85,000+
- Email Newsletter Subscribers: 35,000+ (Avg. Open Rate: 28%)
- Average Time on Site: 4m 12s

User Geographic Breakdown

- Africa: 45% (Nigeria, Kenya, Ghana, South Africa, Ethiopia)
- North America: 25% (USA, Canada)
- Europe: 15% (UK, Germany, Netherlands, Switzerland)
- Asia & Oceania: 15% (India, Philippines, Australia)

Who You Are Reaching

- 40% Senior Leadership: Directors, Founders, and CEOs.
- 35% Program Managers: Individuals responsible for procurement and software adoption.
- 25% Grant Specialists: The influencers who recommend tools, consultants, and services.

3. ADVERTISING SOLUTIONS & PRICING

We offer dual-currency billing in Nigerian Naira (NGN) and US Dollars (USD) for seamless global transactions.

A. Lead Generation & Content

Opportunity	Description	Price (NGN)	Price (USD)
Featured Grant/Call	Pinned to top of search + Homepage "Featured" for 14 days.	₦75,000	\$50
Sponsored Article	Permanent "Resource" post + Newsletter mention + SEO backlinks.	₦225,000	\$150
Dedicated Newsletter	100% Share of Voice. An exclusive blast to our 35k+ subscribers.	₦300,000	\$200

B. Display Advertising (Monthly Rates)

Placement	Location & Context	Price (NGN)	Price (USD)
Homepage Sidebar	High-level brand awareness for all site visitors.	₦150,000	\$100
Grant Listings Sidebar	Reaches users in the "Research & Apply" mindset.	₦120,000	\$80
Resource Footer	Visible to users consuming training and capacity content.	₦90,000	\$60

4. PREMIER PARTNERSHIP: THE IMPACT PACK

The most effective way to dominate the global development market. This quarterly bundle is designed for sustained visibility and maximum ROI.

What's Included:

- 1x Sponsored Article per quarter (Permanent SEO Value).
- 1x Dedicated Newsletter Sponsorship (High-intensity Lead Gen).
- Full 90-Day Homepage Sidebar Ad (Continuous Brand Presence).
- 2x Social Media Spotlights (LinkedIn & Facebook).

Quarterly Investment: ₦750,000 / \$500 USD (A 25% discount compared to individual bookings)

5. TECHNICAL SPECIFICATIONS

To maintain our high user-experience standards, please follow these guidelines:

- Banner Ads: JPG or PNG. 300x250px or 728x90px. Max size 150KB.
- Sponsored Articles: 800–1,500 words. Please provide high-resolution images (1200x628px).
- Newsletter Copy: Headline (60 chars), Body (150 words), and 1 CTA Link.
- Submission Lead Time: Assets must be submitted 5 business days before launch.

6. READY TO START?

We make the booking process simple and transparent.

1. Consultation: Email outreach@grantsdatabase.org with your chosen package.
2. Strategy: Our team will review your goals and suggest the best placement and timing.
3. Payment: We accept Wire Transfers, Credit/Debit Cards, and Flutterwave.
4. Launch: Your campaign goes live, and you receive a performance report upon completion.

GRANTSDATABASE

Empowering the Global Development Community. Visit us at:

grantsdatabase.org/advertise-with-us

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