



WE HAVE THE SHOPPERS' EARS  
**LET US BE YOUR VOICE**



# INTRODUCTION TO INSIDE RADIO

Inside Radio is an in store radio platform that is being broadcast inside major multinational supermarket/hypermarkets across Nigeria.

- ✦ It was created to inform, guide and entertain our shoppers/listeners while they go about their shopping. It is stacked with music, hypes, information about products, promos, discounts, sales and special offers happening within each supermarket/hypermarket locations
- ✦ It is currently reaching about 1,200,000 shoppers daily in a shopping environment where they are already in close proximity to your products/services.
- ✦ It is an aggregation of information about products and services, product prices, promos, sales and discounts combined with paid hypes, adverts and jingles for certain products all mixed in with great music to entertain our shoppers/listeners in all our locations.

# A FEW OF OUR HAPPY CLIENTS

Inside Radio is an in store radio platform that is being broadcast inside major multinational supermarket/hypermarkets across Nigeria.



- ✦ Cadbury Bournvita
- ✦ ALX
- ✦ StanbicBTC bank
- ✦ Diamond Bank
- ✦ Flour Mills
- ✦ Nivea
- ✦ Rite Foods
- ✦ Unilever
- ✦ Nestle
- ✦ PZ Cussons
- ✦ DufilPrima Foods PLC
- ✦ Coca Cola
- ✦ Sosa
- ✦ Amstel Malta
- ✦ Maltina
- ✦ Nigerian Brewereies
- ✦ Guinness
- ✦ Bigi
- ✦ Universal Music
- ✦ Sony Music
- ✦ MamadorNigeria
- ✦ MTN Momo
- ✦ and much more...

# OUR MISSION

Our mission is to make shopping more of a fun experience and less of a boring chore by creating and broadcasting an exciting radio platform that plays the best music while passing vital information about products and services, product prices, promos sales and discounts that are available and inside our various locations i.e. "various multinational supermarket / hypermarket locations"

# OUR VISION

To create and build the largest syndicated shopping radio platform to be broadcast in all major multinational supermarket / hypermarket locations. A platform that every shopper will depend on to get vital information about products and services, product prices promos, sales and discounts that are available and on-going inside our various multinational supermarket / hypermarket locations.





# BENEFITS OF INSIDE RADIO

- ✦ Connects the shoppers to your adverts at the point of sale
- ✦ Reminds the shopper about your product / services when they are in close proximity.
- ✦ Inside Radio advertises your product/ services to over 1,200,000 shoppers and growing
- ✦ Inside radio does not advertise more than 2 products in the same category/ industry.
- ✦ It acts as a means to complete your cycle of advertisement i.e. from all other points of advertisements up to the point of sale
- ✦ It is cost effective, you can trim the fat off your radio - advertising budget.
- ✦ We customize hypes for your products to make them relatable and personal to shoppers.

# 1.2 MILLION SHOPPERS AND GROWING DAILY

Connects the shoppers to your adverts at the point of sale

**JUSTRITE (23)**

Justrite Abule Egba	★ ★ ★
Justrite Abeokuta 1.	★ ★ ★
Justrite Abeokuta 2.	★ ★ ★
Justrite Akowonjo	★ ★ ★
Justrite Alakuko.	★ ★ ★
Justrite Ayobo.	★ ★ ★
Justrite Bariga.	★ ★ ★
Justrite Berger.	★ ★ ★

Justrite Dopemu.	★ ★ ★
Justrite Gowon.	★ ★ ★
Justrite Ibafo.	★ ★ ★
Justrite Ekor.	★ ★ ★
Justrite Iju.	★ ★ ★
Justrite Ikorodu.	★ ★ ★
Justrite Isolo Jakande.	★ ★ ★
Justrite Iyana Ipaja.	★ ★ ★

Justrite Ogbomosho.	★ ★ ★
Justrite Oshogbo.	★ ★ ★
Justrite Ota.	★ ★ ★
Justrite Omole.	★ ★ ★
Justrite Owode.	★ ★ ★
Justrite Kemta.	★ ★ ★
Justrite Igando.	★ ★ ★

# 1.2MILLION SHOPPERS AND GROWING DAILY

Connects the shoppers to your adverts at the point of sale

## PRINCE EBEANO (8) & SPAR (13)

PRINCE EBEANO	
Prince Ebeano Wuse II.	★ ★ ★
P.Eb Lokogoma.	★ ★ ★
P.Eb Adebayo Doherty.	★ ★ ★
Prince Ebeano Agungi.	★ ★ ★
Prince Ebeano Chevron.	★ ★ ★
P.Eb Ikeja G.R.A.	★ ★ ★
Prince Ebeano Lekki 1.	★ ★ ★

Prince Ebeano Oniru.	★ ★ ★
SPAR	
Spar Abuja Ceddi Plaza.	★ ★ ★
Spar Abuja Mountain view	★ ★ ★
Spar Abuja Wuse II.	★ ★ ★
Spar Awolowo.	★ ★ ★
Spar Calabar.	★ ★ ★
Spar Enugu.	★ ★ ★

Spar Ilupeju.	★ ★ ★
Spar Lekki.	★ ★ ★
Spar Opebi.	★ ★ ★
Spar PH Mall.	★ ★ ★
Spar Surulere.	★ ★ ★
Spar Tejuosho.	★ ★ ★
Spar VI.	★ ★ ★

# 1.2 MILLION SHOPPERS AND GROWING DAILY

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## BLENCO (6) & OTHERS (7)

BLENCO	
Blenco Sangotedo	★ ★ ★
Blenco Addo rd Ajah	★ ★ ★
Blenco Ikate	★ ★ ★
Blenco Awoyaya	★ ★ ★
Blenco Akowonjo	★ ★ ★
Blenco Abule Egba.	★ ★ ★

OTHERS	
Buyplus PH.	★ ★ ★
De Prince Gbagada.	★ ★ ★
De Prince Magodo.	★ ★ ★
Home Affairs Gbagada.	★ ★ ★
Home Affairs Ogudu Plus.	★ ★ ★
Home Affairs Ogudu.	★ ★ ★
My Groceries 2 Go	★ ★ ★



# 1.2 MILLION SHOPPERS AND GROWING DAILY

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## JENDOL SUPERSTORES (13)

Jendol Egbeda	★ ★ ★
Jendol Isheri	★ ★ ★
Jendol Ipaja	★ ★ ★
Jendol Ajah	★ ★ ★
Jendol Ojodu	★ ★ ★
Jendol Igando.	★ ★ ★

Jendol Isolo.	★ ★ ★
Jendol Abule Egba.	★ ★ ★
Jendol Alakuko.	★ ★ ★
Jendol Ojuore.	★ ★ ☆
Jendol Onibukun.	★ ★ ☆
Jendol Ikorodu Akasolori.	★ ★ ☆
Jendol Ikorodu Odogunya	★ ★ ☆



# 1.2MILLION SHOPPERS AND GROWING DAILY

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**NEWLY ADDED LOCATIONS (3)**  
**COMING SOON... (30)**

NEW LOCATIONS	
Prince Ebeano Jakande	★ ★ ★
SPAR Festac	★ ★ ★
Mitch and Goods Ikoyi	★ ★ ★
Justrite Akobo Ibadan	

COMING SOON...
Market Square (30)

# ADVERTISEMENT RATE CARD

INSIDE RADIO COMPANY PROFILE 2025

INDIVIDUAL LOCATION	NO	COST (IN NAIRA)	COST (IN DOLLAR)
Individual Location ★☆☆		₦ 283,636/month	\$177/month
Individual Location ★★☆☆		₦ 409,697/month	\$256/month
Individual Location ★★★☆☆		₦ 551,515/month	\$344/month
Outside Lagos Locations	19	₦ 4,650,000/month	\$3,000/month
Within Lagos Locations	55	₦ 13,950,000/month	\$9,000/month
All Locations	74	₦18,600,000/month	\$12,000/month

- Maximum duration of accented ad is 45seconds
- Ads play every 18-20mins in every location
- 1080-1620 Impressions a month per location

## \*DISCOUNTS FOR BULK LOCATIONS.

- 5% discount - 12 Locations and over
- 7.5% discount - 20 Locations and over
- 10% discount - 30 Locations and over

## \*DISCOUNTS FOR BULK DURATION.

- 5% discount - 3 months
- 7.5% discount - 6 months
- 10% discount - 1 year

# PRODUCTION RATE CARD

INSIDE RADIO COMPANY PROFILE 2025

DESCRIPTION	COST (IN NAIRA)	COST (IN DOLLAR)
Hype/Advert production with script provided (2 voices)	₦ N630,303	\$218/month
Hype/Advert production without script provided	₦ 409,697/month	\$315/month



# SHOPRITE PORTFOLIO

Currently broadcasting in these locations

## LAGOS (7)

Shoprite AOS Mall, Surulere.

Shoprite Ikeja City Mall.

Shoprite The Palms, Lekki.

Shoprite Parklane, Apapa.

Shoprite Festival Mall, Festac.

Shoprite Circle Mall, Lagos.

Shoprite Lekki Mall, Lagos.

## ABUJA (4)

Abuja Shoprite, Silverbird Entertainment Centre, Abuja.

Shoprite JabiLake, Abuja.

Shoprite Abuja Gateway.

Shoprite, Wuse, Abuja.

## IBADAN (2)

Shoprite Cocoa Mall.

Ibadan Shoprite Ring Road.

## OTHER LOCATIONS (9)

Shoprite Park Road, Onitsha.

Shoprite Effurun Mall, Delta

Shoprite Asaba.

Shoprite Polo Amusement Park, Enugu.

Shoprite Fate Road, Ilorin.

Shoprite Abia Mall, Abia.

Shoprite Akure.

Shoprite Owerri.

Shoprite Otta Gateway, Ogun.

# ADVERTISEMENT RATE CARD (SHOPRITE)

INSIDE RADIO COMPANY PROFILE 2025

INDIVIDUAL LOCATION	NO	COST (IN NAIRA)	COST (IN DOLLAR)
Shoprite Locations	22	₦ 550,000/Location/month	\$350/Location/month

## \*DISCOUNTS FOR BULK LOCATIONS.

- 5% discount - 12 Locations and over
- 7.5% discount - 20 Locations and over


## \*DISCOUNTS FOR BULK DURATION.

- 5% discount - 3 months
- 7.5% discount - 6 months
- 10% discount - 1 year

*\*Shoprite Locations are currently unavailable due to technical and administrative issues, we will inform you whenever these issues are resolved*

# THANK YOU FOR YOUR CONSIDERATION

FOR ADVERT BOOKINGS,  
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