



Media Kit

TELLING AFRICAN STORIES

Mythology & History

ORIIRE.COM | INFO@ORIIRE.COM



We Are a Living Archive



Oriire is a niche media brand and digital archive dedicated to the preservation and celebration of African mythology, history, and culture.

Our mission is to tell the rich, complex, and authentic stories of the continent for a global audience. We move beyond the surface, publishing deeply researched articles and building a comprehensive Codex of cultural figures to foster a community dedicated to learning.

We believe that to know these stories is to understand ourselves and the world more deeply.

Our Audience & Reach

A High-Intent Global Community

We serve a global community of culturally curious, intelligent, and discerning individuals who seek substance over sensation. They are a high-intent audience that actively seeks out our content through organic search, demonstrating a powerful desire for knowledge.

Our Reach (28 Days)

- **450,000+** Monthly Impressions
- **4,500+** Active Users
- **1m 24s** Average Engagement Time
- **Primary Traffic Source:** 75% Organic Search

Our Global Hubs

- Lagos
- Abuja
- Kampala
- New York
- London

(Source: Google Analytics & Search Console, August 2025)

Our Content Pillars



We engage our community through a multi-format content strategy, ensuring depth and accessibility.

- **In-Depth Articles:** Our core offering. We publish long-form, deeply researched articles on African Myth, History, and Culture, including our popular explorations of Food and tradition.
- **The Oriire Codex:** A unique and growing digital encyclopedia of the deities, heroes, spirits, and creatures of African mythology. This serves as a vital educational resource and a cornerstone of our archive.
- **The Monthly Roundup:** Our highly-engaged newsletter that delivers our latest stories, cultural highlights, and community news directly to our most loyal readers.
- **Podcasts (On Hiatus):** Our audio archive remains a valuable resource, with plans for a future relaunch.

Brand Ethos

- **Cultural Continuity:** We bridge past, present, and diaspora.
- **Educational Value:** Our archive supports learners, educators, and cultural custodians.
- **Community Voice:** Contributors are welcomed, credited, and compensated.

Partnership Opportunities

We seek to build meaningful partnerships with brands and institutions that align with our values of authenticity, education, and cultural celebration.

- **Media Partnerships:** Cross-publications, features, sponsored content series, newsletter and podcast sponsorships and co-productions.
- **Academic & Institutional:** Collaborate on heritage projects, archives, and cultural initiatives.
- **Sponsorships & Grants:** Support specific series (mythology, food, diaspora), our newsletter, our podcast, or digital expansions.
- **Contributor Programs:** Join our pool of researchers, writers, and creatives to grow the archive.



Why you should work with Oriire

High credibility: Founder-led, editorially rigorous, culturally sensitive.

Focused niche: One of the few dedicated platforms for African mythology, history, and food.

Engaged growth: Audience discovery is organic and expanding globally.

Longevity: More than 190+ articles published over 5+ years, establishing consistency and trust.

Founder

Oriire was founded by Sesi Morgan, a Nigerian product manager and a PhD researcher in Media & Communications at the University of Nicosia.

sesimorgan.com

To discuss a partnership, please get in touch.



info@oriire.com

Key Metrics (28 Days)



Monthly Impressions

Over 450,000 monthly impressions.



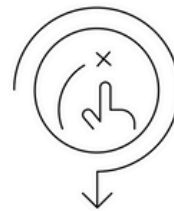
Active Users

4,500 active users.



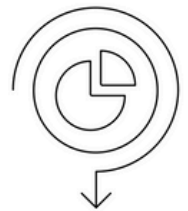
Average Engagement Time

1 minute 24 seconds.



Top Cities

Lagos, Abuja, Kampala, New York, and London.



Traffic Sources

75% organic, 18% direct, and 7% referrals.

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