ORIIRE

Media Kit

TELLING AFRICAN STORIES

Mythology & History

ORIIRE.COM | INFO@ORIIRE.COM

We Are a Living Archive

Oriire is a digital cultural archive dedicated to the preservation and promotion of African mythology.

We are a non-profit organisation with a mission 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)

- **1,020,000+** Monthly Impressions
- **62,000+** Active Users
- **1m 24s** Average Engagement Time
- **Primary Traffic Source:** 75% Organic Search

Our Global Hubs

- Nigeria
- United States
- United Kingdom
- Netherlands
- Canada
- China
- Japan
- Uganda and More

(Source: Google Analytics & Search Console)

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:** Features, Cross-publications, 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, our newsletter, podcast, or community driven initiatives (competitions, grants, storytelling prizes).
- **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, folklore and culture.
Engaged growth: Audience discovery is organic and expanding globally.
Longevity: More than 220+ 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.
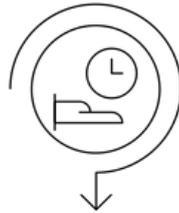
info@oriire.com

Key Metrics (28 Days)

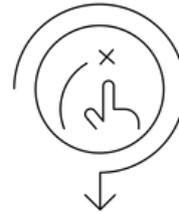## Monthly Impressions

Over 1,020,000+ monthly impressions.
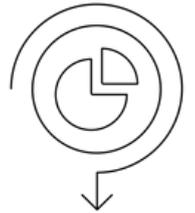
Active Users

62,000+ 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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Last Updated: January 11th, 2026