

Reach Kenyans Actively Comparing **Financial** **Products**

COMPARE · CHOOSE · GROW

FinanceHub Kenya is a financial products comparison platform that helps individuals and businesses compare loans, savings, investments and insurance from licensed Kenyan financial institutions — all in one place.

WHAT'S INSIDE THIS KIT



Audience & Reach

Who FinanceHub Kenya connects you with



Ad Packages

Starter through Premium, with real pricing



Specifications

Image & video requirements for your creative



How It Works

From choosing a package to going live

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A modern way for financial institutions to reach engaged Kenyans who are actively researching and ready to decide.

Our Audience

FinanceHub Kenya is built for people actively researching and comparing financial decisions — a high-intent audience for financial institutions to reach.

- Individuals looking for financial products**
- Borrowers comparing loan options**
- Savers & investors exploring SACCOs, MMFs and fixed deposits**
- Businesses researching financial services**
- Financially curious readers of our Insights section**
- Kenyans comparing insurance — medical, motor, life & business**

Note: Detailed audience analytics (monthly visitors, registered customers, page views, demographics and social reach) will be included here as the platform grows and this data becomes available.

PLATFORM AT A GLANCE

4

INSTITUTIONS LISTED

7

PRODUCT CATEGORIES

3

ACTIVE PRODUCTS

WHAT YOU CAN ADVERTISE

Advertising Opportunities

- **Image advertisements**
- **Video advertisements**
- **Sponsored financial content**
- **Featured products**
- **Featured institutions**
- **Homepage placements**
- **Category page placements**

Advertisement Packages

Choose the package that fits your visibility goals. Prices and features shown reflect current FinanceHub Kenya rates.

PACKAGE	PRICE	DURATION	KEY BENEFITS
Starter	KES 4,000	30 days	Standard placement · Basic analytics
Silver	KES 8,000	30 days	Priority placement · Basic analytics · Featured badge
Gold POPULAR	KES 15,000	30 days	Top placement · Advanced analytics · Featured badge · Homepage rotation
Premium	KES 25,000	30 days	Top placement everywhere · Advanced analytics · Featured badge · Homepage spotlight · Newsletter mention

PREPARING YOUR CREATIVE

Advertisement Specifications

Have these ready before you submit your advertisement for review.



Image Ads

- Recommended size: 1200 × 628 px
- Formats: JPG, PNG or WebP
- High resolution, clear branding
- Avoid excessive text on the image

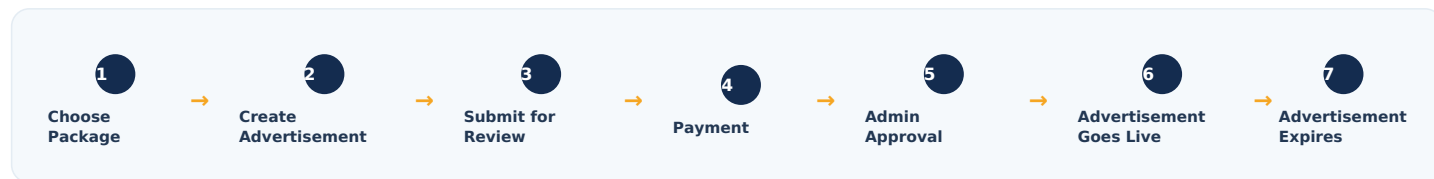


Video Ads

- Format: MP4
- Recommended length: 15–30 seconds
- Landscape / web-friendly format
- Keep file size web-friendly for fast loading

How Advertising Works

From choosing a package to going live — here's the full journey.



Payment can be made instantly via M-Pesa, or by bank transfer with proof of payment verified by our admin team. Once payment is confirmed and your advertisement is activated, it goes live across FinanceHub Kenya for the duration of your chosen package.

Ready to advertise with FinanceHub Kenya?

Get in touch and our team will help you choose the right package for your goals.

**EMAIL**

financehubkenya@gmail.com

**PHONE / WHATSAPP**

+254 706 057 543

**WEBSITE**

financehubkenya.co.ke