ORIIRE

Media Kit
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ORIIRE HERITAGE FOUNDATION

Mythology, folklore and cultural memory from Nigeria and across Africa.

Oriire is a non-profit digital publication documenting the mythology, folklore, traditions and cultural memory of Nigeria and across Africa. We treat these traditions as serious cultural material, rigorously researched and beautifully presented, for an audience that spans the continent and its diaspora.

Myth Tradition Memory

BY THE NUMBERS

1,020,000+ MONTHLY IMPRESSIONS	62,000+ ACTIVE USERS	1m 24s AVG. ENGAGEMENT TIME	75% ORGANIC SEARCH TRAFFIC
249+ PUBLISHED ARTICLES	100+ CODEX ENTRIES	43+ PODCAST EPISODES	6+ YEARS PUBLISHED

Reach figures from Google Analytics and Search Console, as of May 2026. Content counts update live.

AUDIENCE

Our audience includes educated, culturally curious and discerning individuals who seek depth over surface treatment. They are a high-intent audience that actively seeks out our content through organic search, demonstrating a powerful desire for knowledge.

TOP COUNTRIES

Nigeria · United States · United Kingdom · Canada · Netherlands · Uganda · Ghana · Kenya

EDITORIAL PILLARS

All of our work sits under one of three editorial pillars.

Myth

Cosmologies, deities, and the foundational stories that explain the world.

Tradition

Rituals, customary practice, festivals, and the living institutions that carry them.

Memory

History, diaspora, and the politics of how a people remembers itself.

WHAT WE PUBLISH

Long-form articles and essays	Rigorously researched pieces on African mythology, folklore, history, tradition and cultural memory.
The Oriire Codex	A growing digital encyclopedia of African mythological figures, deities, spirits, rituals and concepts. The Codex is integrated directly into the reading experience, so readers can hover over a figure for a definition and get recommendations as they read.
Folktales and Narrative Retellings	Traditional folktales, legends and narrative traditions, including retellings, translations and oral accounts, grounded in specific cultural or geographic contexts.
Encounters	Testimony or witness accounts of mythological or supernatural experiences, narrated as the witness told them, with parallel scholarly commentary.
Heritage Reviews	Critical reviews of African literature, art and cultural production.
Listicles	Aggregated, cross-referenced material for readers seeking shorter entry points into the subject.
Challenges and Quizzes	Interactive content that tests and rewards knowledge of African mythology and cultural traditions.
The Oriire Podcast	Our award-winning podcast of conversations on African myth, tradition and cultural memory.

ANNUAL INITIATIVES

The Oriire Folklore Prize

Our annual literary prize for new writing on Nigerian and African folklore. Categories include Folktales and Narrative Retellings, Encounters, and Essays.

The Oriire Magazine

Our annual digital and print-on-demand publication featuring the best of Oriire's work alongside curated and commissioned material. Issue 01 launches December 2026.

The Author's Dispatch

Our monthly newsletter for the contributor network, with commissioning calls, editorial notes and updates.

The Monthly Roundup

Our monthly newsletter for general readers, featuring the best of recent publication.

Rigour over reach

We publish carefully researched, well-sourced work, and treat African mythology and tradition as serious cultural material, not folklore curiosity.

Continental and diasporic

We start with Nigeria, but our work spans the continent and its diaspora. Our contributors and audience reflect that range.

Contributors are paid

Writers, researchers and editors are credited and compensated. Oriire grows by paying the people who build it.

Free to read, funded by community

Reading Oriire is free. The platform survives on memberships, donations and partnerships.

Editorial independence

We do not run ads or sell reader data.

PRESS AND RECOGNITION

WINNER	Societal Impact Award, African Podcast and Voice Awards 2023.
NOMINATED	Society & Culture (2023) and Arts (2023, 2022) at the African Podcast and Voice Awards.
FEATURED	Featured in The Guardian Nigeria (April 2023).

WHY WORK WITH ORIIRE

A structural reference asset

The Oriire Codex is a digital reference for African mythology that no other platform on the continent has at this scale. Articles, podcasts and prize entries all draw from and feed back into it.

Strong organic discovery

75% of our traffic is organic search. Partnerships sit within content that readers actively sought out.

A diaspora bridge

Our audience includes a growing community of African traditional religion practitioners across the Americas and Europe who use Oriire as a cultural and reference touchstone.

Editorial standards that hold

Founder-led and editorially rigorous, with a contributor network and editorial team across the continent.

A registered Nigerian foundation

Oriire Heritage Foundation is registered in Nigeria, making us eligible for partnerships with African and African-diaspora funding bodies.

PARTNERSHIP OPPORTUNITIES

Named sponsorship of the Folklore Prize

Sponsors are named on the announcement page, the shortlist page and in all press, and receive copies of the end-of-year magazine.

Named sponsorship of The Oriire Magazine

Issue 01 launches December 2026. Sponsors are named and featured on their own page or pages in the magazine, and named in launch communications and press.

Editorial series sponsorship

Sponsor a themed series of articles or a specific pillar (Myth, Tradition or Memory) for a defined period.

Newsletter sponsorship

Sponsor a monthly Roundup or Author's Dispatch send.

Codex contributions

Fund the expansion of the Codex, or a specific cultural or geographic section of it.

Academic and institutional partnerships

Collaborate on heritage projects and cultural initiatives.

Contributor pool

Join our contributor network as a researcher, writer or creative.

FOUNDER

Oriire was founded in 2020 by Sesi Morgan (née Zamba), a Nigerian product manager and PhD researcher in Media and Communications. Her doctoral research examines how niche African media platforms communicate institutional identity through product decisions, with Oriire as a case study.

The editorial team and contributor network span Nigeria, the wider African continent and the diaspora.

Interested in a partnership?

To discuss a partnership, please get in touch.
Email: **info@oriire.com**

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