

ASM



African Showcase Magazine

2013 Media pack



African Showcase Magazine print / digital formats

General profile

The publication serves as an extension to African Showcase Market, the African festival events organized across various boroughs in the south east of the country. It's A magazine that seeks to present the attributes of the continent and offers a first hand view of Africa in the UK. The magazine complements the expos, and community events organized by African Showcase Market, it serves as a portal to all things Africa. A chance to share with non -Africans all the aspects of great interest. The magazine will also serve as a source of information on where to get African products or where to enjoy leisure activities connected to the continent from travel to exotic exports, It's the UK guide to all that's cool in Africa or African goings - on within the UK.

Main areas of coverage:

Content density

Tourism and natural wonders 25%

Music and film 10%

Decorative arts and craft 5%

The African online store 30%

Property and Investment 15%

Fashion and lifestyle 5%

Food and restaurants 20%

ASM is best described as a brochure and complete guide to Africa, it is particularly aimed at readers who would usually take an interest in foreign lands and international engagement. It is also designed to inform and entertain the Afro - British reader with an interest in the motherland.

Reader demography

60: 40 ratio of African and non - African UK based readers.

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Core readers (based on content engagement)

Middle level, managerial and educated 40 %

Lower level and skilled 30%

Other 30%

Frequency

Tri - monthly and planned release to complement the regional London - wide African Showcase Market events .There are near future plans to publish the magazine every two months once distribution channels are established beyond London and the south east and across the UK as a whole as the print run increases by 80%.

Current distribution

Minimum print run: 30,000 print copies tri - monthly.

Digital publishing on a free page -turning application with a target readership database exceeding 10,000.

Distribution is mainly carried out with the use of a contractor hand delivery service at strategic locations predominantly in the London area, libraries within London and beyond, as well as strategic locations across the UK .

Gender divide: Women - 55% Men - 45%

Geo - segmentation (print) - London 70% Rest of Britain 20 % Africa %10

Geo - segmentation (Digital) - London 40% Rest of Britain 30 % Africa %30

Advertising with ASM

The magazine serves advertising as a proactive direct sale, or as an option for brand awareness. The proactive adverts are designed to generate a call to action response with the readers. In effect, the magazine uses the same format as the mail order approach to direct sales, where readers can view a product and make a direct purchase through the links to the related online shops taking the reader straight to the point of sale, or areas where coupon/promotional vouchers can be redeemed.

The magazine offers various business with connected to the African community an opportunity to spread their commercial message. It also presents an opportunity for African businesses to showcase their product or services to non African's with an interest in the various countries that make up the continent. The main areas being Tourism, decorative craft, art and middle scale business opportunities or investments in Africa. The publishing team come from a marketing background and can work effectively with organizations to achieve the desired effect through customized campaigns. The magazine doesn't just sell advertising space, but can offer campaign ideas to prompt direct sales in the form of reading content which complements brand awareness.

Primary Sponsor

Sponsorship packages usually lasts for 6 months. This includes deep integration beyond advertising space. The magazine seeks a sponsorship partner with a clear business connection to the African market, the partnership is also open to African oriented businesses based abroad with a desire to present themselves to the UK based reader. The assisted funds from the main sponsor will support a wider media reach of the magazine with a higher volume of readers and targeted areas. The publication aims to increase circulation beyond the immediate London area.

Choices within package for all issues:

3 full page spaces includes back cover allocation

Full logo /insignia representation on all ASM marketing material

Advertorial / business showcase

Front page sponsorship presence

Full sponsorship display on digital versions

Full sponsorship display on African showcase Market's website

Full inclusion for tri-weekly newsletter with sponsors message or special offers.

Active email database 18.000 recipients on signed up list. 70% based in the UK.

package price: £8000 per issue

Secondary sponsor

This package extends to the sponsorship of regular articles or subject matter. Usually lasting for 3 issues, the secondary sponsor will be offered a close media relationship and commercial inclusion within the magazine, website and digital page turner versions. Secondary sponsors have the option to sponsor 1 or a maximum of two subject matters or regular features such as film, fashion, communication, finance or property. The financial contribution will go towards the expense of editorial production and an extended distribution across the country.

Package price per sponsored category: £5000 per category, per issue

Choices within package for all issues:

2 full page spaces

Advertorial

Full sponsorship display on print and digital versions fixed to category intro pages

Full sponsorship display on African showcase Market's website

Full inclusion for tri-weekly newsletter with sponsors message or special offers. - Active email database 18.000 recipients on signed up list. 70% based in the UK.

Advertorials / voucher pages

We work with organizations on creative content that serves the purpose of meaningful copy to our readers whilst indirectly driving the commercial message home. Content is designed to introduce new additions to an existing product or service, promotional campaigns and new market entry. It's a way to give the readers an insight into the businesses attributes and future ventures.

Voucher pages are designed by experts in the field of marketing. The pages are designed to prompt direct response through the immediate usage of the voucher cut-outs or codes. The effectiveness is measurable under the volume of redemption or enquiries. It is also a tried and tested means for data mining. The campaign can be set up with our support and facilities such as landing page designs or method of monitoring of the voucher redemption.

Pricing

1 page advertorial £3000

2 page advertorial £5000

Voucher full page £2000

Page advertising

Premium pages (inside front cover, back cover, inside back cover) : £3000

Full page £2500

Half page vertical /horizontal £1500

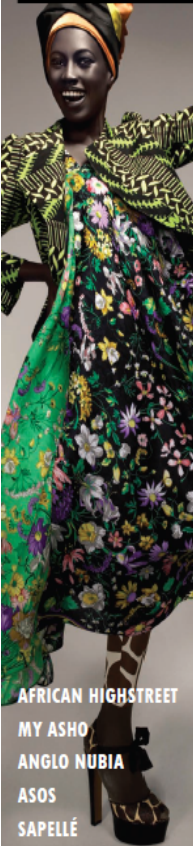
Quarter / skyscraper vertical £800

Classifieds 12th page £200

Shop page per product box (maximum 12 per page) : £120


The shop pages

FASHION BOUTIQUE



AFRICAN HIGHSTREET
MY ASHO
ANGLO NUBIA
ASOS
SAPELLÉ


MULTI-COLORED CHIC



African Print Shoulder Bag.

£33.32
[LINK](#)


BEAULLAHS BOUTIQUE OVERSIZE CLUTCH



Hand made Clutch Bag comes in a gorgeous contemporary African print.

£25.00
[LINK](#)

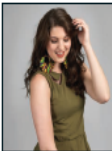
COCONSA



Handbag made from original Ghanaian woven Kente cloth and high quality leather. With zip-opened side pockets on both sides.

£112.99
[LINK](#)

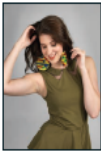
ZUWA DE KENTE



Kente Hoop earrings.

£15.00
[LINK](#)


ZUWA DE DISC



Ethnic patterned large earrings.

£12.00
[LINK](#)

ZUWA RE BLACK




Peacock Wedge in faux leather and Ankara print.

£45.00
[LINK](#)

FASHION BOUTIQUE


ZUWA DE PEACOCK



Solid heeled white wedges in patent leather and black studs.

£45.00
[LINK](#)


SOUTH HAVEN



Hand made South African print court shoes in heels.

£49.49
[LINK](#)


FITTED TOP BY ICONA



Dark brown fitted top accentuated with yellow African print fabric and sequins on the sleeves. Features a low cut at the back.

£20.00
[LINK](#)


ZUWE RE BLUE



Body con turtle neck dress contoured in African print finish.

£55.00
[LINK](#)


MAGMA KENI



Plaid top with print trim, one shoulder style.

£24.99
[LINK](#)


JESIQUE DESIGN



Shirone dress in free neck and rich African wax.

£55.00
[LINK](#)


RAGENE ARIA



Kampala light coat in Central African print design, rich wax and cotton.

£38.00
[LINK](#)


KUTOWA DESIGN



Versatile cotton wrap dress in beautiful earth tones, with a nuberry attached sash belt.

£64.99
[LINK](#)

PAN AFRICAN SKIRT



Stylish pleated balloon skirt in 100% cotton uses 'Obangbe' African fabric with a hint of the East.

£31.50
[LINK](#)

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and West Africa.

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- Enjoy the best of Hollywood & Nollywood entertainment
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