

ASM



African Showcase Magazine

2013 Media pack

LET'S DO AFRICA

SHOP AFRICA THE INNOVATORS

MUSIC LEGENDS FROM GASTONBURY TO EAST LONDON

HISTORICAL LEGENDS | ESCAPE TO AFRICA

www.AfricanShowcaseMarket.com
Celebrating Diversity Through Commerce

AFRICAN FASHION

THE DANDIES OF CONGO

BY EIJIMI ADEWOLE

Congolese men in Africa or abroad have their own religion, a commitment to flamboyance in clothing and attitude. They have codes and rules to this fervent love affair with extreme panache in clothing. Top level designer pieces is of greater priority to food on the table. Welcome to the crazy world of the Sapeur.

RESEARCH CREDITS

Chris Sullivan
<http://bit.ly/13JawGq>

Hector Mediavilla's photo essay
<http://bit.ly/58vILD9>

He is wearing red brogues, a pink suit, a red tie against a white shirt and a red bowler hat. He is strolling down a road with palm trees in the background and a heap of sand on the side. He is adjusting his hat with fact, an unlit cigarette jutting out between his teeth. He is in sartorial contrast to the other weathers and by standards on the African high road. They are dressed in casual cottons, and going about their business. All the same, they seem expatriated by this suited gentleman garb swagging down the road as if it's a suitably, he he or he is not out of place? You'd think he is, but looking at others in the photo - he seems to be part of every day life. And he is.

He is a Sapeur, a member of La Sape, a Congolese dandy, wearing western clothes with a style and conviction that is definitely Congolese. To the outside world, he is an iconography. But this is only if you think of Africa in political terms. Chris Sullivan compares La Sape to the British punk rockers - another subculture whose politics were expressed through the attitude of dressing up. The dressing of

operative weathers attire, by these gentlemen, living in run down slums has lured many a photographer to the Congo. Les Sapeurs have generated great interest over the last few years. The image of the aforementioned pink-suited dandy for instance is the cover of the Italian photographer, Daniele Trainor's book Gentlemen of Basongo who first encountered La Sape in 2007. The BBC did a piece on them a few years back, they also gained some further publicity through an interesting photo essay by renowned photographer - Hector Mediavilla. This following is often seen as a cult of elegance, members of La Sape follow a variety of aesthetic regulations. Some groups adhere to a three-colour rule, others acquire pieces from particular designers such as Cavali and Versace, the cigar often suits is ubiquitous and so is the bling. It is now a global movement with adherents in Belgium, France and across Africa.

Though dandyism has a long and varied history in Africa and the Diaspora, a definite moment for contemporary expression in the Congo was in the 1970s

when the musician Papa Wemba founded what is now known as La Sape. La Sapeur des anticorps et panacheur élégante, or the society for the advancement of elegant persons. However the literal translation is much more fun - the society of amberscatters and elegant people. Les Sapeurs are ridiculed and viewed in equal measure. Some go as far as stealing, to satisfy their desire for luxury clothes. Some consider them to be victims of an inferiority complex; others accuse them of escapism, of using themselves in designer bling to escape their poverty of their circumstances.

One the other hand they are celebrated, visualizing what life could and should be - elegant, confident and pleasurable. They are anti-colonial, anti-dictatorship and anti-war. La Sape also rebelled against the directive of President Mobutu to dress only in traditional African fare or Maoist costumes, and after the war they were heard saying Les put down the weapons, work hard and be elegant.

Indeed La Sape has a philosophy and a code of conduct. The evening Sapeur enters his suits

and learns how to dress from a mentor. It is a process of self-cultivation. It is about good manners, morals and attitude. Not just expensive clothes. Through the clothes La Sapeur must find his own style, cultivate signature gestures and a unique way of moving. La Sapeur are held in high regard in their communities. Politicians court them because it is thought that if they attend your events you must be a person of good standing. A true Sapeur does not give his endorsement away lightly. The photos of Les Sapeurs suggest that engagement with African fashion goes beyond traditional symbolism or Afrocentric tropes. It could be style, a way of embracing diverse elements. It could be a pink suit and a red bowler hat.

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



AFRICAN HIGHSTREET
MY ASHO
ANGLO NUBIA
ASOS
SAPELLÉ

FASHION BOUTIQUE		FASHION BOUTIQUE		FASHION BOUTIQUE		FASHION BOUTIQUE		FASHION BOUTIQUE	
<p>MULTI-COLORED CHIC</p>  <p>African Print Shoulder Bag.</p> <p>£33.32 Link</p>	<p>BEAULLANS BOUTIQUE OVERSIZE CLUTCH</p>  <p>Hand made Clutch Bag comes in a gorgeous contemporary African print.</p> <p>£25.00 Link</p>	<p>ZUWA DE PEACOCK</p>  <p>Solid heeled white wedges in patent leather and back studs.</p> <p>£45.00 Link</p>	<p>ZUWE RE BLUE</p>  <p>Body con turtle neck dress contoured in African print finish.</p> <p>£55.00 Link</p>	<p>RAGENE ARIA</p>  <p>Kampala light coat in Central African print design, rich wax and cotton.</p> <p>£38.00 Link</p>					
<p>COCONSA</p>  <p>Handbag made from original Ghanaian woven Kente cloth and high quality leather. With zippered side pockets on both sides.</p> <p>£112.99 Link</p>	<p>ZUWA DE DISC</p>  <p>Ethnic patterned large earrings.</p> <p>£12.00 Link</p>	<p>SOUTH HAVEN</p>  <p>Hand made South African print court shoes in heels.</p> <p>£49.49 Link</p>	<p>MAGMA KENI</p>  <p>Pleat top with print fills, one shoulder style.</p> <p>£24.99 Link</p>	<p>KUTOWA DESIGN</p>  <p>Versatile cotton wrap dress in beautiful earth tones, with a mulberry attached sash belt.</p> <p>£64.99 Link</p>					
<p>ZUWA DE KENTE</p>  <p>Kente hoop earrings.</p> <p>£15.00 Link</p>	<p>ZUWA RE BLACK</p>  <p>Peacock Wedge in flux leather and Ankara print.</p> <p>£45.00 Link</p>	<p>FITTED TOP BY ICONA</p>  <p>Dark brown fitted top accented with yellow African print fabric and sequins on the sleeves. Features a low cut at the back.</p> <p>£20.00 Link</p>	<p>JESIOUE DESIGN</p>  <p>Shirone dress in free neck and rich African wax.</p> <p>£55.00 Link</p>	<p>PAN AFRICAN SKIRT</p>  <p>Slightly pleated balloon skirt in 100% cotton uses 'Orange' African fabric with a hint of the East.</p> <p>£31.50 Link</p>					

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