

2016 MEDIA KIT, RATE CARD, AND PUBLICATION SCHEDULE



SARABA MAGAZINE

Saraba Magazine has emerged as one of the foremost publishers of new and emerging literary talent in Nigeria and Africa. Many of the writers published in Saraba have earned literary acclaim. Previous contributors include Uche Peter Umez, Elnathan John, Tolu Ogunlesi, Chika Unigwe, Ayobami Adebayo, Victor Ehikhamenor, Ikeogu Oke, Dike Chukwumerije, Okwiri Oduor, Jumoke Verissimo, Clifton Gachagua, Ukamaka Olisakwe, Donald Molosi, Eghosa Imasuen, Abubakar Adam Ibrahim and Tade Ipadeola. Annually, Saraba releases 2 regular issues, 2 poetry chapbooks and 2 special issues. Up to 300 writers have been published by the magazine since its first issue in February 2009.

Driven by the necessity to highlight the work of the finest young poets working in Nigeria and Africa, Saraba has also published poetry chapbooks. These chapbooks have sought out the most brilliant poets working in Nigeria, and have been ambitious in outlook and form. In 2011, collaborating with the UK-based Poetry Translation Centre, Saraba published a chapbook of translated poetry from around the world. In 2013, we launched the Individual Poetry Chapbook series, and have now published collections by Jumoke Verissimo, Umar Abubakar Sidi, Kola Tubosun, and Dami Ajayi.

Saraba, in each publication, offers a reflection of the world, and how literature can speak to, about, and for, basic human interaction. Each magazine issue is based on a theme, and downloaded at least 2,000 times. From 2011 to 2013, in collaboration with PEN Nigeria, Saraba awarded a yearly poetry prize for the best poem published within its pages.

Saraba's prominence was further established with the launching of the 2015-2016 Manuscript Project. Up to 10 fiction and nonfiction manuscripts by emerging Nigerian writers will be published in print, and as e-books and audio books.

WHY ADVERTISE WITH SARABA

- As the most read and acclaimed literary periodical in Nigeria, Saraba is poised to deliver value to advertisers who are interested in reaching book lovers, writers, cultural practitioners, artists, and any individual ready to commit resources to literary/artistic appreciation
- Each issue of the magazine & chapbook is downloaded at least 2,000 times.
- Up to 2,000 subscribers to our bi-monthly newsletter
- Over 500 daily page views on www.sarabamag.com

ADVERTISEMENT RATES

Magazine Ad (Per Issue)

Size*	Rates (₹)
Full page	100,000
Half-page horizontal	50,000
Half –page vertical	40,000
Square	35,000

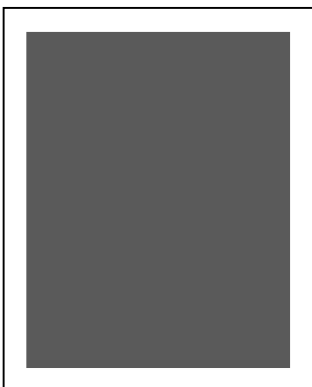
Website Ad (Monthly)

Position	Rates (₹)
Sidebar (300 x 250 px)	50,000

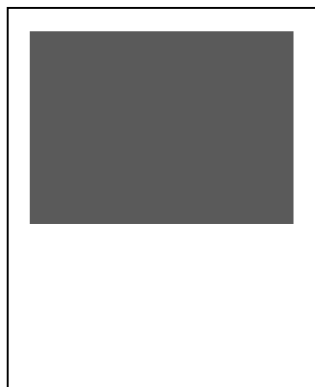
Newsletter Ad (Monthly)

Position	Rates (₹)
Banner (728 x 90 px)	75,000

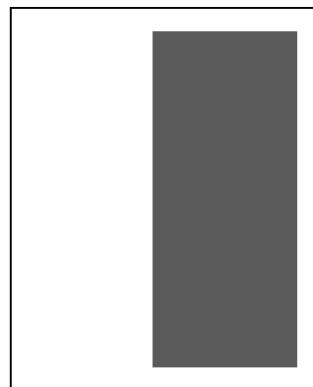
*Sizes for magazine ads:



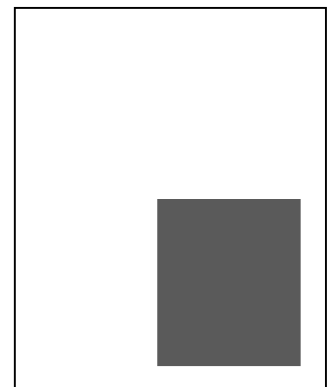
Full page



Half page horizontal



Half page vertical



Square

REQUIREMENTS & DISCOUNTS

For website advertisement placement, JPEG or GIF digital files with low resolution (100dpi) are preferred and they should be received by the 20th of the month preceding the one you are interested in.

For magazine and chapbook advertisement placement, JPEG, PNG, or TIFF files with minimum of 300 dpi resolutions are preferred and they should be received four weeks before the next issue is due. Discount of 20% is available to booking for up to four publications.

Newsletters are sent bi-weekly.

PUBLICATIONS CALENDAR 2016

January

24 – Crime Issue

February

21 – Poetry Chapbook

March

6 – Special Issue

June

26 – Special Issue

August

28 – Power Issue

September

25 – Poetry Chapbook

November

27 – Money Issue

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Olaoluwa Akinloluwa,

o.akinoluwa@sarabamag.com / +234 8188758258

Administrator, Saraba Literary Trust

Plot 70, Rev. Williams Avenue

Oyadiran Estate,

Sabo-Yaba, Lagos, Nigeria