

CELEBRATING 23 YEARS AT THE TOP!

NIGERIA

PRIDE

*Nigeria's Premium Celebrity,
Lifestyle & Leisure
Magazine.*



MEDIA
KIT
2014

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PRIDE

Why Pride Nigeria?

Pride Magazine UK... 23 years and counting! Over this time it has become the most successful magazine of its type in Europe with a readership of over 155,000 every month.

"Pride Magazine has dominated the Black Life Style Magazine market for over 15 years."
 - The Guardian Newspaper.

Building on the success of PRIDE UK comes PRIDE NIGERIA to the biggest black nation in the world as a premium Celebrity, Lifestyle and Leisure Magazine.

Pride Nigeria will begin life as a bi-monthly magazine with a view to going monthly within 24 months. The magazine will be an "exclusive inside guide" on "What's Now! What's New! What's Next!" Whilst also featuring exclusive interviews, reviews, latest trend in Fashion and Beauty plus wholesome and exclusive, celebrity-positive coverage of all the hottest stars, to its more than projected 250,000 readers in print and its online Web readers at pridemagazineng.com.



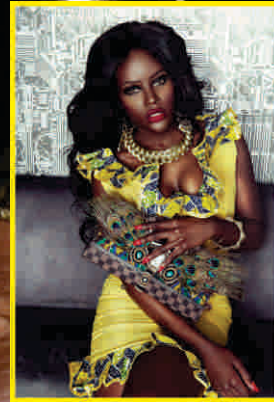
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Welcome To Pride Nigeria

- Pride Nigeria designed to enrich the lives of our readers is holistic - empowering you to love yourself and be the best that you can be in all spheres of your life.
- A vehicle for advertisers to reach out to a lucrative, untapped market with a high disposable income.
- Navigating the ship of love - and loss - with all the excitement and escapades that come with it.
- Bringing families together, Pride Nigeria is designed to be shared by generations of women from today's sassy grandma to the chic workingwoman.
- Providing a style guide for fashion and beauty by defining what's hot, what's cool and what's you.
- Tapping into the hearts of dynamic men and women who inspire success through our "Life's Lessons" series.
- Giving a global perspective of issues with exclusive content from other parts of the world.
- Homes? Gardens? Interior décor? Or gadgets and applications? Pride Nigeria delivers handy tips for the modern reader.
- With Pride Nigeria, we showcase Nigeria's best and unseen to the world and bring the world's best to Nigeria?



*Pride Nigeria Promises To Be So Much Fun;
We Laugh, We Cry, We Grow, We Learn And We Love... Together... With Pride.*

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Demographics

Pride Nigeria is the Premium Celebrity, Lifestyle and Leisure Magazine for Nigerians.

Target Audience:

Women and Men aged 18 -57

Median Age 36

Average Reader

- Educated and articulate - or aspires to be.
- Aspirational, Inspirational, Stylish, Trendy, Glamorous and Elegant.
- From the lower middle class to the super rich with aspirations for the good life.
- Loves to eat out at fine restaurants and feel equally comfortable at 'gardens' or Bukka's where many business deals are sealed.
- Travels widely or aspires to; inspired by a versatile lifestyle and cuisine whilst holding on to the traditional, exotic culture and cuisine.
- Loves to control wheels, which are hip and trendy, with gadgets, which today define business and class.
- Leisure is a game of Golf, Polo, Tennis, Squash and, of course, a boat cruise.
- Loves Nollywood films along with frequent visits to the Cinemas to watch the latest International films.
- Stays fit with gym memberships and regular spa visits.

The Nigerian lifestyle is a Kaleidoscope of colours reflecting the fact that though tribe and tongues are many we all love and aspire to a good and fulfilled life.

With an initial circulation of 50,000 copies, we will help you tap into the growing middle class who makes up 12% of our 170 million population. This 12 percent are trendsetters whose validation of products by their use, has the further effect of influencing the aspirations of the lower income families'.

Pride Nigeria will put you in front of an audience with substantial disposable income, having a steady demand for:

- * Health, beauty and personal care.
- * Money Matters/Finance.
- * Technology news/Gadgets.
- * White goods.
- * Telecommunications.
- * Automobile.

“Current trends suggest that Nigeria, Ethiopia and South Africa will provide the largest number of the New Middle Class in Africa.”



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Distribution & Circulation

PRIDE Nigeria printed copies distributes in Nigeria, UK (via subscription), US and other African countries. The distribution is bimonthly, with an initial circulation of 50,000 copies.

Targeting the affluent individual, PRIDE Nigeria is available at key venues including 4/5 star Hotels in Nigeria, Beauty/ Spa Salons, Private members clubs and on-board flights within Nigeria.

PRIDE Nigeria is available to passengers in the First Class/ Business Class Lounges traveling to and from West African countries; this increases our visibility amongst key professionals.

Readers are able to purchase PRIDE Nigeria in Nigeria and Ghana from street vendors, all good supermarkets and appropriate local locations. In the UK (via subscription) and in the US the magazine will be available in local areas with a high African Diaspora



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Editorial Positioning

• **Looking Good / Feeling Great:**
Hair and Beauty.



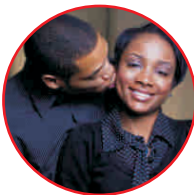
• **Getting Around:**
Travel And Tours.



• **Catching Fun:**
About town at events
(Movies, Music, Art, Book,
Shows around town)
Restaurants, Spa's,
Saloons etc.



• **Emotions:**
Agony Aunt,
Life and love.



• **World Exclusive Interviews:**
Music and Movies,
Showbiz and Entertainment.



• **Unbeatable Style:**
Latest Trends
and Fashion.



• **Home:**
Food and
Furnishings.



• **Taking It Easy:**
Music, Movies,
Books And Arts.
• **Show Business:**
Music, Movies &
Art Celebrity
interviews.



• **Money Matters:**
Finance, Career.



• **Technology News
And New And Latest
Gadgets**



• **Sports:**
All the stars
and more...



PRIDE

Rate Card

PREMIUM PAGES

£

₦

INSIDE FRONT COVER SPREAD (IFC)(DPS)	3,000	750,000
PAGE 2 + 3 (2ND SPREAD)	2,850	715,000
FACING CONTENTS PAGE	1,500	375,000
INSIDE BACK COVER (IBC)	1,650	415,000
OUTSIDE BACK COVER (OBC)	1,875	470,000
INSIDE FRONT COVER (IFC)	1,700	450,000
ADVERTORIALS	RATES ON REQUEST	

RUN OF PAPER

£

₦

FULL PAGE	1,125	300,000
DOUBLE PAGE SPREAD (DPS)	2,400	600,000
SERIES DISCOUNT 20% OF RATE CARD		

DISPLAY CLASSIFIED *(Minimum Of Three Issues Only)*

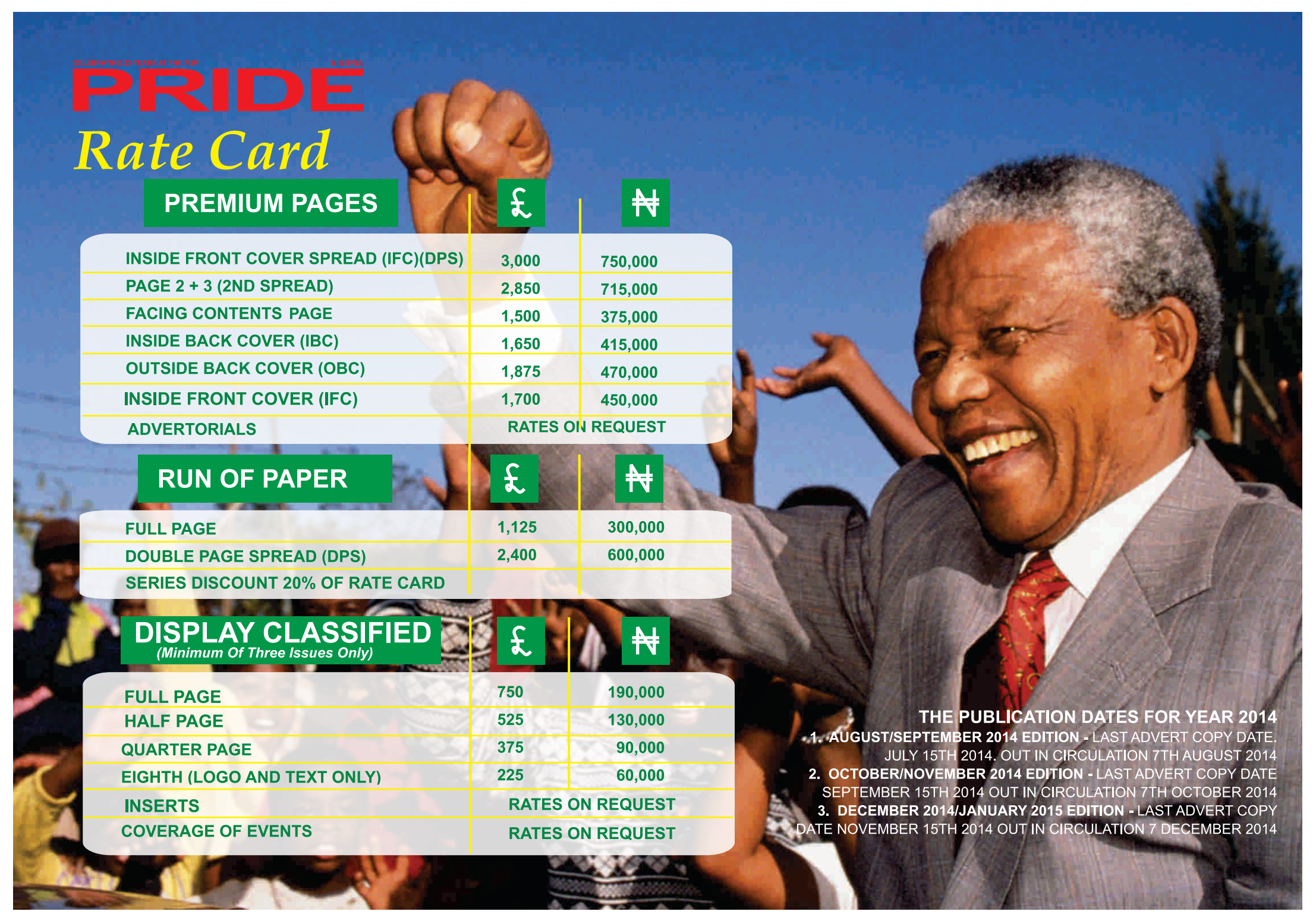
£

₦

FULL PAGE	750	190,000
HALF PAGE	525	130,000
QUARTER PAGE	375	90,000
EIGHTH (LOGO AND TEXT ONLY)	225	60,000
INSERTS	RATES ON REQUEST	
COVERAGE OF EVENTS	RATES ON REQUEST	

THE PUBLICATION DATES FOR YEAR 2014

1. AUGUST/SEPTEMBER 2014 EDITION - LAST ADVERT COPY DATE, JULY 15TH 2014. OUT IN CIRCULATION 7TH AUGUST 2014
2. OCTOBER/NOVEMBER 2014 EDITION - LAST ADVERT COPY DATE SEPTEMBER 15TH 2014 OUT IN CIRCULATION 7TH OCTOBER 2014
3. DECEMBER 2014/JANUARY 2015 EDITION - LAST ADVERT COPY DATE NOVEMBER 15TH 2014 OUT IN CIRCULATION 7 DECEMBER 2014



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CONTACT

Pride Nigeria
9A, Raymond Njoku Street,
SW Ikoyi, Lagos, Nigeria.
+234 817 647 6736

Kathrine Nwuli

kate@pridemagazineng.com
+234 802 3293 921, +234 708 5641 304
+234 816 1146 323

Ijeoma Akpa

ijeoma@pridemagazineng.com
+234 802 4913 521, +234 803 5455 445

Anuoluwa Coker

anucoker@pridemagazineng.com
07940012651, +234 816 4337 038

SALES

sales@pridemagazineng.com

EDITORIAL

editorial@pridemagazineng.com

SUBSCRIPTION

subscription@pridemagazineng.com

info@pridemagazineng.com.

