



CHRONIC

CHIMURENGA

a speculative, future-forward, pan African new(s)paper

BACKGROUND

In what ways do people live their lives with joy and creativity and beauty, sometimes amidst suffering and violence, and sometimes perpendicular to it?

How do people fashion routines and make sense of the world in the face of the temporariness or volatility that defines so many of the arrangements of social existence here?

These questions loom over a contemporary Africa. Yet most knowledge produced on the continent remains heavily reliant on simplistic and rigid categories, the bulk of it unable to capture the complexities and ambivalences that infect so much of contemporary quotidian life here.

In 2011, **Chimurenga** produced a pilot issue of a fictional Pan African newspaper. *The Chimurenga Chronic* was published in collaboration with Nigeria's **Cassava Republic Press** and Kenya's **Kwani Trust**, and distributed across several African cities.

An intervention in both time and space, it embraced the newspaper as the medium best capable of inhabiting, reproducing and interpreting the political, social and cultural life of places where uncertainty, turbulence, unpredictability and multidirectional shifts are a daily experience..

Employing reportage, creative non-fiction, autobiography, satire and analysis to offer a detailed, vivid and richly textured engagement of everyday life, the *Chronic* told stories of a complicated ordinariness.

The success of the project was testimony to the enormous possibility. We do not lack the talent, the ingenuity or the voices to tell our own story. Nor do we lack the readership – Africa is hungry for intelligent and challenging writing that takes seriously the task of uncovering the stories that underpin our current condition. We have in place the networks of circulation to move ideas and distribute goods in innovative ways.

"Better than The New Yorker,"
Financial Times Magazine, London

"The Chronic is a cracker. The sort of newspaper you want to open at the end of every week."
The Mail & Guardian, Johannesburg



FORWARD

2013:

a regular pan African newspaper (not merely a newspaper), produced quarterly in its first year and monthly thereafter.

Produced locally,

The Chronic articulates the complexity, the innovation, the thinking and the dreams – all the things that make life sustainable on this continent.

Distributed globally,

It seeks to write Africa in the present and into the world at large. In its pages, Africa is not described as an object apart from or on the periphery of the world, but as the place in which we live, love, work and dream.



Broadsheet: 48 pages of news, analysis and longform journalism, plus the best sports writing, original comics, great photography, excellent columns and more by award-winning writers, journalists and artists from around the world.

Chronic Arts: 8 pages on music, art, performance, design and food that celebrate the way African societies invent ourselves in the present and embrace our capacity to continually produce something new, bold, beautiful and full of humour.

Chronic Books: 24 pages of book reviews, creative writing, essays and interviews, that locate literature as an ongoing part of a vibrant cultural conversation.

CONTENT & DESIGN

Leading editors from Africa, and around the globe:

Ntone Edjabe (Cameroon, South Africa), Dominique Malaquais (France/ USA), Achal Prabhala (India), Paula Akugizibwe (Rwanda), Ingrid Masondo, Rustum Kozain, Karen Press (South Africa), Bibi Bakare-Yusuf (Nigeria), Jeremy Weate (UK/ Nigeria), Göran Dahlberg (Sweden), Billy Kahora (Kenya) and Sean Jacobs (South Africa/ USA).

Contributing editors, writers and photographers, consultants, correspondents and freelancers throughout Africa and around the globe:

Ayi Kwei Armah (Ghana), Jean and John Comaroff (South Africa), Kwame Dawes (Jamaica), Ungulani Ba Ka Khosa (Mozambique), Bill Kouèlany (DRC), Kai Friese (India), Gabriella Håkansson (Sweden), and Achille Mbembe (Cameroon), alongside award winning journalist including Simon Kuper, Jean-Christophe Servant, Louis Chude-Sokei, Parselelo Kantai, Kwanele Sosibo, Gwen Ansell, Jules Wokam and Goddy Leye (Cameroon) Phillippe Rekacewicz (France), Adolphus Opara (Nigeria), Mazen Kerbaj (Lebanon), Berni Searle (South Africa) and many, many more.

We continually grow our contributor base through Chronic Sessions and workshops in cities around the world.

2012 sessions in Cameroon, Italy, Germany, the USA, Kenya, and Haiti.

Future sessions in Austria, South Africa (Johannesburg), Nigeria, Tanzania, DRC and more.

In addition we work with diverse partners, including existing newspapers, journals, universities and research institutes to share research and content.

KEY PARTNERS

Cassava Republic Press, Nigeria

Kwani Trust, Kenya

Chinua Achebe Centre for African Writers and Artists, Bard College, New York

Africa is a Country, New York

Mail & Guardian, South Africa

Glänta, Sweden

Clam Magazine, France

Das Magazine, Berlin

Civil Lines, Delhi

ZAM, Amsterdam

The project is supported by global organisations including *lettera27* Foundation, Goethe Institute SA, German Federal Cultural Foundation, Heinrich Boell Foundation SA and *Medecins Sans Frontieres SA*.

Chimurenga
who no know no know

 **cassava republic**
leading the African imagination

'KWANI?'
www.kwani.org



ONLINE NEWSROOM & DIGITAL PLATFORM

The [online newsroom](#) is *The Chronic's* "offshore" base that brings editors, writers and photographers together with a reading public, bringing them all into the same conversation. Here, we share ideas, research, story pitches and track the development of stories.

An active working space, the **Chimurenga Newsroom** blog is also an open-source archive, a self-reflexive document that allows us to delve into the history and the structure of our newspaper, and to account for the multiplicity of the pathways and trajectories that the project takes.

We employ an "open journalism" model, drawing on new communication tools to incorporate contributions from readers, tapping into social and online networks not just for eyewitness material but also to connect to original and unofficial expert sources.

The Chronic embraces transparency by publishing all original source material, previewing story briefs and allowing writers to engage in a public dialogue with readers in our online newsroom.

We are also investigating **digital platforms** of distribution. The past several years have seen an explosive growth of different kinds of outlets for media production, all due to the new possibilities of digital technology. We aim to create and distribute a viable digital version of *The Chronic*.

Recognising that mobile phones remain the most widespread technological objects in Africa, we aim to produce digital versions that are accessible on mobile phone platforms as well, and to this end, we are partnering with select IT NGOs to devise the right means.

The screenshot displays the Chimurenga Newsroom website. At the top, there is a navigation bar with links for 'home', 'about', 'news & events', 'the chronic', 'research blog', 'photos', 'get a copy', and 'contact'. A search bar is also present. The main header features the 'chimurenga' logo and a promotional banner for 'CHIMURENGA CHRONIC IN OCTOBER 2011 (BLACK WEDNESDAY)'. Below this, a 'LATEST ARTICLE' section highlights 'The Chimurenga Chronic – available now!' with a 'Read more' link. The lower portion of the page is divided into several columns: 'MORE ARTICLES' with sub-sections like 'How to change your view of Africa' and 'Extra features & multimedia content'; a 'PHOTO GALLERY' showing various images; and a 'NEWSROOM BLOG' section. The website is viewed in a Firefox browser window.

ADVERTISING

Based in Africa, but with a global reach, *The Chronic* is an ideal platform for institutions, organisations and brands looking to get beyond the borders of nation-states and associate themselves with a cutting-edge pan-African vision.

It offers research and academic institutes, art organisations and galleries, NGOs (many of whom operate throughout the continent) an affordable and credible space to publicise their work and programmes, and to conduct recruitment from.

Our diverse mix of content, which includes politics, innovative business, economics, arts, culture and sport, provides an opportunity to run targeted campaigns and innovate a whole new form of advertising.

Our interactive online and digital platforms provide a window for advertisers to interact directly with our readers.

READERSHIP

The Chronic is aimed at satisfying a growing hunger for news, views and analysis on and of Africa.

It speaks to thinking people interested in excellent writing and challenging analysis of the world.

The Chronic is for:

- the woman and man on the street (newspapers remain the most read printed material in Africa);
- the growing African community living outside the continent;
- the intellectual and artistic community, broadly taken, in Europe and Africa.



ADVERTISING RATES

THE CHRONIC BROADSHEET

| | | 1 EDITION | 2 EDITIONS | 3 EDITIONS | 4 EDITIONS |
|---------------------------|---------------|------------|-------------|-------------|-------------|
| Double page spread | 700mm x 500mm | \$5 625.00 | \$11 025.00 | \$15 693.75 | \$20 250.00 |
| Full page | 350mm x 500mm | \$2 275.00 | \$4 459.00 | \$6 347.25 | \$8 190.00 |
| Half page - vertical | 175mm x 500mm | \$1 137.50 | \$2 229.50 | \$3 173.63 | \$4 095.00 |
| Half page - horizontal | 350mm x 250mm | \$1 137.50 | \$2 229.50 | \$3 173.63 | \$4 095.00 |
| Quarter page - vertical | 175mm x 250mm | \$568.75 | \$1 114.75 | \$1 586.81 | \$2 047.50 |
| Quarter page - horizontal | 350mm x 125mm | \$568.75 | \$1 114.75 | \$1 586.81 | \$2 047.50 |
| Eighth page | 175mm x 125mm | \$284.38 | NA | NA | NA |

CHRONIC BOOKS

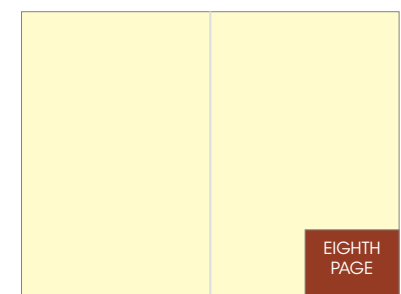
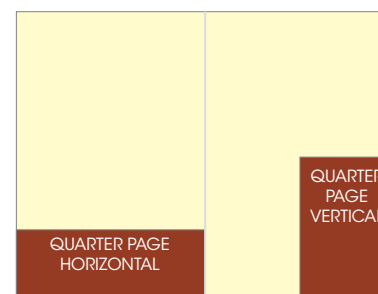
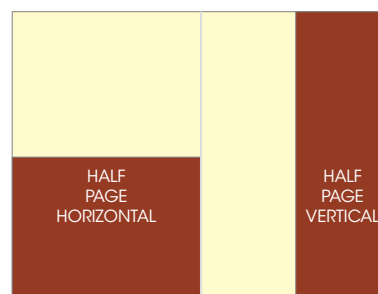
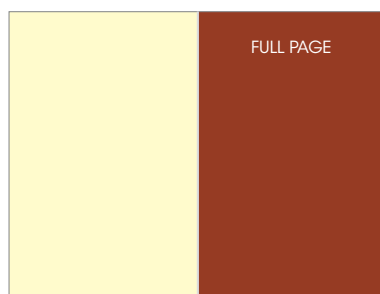
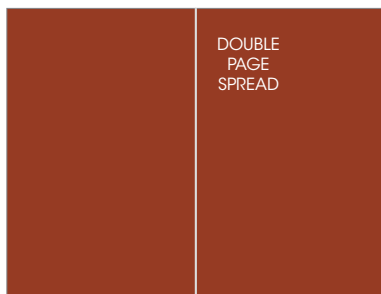
| | | 1 EDITION | 2 EDITIONS | 3 EDITIONS | 4 EDITIONS |
|---------------------------------|---------------|------------|------------|-------------|-------------|
| Inside Front Double page spread | 480mm x 340mm | \$3 220.75 | \$6 312.67 | \$8 985.89 | \$11 594.70 |
| Inside Back Double page spread | 480mm x 340mm | \$3 220.75 | \$6 312.67 | \$8 985.89 | \$11 594.70 |
| Inside Front Cover (full page) | 240mm x 340mm | \$2 138.50 | \$4 191.46 | \$5 966.42 | \$7 698.60 |
| Inside Front Page (full page) | 240mm x 340mm | \$2 138.50 | \$4 191.46 | \$5 966.42 | \$7 698.60 |
| Inside Back Cover (full page) | 240mm x 340mm | \$2 138.50 | \$4 191.46 | \$5 966.42 | \$7 698.60 |
| Outside Back Cover (full page) | 240mm x 340mm | \$3 905.00 | \$7 653.80 | \$10 894.95 | \$14 058.00 |
| Double page spread | 480mm x 340mm | \$2 652.00 | \$5 197.92 | \$7 399.08 | \$9 547.20 |
| Full page | 240mm x 340mm | \$1 326.00 | \$2 598.96 | \$3 699.54 | \$4 773.60 |
| Half page - vertical | 120mm x 340mm | \$663.00 | NA | NA | NA |
| Half page - horizontal | 240mm x 170mm | \$663.00 | NA | NA | NA |
| Quarter page - vertical | 120mm x 170mm | \$331.50 | NA | NA | NA |
| Quarter page - horizontal | 240mm x 85mm | \$331.50 | NA | NA | NA |
| Eighth page | 120mm x 85mm | \$165.75 | NA | NA | NA |

Page BROADSHEET: 350mm x 500mm
Dimensions: BOOK REVIEW: 240mm x 340mm
Page Count: BROADSHEET: 56 page (self cover)
 BOOK REVIEW: 32 page + cover
Distribution: 6 000
Distribution range: Cape Town, Johannesburg, Kenya, Nigeria, Germany, India, USA
Frequency: Quarterly

Booking deadline: 09 November 2012
Artwork deadline: 30 November 2012

To book space or for further information regarding advertising rates or space:

Pamella Dlungwana
021 422 4168
production@chimurenga.co.za



MARKETING

Street posters

An innovative public art intervention in the form of a newspaper poster campaign in cities around the globe.

Explores the city as a newspaper.

Poses provocations and questions instead of the usual headlines.

Generates word-of-mouth publicity and conversations on the street.

Extends the conversation beyond the page and into public space.

Online

Online marketing, news updates, previews and online exclusives.

Social media and readers' blogs to spread the word.

Media

The first issue of *The Chronic* was written up by all major newspapers in South Africa, and by several on the African continent.

It received glowing reviews in European magazines such as *der Freitag* and *De Volkskrant*, in the *Financial Times* and was the subject of a documentary on the global news network *CNN*.

Media partners

Kwanji (Kenya), *Africa is a Country* (USA), *Mail & Guardian* (South Africa), *Glänta* (Sweden); *Clam* (France); *Das Magazine* (Germany); *Civil Lines* (India); *ZAM* (Netherlands)





PRESS CLIPPINGS



[der Freitag - 27 April 2012](#)



[Financial Times - 27 January 2012](#)



[De Volkskrant - 14 December 2011](#)



[Mail & Guardian - 14-20 October 2011](#)

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