



THE CHIMURENGA CHRONIC

A future-forward, pan African newspaper

BACKGROUND

In which 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 inflect so much of contemporary quotidian life here.

During 2011 *Chimurenga* produced a pilot issue of a fictional pan African newspaper. Titled, the *Chimurenga Chronic*, the project 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 political, social and cultural life in places where uncertainty and turbulence, unpredictability and multidirectional shifts are the forms taken, in many instances, by 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.

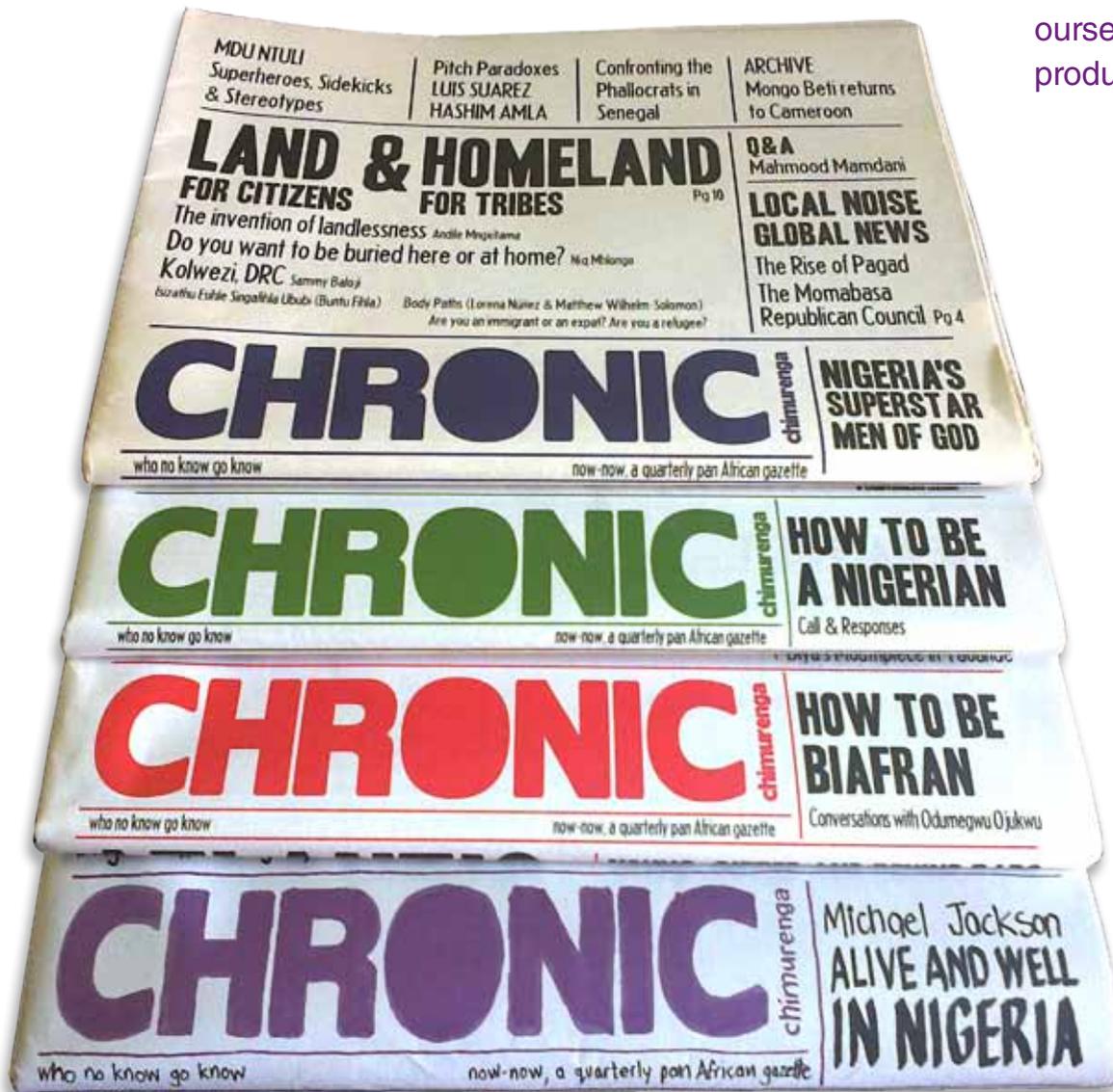


“Better than The New Yorker,”
Financial Times Magazine, London

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

FORWARD

From March 2013, Chimurenga introduced the *Chronic* as an English-language quarterly pan African new paper (not merely a newspaper), that documents the way African societies invent ourselves in the present and embraces our capacity to continually produce something bold, beautiful and full of humour.



The *Chronic* is a publication borne out of an urgent need to write our world differently, to begin asking new questions, or even the old ones anew.

The *Chronic* is one small, deeply subjective attempt to do things differently. Ironically, we started with what we know, taking inspiration from the flexibility, readiness to take risks, and ability to manoeuvre through different temporal orders that defines life here.

We wrote, we got our friends and partners to write, draw and photograph, we edited, and we compiled. We sought out stories that articulate the complexity, the innovation, thinking and dreams – all the things that make life sustainable in this place. We favoured writing, art and photography that is open, plural, and inflected by the workings of power, innovation, creativity and resistance – yes, resistance.

We arrived at a gazette, a collaborative living document that seeks out our capacity to continually produce something bold, beautiful and full of humour. We titled it the *Chronic*, a nod to both the art of chronicling, of documenting historical events in real time (the time-zone we call 'now-now'), and because things are, well yes, chronic.

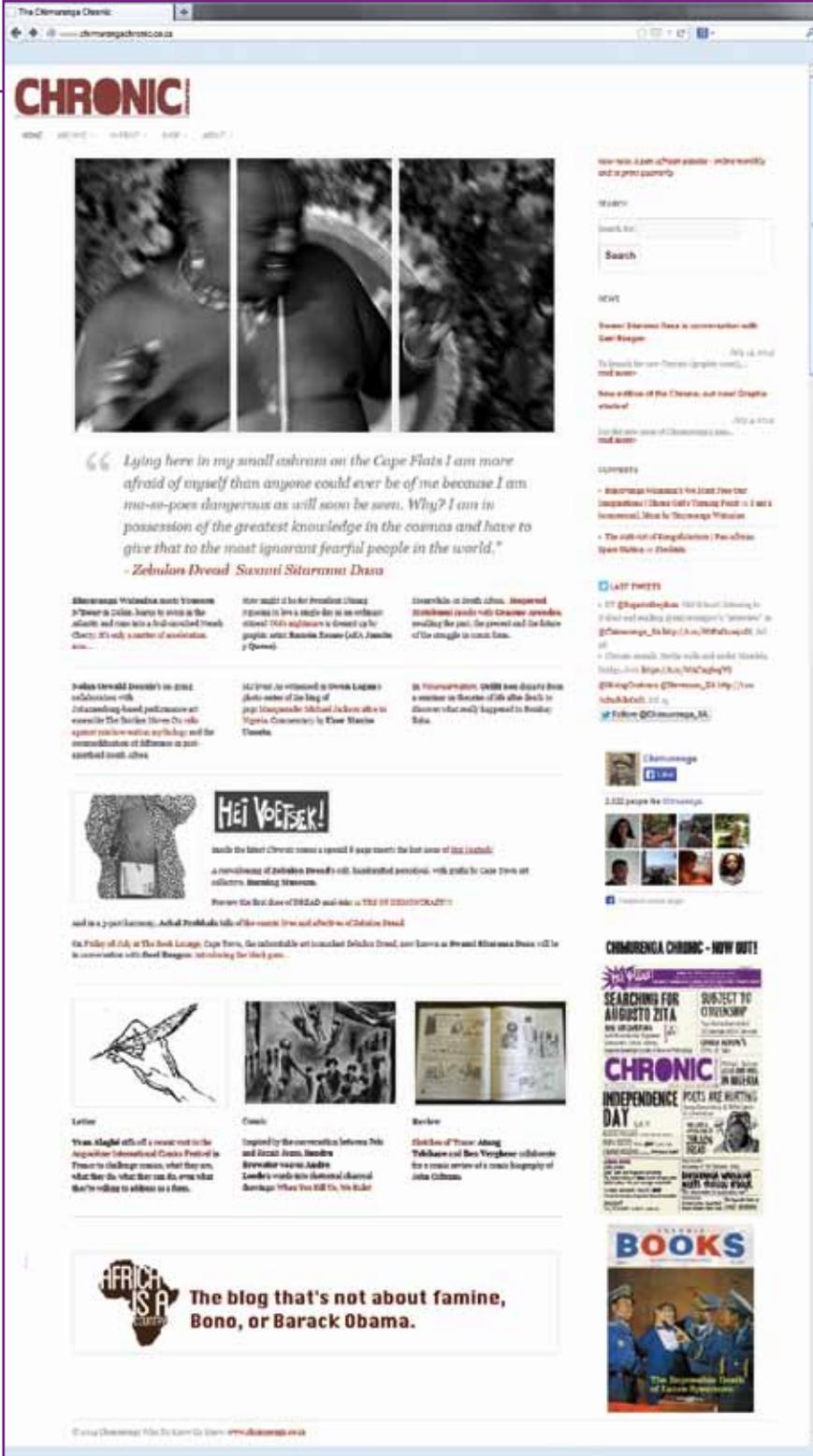
The success of this initiative is not how long it lives but that it lives fully, that it travels and inserts itself directly in our lives, takes its place and speaks to the place in which we live, love and work.

Produced locally,

the *Chronic* articulates the complexity, the innovation, thinking and dreams – all the things that make life sustainable in this place.

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 and work.



The *Chronic* consists of the following:

Broadsheet:

48 broadsheet pages of news, analysis and long-form journalism, excellent columns and more by award-winning writers, journalists and artists from around the world.

Broadsheet Specs:

- Size: 310mm x 470mm (final folded size - portrait)
- Paper: Super Pride – 70gsm
- Printing: black and spot colour
- Finishing: folded in half

Chronic Books Magazine:

40 pages of book reviews, creative writing, essays and interviews that locates literature as an ongoing part of a vibrant cultural conversation.

Chronic Books Magazine Specs:

- Size: 235mm x 300mm (final folded size - portrait)
- Paper: Cover: Matte Art – 135gsm / Text: Super Pride – 70gsm
- Printing: CMYK and spot colour
- Finishing: saddle stitch and inserted in broadsheet

Online & Digital Platform:

The *Chronic* is published online monthly at www.chimurengachronic.co.za. These thematic online editions feature highlights and previews from the print edition, together with extra digital and multimedia features, that engage the internet's specific characteristics as a public forum and as a medium, one with its own evolving practices of reading and viewing, economies of attention, and modes of interaction.

The online *Chronic* aims to chart an expanded field of publication, drawing on the history of print culture while acting as a digital hub for the exploration of emerging forms and the public spaces constituted around them.

In addition we made widespread use of social media and networks to both market the *Chronic* and engage readers, 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 full print edition of the *Chronic* is also available in a digital edition, as a universally readable, interactive PDF.

CONTENT & PRODUCTION

Content

The *Chronic* features news, analysis and long-form journalism, innovative arts and culture stories, politics, columns and more by award-winning writers, journalists and artists from around the world.

Its content range from in-depth investigations into historical and contemporary issues such as post-colonial land reform, the re-invention of tribes, international relations, trans-boundary thanatology, to regular features on migration economics and innovative coverage of sports, arts, media, technology and more.

The stand-alone *Chronic Books* Magazine is a self-contained publication packed with interviews, analysis and reviews, as well as new fiction and poetry.

Themes

The *Chronic* aims to strengthen the international discourse on Africa by creating a public platform that brings together writers and readers from around the world.

Those who participate in the *Chronic* share an urgency to reveal the ways in which society is shaped and created by the confluence of historical events and individuals that are significant to a specific time and place, as well as a desire to create an imaginary place where new social orders and alternative histories can be realized. What is valuable about the specificities of a place and its stories becomes a basis for embracing, altering, and intervening with the conventions of the media to address larger global issues such as colonialism, war, daily life, the vernacular, and history.



Recurrent investigations in the *Chronic* include topics such as international relations, migration economies, locality, civil society, elections, democracy and gender—from different angles and through various perspectives, to present a complex view of the world.

Our aim is to challenge the traditional ways these topics are explored by creating a platform for writers, thinkers and artists who eschew banality, didacticism, political

correctness, and easy answers and instead harness investigation, provocation, humor, beauty and transformative leaps of the imagination to talk about current critical political and social issues.

Each issue is focused around a series of central themes that capture the issues central to our lives, our conversations and imaginations.

CONTENT & PRODUCTION

Team

The editorial team of the *Chronic* comprises a gender-balanced mix consisting of leading editors from Africa and around the globe, including Ntone Edjabe (Cameroon/South Africa), Dominique Malaquais (France/USA), Achal Prabhala (India), Paula Akugizibwe (Rwanda), Rustum Kozain, Ingrid Masondo, Stacy Hardy, (South Africa), Bibi Bakare-Yusuf, Akin Adesokan (Nigeria), Göran Dahlberg (Sweden) and Billy Kahora (Kenya).

Working with a core staff based in Cape Town together with editorial hubs with our collaborative partners in Nairobi and Lagos, the *Chronic* brings together contributing writers and journalists, artists, designers and theorists throughout Africa and around the globe.

The *Chronic* features work by acclaimed writers such as Binyavanga Wainaina (Kenya), Adewale Maja-Pearce, Deji Toye, Yemisi Ogbe, Tolu Ogunlesi (Nigeria), Nana Darkoa Sekyiamah (Ghana), Vivek Narayanan (India), alongside award winning journalists including Simon Kuper, Jean-Christophe Servant, Parselelo Kantai, Kwanele Sosibo, Gwen Ansell and more.

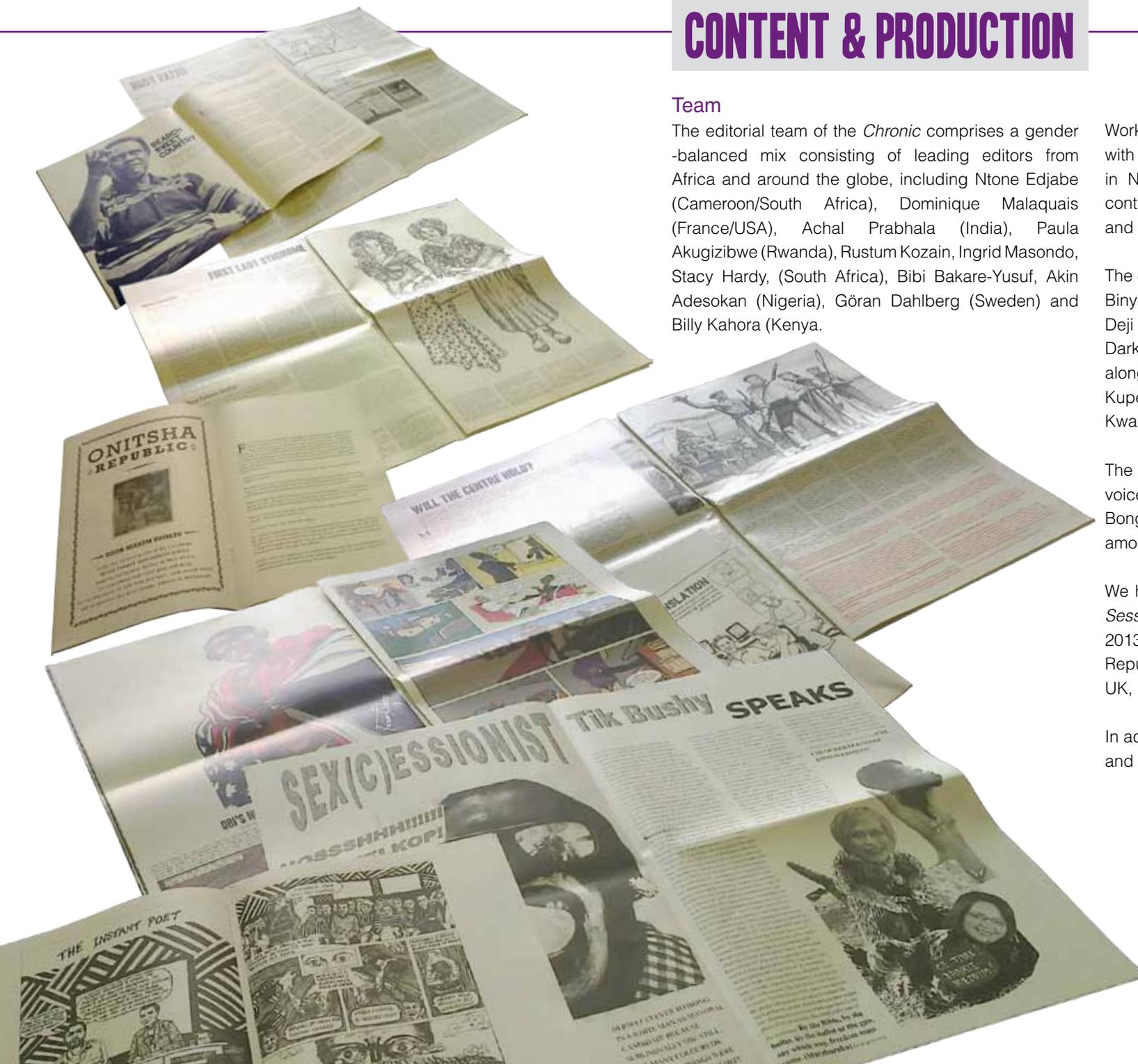
The gazette also offers a platform for young emerging voices around the continent such as Lindokuhle Nkosi, Bongani Kona (South Africa), Tony Mochama (Kenya) amongst others.

We have grown our contributor base through *Chronic Sessions* and workshops in cities around the world. 2013 sessions included meetings in Democratic Republic of Congo, Germany, Nigeria, the USA, the UK, Kenya and South Africa (Johannesburg).

In addition we are partnering with existing publications and research institutes to share research and content.

Publishing Schedule for 2014/2015

- July 2014
- October 2014
- July 2015
- October 2015



DISSEMINATION

The *Chronic* consist of a print run of 3,000 copies, which are produced in Cape Town and distributed globally through our distribution partners: **Kwani Trust** (Kenya), **Cassava Republic Press** (Nigeria), **Book Café** (Zimbabwe), **Keleketla Library** (South Africa), **SAVVY** (Germany) and **African LookBook** (US).

The main channels of distribution include the following:

Bookstores and art spaces:

The *Chronic* is stocked in book chain stores such as Exclusive Books with branches across the southern African region (South Africa, Zimbabwe, Namibia, Botswana), as well as independent book stores and art venues across Africa, Europe and the US. Currently we have 57

stockists across the globe.

Our list of national and international stockists can be found here at <http://www.chimurenga.co.za/chimurenga-magazine/stockists>

Cultural Events:

Cultural events constitute an important part of our distribution network. During 2013 the *Chronic* was sold in over 25 literary events across the world,

including: *Ake Art and Book Fair* (Abekouta, Nigeria); *Zimbabwe International Book Fair* (Harare, Zimbabwe); *Let's Be Brief State of Independence* (London, UK); *Africa Writes* (London, UK); *Mandela Bay Book Fair* (Port Elizabeth, South Africa), *Franschhoek Literary Book Fair* (Cape Town, South Africa), *Open Book Festival* (Cape Town, South Africa), *Mail & Guardian Literary Festival* (Johannesburg, South

Africa), *African Creative Economy Conference* (Cape Town, South Africa).

These events are an opportunity to meet readers and supporters of the publication, while expanding our database of stockists.

Digital Format:

The full print edition of the *Chronic* is available in a digital edition, as a universally readable, interactive

PDF, via our online shop: <http://www.chimurenga.co.za/product-category/shop-items/the-chronic>

The digital format has proved popular with readers in Europe and the US, where shipping is expensive and often delayed. It has also proved an important medium to introduce new readers to the publication, who subsequently order print copies.



PROMOTION

Promotional activities include:

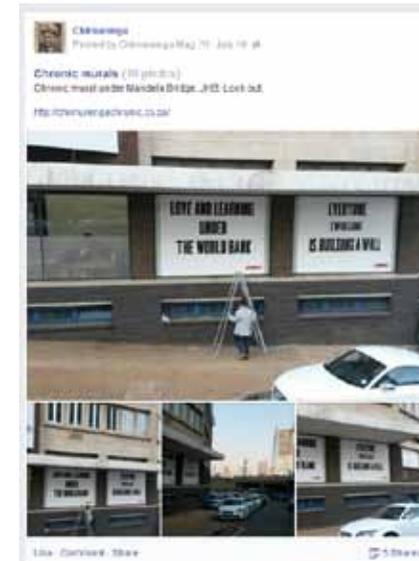
Murals: In collaboration Michael Stevenson gallery in Johannesburg, during 2014 samples from various issue of the Chronic are designed into a mural over the iconic Nelson Mandela Bridge in Johannesburg.

Media Coverage: The Chronic receives regular reviews in local and international media as well as popular blogs, including the Mail & Guardian (South Africa), Financial Times (UK), Africa is A Country (USA), City Press (South Africa), Okay Africa (USA), Africa in Words (UK), Internazionale (Italy) and Der Freitag (Germany).

Social media: Launch announcements and teasers from each issue are shared through links that lead to the Chronic website.

Posters: Each issue of the Chronic is preceded by a poster campaign. Using content derived from the newspaper, posters are strategically posted on the streets and in bookstores across Cape Town, Johannesburg and Durban.

Public talks and events: Regular meet-the-writers events are held in spaces where the Chronic is distributed such as bookstores as well as universities and public libraries.



ADVERTISING RATES

PRINT

Page BROADSHEET: 310mm x 470mm
Dimensions: BOOK REVIEW: 235mm x 300mm

Print: Black with one spot colour.
 Adverts are run in grayscale or the selected spot colour.

Page Count: BROADSHEET: 48 page (self cover)
 BOOK REVIEW: 40 page + cover

Distribution: 3 000

Distribution range: South Africa, Kenya, Uganda, Nigeria, Botswana, Mozambique, Zimbabwe, Cameroon, Germany, Netherlands, United Kingdom, United States

Frequency: Quarterly

Booking deadline: 25 August 2014

Artwork deadline: 01 September 2014

THE CHRONIC BROADSHEET

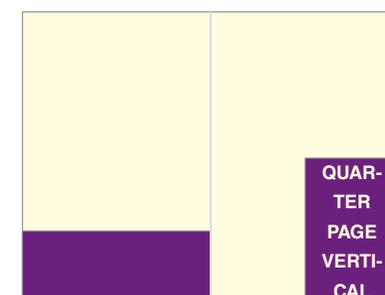
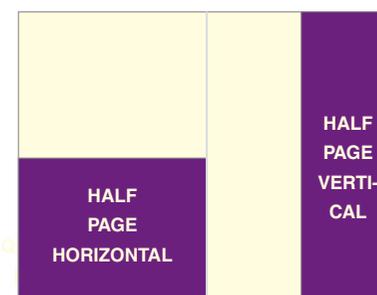
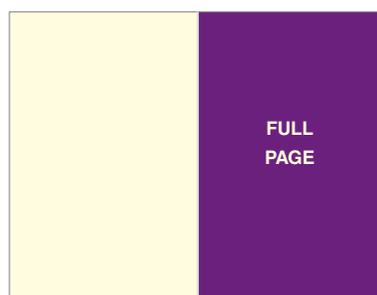
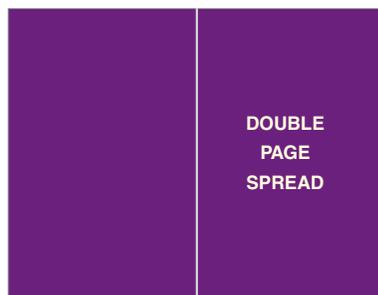
		1 EDITION	2 EDITIONS	3 EDITIONS	4 EDITIONS
Double page spread	620mm x 470mm	\$5 625.00	\$11 025.00	\$15 693.75	\$20 250.00
Full page	310mm x 470mm	\$2 275.00	\$4 459.00	\$6 347.25	\$8 190.00
Half page - vertical	155mm x 470mm	\$1 137.50	\$2 229.50	\$3 173.63	\$4 095.00
Half page - horizontal	310mm x 235mm	\$1 137.50	\$2 229.50	\$3 173.63	\$4 095.00
Quarter page - vertical	155mm x 235mm	\$568.75	\$1 114.75	\$1 586.81	\$2 047.50
Quarter page - horizontal	310mm x 117mm	\$568.75	\$1 114.75	\$1 586.81	\$2 047.50

CHRONIC BOOKS

		1 EDITION	2 EDITIONS	3 EDITIONS	4 EDITIONS
Inside Front Double page spread	470mm x 300mm	\$3 220.75	\$6 312.67	\$8 985.89	\$11 594.70
Inside Back Double page spread	470mm x 300mm	\$3 220.75	\$6 312.67	\$8 985.89	\$11 594.70
Inside Front Cover (full page)	235mm x 300mm	\$2 138.50	\$4 191.46	\$5 966.42	\$7 698.60
Inside Front Page (full page)	235mm x 300mm	\$2 138.50	\$4 191.46	\$5 966.42	\$7 698.60
Inside Back Cover (full page)	235mm x 300mm	\$2 138.50	\$4 191.46	\$5 966.42	\$7 698.60
Outside Back Cover (full page)	235mm x 300mm	\$3 905.00	\$7 653.80	\$10 894.95	\$14 058.00
Double page spread	470mm x 300mm	\$2 652.00	\$5 197.92	\$7 399.08	\$9 547.20
Full page	235mm x 300mm	\$1 326.00	\$2 598.96	\$3 699.54	\$4 773.60
Half page - vertical	115mm x 300mm	\$663.00	NA	NA	NA
Half page - horizontal	235mm x 150mm	\$663.00	NA	NA	NA
Quarter page - vertical	115mm x 150mm	\$331.50	NA	NA	NA
Quarter page - horizontal	235mm x 75mm	\$331.50	NA	NA	NA

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

Terry Ayugi
 021 422 4168
 info@chimurenga.co.za



ADVERTISING RATES

ONLINE

THE CHRONIC ONLINE

		HOME PAGE	OTHER PAGES
Banner	675 x 150 (landscape)	R500.00	R400.00
Skyscraper	240 x 480 (portrait)	R425.00	R340.00
Block	240 x 240	R343.75	R275.00

AUDIENCE:

Unique monthly users	2500
Page impressions	3600
Users	4500
Facebook fans	over 5000
Twitter followers	over 1000

Advertising rates are with effect from 01 April 2014.
Rates quoted are CPM only

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

Terry Ayugi
021 422 4168
info@chimurenga.co.za

The screenshot shows the Chronic! website interface. At the top, there's a navigation bar with 'HOME', 'ABOUT', 'CONTACT', 'SHOP', and 'HELP'. The main content area features a large black and white photo of a man's face, a quote by Nicole Turner, and several article teasers. On the right side, there's a search bar, a 'NEWS' section, and a 'COMMENTS' section. At the bottom, there are 'RECENT TWEETS' and a footer with the website's copyright information.

Key elements visible in the screenshot include:

- CHRONIC!** logo and navigation menu.
- Large black and white portrait of a man.
- Quote: "The night Moses died I was high on the smell of Jo'burg and the way the air, even when it was blasting through the flared nostrils of the Audi, was warm and sticky." - Nicole Turner
- Article teasers with titles like "Does his logic at all? That's the time...", "The night Moses died, Moses Turner was...", and "Yvonne Onweke takes a pilgrimage to Eze...".
- Section: "The collective improvisations of black America - and their profound impact on poetry and music - are impossible to find..."
- Section: "Owen Aswell and Selina Washington read experimental anecdotal, composer and producer collaboration..."
- Section: "To Do or Not To Do? Flip out to the man, Amiri Baraka wears poetry on the resistance: language and theories of the day."
- Section: "Anti-Art: In the world (perhaps) (perhaps) of Nelson Mandela, Yvonne Onweke discovers an anti-art of..."
- Section: "Review: The future sound of Congo presented as played by his mad music-making machines."
- Section: "More Brilliant Than the Sun? Kwana Edson travels off the page to discuss the deep ten leading words and more in his..."
- Section: "Owen Aswell analyzes the art of words and music, lyrics and autobiography, self-revelation and self-revelation through an epigrammatic review of two books that speak of the..."
- Section: "Review: Beyond words & video: Before Okotie! Let the god Dr (Philip Tabasa) rock you. There was: music, words, video."
- Section: "Harmony Holiday's call for an AfroSax archive. What do you say? http://ten.roQMDuUeV (cc: @FenceBooks @ALALibrary @NEArts @amibooks) when in Rome go: Follow @Chronic_News on Twitter"
- Section: "RECENT TWEETS"
- Section: "BANNER" (purple box)
- Section: "BLOCK" (purple box)
- Section: "SKYSCRAPER" (purple box)
- Footer: "© 2012 Chimurenga Vibe De Bore De Bore www.chimurenga.co.za"



CHRONIC

chimurenga

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a quarterly pan African gazette

PRESS CLIPPINGS



[der Freitag](#)



[Financial Times](#)



[de Volkskrant](#)



[Mail & Guardian 1](#) [Mail & Guardian 2](#)



[Ann Arbor Review of Books](#)



[Okayplayer](#)

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