



# 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 (THE NOW-NOW)

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:**

48-64 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 500mm (final folded size - portrait)
- Paper: Super Pride – 70gsm
- Printing: spot colour
- Finishing: folded in half

**Chronic Books Magazine:**

48 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: 275mm x 190mm (final folded size - portrait)
- Paper: 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](http://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, Lagos, Kampala, Cairo, 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 Teye, Yemisi Aribisala, Tolu Ogunlesi (Nigeria), Nana Darko 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 Dudumalingani Mqomboti, Lindokuhle Nkosi (South Africa), Tony Mochama (Kenya), Fungai Machirori, Bongani Kona (Zimbabwe) amongst others.

We have grown our contributor base through *Chronic Sessions* and workshops in cities around the world including meetings in Democratic Republic of Congo, Germany, Nigeria, the USA, the UK, Kenya, France, Senegal, United Arab Emirates, Vietnam, Mexico, Brazil and South Africa (Johannesburg).

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

## Publishing Schedule for 2017/2018

- March 2017
- August 2017
- December 2017
- March 2018



# DISSEMINATION

The *Chronic* consist of a print run of 4000 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), and **SAVVY** (Germany).

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 64

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 2015 the *Chronic* was sold in over 25 literary events across the world, including: *Art*

*Dubai* (Dubai, UAE); *Ake Arts and Book Festival* (Abekouta, Nigeria); *Writivism Literature Festival* (Kampala, Uganda); *1:54 Art Fair* (London, UK); *Africa Writes* (London, UK); *European Conference of African Studies* (Paris, France); *Bardinelle Literature Festival* (Bardinelle, Germany); *Performa Biennale* (Paris, France); *Bare e nere Literature Festival* (Maseru, Lesotho); *Franschhoek Literary Book Fair*

(Cape Town, South Africa); *Eastern Cape Book Fair* (Port Elizabeth, South Africa); *Open Book Festival* (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.



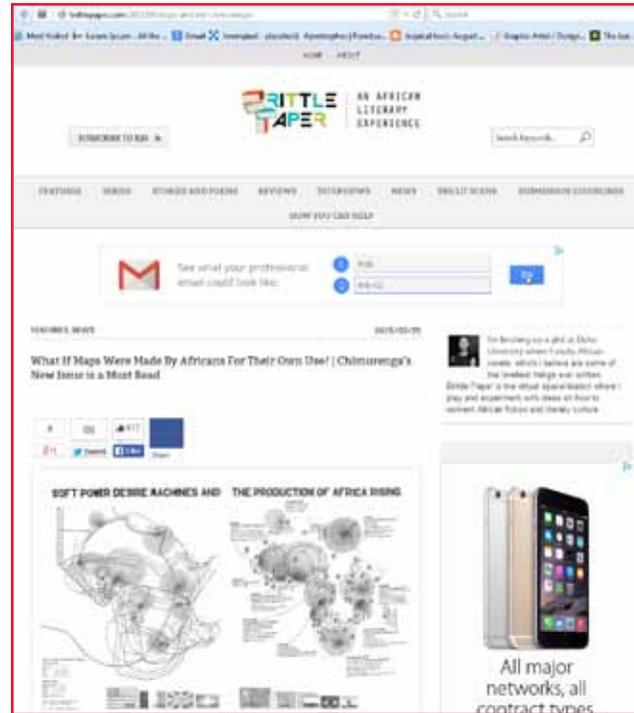
# PROMOTION

Promotional activities include:

**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,) and *Die Frietag* (Germany).

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

**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: 48-64 page (self cover)  
 BOOK REVIEW: 48 page + cover

**Distribution:** 4 000

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

**Frequency:** Quarterly

**Booking deadline:** 2 months before publication date

**Artwork deadline:** 1 month before publication date

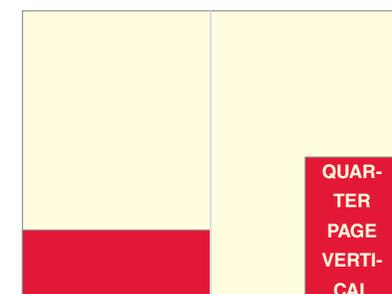
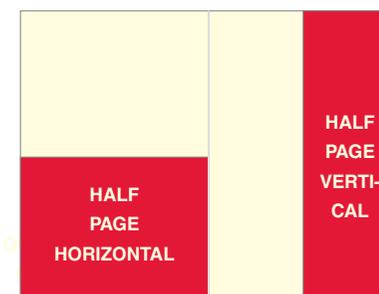
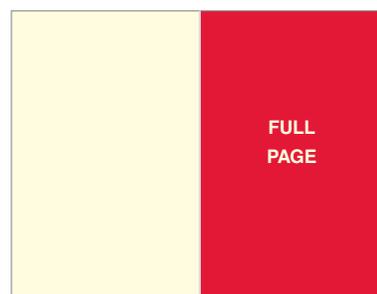
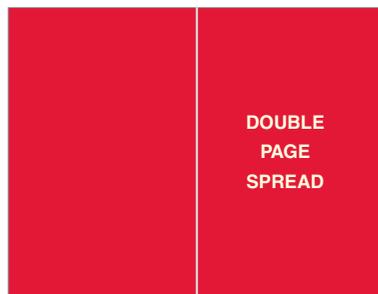
To book space or for further information regarding advertising rates or space:  
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## THE CHRONIC BROADSHEET

		1 EDITION	2 EDITIONS	3 EDITIONS	4 EDITIONS
Double page spread	620mm x 470mm	R45 000.00	R88 200.00	R125 550.00	R162 000.00
Full page	310mm x 470mm	R18 200.00	R35 672.00	R50 778.00	R65 520.00
Half page - vertical	155mm x 470mm	R9 100.00	R17 836.00	R25 389.00	R32 760.00
Half page - horizontal	310mm x 235mm	R9 100.00	R17 836.00	R25 389.00	R32 760.00
Quarter page - vertical	155mm x 235mm	R4 550.00	R8 918.00	R12 694.50	R16 380.00
Quarter page - horizontal	310mm x 117mm	R4 550.00	R8 918.00	R12 694.50	R16 380.00

## CHRONIC BOOKS

		1 EDITION	2 EDITIONS	3 EDITIONS	4 EDITIONS
Inside Front Double page spread	470mm x 300mm	R25 766.00	R50 501.36	R71 887.14	R92 757.60
Inside Back Double page spread	470mm x 300mm	R25 766.00	R50 501.36	R71 887.14	R92 757.60
Inside Front Cover (full page)	235mm x 300mm	R17 108.00	R33 531.68	R47 731.32	R61 588.80
Inside Front Page (full page)	235mm x 300mm	R17 108.00	R33 531.68	R47 731.32	R61 588.80
Inside Back Cover (full page)	235mm x 300mm	R17 108.00	R33 531.68	R47 731.32	R61 588.80
Outside Back Cover (full page)	235mm x 300mm	R31 240.00	R61 230.40	R87 159.60	R112 464.00
Double page spread	470mm x 300mm	R21 216.00	R41 583.36	R59 192.64	R76 377.60
Full page	235mm x 300mm	R10 608.00	R20 791.68	R29 596.32	R38 188.80
Half page - vertical	115mm x 300mm	R5 304.00	NA	NA	NA
Half page - horizontal	235mm x 150mm	R5 304.00	NA	NA	NA
Quarter page - vertical	115mm x 150mm	R2 652.00	NA	NA	NA
Quarter page - horizontal	235mm x 75mm	R2 652.00	NA	NA	NA





# CHRONIC

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a quarterly pan African gazette

## PRESS CLIPPINGS



[der Freitag](#)



[Financial Times](#)



[Mail & Guardian 1](#)



[Mail & Guardian 2](#)



[Sunday Times Books Live](#)



[Africa In Words](#)

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