



# ADVERTISING PROFILE 2010

## Kwani?

Kwani? is a Kiswahili interrogative meaning 'so!' Kwani? is an annual literary journal that provides a forum for the modern generation of Kenyan writers to showcase their talent. Kwani? has been positively reviewed in all major newspapers locally and other media internationally. We have been featured in the Washington Post, Miami Herald and the Independent in the UK. Kwani? stories have been read on BBC, and have been featured on international television many times. Kwani? regular events such as Sunday Salon and Kwani? Open Mic have created spaces for sharing ideas, celebrating established talents and encouraging new promising writers.

The first Kwani? was published in 2003 and is fast becoming a classic of African literature, its already on its third reprint (6,000 copies). Kwani? 02 followed suit and is now on its third edition. Kwani? 03 & 04 surpassed all previous sales record and they are both on their third print run.

Kwani? 05 Twin Edition focused on Kenya's 2007 post election violence and narrated the events surrounding the election and its aftermath.

## Kwani? 06

The next Kwani? publication Kwani? 06 will feature stories and poetry from writers who are under 30 years of age, born into the Moi Era; the age of major educational changes, high population growth, economic inflation, globalization, and HIV/AIDS.

### PUBLICATION DATE

Kwani? 06 launch is scheduled for early December 2010

### JOURNAL USE

The average pass on rate is 4 people per book, this reflects a potential readership of 12,000 per print run.

Journal	Print Run (3,000 copies per print run)
Kwani 01	3
Kwani 02	3
Kwani 03	2
Kwani 04	2
Kwani 05 Part 1	2
Kwani 05 Part 2	2

### READERSHIP

Kwani? is read by researchers, students, travellers, press, historians, book lovers.

### CIRCULATION (per print of 3,000)

**Locally:** Major bookshops, supermarkets and convenience stores.

**Internationally:** Throughout Africa, the USA and Europe.

**Complimentary Copies:** On average 300 copies are distributed to the creme de la creme (senior corporate executives and diplomats, press, universities) locally and internationally.

**Review Copies:** Titles are reviewed by local and international media, civil society and academic institutions.

### GEOGRAPHIC DISTRIBUTION

**Africa:** Kenya, Uganda, Tanzania, Rwanda, South Africa, Nigeria, Gambia

**Europe:** ABC Books Collective (Europe Distributors)

**USA:** Town Center Book Sellers ( America Distributors)

### KWANI? 06 AND YOU

- Reach a huge number of people in a various geographical areas ( 12,000 per print run).
- Get international exposure of your products and services.
- Readers can go back to your ad again and again.
- Higher reader involvement; more attention will be paid to your advertisement.

### RATE CARD

Size	Option	Cost (Kshs)
Inside Front cover full page	Full Colour	185,200
Inside Back cover full page	Full Colour	170,375
Full Page	Full Colour	90,350
Full Page	Black and White	70,350
Half Page	Full Colour	46,185
Half Page	Black and White	35,185
Quarter Page	Full Colour	24,450
Quarter Page	Black and White	20,450
Eighth Page	Full Colour	15,225
Eighth Page	Black and White	12,225

Companies that have advertised in Kwani? Journals include:

- Safaricom
- Davis and Shirlif
- Resolution Health
- Alliance Francaise
- Lake Nakuru Lodge
- AAR
- Transparency International
- Goethe Institute
- Story Moja Publishers

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