MEDIA KIT 2019
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WHAT IS OMENTA?

“Omenka? Is an Onitsha Ibo term? Ome -- is maker, traditional maker of; the maker of nka, who carves, who creates, who communicates through the making, omenka being the attribute of his making through creative action... Omenka is usually a genius type... Omenka means greatness, a man of valour...”

-Ben Enwonwu, January 1967

- Omenka is Africa’s premium art, business and luxury-lifestyle magazine. It has expanded its focus to include content on architecture and design, with a renewed commitment to an emerging Art Finance industry in Africa. The magazine is published as a quarterly print, a digital edition and an app, as well as across a dedicated, easy to navigate website, optimised for mobile devices.

- Through its well tailored content and full-service marketing partner opportunities, Omenka aims to position Africa as the hub of an increasingly globalised world by stimulating interest in art from the continent as an asset class, while cultivating taste and defining emerging trends in contemporary visual culture, among a sophisticated and cultured audience that includes the affluent, creative and the stylish, who lead trendy and luxurious lives.
PLATFORM

• PRINT
• DIGITAL
• TV
• EVENTS
PRINT


- Specific targets include the Warren Robbins Library of the Smithsonian Institution, Washington DC, The Metropolitan Museum of Art and the Museum of Modern Art, both in New York, INIVA and the Royal Commonwealth Society, both in the UK.

- Omenka is distributed at major art events like Art Dubai, UAE, the Joburg Art Fair, Cape Town Art Fair, Docks Art Fair, Lyon, LOOP, Barcelona, Cologne Paper Art, London Art Fair and 1:54 Contemporary African Art Fair, London.

- Omenka is also distributed door-to-door to ultra high networth individuals in Lagos, Abuja and Port Harcourt.
DIGITAL

Omenka is the online global source for up-to-date news, information, and expert commentary on African art, music, architecture & design, literature, performing arts, fashion, luxury-lifestyle, and culture & travel. Our website boasts about 320,260 views while our capacity across social media platforms currently stands at over 37,100 and continues to grow exponentially.
ONLINE CHANNELS

ART

DESIGN

FASHION

CULTURE & TRAVEL

MUSIC

DANCE & THEATRE

ARCHITECTURE

FILM & TV

LITERATURE
TV

Omenka TV is an innovative new platform that distributes video content, both original and by our local and international partners that focus on arts and culture of the African continent, on our web, mobile and social channels.
EVENTS

Omenka creates custom VIP events, intimate or large scale that centre on art, culture, business and luxury–lifestyle. Our art and wealth management seminars provide an overview on art as an alternative asset class and has featured key speakers like Giles Peppiatt, director at international auction house, Bonhams. Speakers at our Ben Enwonwu Lecture Series include national and international leaders, renowned academics, policy makers, and business leaders including Nobel Laureate Prof. Wole Soyinka and vice president of Nigeria Prof. Yemi Osibanjo. They aim to share their perspectives on the role of art, culture and good governance in causing desirable socio-economic changes in Africa.
Omenka’s readership also comprises of a new generation of urban thinkers, writers, artists, designers, collectors, art dealers, historians, curators, journalists, art and antiques fair attendees, and art enthusiasts.
PRINT AUDIENCE

Circulation by City %
- Nigeria: 60%
- London: 12%
- South Africa: 8%
- New York: 5%
- Munich: 5%
- Accra: 5%
- Dubai: 5%

Circulation by Gender %
- Female: 52%
- Male: 48%

Circulation by Age %
- 18 - 24: 30%
- 25 - 34: 25%
- 35 - 44: 20%
- 45 - 54: 14%
- 55+: 6%

Circulation by Interests %
- Art: 20%
- Luxury: 18%
- Lifestyle: 12%
- Architecture and Design: 10%
- Film and TV: 8%
- Literature: 5%
WEBSITE AUDIENCE

- Circulation by Gender %
  - Female: 35%
  - Male: 65%

- Circulation by Continent %
  - Africa: 50.65%
  - Europe: 25.20%
  - Americas: 15.51%
  - Asia: 3.76%
  - Oceania: 2.13%
  - Unknown: 0.74%

- Circulation by Age %
  - 18 - 24: 42%
  - 25 - 34: 24%
  - 35 - 44: 11%
  - 45 - 54: 6%
  - 55+: 17%

- Social Media Platform
  - Facebook: 22,250+
  - Instagram: 6,340+
  - Twitter: 8,503+

- Views: 320,260+

- Engaged followers: 37,094+
MARKETING OPPORTUNITIES

Omenka offers a blend of marketing opportunities customized to fit the specific needs of our clients. They include editorials, augmented e-commerce, newsletters, email blasts, social media engagements, cutting-edge advertisements in both print and digital, branded video production and distribution across our platforms, as well as curatorial opportunities and an art advisory programme.

- PRINT
- DIGITAL DISPLAY
- VIDEO ADS
- SPONSORED CONTENT
- NEWSLETTER
- CUSTOMIZED EMAILS
- LECTURES AND SEMINARS
PRINT

DOUBLE PAGE SPREAD
468mm x 315mm

FULL PAGE
230mm x 315mm

FULL PAGE
NON BLEED
215mm x 300mm

HALF PAGE
HORIZONTAL
230mm x 156mm

HALF PAGE
VERTICAL
115mm x 315mm
VIDEO ADS
SPONSORED CONTENT

Our sponsored content includes editorials, email blasts, social media engagements, cutting-edge advertisements in both print and digital, and branded video production, which are distributed across our platforms.
Omenka’s weekly newsletter is a must-read daily update of news, features and inspirational stories on the arts and culture of Africa and its related diaspora. This editorial email reaches 15,000 subscribers with the top headlines as they happen.

Tara Fela-Durotoye is a Nigerian lawyer but is best known for her work as a makeup artist. A pioneer in the bridal makeup profession in Nigeria, she launched the first bridal directory in 1999, set up makeup studios to international standards, and established the first makeup school in Nigeria. She is the founder and CEO of House of Tara International and creator of the Tara O厨房eBeauty and H.I.P Beauty ranges, as well as Inspired Perfumes. In 2007, she was honoured with the Africa SMME Award and the Entrepreneur Award in South Africa. In 2013, Forbes...
CUSTOMIZED EMAILS

Bespoke content can be delivered via email directly to:

- Omenka’s 15,000+ opt-in subscribers
- Client’s website
LECTURES AND SEMINARS

Opportunities for partnership on our lectures and seminars include sponsorships, event co-production and joint promotion.
RATE CARDS

- PRINT
- ONLINE
PRINT

DIMENSIONS

DOUBLE PAGE SPREAD
468mm x 315mm

FULL PAGE
230mm x 315mm

MATERIAL SPECIFICATIONS

Standard Positions:
DPS (Double Page Spread) 468 x 315mm N800,000 / $2,200
Full Page (Bleed) 230 x 315mm N500,000 / $1,388

Exclusive Positions:
Inside Front Cover DPS 468 x 315mm N850,000 / $2,400
Inside Front Cover Gatefold 468 x 315mm POA
Inside Back Cover DPS 468 x 315mm N800,000 / $2,200
Inside Front Cover 230 x 315mm N650,000 / $1,800
Inside Back Cover 230 x 315mm N650,000 / $1,800
Outside Back Cover 230 x 315mm N700,000 / $1,900
Half Page - Horizontal 230 x 156mm N300,000 / $800
Half Page - Vertical 115 x 315mm N300,000 / $800
Advertorials +15%

An additional 15% charge is payable for any specified position. All prices shown are for single insertions. Discounts are available for series bookings. All rates are for colour display advertisements. All rates are exclusive of VAT.

MATERIAL SUBMISSION

- We strongly prefer press calibrated PDF files. We will also accept Adobe InDesign files (must include all necessary fonts; must also include graphics/logos/pictures in TIFF or EPS format at sufficient resolution) and EPS files.
- Adverts must be supplied to the exact material specifications as per our rate card. Files up to 7mb size can be emailed.
- Materials supplied remain the responsibility of the advertiser; we will not be held liable for inaccuracies.
### ONLINE

#### Dimensions: Website

- **Header Banner / Side Bar (MPU)**
  - Dimensions: 728 x 151 px
- **Full Banner / Double MPU**
  - Dimensions: 1096 x 245 px
- **Side Bar (MPU)**
  - Dimensions: 300 x 250 px
- **Banner**
  - Dimensions: 900 x 200 px

#### Dimensions: Newsletter

- **Side Bar (MPU)**
  - Dimensions: 300 x 800 px
- **Banner**
  - Dimensions: 300 x 600 px

### STANDARD ADS

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Dimensions</th>
<th>Specifications</th>
<th>CPM Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Header Banner</td>
<td>728 x 151 px</td>
<td>Swf, Gif, Jpeg, Png (&lt;60 kb)</td>
<td>N300,000 / $833/month</td>
</tr>
<tr>
<td>Side Bar / MPU</td>
<td>300 x 250 px</td>
<td>Swf, Gif, Jpeg, Png (&lt;40 kb)</td>
<td>N180,000 / $500/month</td>
</tr>
<tr>
<td>Full Banner (Bottom)</td>
<td>1096 x 245 px</td>
<td>Swf, Gif, Jpeg, Png (&lt;60 kb)</td>
<td>N150,000 / $420/month</td>
</tr>
<tr>
<td>Video Advertising</td>
<td>Standard</td>
<td>Webm, Mp4, Video codec: H264, Vp8</td>
<td>Available on request</td>
</tr>
<tr>
<td><strong>Newsletter:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Side Bar</td>
<td>300 x 800 px</td>
<td>Swf, Gif, Jpeg, Png (&lt;60 kb)</td>
<td>N120,000 / $330</td>
</tr>
<tr>
<td>Banner</td>
<td>900 x 200 px</td>
<td>Swf, Gif, Jpeg, Png (&lt;60 kb)</td>
<td>N160,000 / $450</td>
</tr>
</tbody>
</table>

### NON STANDARD ADS (PR AND SOCIAL MEDIA RATES)

<table>
<thead>
<tr>
<th>Advertorial</th>
<th>Duration</th>
<th>Cost (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Articles</td>
<td>Per post</td>
<td>N 50,000 / $140</td>
</tr>
<tr>
<td>Sponsored Video Post</td>
<td>Per post</td>
<td>N 100,000 / $280</td>
</tr>
<tr>
<td>Sponsored Social Media Live Coverage</td>
<td>Ten posts</td>
<td>N 50,000 / $140</td>
</tr>
<tr>
<td>Customized Emails</td>
<td>Per post</td>
<td>N 220,000 / $611</td>
</tr>
</tbody>
</table>

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OUR ADVERTISERS

Porsche
Laurent Perrier
Diamond Bank
Sterling Bank
Etsalat
Dana Air
Bang & Olufsen
LG
Polo
GEC (Global Energy Group)
CMB Building Maintenance & Investment Co. Ltd
The Wheatbaker
Bonhams
Sotheby’s

The Auction Room
Arthouse Contemporary
The Art Exchange
Docks Art Fair
Art Dubai
London Art Fair
Cape Town Art Fair
FNB Joburg Art Fair
1:54 Contemporary African Art Fair
Design Indaba
LagosPhoto
Omenka Gallery
Tiwani Contemporary
Framemaster Limited

Red Door Art Gallery
The Hour Glass Gallery
The Ben Enwonwu Foundation
OYASAF
Svengali
Scavolini
Leather World
Raumplus
StyleMania
BC Café
AGS Movers
Taxify
Taittinger
AGS Movers
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