

Omenka

ART • BUSINESS • ARCHITECTURE & DESIGN • LUXURY • AFRICA

...Redefining Africa



MEDIA KIT 2021

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WHAT IS OMENKA?

“*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

- The print issue is distributed across VIP airline lounges, private members clubs, specialty bookshops, galleries, museums, cultural centre bookstores, and libraries across Lagos, Abuja, Cape Town, Johannesburg, Paris, London and New York.
- 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.



VOL III, ISSUE II



VOL III, ISSUE I



VOL II, ISSUE IV



VOL II, ISSUE III



VOL II, ISSUE II



VOL II, ISSUE I



VOL I, ISSUE IV



VOL I, ISSUE III



VOL I, ISSUE II



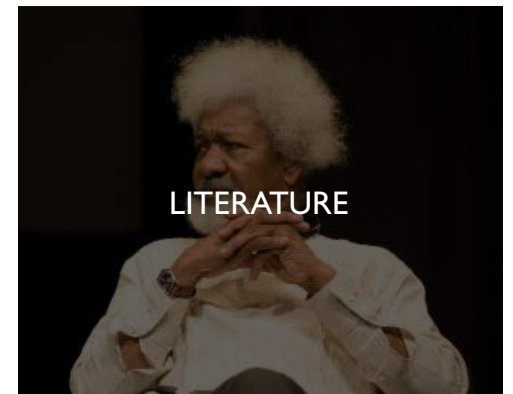
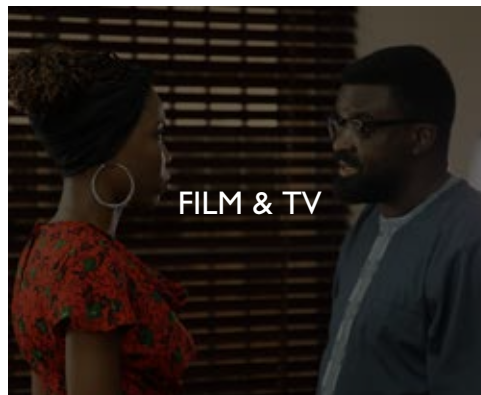
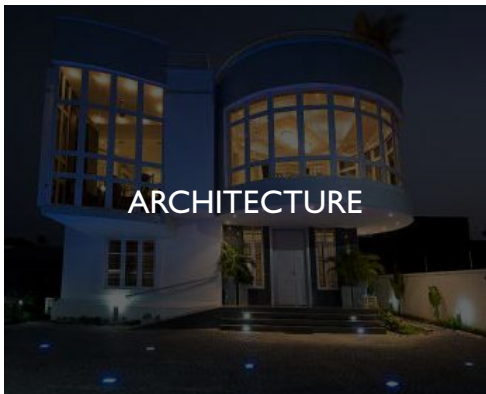
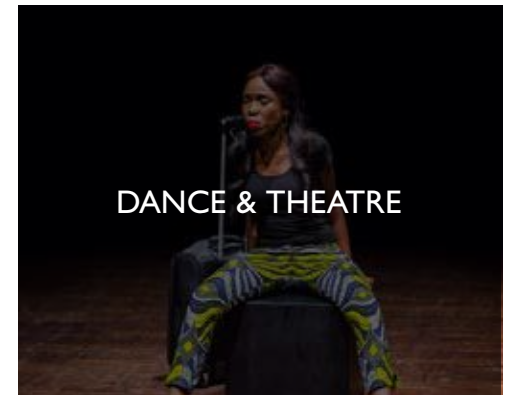
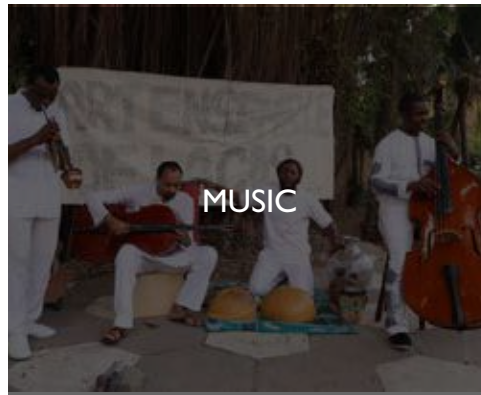
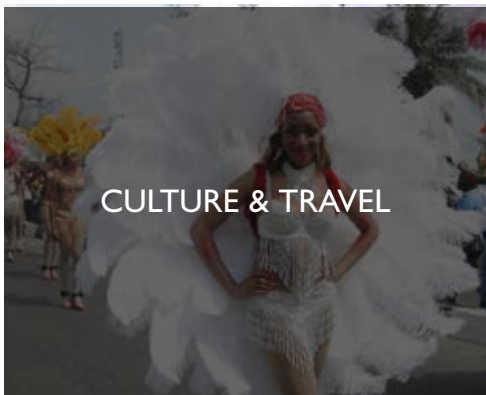
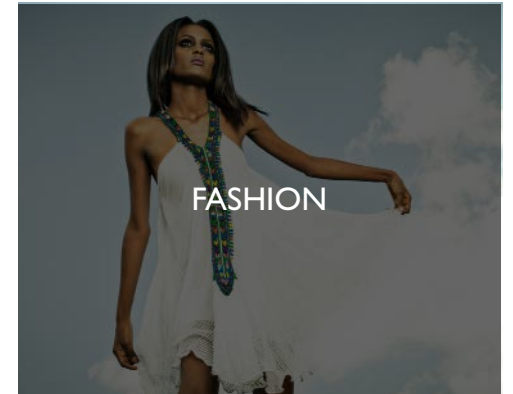
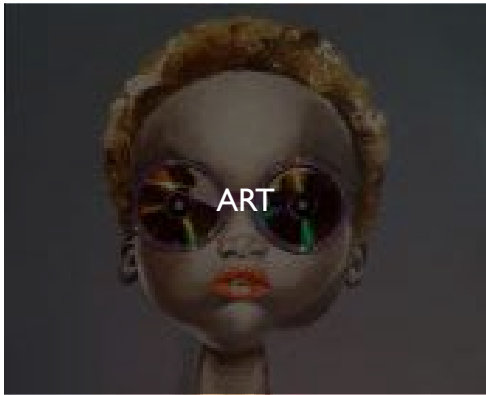
VOL I, ISSUE I

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 404,226 views while our capacity across social media platforms currently stands at over 36,011 and continues to grow exponentially.

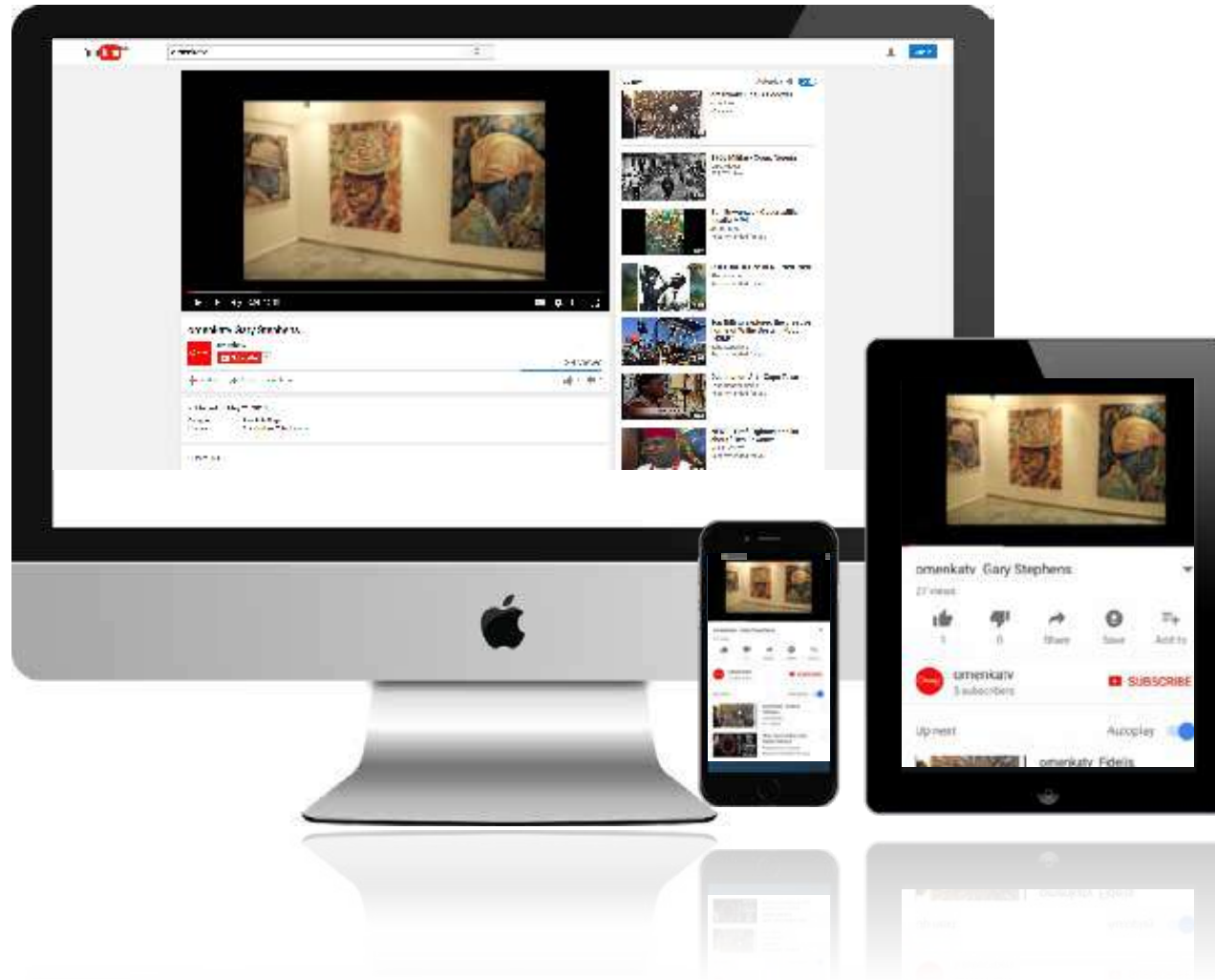


ONLINE CHANNELS



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.

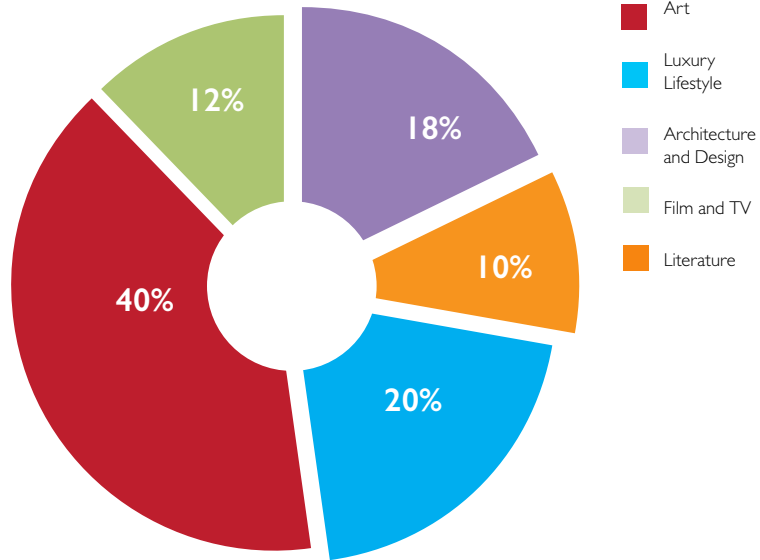


AUDIENCE

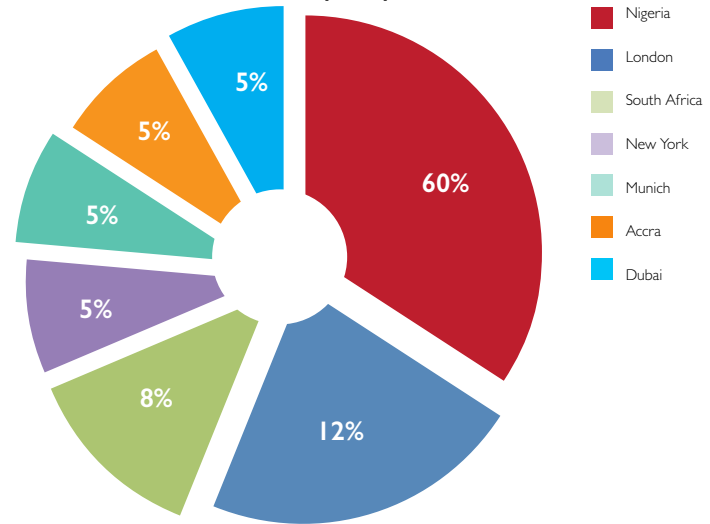
Omenka's readership also comprises of a new generation of urban thinkers, writers, artists, designers, collectors, art dealers, historians, curators, journalists, art and antiques fair attendees, and art enthusiasts.

PRINT AUDIENCE

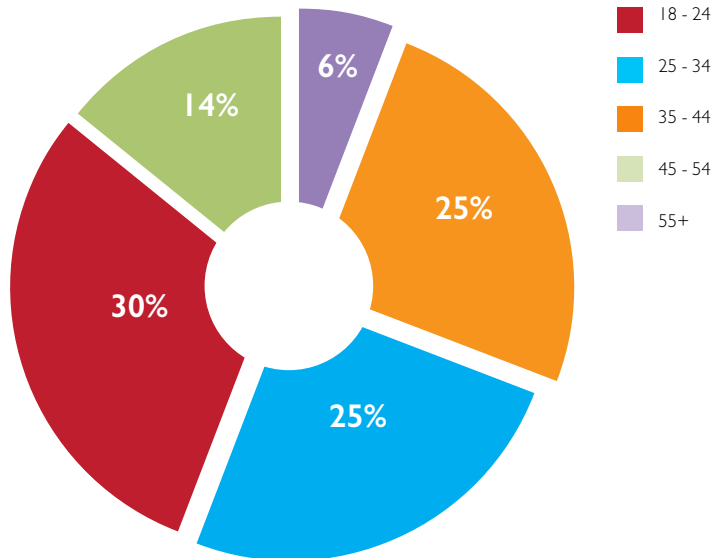
Interests %



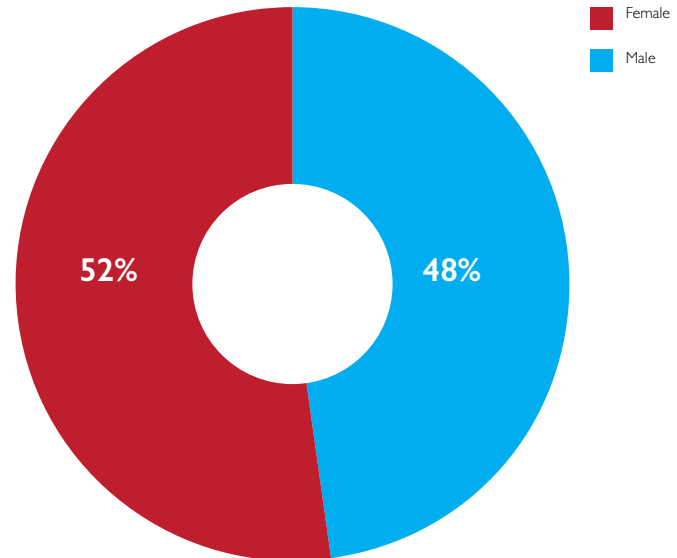
Circulation by City %



Circulation by Age %

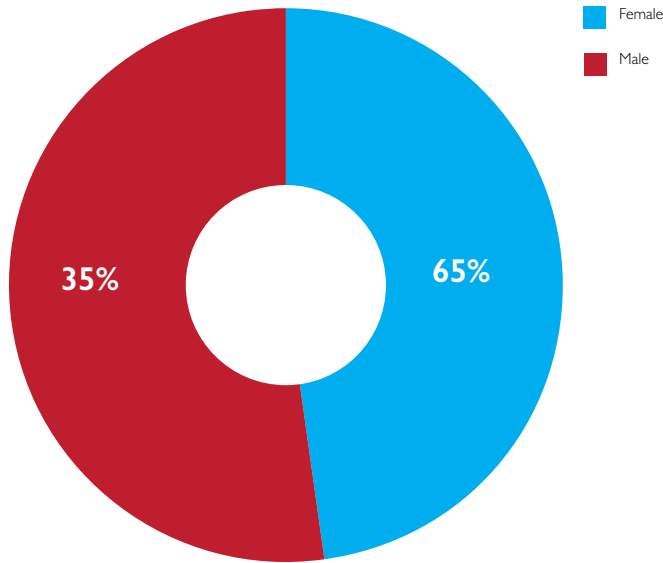


Circulation by Gender %

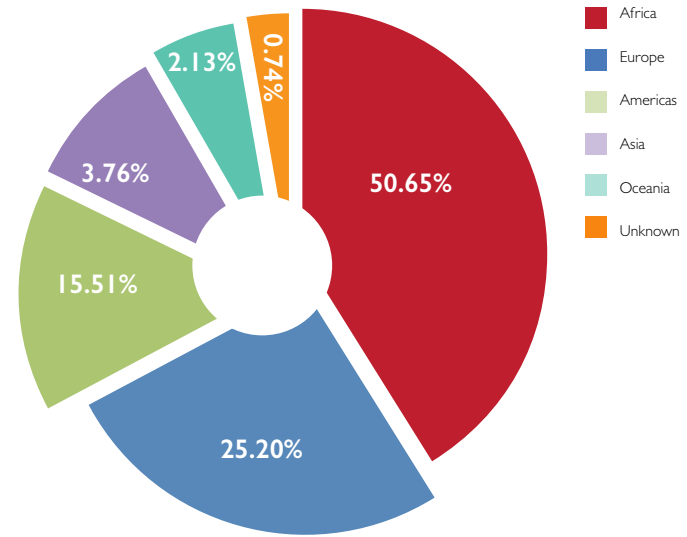


WEBSITE AUDIENCE

Circulation by Gender %

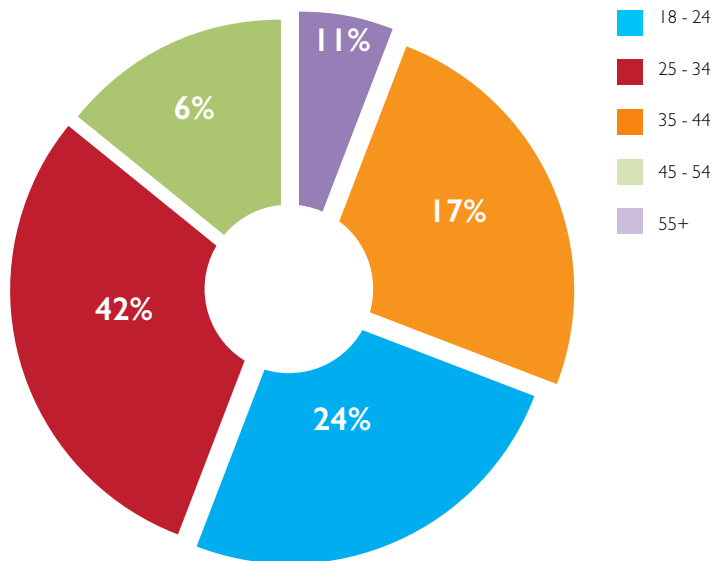


Circulation by Continent %



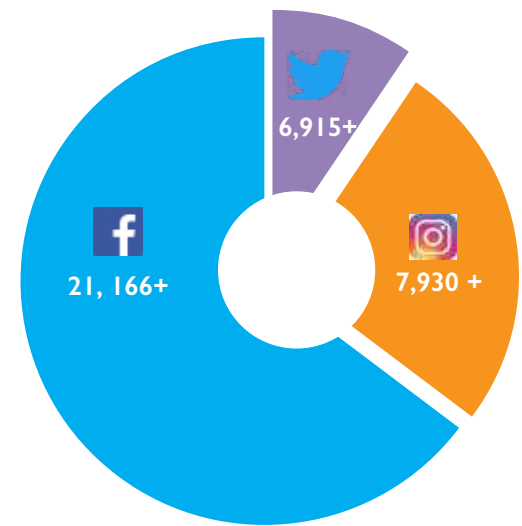
404,226+ Views

Circulation by Age %



Social Media Platform

36,011+ engaged followers

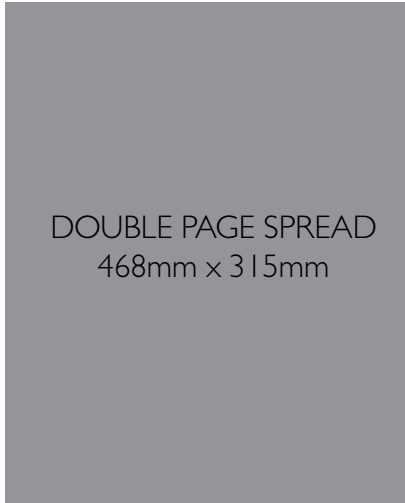


MARKETING OPPORTUNITIES

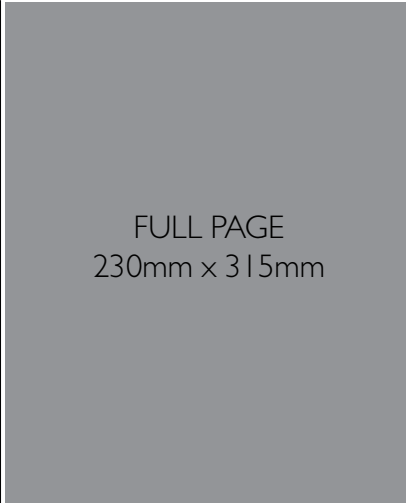
Omenka offers a blend of marketing opportunities customized to fit the specific needs of our clients. They include editorials, augmented e-commerce, newsletters, email blasts, social media engagements, cutting-edge advertisements in both print and digital, branded video production and distribution across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

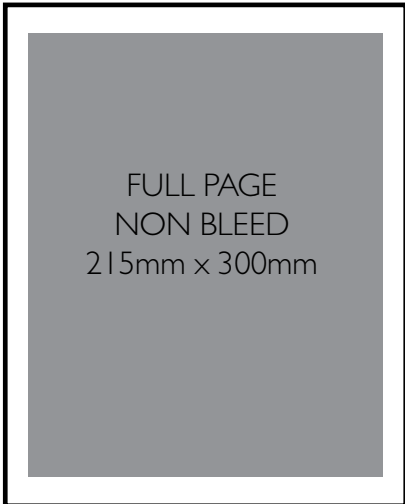
PRINT/DIGITAL



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

DIGITAL DISPLAY



VIDEO ADS



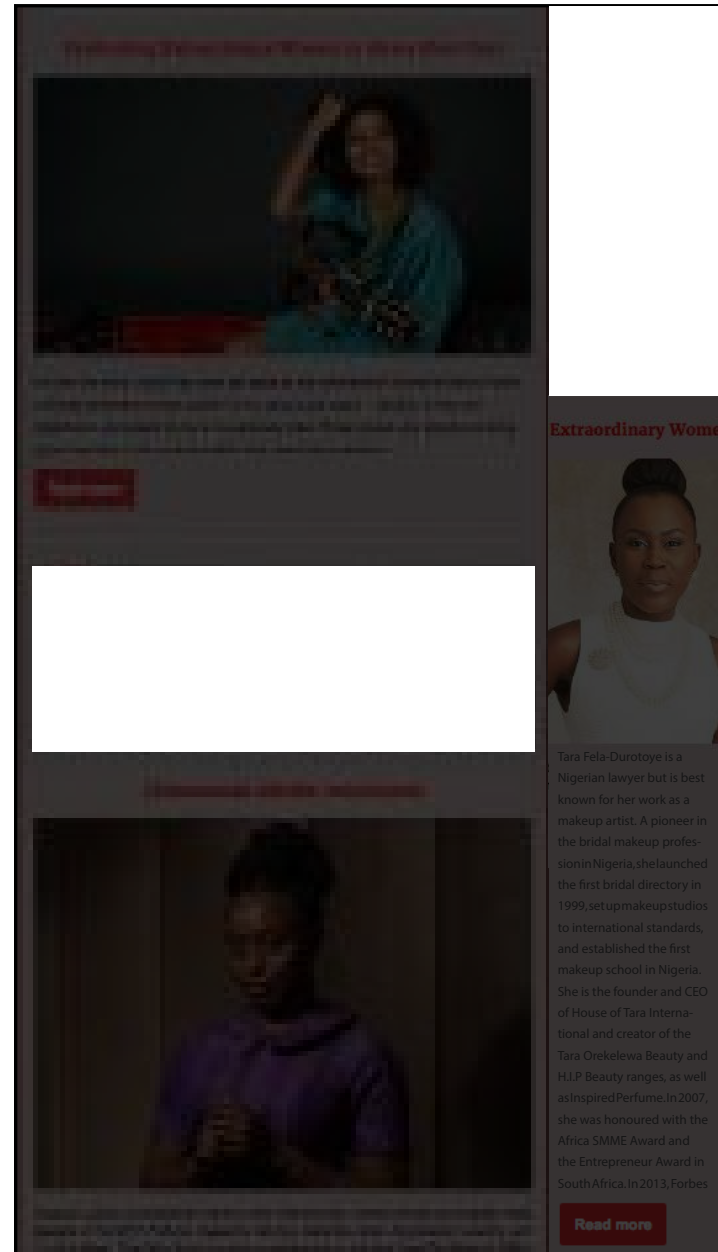
SPONSORED CONTENT

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.



NEWSLETTER

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.



The screenshot shows a newsletter layout with a dark background and red accents. It features several sections:

- Top Section:** A large image of a woman in a teal dress, possibly a performer or artist, with a red button below it.
- Middle Section:** A large white rectangular area, likely a placeholder for an image or a large text block.
- Bottom Section:** A smaller image of a woman in a purple top, with a red button below it.
- Right Column:** A vertical column containing the text "Extraordinary Women" and a portrait of a woman in a white top. Below the portrait is a detailed text block about Tara Fela-Durotoye, a Nigerian lawyer and makeup artist. At the bottom of this column is a red button labeled "Read more".

CUSTOMIZED EMAILS

Bespoke content can be delivered via email directly to:

- Omenka's 15,000+ opt-in subscribers
- Client's website

Sotheby's ARTS

Modern and Contemporary African Art

ONLINE 2 – 9 OCTOBER

Sotheby's online auction of Modern & Contemporary African Art (2-9 October) features 120 works from across the African continent. It is a sale of newly discovered gems by some of the giants of African art – from El Anatsui's shimmering bottle-cap sculpture to 12 extraordinary fresh-to-the-market works by Ben Enwonwu – as well as two paintings by rising star Amosu Beale.



Enwonwu's 'The Court of the Oba of Benin' is a masterpiece depicting festivities in the royal court of the traditional ruler of Benin, painted after the artist's apprenticeship in the guild of Benin bronze casters in 1943. Other works by the artist include: a rare 1956 prototype of his best-known work 'Aryanywu', a sensitive portrayal of his beautiful 19-year-old niece Regina; two paintings and two sculptures from his famed 'Africa Dances' series; and 'Agboghò Mmwo', one of the finest of his masquerade dancers ever to come to the market.



'Wash Day' is another newly discovered painting, by Enwonwu's contemporary Gérard Sekoto, with whom he shared a studio in Paris in the late 1940s. Painted shortly before his self-imposed exile to France in 1947, the canvas is a superlative example of Sekoto's social realism and stands as a visual reminder of the years immediately preceding the formal implementation of apartheid and the disappeared South African suburbs that Sekoto once called home.



Further highlights include works by Uzo Egonu, Uche Okere, Ben Osawe, Bruce Onobrakpaya, Olu Amode, Yinka Shonibare CBE, El Anatsui, Akinola Lasekan, Peju Alatise, and many more.

Exhibition free and open to the public
3 – 8 October

ENQUIRIES

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sothebys.com/contemporaryafrican
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#SOTHEBYSCTAFRICAN


(Top)
BEN ENWONU
The Court of the Oba of Benin
Estimate £100,000 – 150,000

(Middle)
GERARD SEKOTO
Wash Day
Estimate £50,000 – 70,000


(Bottom)
UZO EGONU
Star MacArthur
Estimate \$4,000 – \$6,000

LECTURES AND SEMINARS

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



The Ben Enwonwu Foundation
cordially invites you to
THE 11TH DISTINGUISHED LECTURE
**ART: AN INSTRUMENT FOR PEACE, CONFLICT RESOLUTION
AND SOCIO-ECONOMIC TRANSFORMATION**




Ben Enwonwu, Storm Over Alofin, 1972, oil on canvas

Guest Speaker:
Her Excellency, Ms. Harriet Thompson
The Deputy British High Commissioner to Nigeria

Thursday, December 12, 2019, from 11am – 2pm
AGIP Hall, MUSON Centre, 8/9, Marina Road, Lagos

Supported by:

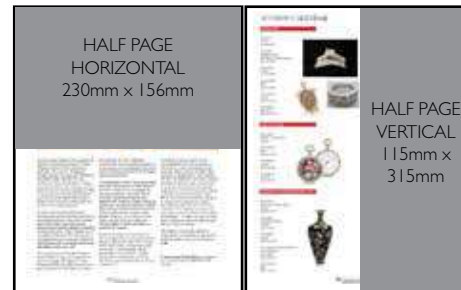
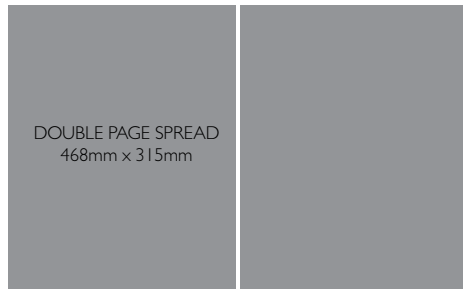


RATE CARDS

- PRINT
- ONLINE

PRINT/DIGITAL

DIMENSIONS



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

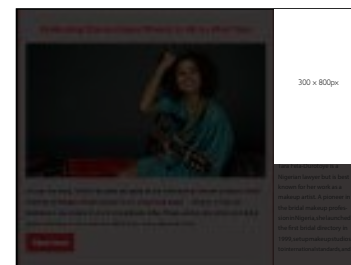


Header Banner / Side Bar (MPU)

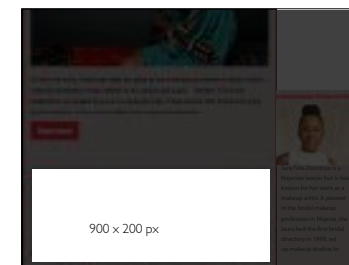


Full Banner / Double MPU

Dimensions: Newsletter



Side Bar (MPU)



Banner

STANDARD ADS

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

NON STANDARD ADS (PR AND SOCIAL MEDIA RATES)

Advertorial	Duration	Cost (N)
Sponsored Articles	Per post	N 50,000 / \$140
Sponsored Video Post	Per post	N 100,000 / \$280
Sponsored Social Media Live Coverage	Ten posts	N 50,000 / \$140
Customized Emails	Per post	N 220,000 / \$611

OUR ADVERTISERS

Porsche

Laurent Perrier

Diamond Bank

Sterling Bank

Etisalat

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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