

# OK! MAGAZINE NIGERIA LAUNCH

## Sponsorship Overview





## OK! MAGAZINE NIGERIA LAUNCH

### Introduction:

2011 will see the first African launch of the world's biggest celebrity lifestyle publication, OK! Magazine Nigeria. First launched in 1993, this hugely successful global celebrity gossip and news magazine has well over 30 million readers worldwide and is currently published in 19 countries: soon to be 20 with its arrival in Nigeria.

The man bringing OK! Magazine to Nigeria and Africa for the first time is leading entrepreneur, Alexander Amosu, who turned his interest in technology and the mobile phone industry into a commercial success story. He became a millionaire at the age of 25 in his first year of entering the ringtones arena when he launched RnB Ringtones. Alexander's passion for technology, and his entrepreneurial skills and determination resulted in him being one of the top 100 most influential black people in Britain.

He has been ranked number 98 in the Telegraph's list of the UK's most powerful people in technology and telecoms, was featured in the Sunday Times 'top 40 under 40' in the UK, and was also named by Powerlist 2008 as one of the 50 most influential black males in Britain. Having appeared in the Nigerian version of the BBC's Dragons' Den investing in other people's businesses, Alexander Amosu's most recent business venture has included launching a luxurious fashion and accessories line. As part of the new luxury line, Amosu created the world's most expensive suit which was launched to critical acclaim in London, UK (2009), and Lagos, Nigeria and Tokyo, Japan (2010).

Alexander Amosu now plans to continue with the global success of OK! Magazine and its reputation for exclusive interviews, weddings, engagements and pregnancies of top celebrities by emulating this winning format, featuring mainly celebrities from Nigeria as well as leading people from ethnic minorities around the world who are highly respected within the African continent.



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### The Launch Event:

The launch of OK! Magazine Nigeria will take place in June 2011 in two cities, Lagos and London.

Lagos will kick-start the series of events, where the launch will be held in a luxurious setting with champagne and canapés prepared by a world renowned celebrity chef, entertainment will be provided by high end Nigerian and global performers (waiting confirmation for Asa), and the guest list will comprise 600 of Nigeria's elite from the world of politics, sport, business and entertainment. We are currently awaiting confirmation of attendance from our A-list celebrity, Chiwetel Ejifor.

The London event will follow and will be held in the leading department store, Selfridges London (to be confirmed), and will host around 100-300 people from the elite Nigerian community, including celebrities.

### The format of the event will include:

- Red carpet arrivals with leading Nigerian and global press in attendance
- Drinks and canapés reception
- Speeches from leading Nigerian dignitaries, MD of OK! global group and CEO of OK! Magazine Nigeria
- Entertainment from well known Nigerian and global performers



**OK!**  
FIRST FOR CELEBRITY NEWS

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## PR:

Leading media from Nigeria and around the world will be invited to attend and cover the event resulting in global coverage of the world's leading celebrity magazine launch in Nigeria, including, but not limited to:

- CNN
- Sky News
- BBC World News
- MTV
- E! News

## TV/RADIO

- Hip on TV
- STV
- Galaxy
- Ray Power and AIT
- Channels TV
- Soundcity TV
- TV Continental
- Primetime Entertainment
- DBN
- Top radio
- Beat FM
- Rhythm FM
- Inspiration FM
- Cool FM

## WEBSITES/BLOGS

- [www.switchedonnaija.com](http://www.switchedonnaija.com)
- [www.lindaikeji.blogspot.com](http://www.lindaikeji.blogspot.com)
- [www.bellanaija.com](http://www.bellanaija.com)
- [www.niyitabiti.blogspot.com](http://www.niyitabiti.blogspot.com)
- [www.showbizplustmore.blogspot.com](http://www.showbizplustmore.blogspot.com)
- [www.werunthings.net](http://www.werunthings.net)
- [www.truspot.com](http://www.truspot.com)
- [www.aproko.net](http://www.aproko.net)
- [www.notjustok.com](http://www.notjustok.com)
- [www.naijanews.com](http://www.naijanews.com)
- [www.questionmark.com](http://www.questionmark.com)
- [www.naijagals.com](http://www.naijagals.com)
- [www.thenetng.com](http://www.thenetng.com)
- [www.nigerianfilms.com](http://www.nigerianfilms.com)
- [www.museke.com](http://www.museke.com)
- [www.olamildeentertainment.com](http://www.olamildeentertainment.com)
- [www.allyoueverneedinentertainment.com](http://www.allyoueverneedinentertainment.com)
- [www.234next.com](http://www.234next.com)
- [www.strictlynigeriamusic.com](http://www.strictlynigeriamusic.com)
- [www.sturvs.com](http://www.sturvs.com)
- [www.bbc.co.uk](http://www.bbc.co.uk)

## PRINT

- Business Day
- THISDAY
- The PUNCH
- Africa Report
- Guardian
- Soundcity Blast
- Acada
- Bubbles
- Hiphopworld magazine
- The SUN
- Vanguard
- NEXT
- Encomium
- City People
- Marketing Mix
- The Nation
- TELL



### Why Sponsor OK! Magazine Nigeria Launch:

OK! Magazine Nigeria is offering the exclusive opportunity to sponsor this series of unique and high profile events in June which will see the crème de la crème in terms of Nigeria's elite in attendance along with OK! Magazine supporters from around the world.

### Sponsorship benefits include:

- Opportunity to be associated with the world's leading celebrity and lifestyle magazine
- Opportunity to be part of Nigeria's leading event of the year
- Extensive exposure of your brand at the event: for example, press boards, goodie bags, plasma screens, etc.
- Extensive promotion of your brand as a partner to the event through global media activity to promote the Launch Event/s
- Feature on all event marketing material including OK! Nigeria website, launch issue of the magazine, etc.



## Platinum Sponsor \$250,000

- Title sponsor (in association with xxx)
- Full 3 page advert in OK! Magazine for 1 year
- Participation in both Launch Events
- Name on all branded material
- Brand logo on all event invitations
- Brand logo on Sponsors/Media plasma screens and press boards
- Mention on all media materials
- Designated area at the Launch and After Party to showcase brand activity/product
- Invitations to the Launch Event for top platinum clients
- Invitations to the After Party
- Provide item/s for the goodie bag to be distributed on the evening
- Online presence
- Event photo opportunities
- Promotional video interview and feature
- Brand product display at event (subject to venue)
- 100 free monthly copies of the magazine delivered for staff and friends for year

## Gold Sponsor \$200,000

- Full 2 page advert in OK! Magazine for 1 year
- Participation in both Launch Events
- Name on all branded material
- Logo on all event invitations
- Logo on Sponsors/Media plasma screens and press board
- Mention on all media materials
- Designated area at the Launch and After Party to showcase product
- Invitations to the Launch Event for platinum clients
- Invitations to the After Party
- Provide item/s for the goodie bag to be distributed on the evening
- Online presence
- 50 free monthly copies of the magazine delivered for staff and friends

## Silver Sponsor \$165,000

- Full page advert in OK! Magazine for 1 year
- Participation in both Launch Events
- Logo on all event invitations
- Invitations to the Launch Event for platinum clients
- Invitations to the After Party
- Provide item/s for the goodie bag to be distributed on the evening
- Online presence
- 25 free monthly copies of the magazine delivered for staff and friends

## Sponsor launch in a single location of choice (Lagos/London/US city) \$100,000

- Full page advert in OK! Magazine for 1 year
- Participation in one Launch Event
- Logo on all event invitations
- Invitations to the Launch Event for platinum clients
- Invitations to the After Party
- Provide item/s for the goodie bag to be distributed on the evening
- 10 free monthly copies of the magazine delivered for staff and friends

## Launch Adverts Package Only

- Full page Advert in OK! Magazine for 1 year \$49,200 (with 2 month free advert)
- Full Page Advert in OK! Magazine for 6 months \$24,600 (with 1 month free Advert)



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2010 RATE	\$
Outside Back Cover (OBC)	10,750
Insdie Front Cover (IFC)	7,000
Inside Back Cover (IBC)	7,000
CentreSpread	8,875
Page 3	7,000
FullPage	6,100
Halfpage	4,187
QuarterPage	3,375
Bottom Strip (Cover)	4,000
Earpiece (Top)	6,375
Loose Insert (1000-5000 copies)	6,375
Loose Insert (5000-10,000 copies)	8,250
Loose Insert (10,000 upwards)	14,500



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# Reach the world with



OK! Australia (W)  
Launch Oct. 2004



OK! Azerbaijan (M)  
Launch July 2008



OK! Bulgaria (M)  
Launch May 2007



OK! China (F)  
Launch June 2004



OK! Cyprus (W)  
Launch March 2008



OK! Germany (W)  
Launch Feb. 2008



OK! Greece (W)  
Launch Nov. 2005



OK! India (M)  
Launch May 2006



OK! Japan (website)  
Launch July 2009



OK! Mexico (W)  
Launch Oct. 2006



OK! Middle East (W)  
Launch Jan. 2005



OK! Philippines (M)  
Launch April 2005



OK! Romania (F)  
Launch Feb. 2010



OK! Russia (W)  
Launch Nov. 2006



OK! Slovakia (M)  
Launch Oct. 2008



OK! Thailand (F)  
Launch Nov. 2005



OK! Turkey (W)  
Launch Jan. 2008



OK! Ukraine (F)  
Launch April 2009



OK! UK (W)  
Launch April 1993



OK! USA (W)  
Launch Aug. 2005



OK! Vietnam (M)  
Launch March 2009