



PHAT! Music & Entertainment Limited  
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# ***PHAT!buzz™***

## ***- Kenya's Wazup Guide***

### **CLUB EDITION**

***PHAT! harnesses the Hope and creative Expression of young Africa, to inspire cultural Pride and global Confidence.***

**PHAT! Music & Entertainment Limited** is proud to introduce you to the Hip, A3-folded-to-pocket-sized-A6, *Wazup Guide* that Showcases Kenya's music, arts, culture and entertainment Scene every Month.

#### **Unique Selling Points**

- ✓ Making its debut in December 2000, **PHAT!buzz™** is the ONLY youth-orientated Kenyan *Wazup Guide* that is well-known, accepted and read by Kenyan youth.
- ✓ Targeted at 18 to 35-year-old men and women, **PHAT!buzz™** can be found in the Pockets of Kenyans (ABC1C2) on the First Weekend of every Month.
- ✓ Handed out FREE at Bars, Cafes, Cinemas, Nightclubs, Pubs and major entertainment Events throughout Kenya's urban centres, **PHAT!buzz™** has an unrivalled point-of-sale Advertising ability.
- ✓ Featuring quality and authoritative Stories of Kenya's hottest Musicians and Deejays, **PHAT!buzz™** is a collectors' item with exceptional Souvenir Value; thereby, allowing multiple Impressions of Advertising.
- ✓ As a monthly Entertainment Reference, **PHAT!buzz™** services Clients via excellent Shelf-life and regular Pick-up.
- ✓ **PHAT!buzz™** reaches over 50,000 Readers every Month throughout Kenya's urban centres of Kisumu, Mombasa, Nairobi and Nakuru.
- ✓ **PHAT!buzz™** has a very clear Identity as a Youth-orientated, Informative *Wazup Guide*, which offers unique Brand Association opportunities.
- ✓ An extremely Creative print medium, **PHAT!buzz™** is Designed to support off-the-wall Advertising campaigns for cutting-edge Brands.

## Advertising Rates

INSIDE A4 PANEL:	KES 50,000/-.
FIRST (FLIER) A5 PANEL:	KES 37,500/-.
BACK (A6 FLIER) COVER:	KES 31,250/-.
INSIDE A5 PANEL:	KES 31,250/-.
FIRST (FLIER) A6 PANEL:	KES 23,450/-.
INSIDE A6 PANEL:	KES 18,750/-.
CLASSIFIED (1/3 A6):	KES 6,250/-.

✓ All rates subject to 16% VAT.

## Multiple-Insert Discount

\* 2% for 2 months.      \* 4% for 3 months.      \* 10% for 6 months.      \* 25% for 12 months.

✓ Only applicable to signed Contracts and monthly advance Payments.

## Terms & Conditions

- All Purchase Orders or Payments are to be in favour of PHAT! Music & Entertainment Limited before Publication.
- Credit terms are available on successful Application.
- A late payment Penalty of 2% per Month will be levied on any Overdue amounts.

## Technical Specifications

- ✓ A Digital Copy must be sent via Email or Download Link to [phatbuzz@phatafrica.com](mailto:phatbuzz@phatafrica.com).
  - ✓ Images must be CMYK at 300 dpi.
  - ✓ Artwork must be done in Adobe Illustrator, InDesign or Photoshop. If not, then please provide a Print-ready PDF.
  - ✓ Artwork should have 3mm Bleed.
  - ✓ Fonts should be Supplied, and where possible, left as Outlines.
- ✓ **The Deadline for Order, Artwork and Payment is the 10<sup>th</sup> of the previous Month.**
- ☺ *Early Bookings may receive additional Promotion on our Website and/or Social Media at No Extra Charge.*

We look forward to making you **PHAT!**