



PHAT! Music & Entertainment Limited  
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# ***PHAT!buzz***<sup>TM</sup>

## **- 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**<sup>TM</sup> 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**<sup>TM</sup> 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**<sup>TM</sup> has an unrivalled point-of-sale Advertising ability.
- ✓ Featuring quality and authoritative Stories of Kenya's hottest Musicians and Deejays, **PHAT!buzz**<sup>TM</sup> is a collectors' item with exceptional Souvenir Value; thereby, allowing multiple Impressions of Advertising.
- ✓ As a monthly Entertainment Reference, **PHAT!buzz**<sup>TM</sup> services Clients via excellent Shelf-life and regular Pick-up.
- ✓ **PHAT!buzz**<sup>TM</sup> reaches over 50,000 Readers every Month throughout Kenya's urban centres of Kisumu, Mombasa, Nairobi and Nakuru.
- ✓ **PHAT!buzz**<sup>TM</sup> 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**<sup>TM</sup> is Designed to support off-the-wall Advertising campaigns for cutting-edge Brands.

## **Advertising Rates**

<b>INSIDE A4 PANEL:</b>	KES 55,000/-.
<b>FIRST (FLIER) A5 PANEL:</b>	KES 41,250/-.
<b>BACK (A6 FLIER) COVER:</b>	KES 34,375/-.
<b>INSIDE A5 PANEL:</b>	KES 34,375/-.
<b>FIRST (FLIER) A6 PANEL:</b>	KES 25,795/-.
<b>INSIDE A6 PANEL:</b>	KES 20,625/-.
<b>CLASSIFIED (1/3 A6):</b>	KES 6,875/-.

✓ 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!**