

# EBONYLIFE

ENTERTAINMENT | LIFESTYLE | CULTURE

## Media Pack

An Ebonyonline.net publication

### ABOUT EBONY LIFE

Ebony Life is London's only FREE pocket sized entertainment, lifestyle and cultural magazine targeted specifically at the Black consumer. We will guarantee your advert REACHES all parts of this diverse and increasingly important and affluent market.

### OUR DEMOGRAPHICS

The typical Ebony Life reader is between 30-60 years old, family orientated, culturally conscious, with an ever increasing purchasing power. They regularly attend concerts, theatre, cultural events, wine bars, restaurants etc. They spend a sizeable proportion of their disposable income on hair and beauty products, the latest fashion trends, nutrition and health supplements, African inspired artwork, clothing, technology, and jewellery, books etc.

### CIRCULATION & READERS

Circulation: 10,000  
Readership: 40,000 (plus 120,000 online readers reached monthly)

Distribution: 300+ high foot fall African Caribbean retail outlets as well as clubs, restaurants, wine bars, libraries etc across 12 London boroughs with highest African-Caribbean populations.

### EDITORIAL CONTENT

Music news and concert listings, theatre features and events, arts and exhibition stories, cultural reviews, theatre listings and interviews, gospel features, community and social stories and a classified business section.

## TO CONTACT SALES

Please complete the online form or  
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Tel: 0208 090 2233

Mob: 0794 9529 231

Web: [www.ebonyonline.net](http://www.ebonyonline.net)

Address: 106, Church Road, SE19 2UB

### DISTRIBUTION NETWORK

We distribute across twelve London boroughs with the highest African Caribbean populations. These are Brent, Lambeth, Southwark, Lewisham, Croydon, Wandsworth, Greenwich, Hackney, Haringey, Waltham Forest, Kensington & Chelsea and Merton.

### RATE CARD - SEPT 2017

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## FREE DIRECTORY ENTRY

All display ads include free web page entry on our online directory to further publicise their products and services. (usually £99).

## SOCIAL MEDIA NETWORK

The online version of magazine is distributed via our weekly newsletter, Facebook groups, twitter, instagram accounts to over 80,000 potential readers.

## COPY DEADLINES AND PAYMENT

The copy deadline is the 18th of the month preceding month of issue. Payment must be made in full, prior to publication, unless credit terms are discussed and agreed. Cheques should be made payable to **ELC Communications** and BACS payments can be made to Santander, Account No: 56673689 Sort Code: 09-01-55. Direct Debits and Standing orders must be set up by the advertiser with their bank, nominating Santander bank as beneficiary.

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### **Noire Wellness**

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[www.noirewellness.com](http://www.noirewellness.com)

### **ANKH Wellbeing Centre**

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ANKH Wellbeing Centre is an African-themed health food store in London, selling healthy food choices  
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## PROFESSIONAL SERVICES

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### **Lucy's Catering Service**

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### **Art & Culture Jewellery**

Handmade colourful stone jewellery, inspired the African continent.  
[www.artandculture.net](http://www.artandculture.net)

# AFRICAN FASHION WEEK LONDON

The largest annual Africa fashion event in Europe, Africa Fashion Week London is back for its 7th year. It is being held at the prestigious Freemasons' Hall for two full days of catwalk shows and vibrant and colourful exhibitions by leading designers from Africa and Europe.

It promises to be bigger, brasher and fresher than ever. See the likes of Abisola Akanni, fresh from Graduate Fashion Week 2017, showcase her menswear collection, entitled 'Back to School', which merges Western and African school uniforms.

Another designer not to be missed is Harare base Tima. Her Cici fashion brand is based on the idea of mixing prints with other fabrics in order to break up the rigidity of defined corporate wear in the office and bring a freshness to the AFWL catwalks.

The two-day event will be buzzing with live shows, fashion stalls, demonstrations and much more! Don't miss the chance of exclusive catwalk appearances from established recognised designers and models from the continent and beyond. You have the chance to discover talents, hidden gems and generation of creative designers shaping the Africa fashion world.

**11-12 August, Freemasons Hall, WC2B, 5AZ**

**£10-£36 [www.africanfashionweeklondon.com](http://www.africanfashionweeklondon.com)**



## CurlyTreats Festival

**Empower. Educate. Entertain. Elevate.**

CurlyTreats, formerly Natural Hair Week London, now in its 5th year is the UK's largest natural hair and beauty annual event. It will explore everything from natural hair care, black beauty, body positivity and colourism to finding the best hair care product for all of the textures.

At the Festival you can expect a beautiful fusion of inspiring natural hair and beauty interactive talks and workshops including:

- International Blogger Mahogany Curls - In conversation
- Smoothies: Beauty Superfoods for Better Skin and Hair
- Natural Hair Demos by Cantu Beauty: Where All Coily Curly Textures Matter
- Creating a Hair Care Regimen & The Science of Black Hair
- Black Girl Magic: Activating Your Inner Magic
- Empowerment: Black Beauty, Still Tangled in Politics
- Afro Men's Day Out - Beard Care, Skin Care & Free Shape-Ups for men and boys

**Win tickets for Curly Treats at [www.ebonyonline.net](http://www.ebonyonline.net)**

## Theatre Listings

This is a selection of theatre events. For full listings, features and interviews visit [www.ebonyonline.net](http://www.ebonyonline.net)

### 1-13 Aug Hoochie Koochie

Trajal Harrell and eighteen dancers, showcase 14 of his innovative and playful works. Visitors are able to weave through these live performances. Emotional and exhilarating, the performances explore ideas around the body, gender, race, sexuality and culture. *Hoochie Koochie* includes nudity, as well as some explicit imagery. Parental guidance advised. Under 16 years must be accompanied by an adult.

**Barbican, EC2Y 8DS 6pm/9pm £10+**  
[www.barbican.org.uk](http://www.barbican.org.uk)

### 29 Aug - 25 Nov Five Guys Named Moe

The plot revolves around Nomax, recently split from his girlfriend, but whilst listening to music on the radio, five guys jump out of it and lift his spirits with the music of Louis Jordan. Expect to hear hits like *Early In The Morning*, *Choo Choo Ch'Boogie* and *Saturday Night Fish Fry*. (Read our interview with director Clarke Peters on page six.)

**Marble Arch Theatre, W1C 1CX Tel: 0207 400 1257**  
[www.fiveguysmusical.com](http://www.fiveguysmusical.com) for prices and details.

### 23 Sept Wahala Comedy Clash

Europe's undisputed urban show returns for a hilarious comedy clash rematch. *Wahala Comedy Clash* is the UK's biggest selling urban stand-up comedy showcase and after party. This event will feature Slim, Kojo, Kane Brown, plus more.

**Indigo at the O2, SE10 ODX Tel: 020 8463 2000**  
**Show 6pm. After Party 11pm-4am [www.theo2.co.uk](http://www.theo2.co.uk)**

### 28-29 Sept An Evening with an Immigrant

Inua Ellams will tell his ridiculous, fantastic, poignant immigrant story of escaping fundamentalist Islam in Nigeria, directing an arts festival in Dublin, performing solo shows at the National Theatre, and drinking wine with the Queen of England. All the while without a country to belong to or a place to call home.

**Tricycle Theatre, NW6 7JR Tel: 020 7328 1000**  
**£15/ £12 conc [www.tricycle.co.uk](http://www.tricycle.co.uk)**

### 27 Sept Acosta Danza

Company founded by the acclaimed Cuban dancer Carlos Acosta, features a mixture of the finest ballet and contemporary dancers that Cuba has to offer.

**Sadlers Wells Theatre, EC1R 4TN**  
**Tel: 020 7863 8000 [www.sadlerswells.com](http://www.sadlerswells.com)**



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## 7 THINGS YOU DIDN'T KNOW ABOUT JOHN LEGEND

If you've listened to the album *Darkness and Light*, you'll know by now that Grammy and Oscar award winner and R&B singer John Legend is made of so much great stuff. From falling in love with music in his childhood when he worked with top hip-hop and R&B singers to becoming a top performer in the music industry, Legend is indeed a 'legend.' **Ahead of his O2 Arena concert, EBONYLIFE has unearthed some fascinating facts about the man. Sit back and be amazed.**

### #1 Requested a piano at the age of four!

On December 28, 1978, Legend was born to Ronald and Phyllis. They named him John Roger Stephen and together they enjoyed their early life in Springfield, Midwestern, Ohio. At church, his mother was the music director, while his father and three brothers loved drumming. Do you know that he requested piano lessons when he was just four years old? His grandmother gladly sat him at a piano.

### #2 The child artist is born aged seven

John Legend joined and performed in his family church choir at seven. After graduating from Ivy Leagues, he went on to the University of Pennsylvania where he majored in English and joined the students Acappella group called the *Counterparts*. As a choir director and pianist he was able to improve his musical abilities. Although he got a job that paid a whole lot, he chose a musical career instead and began performing and gigging in nightclubs in and around New York.

### #3 Backup for Alicia Keys, Twista etc

Before getting a breakthrough as a solo artist, he worked as a backup singer for artists like Janet Jackson, Alicia Keys, and Twista. He and Kanye West also worked on each other's demos. Artists like Boys II Men and LL Cool J inspired him and helped him to create his style. He earned his 'Legend' moniker from J.Ivy, a poet who associated his music with old school sounds.

### #4 'Get Lifted' gets Grammys

2004 saw John Legend release *Get Lifted*, the debut album that won him three Grammy Awards. *Ordinary People* was also a big hit and in 2006, he released *Once Again*.

### #5 Legend's loves a glass of Cabernet

In 2013, he married Chrissy Teigen on April 2016, they welcomed their sweet baby, Luna Simone. For him, having a baby was stressful, life-changing and amazing all in one. He values quality time with his wife and prefers to relax by watching TV and having a glass of Cabernet.

### #6 Quincy Jones is his musical inspiration

Inspired by Quincy Jones, he's always believed that being able to be yourself in every circumstance is the definition of being cool. He says an artist only makes great music when he has found his voice and decides to stay true to it.

### #7 Giving back to society

When Legend isn't doing something related to music, he's getting involved in charity. He supports a New York charity organisation called the Harlem Village Academics. He values education a great deal and thinks it is very necessary to improve the quality of education in the world.

**John Legend appears at O2 Arena, SE10 0DX, 12 Sept. Tel: 0203 784 7998 [www.theo2.co.uk](http://www.theo2.co.uk)**



## 13 Aug British Museum Black History Tour

This tour will take you around the British Museum looking at the ancient Egyptian artefacts that are held there. Over many years the museum has "acquired" many artefacts from ancient and modern Africa. It will be led by the eminent historian and author of *When We Ruled: The Ancient and Mediaeval History of Black Civilisations* Robin Walker (aka The Black History Man) who has led many tours around the museum and is a leading authority on Egypt.

You will hear about how the ancient Egyptians lived, how they worshipped, what they worshipped, how they saw themselves in the context of the world and black history in general.

The tour will give insights into the many traces and hints of the African and Caribbean roots, influences and "contributions" which made London what it is today. It will also reveal the many buildings and places, that are linked to the slave trade. It should be a real eye-opener as well as being very informative!

**British Museum, WC1B 3DG £17 7-9pm**

## 1 Aug - 22 Oct Soul Of Nation: Art In The Age of Black Power



The show opens in 1963 at the height of the Civil Rights movement and its dreams of integration. In its wake emerged more militant calls for Black Power, which was a rallying cry for African American pride, autonomy and solidarity, drawing

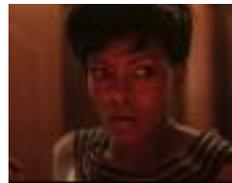
inspiration from newly independent African nations. Artists responded through art that provoked and confound the expectations.

There are paintings in homage to the political leaders Martin Luther King, Malcolm X and Angela Davis, musician John Coltrane and sporting hero Jack Johnson. Muhammad Ali also appears in Andy Warhol's famous painting.

This landmark exhibition is a rare opportunity to see era-defining artworks that have changed the face of art in America.

**Tate Modern, SE1 9TG, £16.50. See exhibition for £10 during Uniqlo Tate Lates on Friday 25 August. (Offer valid on visits from 6pm only)**

## 18-19 Aug Nisha Kalema: European film premieres of The Tailor and Jinxed



This is a weekend introducing the 23-year-old awarding-winning Ugandan actress and screenwriter. It features three of her films, as well as her new play *Freedom*.

On the 18th August, the programme includes *The Tailor*, for which Ms Kalema won the 2015 Uganda Film Festival Award for Best Actress, and *Jinxed*, which won Best Short Film at the Uganda Film Festival. There's a VIP reception as well.

On the 19th August, the programme includes *Galz About Town*, Nisha Kalema's breakout movie, which also won Best East African Film at the Riverwood Ensemble Academy Awards 2015, followed by Nisha Kalema's play *Freedom* which will be performed by a star-studded Ugandan cast and directed by Ray Shell.

Joining Nisha Kalema in *Freedom* will be Raymond Rushabiro, Samuel "Saviour" Kizito and Irene Nalubega (*Queen of Katwe*).

**Bernie Grant Arts Centre N15 4RX. Various prices and times for both days. Visit [www.ebonyonline.net](http://www.ebonyonline.net) for more details.**