NIGERIAN WATCH

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NEW MONTHLY NEWSPAPER FOR UK NIGERIAN COMMUNITY
First issue of* Nigerian Watch *out on 27 April

Publishing house Green World Media Ltd today announces the launch of its first title, *Nigerian Watch*, a free monthly newspaper aimed at Britain's substantial Nigerian community.

Nigerian Watch will meet the demand for an engaging publication that informs and entertains its readers, both those of Nigerian birth and Nigerian descendants. It will contain a mix of background analysis to the news and articles about business, culture, lifestyle, sport & entertainment. Each issue will additionally contain a special on topics such as the Summer Olympics, Food & Commodities and Religion.

Weighing in at 48 pages and with an initial print-run of 20,000, *Nigerian Watch* is scheduled to hit the shelves on 27 April.

An estimated 174,000 Nigerian-born residents live in the UK with an approximate majority of 106,000 living in the capital*. Therefore, *Nigerian Watch* will be initially distributed to African retail outlets in the London area including hair salons, corner shops and restaurants.

The former editor of *The Public Ledger*, Ayo Akinfe, heads the editorial team. He says of the launch:

"*Nigerian Watch* will reflect the unique status of the Nigerian hybrid community by reconnecting the Diaspora with the Nigerian agenda. Our articles will be exciting and informative with print driving the agenda and the *Nigerian Watch* website featuring daily and exclusive content."

Maryanne Jemide, managing director of Green World Media, added: "We are very excited about the launch of our first title. The initial feedback we've received from the community has been overwhelmingly positive. It is an honour to showcase the many contributions of Nigerians to the UK."

The *Nigerian Watch* website http://www.nigerianwatch.com will go live on 27 April.

* Source: Population by Country of birth and Nationality July 2010 to June 2011, Office of National Statistics, February 2012

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About Green World Media Ltd
Founded in 2012, Green World Media is an independent publishing company based in Edgware, London, UK. The company launched its first title, *Nigerian Watch*, in March 2012.