

●● The Acclaim Group Inc. & Swain Inc.

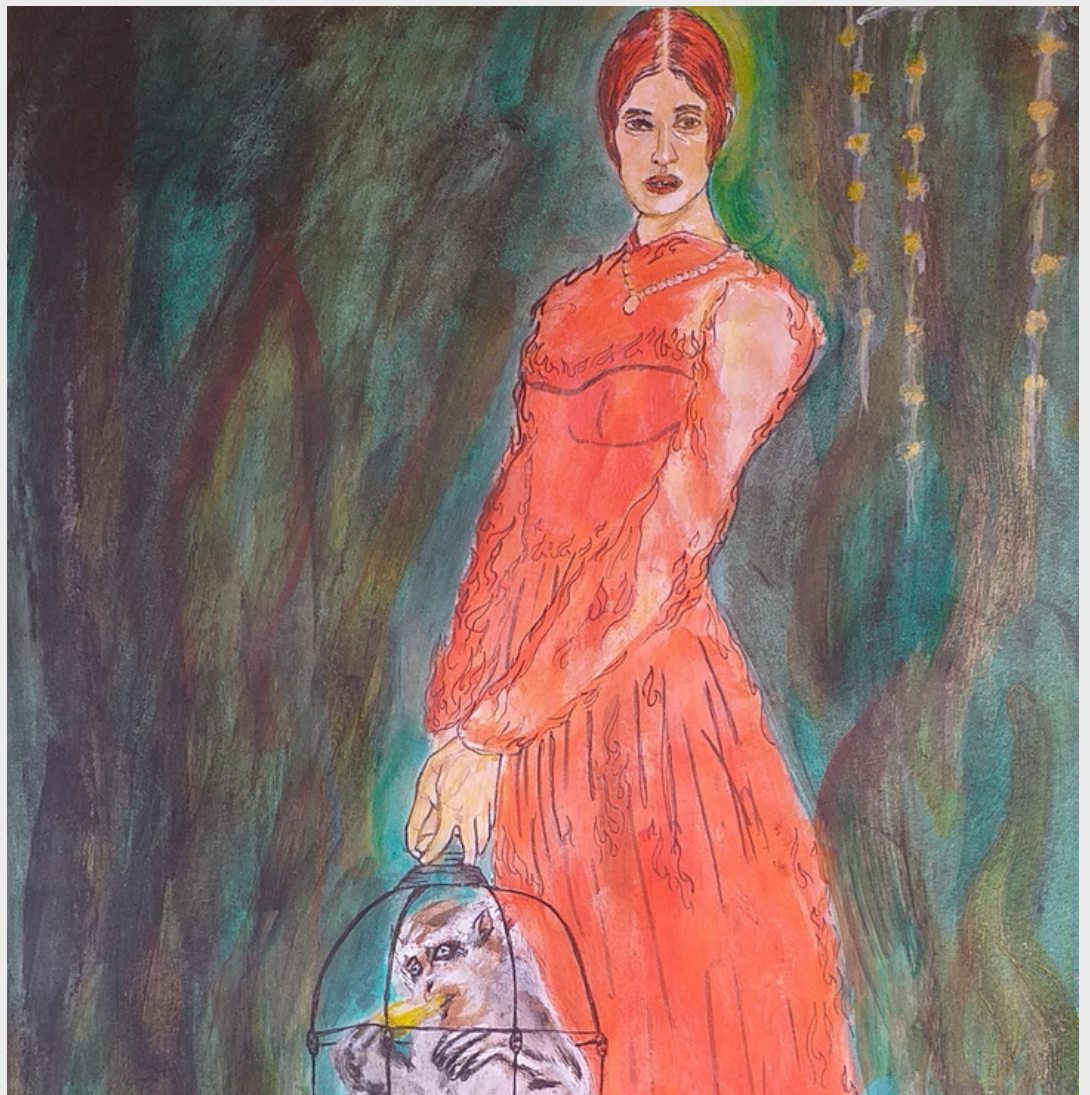
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The Guyana Annual Literature and Art Magazine

2021 - 2022 Editon

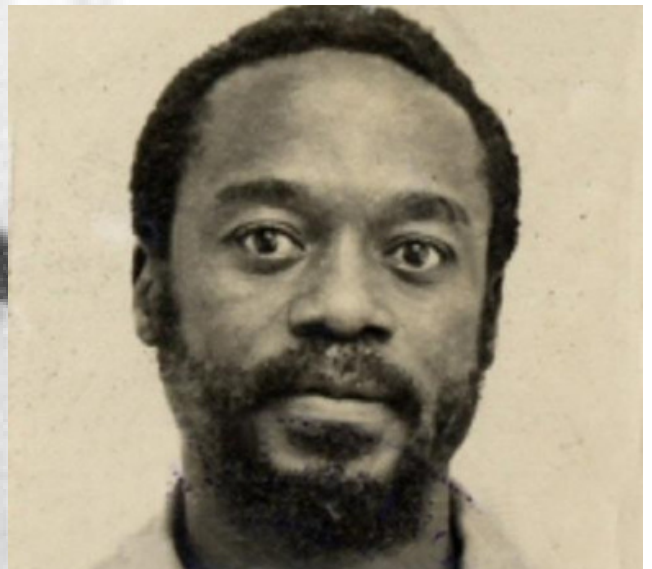
May 2022



Boysie & Boya by Ewart Forrester©

The Guyana Annual

Lit & Art Mag



"In my view, the folklore of a people is at the root of their being, and to cast it aside is to set oneself adrift culturally –an act which one performs at one's peril."



Follow us @theguyanaannual

-Wordsworth Mc Andrew

"Forging of a Guyanese People"

MISSION & VISION

The great AJ Seymour, wrote in the first Kyk-Over-AI about the aims of a Guyanese literary magazine in 1945:



We Are Watching by RobertoTeekah©

...an instrument to help forge a Guianese people, and to make them conscious of their intellectual and spiritual possibilities. There's so much we can do as a people if we can get together more,[1]

The Guyana Annual, 30 years its senior, continues to share this aim. Our mission is the promotion of Guyanese art and literature which we believe contributes to and builds culture and forges identity. We are dedicated to developing quality creative writing and art and are committed to the establishment of the local creative industry.

Our vision is to further promote the importance of culture to development, through an annual national literature and arts festival. This will be a Guyanese Prize for Literature reimagined, which will be extended to include Art, workshops and a festival like BOCAS Lit Fest in Trinidad.

This year the magazine will celebrate the cultural icon, Vic Insanally.

ORGANIZATION AND MANAGEMENT

Patron

Dr Tulsi Dyal Singh

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Vic Insanally

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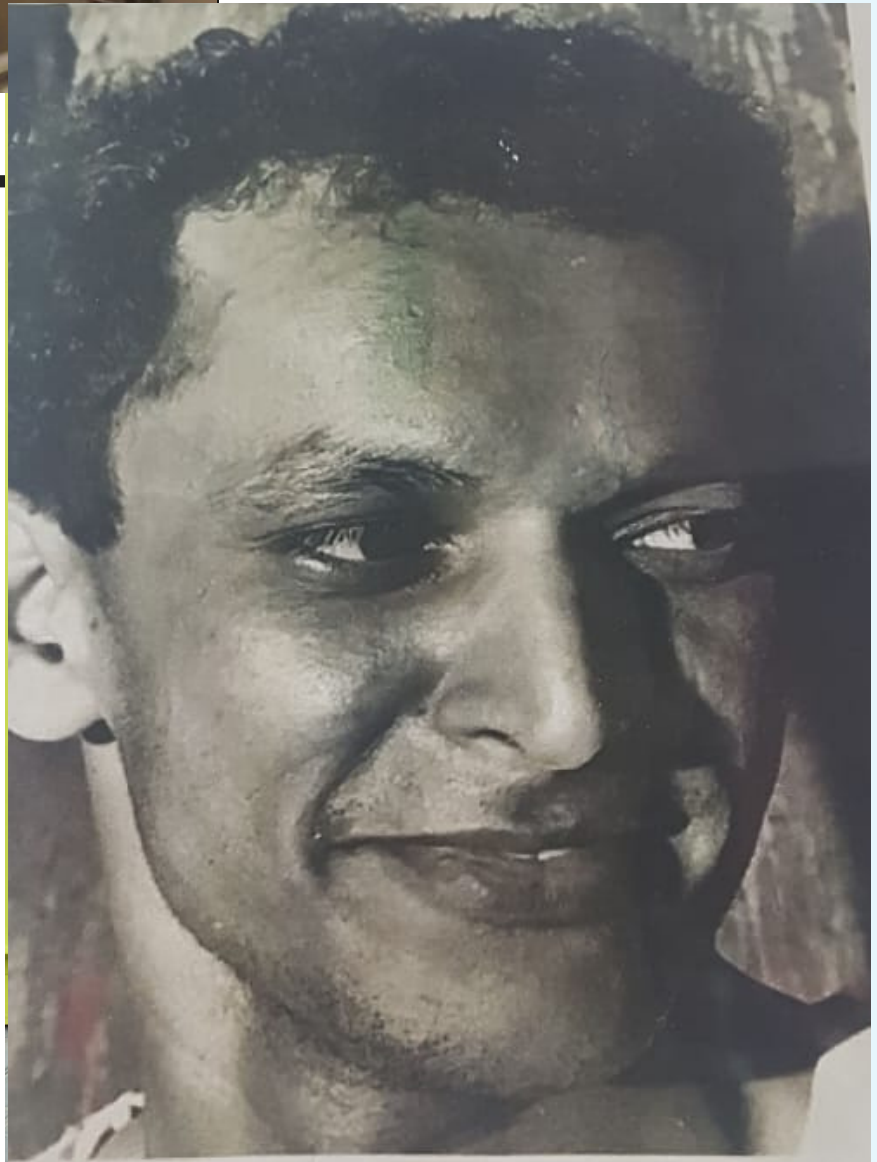


Vic Insanally

One year in radio was all it took to establish Vic Insanally as Guyana's golden voice.

Vic Insanally is a cultural giant. He has been instrumental in promoting and preserving Guyanese culture over the years engineering the development of a creative industry here.

Ranging from investments in Mashramani to nurturing countless creatives that are now household names, it is an honour to finally present flowers to the man instrumental in resurrecting and sustaining The Guyana Annual for almost 25 years.



Follow us @theguyanaannual



From 1958 'The Chronicle Christmas Annual'

Masters of Re-invention

Having lived through colonisation, two world wars, the fight for independence, decolonisation, the post-colonial awakening and now globalisation, the Guyana Annual, is a master of re-invention. Thanks to our patron, Dr Tulsi Dyal Singh, and the Ministry of Culture Youth and Sport's Cultural and Creative Industries Inc. Grant in 2022, we, like all Guyanese, are consummate survivors. Embracing the digital awakening and changing our print specs – we have endured in a country that devours magazines for breakfast. Don't allow us to be devoured. We invite you to join the revolution.

“...the ultimate purpose of a literary magazine will always be to herald change, to forecast what new turn its culture and the society it represents is about to take. It will do this by sometimes allowing prejudice and temporary obsessions to be aired [and] by being permissive to radical innovations.”

–Rajat Neogy, a Ugandan of Indian Bengali ancestry, & founding editor of Transition – a Ugandan/Ghanaian international magazine about race & culture.

This year, the annual will have 8 competitions.

Each year, the magazine has a theme, 2020's theme was "Folklore".

This year's theme is "Technology".

In our editorial experience, this encourages creativity and ties the magazine together cohesively.

An external panel of experts, judges each competition and rewards 3 prizes per category and once the quality has exceeded expectations, honourable mentions as necessary. Categories are separated by age.

Our Short Stories for Children Competition, Drama and Cartoon Competitions have been retired and a new junior Photography category introduced..

Fiction

Open Short Story

Junior Short Story

Poetry

Open Poetry

Junior Poetry

Photography

Open Prize for Photography

Junior Prize for Photography

Art

Open Visual Art

Junior Visual Art

The Guyana Annual Lit & Art Magazine

The Guyana Annual Magazine will be produced in print and digital formats. Intended distribution includes Austin Bookstore, Giftland, Coffee Shops, the Airport and Guyanese Diaspora. Digital and printed formats will be published on Amazon.

The Guyana Annual Website, Blog and Socials

The Guyana Annual Website acts as a literature and art hub for Guyana by consistently publishing articles and engaging pieces from local writers and artists. The website also acts as a landing page for businesses and other interested persons to contact local talent. The website and social media platforms shares art and literature opportunities such as fellowships and competitions.

Our social media platforms create regular and engaging cultural content and intend to build enough followers to generate revenue from advertising.

The Guyana Annual Podcast & Audio Book

To take advantage of new multimedia platforms and to reach a wider audience we intend to create a radio programme/podcast where literary pieces are performed and produced by local Guyanese actors and professionals and then ultimately compiled as an audiobook.

The Guyana Annual Workshops

In our commitment to developing quality creative writing and art, The Guyana Annual plans to host workshops that we believe will contribute to the creation of a local creative industry. These can be done in collaboration with the local creative community, private sector and other institutions like the University of Guyana and the Ministry of Culture, Youth and Sport.

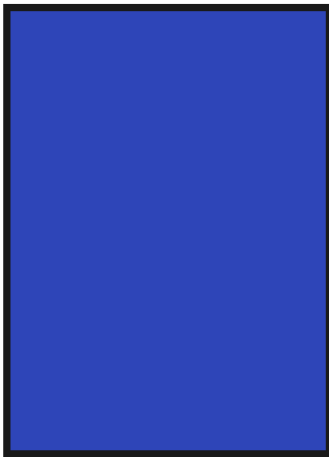
Guyana Literary and Art Festival

As previously mentioned, our future plans include organizing a local literary and art festival to promote and celebrate existing and emerging talent.

Ad Rates & Specs

* Includes Free Placement of Ads in Digital Version

Advertising Options

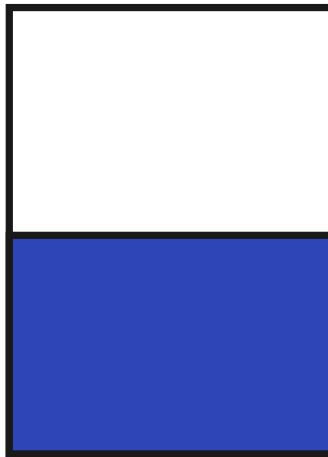


Full Page

\$80,000+VAT [grayscale only]

\$100,000+VAT [full colour]

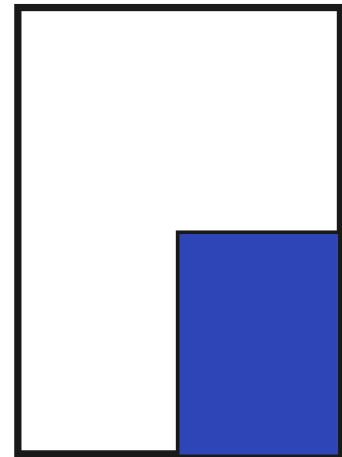
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1/2 Page [grayscale only]

\$50,000+VAT

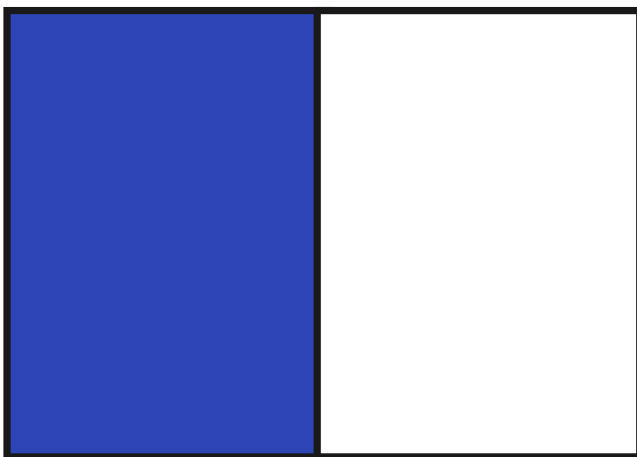
7.5 x 9.25 inches



1/4 Page [grayscale only]

\$35,000+VAT

7.5 x 9.25 inches



Premium Full Page [full colour, glossy board]

\$125,000+VAT -Inside Front Cover

\$125,000+VAT -Inside Back Cover

\$150,000+VAT -Back Cover [exterior]

7.5 x 9.25 inches

Less than 1/4 Page [grayscale only]

\$20,000+VAT

Strip, Logo etc.

Printing and File Specifications

*All logos must be in png format and at least 300ppi.

If artwork is provided, JPEG/PNG files should be at least 300 ppi.

All ads must be grayscale except for full-colour ads.

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Undeniably, culture and creativity have been the cement that binds together not only hearts and souls, but entire societies and nations.

The Conversation, 2016

Choorile Jumbie – Joshua Jomo Macey©



The arts make up much of the identity of a culture, and culture is key to development. (Clammer, 2018) The Guyana Annual Magazine wishes to build the legacy of those before us.

As more foreigners enter our land seeking opportunities, we must control our narrative and use the arts to unite us as a people before it's too late. President Ali recognises this with his 'One Guyana Vision'. Our stories are important and we have many to tell. Help us give Guyanese creatives a platform.