

## Overview

**Project:** [Nina](#) is the title of a women's economic empowerment magazine (WEE)  
**Publisher:** [Private Sector Development Centre](#), Iraq  
**Presenters:** Madeleine White (Project Lead), Khalid Mahdi Chair PSDC  
**Country:** Iraq and globally, as it is focused on women in Iraq and the diaspora  
**Help requested:** Advertising, Advocacy, Bulk Distribution, Sponsorship, Funding

### The Publishers

The Private Sector Development Centre (PSDC) in Iraq is a locally registered civil society organization (NGO) with a mission to promote an inclusive and competitive Iraqi private sector through trust building, public-private dialogue, advocacy for economic reform and market-orientated activities with a key focus on WEE. As a lobbying organization it has instigated labour market reforms, as a partnership organization it supports the UN Global Compact in Iraq from a position on the consultants commission. Other strategic partnerships include:

- [The World Bank Group](#) (WBG)
- [Swedish International Development Agency](#) (SIDA)
- [United States Agency for International Development](#) (USAID)
- [Center for International Private Enterprise](#) (CIPE)
- [The United Nations](#) (UN)
- [The International Labor Organization](#) (ILO)

### The Project

*Nina (the Spirit of Enterprise, the Heart of Iraq)*, a magazine for and by Iraqi women and the men that matter to them, will be published at the end of April / beginning of May 2014, with accompanying launch events in the UK, Iraq and Sweden.

This magazine, published initially in English and Arabic, and distributed throughout Iraq and via the internet, will contain 64 pages of content (32 Arabic/32 English) that focuses on creating WEE by sharing experiences, strength and hope in print and online. This magazine will target the special needs and interests of working women, reaching women executives and managers, as well as female entrepreneurs and thought leaders. There will be an aspirational focus, showcasing opportunity and ideas with an aim to incentivize Iraqi women in country to participate more fully in the labour market as entrepreneurs or employees. The magazine is age inclusive - however, it is expected that the main market will be aged between 22 to 55.

An estimated launch readership of 50,000 across the web and in print will harness the desire of in-country and diaspora Iraqis to connect and support each other, creating a meeting point for tradition, innovation and ideas. Initially the magazine will be quarterly, with longer term project aims including added pages, bi-monthly publication and Kurdish language translation.

This is a magazine about co-creation – it must be real and relevant with a concentrated focus on authentic material creating women's economic empowerment by sharing experiences, needs and success stories. Even though it is focused on women's economic empowerment, it will be inclusive, with a focus on how women and men can work together to promote empowerment and growth.

- **Cover price @ \$2.50**
- **Bulk subscriptions** are priced at **\$1.50** per magazine.
- By purchasing web access to the portal and magazine, **a diaspora subscription ensures the distribution of one magazine in country**, essentially subscriptions will fund in-country NGO and community centre distribution.
- **20,000 magazines** will be **distributed** via newsstand and bulk distribution.

### Readership

**20,000 magazines in print + 5000 web participation purchases = 25,000**

Readership is estimated x 2 of distribution: Therefore total expected readership for the first issue is 50,000

NB: We estimate the total possible market to be around 13 million (diaspora and in country Iraqis— so at 1% penetration 130,000 is achievable within the first year cycle).

## Commercial Model

**The World Bank Group is partly funding the first issue. Ongoing sustainability will depend on solidifying the commercial proposition through advertising, sponsorship and bulk purchasing in country and via the diaspora.**

- Total Funding Required for launch issue (including website design and build) - \$90,000, annual cost \$222,000 ; ongoing issue cost \$55,500,
- *Total Revenue potential \$94,500 per issue (annually \$378, 000)*

(Revenue is generated by (16) available advertising pages and editorial and magazine sponsorship opportunities and the 15,000 magazines available for bulk purchasing for \$1.5 per issue. Break even stands at around 60%)

## Stakeholders

This statement of support by Inez Murray, in her capacity as CEO for the Global Banking Alliance for Women is representative of other approaches we have made also. The Alliance represents 32 banks and 5 non-banks in 135 countries.

“The value of the women’s market is being recognised as game changing in the global banking market. By providing a meeting and communications hub in an opportunity-rich environment such as Iraq, we believe this magazine and the related events will allow our member banks, to share practical experiences and innovations they have implemented to support women’s economic empowerment in their countries. Previous experience has shown us that a combination of knowledge share and practical support, working with local financial institutions, can facilitate growth. We are therefore delighted to offer our support for this pioneering project.”

Other key stakeholder approaches made:

efe ( Education for Employment), Women for Women International, Chamber Trade Sweden and the Middle East Association for support. Political support from Iraq, Kurdistan and the UK has been warmly met and is being finalized.

## Your Help

- **Distribution:** Bulk buying of the magazines for workforces or even a customer base will be intrinsic to contributing to the success of this project. We also want to hear from you if you have links to an NGO, or community centers in country.
- **Editorial:** This magazine depends on contributions from Iraqi women and the men that matter to them. We are looking for personal experiences around life and business successes from different industries and perspectives as well as knowledge share.
- **Expertise:** You may wish to join political, media and expert figures we have approached as part of the editorial advisory board.
- **Sustainability:** This magazine will depend upon philanthropy, corporate social responsibility funding and bulk purchase of the magazine to hand out to staff and employees.

*Equations for you to consider: \$7500 = 5000 magazines distributed in country; \$15,000 = functioning web-portal*

## Contact details:

If you think you can help by supporting us commercially, philanthropically or via advocacy as a member of the Editorial board please contact us for further details:

**Madeleine White, Sector Specialist and Project Lead**  
**Khalid Mahdi, PSDC Chair,**  
**Stephen Rimmer, Senior Private Sector Development Specialist**

[madeleinefwhite@hotmail.com](mailto:madeleinefwhite@hotmail.com); + 44 (0) 7904835 188  
[khalid.mahdi@psdc-iraq.org](mailto:khalid.mahdi@psdc-iraq.org); +(964) 7809176712  
[srimmer@worldbank.org](mailto:srimmer@worldbank.org) , +1 202 473 9816