

OBAASEMA – The Modern African Woman’s Choice for Substantive Content

The ultimate magazine worth reading

PHILADELPHIA, July 18, 2009 -- This June Obaasema.com celebrated its third year as a trusted, engaging and fun online magazine for African women. Over the past three years readers have grown to connect and identify with the distinctiveness of Obaasema as a publication that not only seeks to provide valuable information to the African community, but also one that uplifts the African woman through constructive channels.

In a recent promotional video, Editor-in-Chief of the publication, Linda Asare Annan, passionately reiterated: “Our mission is to use inspiring articles to motivate the modern African woman to aspire for the most meaningful things in life.” And what did she mean by meaningful? Ms. Annan elaborates: “Well, meaningful as in having a strong sense of purpose and also pursuing things that are lasting and of substance.”

Evidently, this African women’s magazine demonstrates that. Most of the tones of its articles prompt readers to emulate the steps of successful or influential Africans. Others hover around empowering readers to take control of their lives and contribute positively not only to their environment but to the continent of Africa.

Ms. Annan goes on to define the “Obaasema woman” in detail: “She’s inquiring; she’s intelligent, she’s sophisticated, she’s trendy, she’s cheerful and very passionate about life.”

Clearly so. Everything about this magazine is positive and empowering. From original, real life, objective, journalistic reporting on issues pertinent to the continent to motivational and spiritual articles for African women, Obaasema delivers to the audience it serves.

One notable characteristic of Obaasema magazine is its diverse set of staff writers. From journalists, creative writers, medical professionals, food and bio scientists to beauty, fashion and home design experts, articles featured in the publication can be trusted to be delivered from authorities of the field under discussion.

Since its June 2006 online launch, Obaasema has garnered a wide range of readers from Africa, Europe, Asia, America, North and South America and Oceania and it continues to grow exponentially. Visit <http://www.obaasema.com> for the Obaasema experience.

ABOUT OBAASEMA MAGAZINE Obaasema magazine, a subsidiary of Obaasema, Inc., is a publication for African women based in Philadelphia, PA, dedicated to celebrating, empowering and inspiring the African woman through constructive channels. It provides exclusive, objective, independent, unbiased, real-life reporting in generous measure on all of its pages.

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