



THE BAGUSNG

...Africa's foremost literary hub



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The Bagus NG is a vibrant literary platform that has been passionately dedicated to promoting and elevating African literature since its founding on March 1, 2016. Curated by Ijeoma Ucheibe, the platform's core mission is to bring awareness and much-needed recognition to the impactful work of authors from across the continent.

More than just a publisher of content, The Bagus NG is a comprehensive literary ecosystem offering a full suite of services tailored to the African literary community. A distinctive part of the platform's advocacy for accessible literature is its Pidgin Reviews Podcast. Available on YouTube and Spotify, this series reviews books in Nigerian Pidgin, with expanded language offerings in Hausa and Igbo. We are deeply involved in the community, actively participating in and reporting on literary events including book readings.



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The Bagus NG: Africa's Foremost Literary Hub

[LEARN MORE](#)



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THE BAGUS NG Bringing Awareness To African Literature

The Bagus NG Pidgin Reviews Podcast



The Bagus NG Pidgin Reviews



Testimonials

"Working with The Bagus NG was a rewarding experience on my Author Journey as I got wide exposure to my literary works through the virtual book tours and PR services. The Bagus NG also organized and managed the book launch event of my fourth book and Third Poetry collection "Dead Cats Don't Meow - Don't waste the ninth life" which was a very successful launch event. I have no qualms in recommending The Bagus NG to other Authors.

TOLU A AKINYEMI
Dead Lions Don't Roar

"It was awesome working with The Bagus on our inaugural Grill and Read Readers' Award 2017."

ABIGAIL ANABA
CEO Grill and Read Initiative, Nigeria





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Our Services

Book Marketing Services

Ghostwriting Services

Author Branding
& PR Services

Virtual Book Tours

Book Marketing Services

Editorial Services

Manuscript Evaluation



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Virtual Book Tours

Our Packages



Bronze Package

₦400,000
/14 Days



Silver Package

₦750,000
1 Month

Gold Package

₦1,000,000
2 Months

Platinum Package

₦1,750,000
3 Months

THE BAGUS NG

Passionately Dedicated To
Promoting African Literature



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SERVICES RATE CARD

2026 EDITION

We showcase excellent books — and we mean it.

At The Bagus NG, customer service is at the heart of everything we do. We work individually with every author before recommending a package because no two books, and no two journeys, are the same.

✓ ACCEPTED BOOKS

- Books from traditional publishers
- Professionally edited self-published books
- Professionally edited books from small presses
- Fiction & non-fiction
- Children's, middle-grade, young adult & adult
- Print formats

✗ NOT ACCEPTED

- Unedited self-published manuscripts
- Books without professional editorial history
- Content that conflicts with our editorial values

AUTHOR SERVICES

MANUSCRIPT EVALUATION

STARTING FROM
₦75,000

ITEM	RATE
Sample Evaluation First 3 chapters / up to 10,000 words	From ₦50,000.00k
Standard Up to 50,000 words · 5 – 7page report	From ₦100,000.00k
Extended 50,000–100,000 words · 8–12 page report	₦150,000.00k

CONSULTATION SERVICES

TIER	SCOPE / INCLUDES	RATE
Single Session Writing, publishing or career direction	<i>60 minutes</i>	From ₦75,000.00k
Deep Dive Manuscript strategy or publishing plan	<i>90 minutes</i>	From ₦100,000.00k
Monthly Retainer 4 sessions + email support	<i>Ongoing</i>	From ₦250,000.00k/month

EDITORIAL SERVICES

PER 1,000 WORDS
₦50,000

TIER	SCOPE / INCLUDES	RATE
Developmental Editing Structure, plot, character, voice, arc	<i>Full manuscript</i>	Per 1000 words – From ₦50,000.00k

THE BAGUS NG – SERVICES RATE CARD

All prices in Nigerian Naira (₦) exclusive of VAT where applicable · Rates subject to revision



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Line Editing Sentence-level clarity, flow, style	<i>Full manuscript</i>	Per 1000 words – From ₦50,000.00k
Copy Editing Grammar, consistency, punctuation	<i>Full manuscript</i>	Per 1000 words – From ₦50,000.00k
Proofreading Final pass, typos, formatting errors	<i>Full manuscript</i>	Per 1000 words – From ₦50,000.00k
Full Package Dev edit + copy edit + proof	<i>50k words</i>	₦750,000.00k – ₦1,200,000
BOOK MARKETING SERVICES		STARTING FROM ₦150,000
TIER	SCOPE / INCLUDES	RATE
Launch Essentials New release, single title	<i>Press release · 4 posts · email blast · influencer feature</i>	₦250,000.00k
Full Launch Campaign Pre-launch + launch + post-launch	<i>PR + social strategy + ARC + media kit + 2 reviews</i>	From ₦450,000.00k
Monthly Visibility Ongoing promotion	<i>4 posts + newsletter mention + community engagement</i>	From ₦250,000.00k/month
AUTHOR BRANDING & PR SERVICES		STARTING FROM ₦200,000
TIER	SCOPE / INCLUDES	RATE
Brand Identity Package Author brand strategy + visual direction	<i>Brand brief · bio · tone guide · photo direction</i>	From ₦300,000.00k
Media & Press Placement Features, interviews, profiles	<i>Pitching to online & print media, podcast, event bookings</i>	From ₦500,000.00k
Social Presence Build	<i>Bio · content calendar · 8 posts/month · management</i>	₦250,000.00k/month
Full PR Retainer Brand + media + social (3-month minimum)	<i>All of the above, coordinated and managed</i>	₦750,000.00k/month
GHOSTWRITING SERVICE		PER PROJECT ₦600,000+
TIER	SCOPE / INCLUDES	RATE
Short-Form / Chapters Articles, essays, individual chapters	<i>1,000 – 10,000 words</i>	From ₦500,000.00k
Novella / Short Book Fiction, self-help, children's	<i>20,000–40,000 words</i>	From ₦1,000,000.00k

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Full-Length Book Memoir, novel, business book	50,000–80,000 words	₦1,500,000 – ₦3,500,000
Premium / High-Profile Celebrity memoir, complex nonfiction	80,000+ words	From ₦5,000,000+ · Enquire
BOOK TOUR PACKAGES		
BRONZE 14 Days From ₦400,000	<ul style="list-style-type: none"> → 14-day tour across 3 blogs – author interview + book review at each stop → Custom-made tour banner → 14-day social media blast on 2 platforms 	
SILVER 1 Month From ₦750,000	<ul style="list-style-type: none"> → 1-month tour across 7 blogs – author interview + book review at each stop → Custom-made tour banner → 1-month social media blast on 2 platforms → Media kit – author bio, optional photo, book cover, teaser, social & buy links 	
GOLD 2 Months From ₦1,000,000	<ul style="list-style-type: none"> → 2-month tour across 10 blogs – author interview + book review at each stop → Custom-made tour banner → 2-month social media blast on 2 platforms → Personalised tour page on The Bagus NG website → Media kit – author bio, optional photo, book trailer (provided by author), social & buy links → 1 BookTube review → 1 Radio book review show → 1 Newspaper review → 1 Book club meetup 	
PLATINUM 3 Months From ₦1,500,000	<ul style="list-style-type: none"> → 3-month tour across 15 blogs — author interview + book review at each stop → Custom-made tour banners (multiple) → 3-month social media blast on 2 platforms → Personalised tour page on The Bagus NG website → Full media kit – author bio, optional photo, book trailer produced by The Bagus NG, book cover, teaser, social & buy links → 2 book reviews – one posted on The Bagus NG website → 2 book review shows (1 radio + 1 TV appearance) → 2 Newspaper reviews 	
MEDIA & PROMOTION SERVICES		
Book Review on The Bagus NG Website ₦40,000 A professionally written review crafted by one of our expert reviewers, published on our website and shared across all our social media handles for maximum visibility. Includes: Website Feature · Social Shares		
Book Review in National Newspapers ₦150,000 A detailed review published in national newspapers (online) supported by promotional materials for maximum credibility and reach.		

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Includes: National Press · Online · Promotional Materials

Social Media Marketing

₦20,000 per post · ₦60,000 for our creative post

Reach our community delivering over 5,000 impressions weekly. Submit your own post at the standard rate or let our team craft a high-impact creative post tailored to your book and audience.

Includes: 5,000+ Weekly Impressions · Per Post

Book Purchase Link in Our Bio

₦10,000/week ·

Your book is featured in our Instagram bio with an exclusive purchase link on our website putting your title in front of every visitor, every day, for the duration of your placement.

Includes: Instagram Bio · Website Listing · Weekly or Monthly

Pidgin Book Review — Instagram · YouTube · Podcast

Enquire for pricing

A rich review delivered in Nigerian Pidgin connecting your work with a broader readership. Distributed across Instagram, YouTube and our Podcast in online formats. Promotional materials provided jointly by the author and The Bagus NG.

Includes: Instagram · YouTube · Podcast · Pidgin · Online & Offline

The Bagus NG
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Contact Us



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