

Daily Monitor

TRUTH EVERYDAY

MARKET

The media explosion in Uganda over the past decade has seen over forty newspapers emerge but the Daily Monitor has maintained its leadership position as the leading independent and most influential newspaper in Uganda. The Daily Monitor is published by Monitor Publications Ltd (MPL), a subsidiary of the Nation Media Group, NMG, which is the largest media house in East and Central Africa. MPL's other media Platforms include the 93.3 KFM radio, the Monitor Business Directory (hard copy and online) as well as Monitor Digital.

In order to provide easy access for its readers The Daily Monitor is distributed through a network of agents, vendors and supermarkets across the country. The Daily Monitor is circulated from the Ugandan Capital, Kampala. The publication of the newspaper is in English for the convenience of most people in the country and those who visit or interested in information from Uganda. Daily Monitor's circulation is outstanding among the higher income, more educated sections of the community.

The Daily Monitor brand provides a wide range of news covering current affairs, national and international news, politics, sports, arts and culture, entertainment, business and finance, news features, health and children's content. According to the 2010 UAMPS report, the brand boasts a readership totaling 1,778,241 and its future plans aim to attain at least a 50 percent market share of total newspaper circulation in Uganda.

ACHIEVEMENTS:

- The Daily Monitor successfully petitioned and challenged the law on false news in the constitutional court in 2004
- The brand is a member of the Audit Bureau of Circulations (ABC), an independent body that verifies newspaper sales figures in order to protect advertisers from false information and circulation figures.
- The newspaper successfully challenged the law on sedition in The Constitutional Court which found, in a landmark ruling, that the crime of sedition was considered to be unconstitutional and therefore struck it off the law books in a judgment that was delivered on 25th August 2010
- The Daily Monitor is Uganda's only newspaper with an e-paper version, a replica of the hard copy that is available on the internet

In 2007, the Daily Monitor launched its Newspapers in Education (NiE) programme, the first in East Africa, which was inspired by

similar projects initiated by the European, North American and Latin American members of the World Association of Newspapers. NiE seeks to supplement Ugandan primary school education by using newspapers as a learning tool in the classroom. The objective is to enhance the reading culture of the children; upgrade their literacy and numeracy skills; and improve on their general knowledge, consumer awareness, civic consciousness and essential life success skills. Daily Monitor NiE has so far served over 2000 primary schools.

The Monitor became the first newspaper in Uganda to computerise its newsroom and to inaugurate a web presence in addition to being the first newspaper in Uganda's history to own a radio station: then the Monitor FM radio.

HISTORY

The brand started life in 1992 as a weekly newspaper and went daily in 1996. The Monitor was started by a group of six journalists from very humble beginnings. Following the dictates of the market, the Daily Monitor began colour printing in 1997 and in 2000 the Nation Media Group acquired a majority stake in the publisher of the Daily Monitor: Monitor Publications Ltd.

The main challenge facing the brand was the low level of advertising that characterised a relatively young industry but it has overcome this to register double digit growth in revenues over the past years.

Nation Media Group is now cross-listed on the Uganda Securities Exchange. The Nairobi-based Nation Media Group, owners of the prominent Kenyan daily the Daily Nation, owns a majority share in



Monitor Publications Ltd, with the remainder held by individual local shareholders.

THE PRODUCT

The brand carries three product lines: The Daily Monitor, Saturday Monitor and Sunday Monitor, all published by Monitor Publications Ltd (MPL). The Daily Monitor is a renowned source of news and information in Uganda. Its trusted, award-winning local coverage has resulted in increased market circulation and readership.

The Daily Monitor is highly quoted and has earned more respect than any other newspaper in Uganda. The brand prides itself on also giving a voice to those without influence.

The web version of the Daily Monitor, www.monitor.co.ug, is the most visited Ugandan website with over a million visitors a month (Google analytics 2011).

The Monitor brings out news on different fields categorised under Frontpage, Letters, Features, Sports, News, Regional special etc. The Saturday edition also carries a popular magazine, Full Woman on top of news and sports features while the Sunday edition carries the family magazine Sunday life with Rainbow magazine for children.

The Monitor in Uganda is therefore a mixture of news, entertainment and information on various subjects. The newspaper blends different aspects of life and provides news and information while at the same time reflects the culture, society and the entertainment of Ugandans. The Monitor brand is one of the most important and sophisticated

newspapers of Uganda and upholds the spirit of development of the country.

RECENT DEVELOPMENTS

In order to remain competitive MPL has invested in a new state of the art printing press and has thus enhanced its colour and printing capacity. This new press delivers a full colour high quality newspaper to the market at a speed which allows for the latest news with the earliest arrivals to the readers.

The Monitor Advertising Centre at Crown House, Plot 4, Kampala Road is open to cater for all advertising needs and the paper has extended its news reportage with the opening of a Bureau in Fortportal, a town in Western Uganda.

PROMOTION

The Daily Monitor engages with its target market both offline and online. The brand has rolled out new, highly visible innovations and advertises with its own and other leading media channels.

The brand has been distinctive in its innovations running unique promotions like 'Match for Cash', Monitor 'Fantasy Football' for the Premier league enthusiasts, Top 100 Medium sized companies survey in partnership with KPMG as well as its well-known social investment project, The Monitor Bus which mentors the brightest minds in Uganda to grow and achieve their dreams.

BRAND VALUES

The Daily Monitor is committed to the highest journalism standards, customer satisfaction and

promises its readers 'Truth Every Day'.

In the pursuit for professional excellence the brand holds the values of truth, independence, precision and integrity as sacrosanct and relies on teamwork and creativity to report on current events in the interests of their customers.

THINGS YOU DIDN'T KNOW ABOUT DAILY MONITOR

- The Daily Monitor is Uganda's leading independent daily and its most influential newspaper
- The brand website www.monitor.co.ug is Uganda's most read online newspaper (Google analytics 2011)
- It is Uganda's only newspaper with an e-paper version that is a replica of the hard copy showing all adverts
- The paper reaches 1,778,241 people. (Source, UAMPS, 2010)
- It is the most read paper by the high income earners and therefore the most influential in business and purchase decisions
- It's a fun read! (Guess you knew this already?)