

# DAILY NATION

THE TRUTH

## THE MARKET

Newspaper penetration in Kenya is still growing as towns expand and people turn to living on the fringes of cities. Rapid industrialization has increased the demand for the Nation Newspapers. The recruitment of new distribution partners and systems is something in which the brand is continually engaged in.

The Nation Newspapers Division Houses four brands: The Daily Nation, the largest circulating newspaper in East and Central Africa, targeting a wide range of audiences across most socio-economic classes. Taifa Leo is the largest Swahili Newspaper on the continent, The East African - a regional newspaper that addresses politics, general news and business affecting the East African community and Business Daily targeted at the Business Community, speaks to both corporate and enterprise audience.

Of all the titles published by the Nation Media Group in Kenya, research establishes that The Daily Nation enjoys an 80 percent market share in the country. As at the close of 2010 The Nation Media Group had an annual turnover in excess of 9.6 billion Ksh.

The Daily Nation aims to grow and defend their majority market share and adapt to changing technology and the busy professional lifestyles of a large portion of their readers.

## ACHIEVEMENTS

A brand as prestigious as The Daily Nation is no stranger to awards and accolades, one of which was winning of the COYA award in 2010 and, the same year, the title of CEO of the Year went to Linus Gitahi.

- \* The Daily Nation is the only ABC certified newspaper in Kenya (Audit Bureau of Circulation) and it has also achieved ISO 9001 status
- \* The Daily Nation was also the first publishing brand to go regional with relevant brands with the Monitor in Uganda and Mwanachi in Tanzania
- \* The Daily Nation has also ran one of the single largest Kenyan consumer campaign- Utahama lini - a Win a house competition where it rewards its loyal readers with the opportunity to win one of six homes located on the fringes of the City. The prizes

INSIDE > 10 simple secrets to increase your wealth  
To some, they can be a handful but for this couple, their children are 'enough'. MONEY SECTION

# DAILY NATION

Nairobi | Wednesday, July 23, 2009 \*\*\* Ksh35/00 (Tsh800/00; US\$ 1,500/00) No. 16136 www.nation.com.ke

ON OTHER PAGES  
RENOVATION  
**MAJOR FACELIFT FOR KASARANI STADIUM**  
Govt committed to fulfill its share in this project to fulfill its share in its program. SPORT, P. 58

ADVERTISING

JUSTICE MATTERS  
**TRITON DEAL COSTS KPC SH4.6 BILLION**  
Security forces silence the opposition as Britain expects diplomats in rooming to fulfill its share in. BUSINESS, P. 26

FILM AWARDS

**'INGLOURIOUS BASTARDS' ON TOP**  
Ming Bora holds the Junior Tashwondo Championships committed to fulfill its share in. WORLD, P. 35

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CONSTITUTION | All references to community land also stricken

## MPs rule out 'Yes-Yes' vote

Water Services regulatory board chief executive officer Engineer Robert Gakuba addressing participants during the launch of the "water governance study" in Nairobi on 22nd June 2009.

House team aims for one draft as negotiations move to most divisive parts of the proposed constitution

BY CASPAH MWANGI  
cmwangi@kenyanationmedia.com

For economic recovery, the unfortunate that the power rationing has to be effected at this time when the economy is still weak. Businesses might have to invest in alternative power sources," said KAM secretary general, Betty Hionomina. However, she said the government's move to continue uninterrupted power supply to the industries should be commended even as it seeks solutions to the power crisis.

Those expected to be hit especially hard are the small and medium enterprises. The blackouts could not have come at a bad time, with some still struggling to pull out of the negative effects of the 2008 election crisis while still grappling with the slow-down from the global financial crisis.

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ONE YEAR ON

## Has he been good to Africa?

BY CASPAH MWANGI  
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The Kenya Association of Manufacturers, while acknowledging attempts to keep industries running, said the rationing was another hurdle for economic recovery. "It is unfortunate that the power rationing has to be effected at this time when the economy is still weak. Businesses might have to invest in alternative power sources," said KAM chief executive officer, Betty Hionomina. However, she said the government's move to continue uninterrupted power supply to the industries should be commended even as it seeks solutions to the power crisis.

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Introducing eAfrica, Kenya's first truly international free TV station! eAfrica brings the best of international drama, soaps, reality, movies, sports and cartoons, right into your living room!

e africa

RELATIONSHIPS  
P. 6 > Why looking for that perfect partner may be your greatest undoing

MONDAY FOOTBALL  
INSIDE > Rising child obesity rates raises health concerns

FREE WITH YOUR DAILY NATION

# DN2

Daily Kenya Living  
Monday, January 11, 2010

## This man Njenga

After years of colourful public service, this man has turned his back on worldly servings and embraced a new gospel. Is this his true calling?

PAGE 2&3

valued at 30 million, can be won through collecting coupons from the Monday to Friday newspapers and assembling them to make a complete picture of a house in the Saturday newspaper which is then submitted as a complete entry for the draw

## HISTORY

The young Aga Khan, who set up a whole range of NGO's for humanitarian goals during his lifetime, used the newspaper to create an African nationalist public opinion and end colonialism. In 1960 he launched English language editions of the Taifa Leo: the Daily Nation and Sunday Nation. When Kenyan independence was announced on December 12th, 1963, the Daily Nation's headline was: "Kenya Free".

The newspapers division later evolved into the Nation Media Group, a corporation which also owns, NTV (Nation TV, a television station), Easy FM, Qfm (a radio station), the weekly newspaper The East African, the daily paper-Business Daily, the Nation Marketing and Publishing Division that lists popular titles like True love, Time, the economist and Newsweek.

The Newspapers division of the Nation Media group alone has over 500 full time employees and an annual turnover of 9.6 billion Ksh

The Nation Media Group is quoted on the Nairobi Stock Exchange. The Aga Khan Fund for Economic Development, an agency of the AKDN, still owns the majority of the shares of the Nation Media Group.

Daily circulation is currently above 270,000 copies and as copies are often read by as many as ten or fifteen people, the actual readership is in excess of three million readers. The Daily Nation also maintains an excellent website at two million hits a day, which publishes many articles from the newspaper.

The forerunner of the Daily Nation - the Swahili newspaper Taifa - was founded in 1959 by Michael Curtis and Charles Hayes, newspapermen in London and Nairobi, respectively.

## THE PRODUCT

The Daily Nation delivers comprehensive unbiased reporting on news and topical issues that affect the lives of people in Kenya. The aim of The Daily Nation is to

**Utahama Lini!**

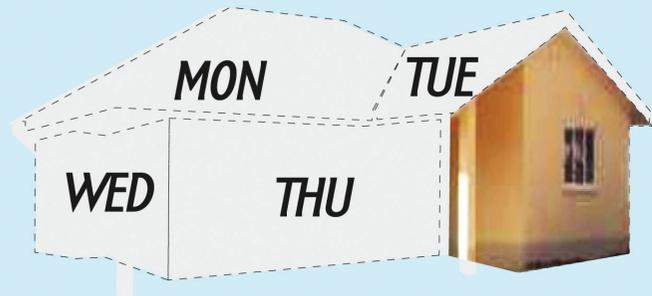
Win your dream house every week with the Nation

**DAILY NATION**

MONDAY + TUESDAY + WEDNESDAY + THURSDAY + FRIDAY =

## Get all the pieces and win your own dream home!

This piece of the house appears in every Friday issue of the Daily Nation. Cut it out and add it to the other pieces you will find from Monday to Thursday in the Daily Nation. Stick the pieces onto the entry form found in the Saturday Nation and you could be one of the 6 lucky winners who will get their very own dream home.



Don't miss out! Buy the Nation every day to get all the other pieces of the house.

**DAILY NATION**

Please note, if you miss one day this week you can get the same piece of the house next week. Promotion ends on 28th May, 2011. Employees of Nation Media Group and Scangroup are ineligible to enter.

inform, educate and entertain its readers. The key point of purchase for most of The Daily Nation's audience is their local newspaper vendor who is an important part of their value chain.

The Daily Nation brand is divided into four main categories - Daily Nation published Monday to Thursday, Friday Nation, Saturday Nation and Sunday Nation.

A number of sub brands exist under the Daily Nation banner - DN2 - the newest addition which has given the paper more human interest scope in terms of news, Smart Company, Money, Living and Zuqka.

In the weekend papers there are also a number of sub brands - Sat Mag, Sunday Lifestyle, Buzz and Young Nation. These sub brands are targeted at specific markets - DN2, Living, Sat Mag and Lifestyle target non traditional newspaper readers such as women and youth who are looking for news they can use to improve their lives.

Buzz is targeted at teenagers, campus students and Young Nation is aimed at children between the ages of seven and fourteen.

### RECENT DEVELOPMENTS

The Daily Nation underwent a major design change, in July 2010, to reflect the trend of the market in response to the thirst for new information and style of delivery. This change has translated to successful growth for the business.

Strong opportunity lies in growing the e- paper an online replica of the hard copy newspaper, which already has a 30,000 strong daily subscriber base, a convenient and clever product that delivers you favourite newspaper

to your inbox every morning. The Utahama Lini Campaign in May 2011 was another successful campaign.

### PROMOTION

The Daily Nation promotes itself through the judicious use of all the mainstream media including television and radio and the internet. It also promotes itself through the use of reader competitions and campaigns in the paper.

Some popular campaigns that have had overwhelming response in past years include - Ponyoka na Pickup in 2005 and Fyatuka na Shares in 2008.

The Daily Nation's special promotional events are built around key pillars such as sports - they are currently running Fantasy Football where they have readers entering imaginary teams based on the English Premier League and act as managers in the buying and selling of players. The Daily Nation Fantasy Football promotion has 5,565 managers playing currently.

No modern brand can afford not to have a strong presence on social media and The Daily nation is no exception with its presence on Facebook boasting 144,000 friends and Twitter followers of The Daily Nation currently number some 9,000.

### BRAND VALUES

Readers of The Daily Nation like to be the first to know all the latest news and the brand ensures that the truth is well told, strengthening the credibility of its news that is relevant to Kenya and Africa

as a whole.

The Daily Nation provides readers with in depth analysis offering expert analysis on issues and highly trained editorial and design teams monitor the content of the paper and check every story for accuracy.

The brand logo, which has a globe focusing on Africa, shows a light coming from one corner which illuminates the rest of Africa. This shows clear brand leadership in the way the product is structured and how it is delivered.

The blue and white colours used in the logo represent sincerity and simplicity.

### THINGS YOU DIDN'T KNOW ABOUT THE DAILY NATION

- The Daily Nation is the only ABC certified newspaper in Kenya (Audit Bureau of Circulation) and it has also achieved ISO 9001 status
- To be a member of the Audit bureau of circulation you require demonstrate honesty and fairness in declaration of circulation numbers and audience reach
- The young Aga Khan, who set up a whole range of NGO's for humanitarian goals during his lifetime, used the newspaper to create an African nationalist public opinion and end colonialism