



New Vision

UGANDA'S LEADING DAILY

MARKET

Vision Group, incorporated as the New Vision Printing & Publishing Company Limited (NVPPCL), started business in March, 1986. It is a multimedia business housing newspaper, magazines, internet publishing, television, radio broadcasting, commercial printing, advertising and distribution services. NVPPCL is listed on the Uganda Stock Exchange, with a turnover of over UGX 78 billion (FY 2012/2013).

The New Vision enjoys 64% of the newspaper readership market on a weekly basis* (2012 Ipsos Synovate UAMPS). In terms of advertising revenue, New Vision enjoys a market share of an average 65%.

The highest circulation figure for the New Vision has been 64,671 copies on March 2, 2007. The New Vision is a member of the Audit Bureau of Circulation (ABC) South Africa and has an average daily circulation of 34,791 (Q1 2013).

ACHIEVEMENTS

The New Vision has won several accolades over the years from a number of respected



organisations, both local and international. New Vision's greatest achievement is the respect and continued patronage of its readers.

Some Awards won through the years

April 1988: Vision receives Dawda Award. House

of Dawda, manufacturers of Britania consumer and household products have honoured The New Vision for publicity made for their products popular within a short time.

November 2004: New Vision won an award for the best print media for reporting on water issues.

September 2011: New Vision newspaper won the print media category in the 2010 USAID-STAR Tourism Award competition.

September 2011: New Vision won the print category of the 2011 National Science Week, the National Science Journalists Award.

December 2011: Vision Group topped the media category in the prestigious CIO 100 East Africa Annual Awards in Nairobi, Kenya.

December 2011: Uganda Bureau of Standards (UBOS) award for best media house on economic statistics.

August 2012: New Vision scooped the media accolade for media excellence in the region

by the Private Sector Foundation Uganda (PSFU).

August 2012: Vision Group was recognised for its tremendous contribution towards

increasing aspects of change in the agriculture and poverty reduction in Uganda. The Farm power@50 Media awards organised by the East and Southern Africa Small Scale Farmers Forum (ESAFF) and the Food Rights Alliance (FRA) were awarded to New Vision, Bukedde TV and Bukedde Radio.

June 2013: New Vision won a recognition award from the National Environment Management Authority (NEMA) for its exemplary contribution to environment management.

HISTORY

1986 – Launched The New

Vision.

1988 – New Vision turned daily; Monday to Friday.

1989 – Launched Orumuri.

1989 – Launched Saturday Vision.

1990 – Launched Etop.

1993 – Launched Rupiny.

1993 – Launched the Sunday Vision.

1993 – First pullout Vision Weekend - leisure and entertainment magazine in Friday Vision.

1994 – Launched Bukedde Newspaper.

1998 – New Vision re-designed.

1999 – Launched New Vision's on-line website.

2000 – Launched Bukedde ku Ssande.

2002 – Commercial Printing and Circulation started, new office block erected.

2003 – Launched City Beat Magazine.

2004 – Launched Premiership Magazine.

2004 – Launched Bride & Groom Magazine.

2004 – Initial Public Offer of shareholding to the public.

2004 – Commissioned new printing press and new office building.

2007 – Launched Vision Voice Radio.

2008 – Launched Flair Magazine.

2008 – Rights Issue held.

2008 – Acquired Radio West.

2008 – Launched Bukedde FM.

2009 – Launched Bukedde TV.

Launched Etop Radio and Radio Rupiny.

2010 – Launched TV West.

Launched mobile SMS services – 8338.

2010 – Launched New Factory.

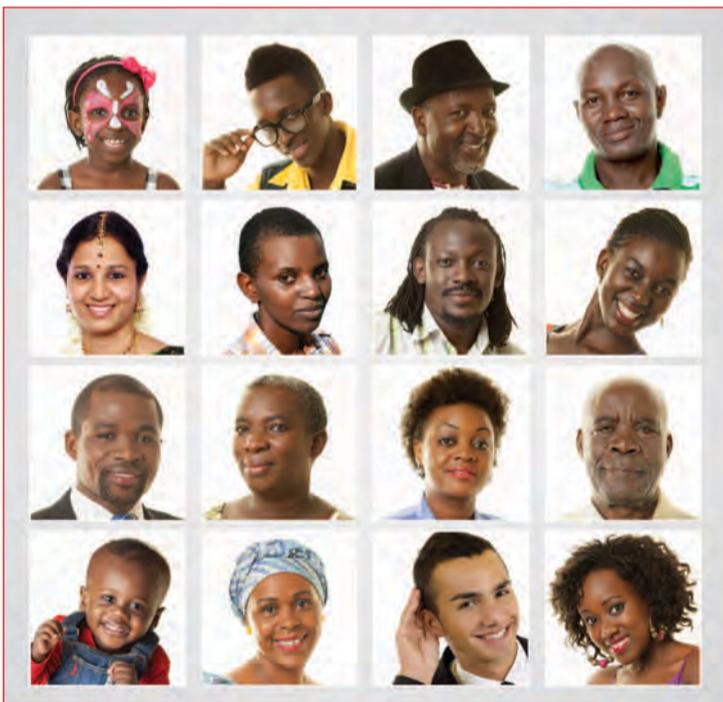
2011 – Celebrated 25 years.

2011 – Rebranded Vision Voice to XFM.

2011 – Introduced Urban TV.

2011 – Launched The Kampala Sun.

2012 – Acquired Arua One.



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PRODUCT

THE NEW VISION, the leading English daily newspaper in Uganda with weekend editions duly named SATURDAY VISION and SUNDAY VISION. Even though the parent company NVPPCL is owned partly by the Government, the New Vision offers independent news, views and opinions and this has been a key factor behind its continued success.

The New Vision is one of select newspapers around the world that has a female Editor-in-Chief, Barbara Kaija.

The New Vision maiden issue appeared on the market on 19th March 1986. It was an eight-page paper weekly published on Wednesdays.

The paper became a bi-weekly on 24th June 1986 and was published on Tuesdays and Fridays.

It became a tri-weekly on October 26 1987 and was published on Mondays, Wednesdays and Fridays, and on March 21, 1988, expanded to being published Monday through Friday.

The Saturday Vision was introduced on April 15 1989, and Sunday Vision four years later, on March 19, 1993.

The New Vision is published in English and is a people's newspaper, targeting a cross-section of the populace with its different sections. The newspaper has various sections with a strong emphasis on enhanced reader value. The added value products include:-

Mwalimu(Education), Job Mart, Tenders, Her Vision, Health and Beauty, Harvest Money (Farming), Toto Magazine(Children), Business Vision and Blitz (Entertainment).

Saturday Vision's reader value comes from Swagg (Teens pull-out), Intimate (Relationship and Gender Issues) and Goal (enhanced sports coverage).

Sunday Vision comes with two magazines:



Sunday Extra and The Pearl Guide, the latter offering an expose on tourism around the country.

The strength of the newspaper lies in continuing innovation and creativity. The paper was the 1st to launch a stand-alone local language newspaper in Runyankole-Rukiga on October 6, 1989.

The weekly, Orumuri (The Torch) is still the leading paper in Western Uganda today, outselling all newspapers when it hits the streets every Monday.

The success of Orumuri was followed by the launch of another regional newspaper, Etop, in Ateso language was launched on July 20, 1990. This newspaper targets readers in Eastern Uganda.

Rupiny, a Luo newspaper, was launched becoming the third local language paper on October 6, 1993. It caters for 7ve districts of Nebbi, Apac, Kitgum, Gulu, Lira and Kaberamaido sub-district, which have since expanded to include new districts.

Other products that have grown off the New Vision include a set of high end glossy magazines that are published quarterly: Flair for Her, Bride and Groom and City Beat.

PROMOTION

The brand uses Vision Group's vast media network to promote itself, using the six radio stations and four Television stations to keep readers updated on daily content. The brand also uses billboards around the country to enhance its big brand status.

The New Vision takes its responsibility as a corporate citizen very seriously and runs several editorial projects each year to highlight various social issues. Such projects include the Women Achievers Award, Teachers Making A Difference and Ugandans Making a Difference. Every Saturday, the paper publishes photographs and stories of children who have been abandoned, or are lost, with a bid to reunite them with their families. The newspaper also supports education in Uganda and publishes advanced career/study guides and conducts direct school education through the "Newspapers in Education" programme in partnership with Non-Governmental Organisations and corporate companies.

BRAND VALUES

Vision Group's values are:-

- Honesty
- Courage
- Innovation
- Fairness
- Excellence
- Zero tolerance to corruption.
- Social responsibility.

VISION GROUP'S VISION: To be a globally respected African media powerhouse that advances society

VISION GROUP'S MISSION: To be a market-focused, performance-driven organisation, managed on global standards of operational and financial efficiency

The New Vision would like to be known as the people's paper providing information that is relevant for everyday needs.

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Fresh Look • Bigger Stories • Nationwide News • Great Reading

Things you didn't know about New Vision

New Vision have a female Editor-in-Chief, Mrs Barbara Kaija.

Fourteen editors of the New Vision are women.

New Vision is owned partly by government but offers independent news, views and opinions.

Every Saturday, the paper publishes photographs and stories of children who have been abandoned, who are lost etc with a bid to reunite them with their families.

