

MARKET

The Guardian newspaper is a flagship of The Guardian Ltd (TGL), a company widely acclaimed as "The Home of Great Newspapers".

The Guardian is part of the IPP Group of Companies, which happens to be one of the leading private sector print and electronic media conglomerates in Tanzania.

The Guardian is Tanzania's most influential newspaper according to IPSOS Synovate. Every day, The Guardian outstanding team of journalists, photographers and artists produce a vibrant, authoritative and energetic newspaper that sets the agenda for their over 350,000 daily readers every day of the week.

The Guardian Newspaper is most respected for its objectivity and balanced news. TGL publishes two dailies: The Guardian (English) and Nipashe (Swahili), in addition to these they also publish The Guardian on Sunday (English) and Nipashe Jumapili (Swahili) once a week.

The brand's English publications target corporate customers while Swahili publications target the general public and cater for all age groups. All these publications carry a rich mix of news, features, analysis, photos, politics, economics, education, sports, entertainment and other issues of interest to the public.

The publications serve all segments of the community targeting both top and bottom ends of the market by taking into account the different needs of each segment.

The market share for the publications are:-

- The Guardian 65%
- Nipashe 50%

ACHIEVEMENTS

Since its inception in 1995, The Guardian has achieved several milestones among others awards for HIV/AIDS news competitions; awards in pioneering agriculture development news after it has championed Kilimo Kwanza supplement; several journalists since inception of Excellence in Journalism Award in Tanzania (EJAT) in 2009 have scooped awards; on the list is 2017 award by its reporters who scooped top science journalism award on the international front in a

competition organised by the Open Forum on Agricultural Biotechnology (OFAB). They have also been awarded Superbrand East Africa for five consecutive years, since 2011/2012.

HISTORY

The Guardian Limited is under the chairmanship of Dr. Reginald Mengi, an entrepreneur and philanthropist with a long rich history of conspicuous presence in media, soft drink manufacturing, mining and other sectors. Since its operations in 1995, The Guardian Ltd has achieved a wide presence throughout Tanzania through its regional offices manned by well trained Regional representatives. These are strategically positioned to facilitate distribution to remote areas in Arusha, Dodoma, Iringa, Moshi, Morogoro, Mwanza, Mbeya, Tanga and Zanzibar. This development was made possible by the optimisation of business opportunities and by creating and implementing new ideas that take into account the needs of the people in the country's economic and social development.

PRODUCT

These comprise a string of different newspapers in Swahili and English with The Guardian and Nipashe operating as national newspapers and a high standard website www.ippmedia.com with millions of hits in a month, hence providing the most efficient and cost effective traditional and digital vehicle for advertising.

The Guardian Ltd. has its own printing unit that ensures prompt and excellent quality production of its publications. These printing services are also available to other interested publishing houses.

Tanzania	Vietnam
Population: 57,265,348 (2018)	Population: 95,721,379 (2018)
GDP: \$51.47 billion (2017)	GDP: \$236.4 billion (2017)
Exports: \$15.38 billion (2016)	Exports: \$15.38 billion (2016)
Imports: \$15.38 billion (2016)	Imports: \$15.38 billion (2016)

The brand works hard to publish the most sought after newspapers in Tanzania and to encourage the collection and dissemination of reliable and trustworthy news.

RECENT DEVELOPMENTS

IPP Media is also a wide content provider for the publishing of news on the Internet via its website, www.ippmedia.com, it presents credible, high quality and easily accessible information about Tanzania to the world. The success of website is largely due to the high standards maintained since its launch. With millions of hits a month, it is the most accessed Tanzania-based site on the web.

The Guardian Ltd rebranded its English Publication to add value to its content by including pullouts.

The Guardian paper now has four well composed pullouts in a week:

TUESDAY- SMART MONEY, brings you more premium local content plus Harvard Business Review

THURSDAY- THE BANKER, an exclusive magazine that focuses on the insight on banking and financial sector in Tanzania and across the region

FRIDAY- PROPERTY WATCH, credible news, analyses and commentaries on Real Estate and Property Market

SATURDAY- G- LIVING, an insight on health, lifestyle and entertainment news.

PROMOTION

The Guardian Limited Channels its promotion through its sister media companies ITV, Radio One, Capital Radio, EATV and Radio, Capital TV and Radio.

BRAND VALUES

The brand is proud of its unreservedly respected, ethical corporate practice and always strives to abide with all laws and regulations and to



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bookings@guardian.co.tz

operate transparently, fairly and accountably.

With respect to the reporting of news, its publications seek to deliver current, reliable news in a quality format that gives its readers good value for money

The brand promises that the publications:-

- Are always ahead of others
- Have a clear and reader-friendly layout
- Provide good coverage of the major points of news
- Give in-depth editorial content to unravel the deeper issues

Realising the importance of CSR to communities, both in the area in which it operates and nationally, the company has continuously invested in education and training, health, environmental management and protection, assistance to people with disability and the creation of youth employment.

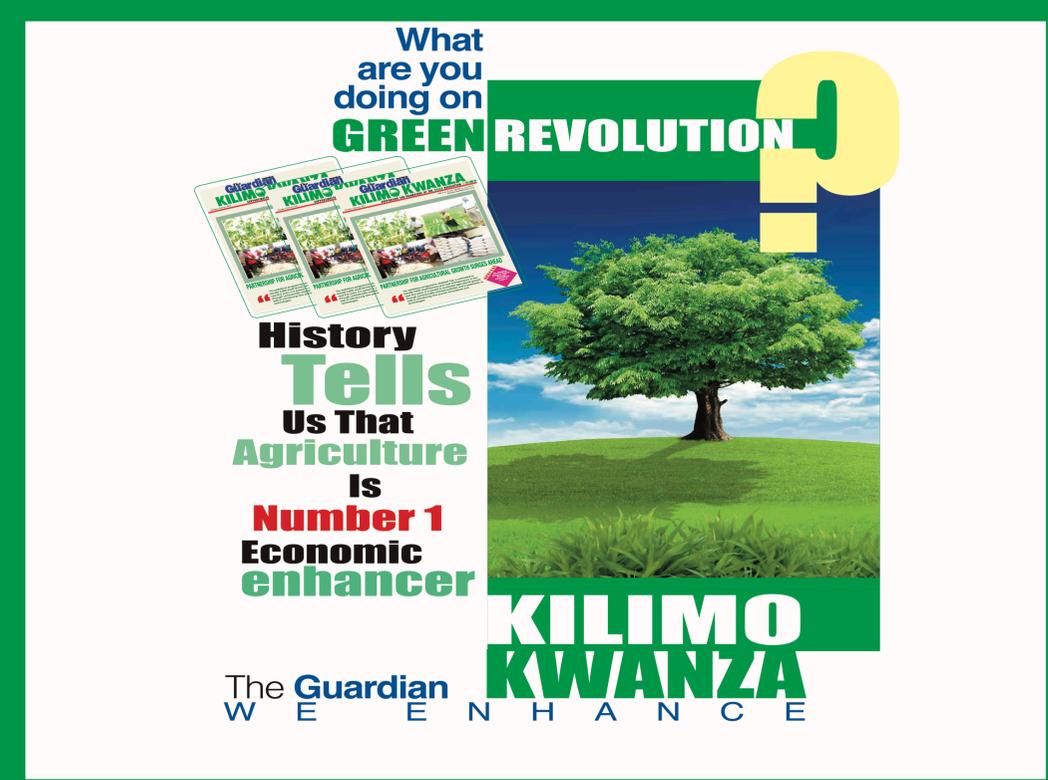
These involvements have developed local and national economic conditions which contribute to poverty alleviation and enhanced health security, as well as enhancing the purchasing power of communities.

The company has always confidently faced competition and met various challenges because it pays attention to its most valuable asset: its employees. They are respected and made to feel they are indeed part and parcel of the company.

The IPP motto states: "The human mind is our fundamental resource. Our business is composed not of land or buildings, not even of the capital invested, but of the caliber of our people. The result is a group of people who work a little better every day in products, services and ideas".

The company acknowledges that it owes its success to its employees, regulatory authorities and larger society, which comprises all their customers, suppliers and all those contribute in one way or another to the enhancement of their reputation and brands.

www.guardian.co.tz
www.ippmedia.com



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KILIMO KWANZA

The Guardian
W E N H A N C E

Things you didn't know about The Guardian

- The Guardian has a larger readership than any other English newspaper in Tanzania.
- The Guardian has a wide range of reasonable advertising rates to suit all its customers.
- The Guardian is 100% Tanzanian owned.
- The Guardian published its 1st edition on 11th January 1995.
- The Guardian, for over 22 years, has commanded the majority share in readership, subscription, general circulation, as well as advertising among English papers
- The Guardian hires 99% of its employees locally.