Mwananchi Communications Limited

Corporate Product Profile
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Mwananchi Communications Ltd is a subsidiary of Nation Media Group. It is the leading print media company in Tanzania that has print as well as on-line platforms which attracts a regular readership quite unequalled in Tanzania. It was established in May 1999 as the Media Communication Limited and transformed to the Advertising & Public relation agency in year 2001 and was acquired by Nation Media Group in the year 2002.

Since 2002, MCL has been the “first with credible news” for all Tanzanians of all walks of life. The Company over the years has endeavored to educate, inform and entertain using different media platforms in order to enrich the lives of people and empower them to provide positive change in the society.

About Us

Vision
To be a Leading Multi-media company in Tanzania

Our mission
To enrich the lives of people and empower them to provide positive change in the society

Our Values
Exceed customers’ expectations and add value to customers’ businesses
Our Values

**Integrity**
Be honestly, openness and sincerity

**Individual Initiative**
Take pro-active steps to drive performance

**Customer Value**
Exceed customers’ expectations and add value to customers’ businesses

**Teamwork**
Work with & support colleagues to raise overall performance

**People Development**
Realize employee potential through training & development

**Mutual Trust & Respect**
Treat each other with respect and dignity, and earn trust

**Commitment**
Be accountable and responsible

**Corporate Social Responsibility and Citizenship**
We are committed to bring positive changes in our society by leadership for social good.

**Editorial Independence**
We cherish and uphold editorial independence in our business
Our coverage

Northern Zone
Arusha
Moshi
Tanga
Mwanza

Lake Zone
Mwanza - Kagera
Mara
Kilimanjaro
Shinyanga
Gulu

Central Zone
Morogoro
Dodoma
Singida

Greater Dar - Coastal
Dar es Salaam
Zanzibar
Coastal Region - Pezini, Bagamoyo, Chake Chake
Lindi
Mikwana

Southern Zone
Iringa
Mbeya
Ruvuma - Songea
Ruaha - Sumbawanga
Kahari

MCL has the largest reach of newspaper, country wide coverage in Tanzania

Through Newspapers we deliver a literate and informed audience who are opinion leader, early adopters and “heavy” consumers of different brands and services. Our print also delivers a mass market audience ranging from the young and upwardly mobile to the lower/middle class who are mainstay of the Tanzanian economy.

Our Digital Platforms provide you with an urban/peri urban audience and allows you a window into the world, it is the most cost effective way to reach anybody “out there” (both local & international) with an interest in the Tanzanian & East African market.

Today Mwananchi Communications Limited, through one or more of our brands can deliver to advertisers any audience in Tanzania.

By providing a multimedia platform on which to advertise, Our media platforms offer Advertisers & Readers the following:

• An influential, authoritative and credible medium
• Active/participative readers
• Can communicate detail/complex messages
• Excellent production qualities
• Broad reach across target groups
• National coverage to all corners of the country
• Builds coverage quickly-can reach almost all readers in a day
• High pass along readership
• Delivers strong business audience
• Not an incidental audience
• Convergence with our digital brands
Print Market Share

Circulation Market Share

At least 1 Million people consume one or more MCL brand(s) everyday

Advertising Market Share

Mwananchi Communications Limited

Mwananchi 60%

The Citizen 30%

Mwanaspoti 45%

Others (10 registered Swahili newspapers)

Others (6 registered English newspapers)

Others (6 registered Sports newspapers)

Mwananchi 57%

The Citizen 14%

Others (10 registered Swahili newspapers)

Others (6 registered English newspapers)

Mwananchi Communications Limited
OUR PUBLICATIONS

A Swahili Newspaper launched in 2000.

The leading newspaper with the largest audience and highest readership in the country.

Published Monday to Sunday delivering variety of content for readers.

By far the largest circulation newspaper in Tanzania

The publication circulates up to 40,000 copies across Tanzania

8 out of 10 newspaper readers read Mwananchi
Profile

Readers are driven by local/national news, politics, international news, followed by sports and human interest stories.

• Core target is 18 to 60 year olds male who are more comfortable reading in Kiswahili than English.
• They are interested in staying informed mainly on national news.
• They are mainly found in urban settings and less rural setting and are heads of households
• Readers are economically active (mainstay of the economy) and work in formal business and micro enterprises.

Fikiri tofauti

An informative newspaper covering business, political and human interest news
Reach virtually all newspaper readers across the country
Opinion leaders in their perspective communities
Newspaper magazines that targets specific newspaper readers/segments.

Market Share - Swahili Newspapers

Mwananchi Reach = National Reach

60%

40%

Mwananchi
Others (10 registered Swahili newspapers)
Mwananchi Magazines

Special Magazines available in Mwananchi Newspapers from Monday to Sunday that focuses on all different aspects of life targeting all audience of all age levels and segments.

<table>
<thead>
<tr>
<th>Day</th>
<th>Pullout</th>
<th>Topic</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Spoti Mikiki</td>
<td>Football stories &amp; fixtures</td>
<td>18+ years both Male &amp; Female</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Maarifa</td>
<td>Education</td>
<td>6 - 12+ years both Male &amp; Female</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Siasa</td>
<td>Political issues &amp; events</td>
<td>Male 18 - 45+ years</td>
</tr>
<tr>
<td>Thursday</td>
<td>Uchumi</td>
<td>Business &amp; economic matters</td>
<td>20+ years both Male &amp; Female</td>
</tr>
<tr>
<td>Friday</td>
<td>Afya</td>
<td>Health &amp; environment issues</td>
<td>18 - 35+ years both Male &amp; Female</td>
</tr>
<tr>
<td>Saturday</td>
<td>Starehe</td>
<td>Entertainment</td>
<td>Female 18 - 34+ years</td>
</tr>
<tr>
<td>Sunday</td>
<td>Johari</td>
<td>Women, profiles, family &amp; entertainment</td>
<td>18+ years both Male &amp; Female</td>
</tr>
</tbody>
</table>

All the magazines are free with your copy of Mwananchi Magazines.
A sports magazine which covers both local and international football stories, with updates on the very popular English, Spanish, German, Tanzanian as well as the local leagues and regional football fixtures that enables football fans to be alerted and updated on what's happening in football arenas.

It is a platform for sharing among students that provides extensive and follow-up studies in education curriculum where teachers, students, children and parents are our target audience. It provides various lessons on curricula that educates and informs targeted audience.

Focuses on analysis of political environments and events through investigative stories. The magazine is published every Wednesday and it offers opinions of very prominent columnists.

Covers economic environment both local and international business news with in-depth analysis of local trade, investments, stock market, foreign exchange and commodity prices. A great forum for SMEs, Corporates and Government sectors to be informed on economic status of different countries and business environment at large.

It is a weekend entertainment that covers the whole entertainment and weekend lifestyle arena from lifestyle, fashion to music scene. It is a definitive one-stop for all your weekend plans. Topics include local and international music scenes, celebrity gossip, fashion, travel guide, entertainment hot spots and hot careers.

Popular among women focuses on human interest stories, beauty and fashion tips, restaurants, recipe trends, home decor, relationships, self-help and motivation.

Mwananchi Magazines

A sports magazine that primarily covers the areas of public health such as personal health, medicine, technology and innovation, providing readers with guidance on how to live a health life.
• The English newspaper launched in 2004.
• Read by over 20,000 business decision makers and entrepreneurs.
• Published Monday to Sunday delivering variety of content for readers.
• An authoritative newspaper that delivers in-depth business & political news analysis.
• Circulates up to 5,000 copies across Tanzania

Profile

• Core target is (25 – 50) years old male.
• University graduate but aspires for more in life
• Confident and independent high class business man, strong but not popular
• External symbols of success are very important to The Citizen readers, the right car, house, clothes, schools, and holidays.
• A high value target readers that is expensive to find elsewhere.

Discerning reader who has an above average interest in:
• Business/ company news
• Politics
• Property/ Real estates
• Sport - Cars/Motoring/Golfing
• Health & Lifestyle
• Education
• Entertainment

• Early adopters of the latest technology such as mobile phones, home theatre systems, satellite and cable.

Its the content that counts
Market Share - English Newspapers

30%  70%

- The Citizen
- Others (6 registered English newspapers)
Published every Monday, this is a health magazine that primarily covers the areas of public health such as personal health, medicine, technology and innovation, providing readers with guidance on how to live a healthy life.

Published every Tuesday, it is a platform for sharing among students that provides extensive and follow-up studies in education curriculum where teachers, students, children and parents are our target audience. It provides various lessons on curricula that educates and informs targeted audience.

A magazine focusing on providing entertainment news from across Tanzania, it updates a reader on what's happening in the entertainment industry and inform the reader how best to live a healthy but fun life. It is published every Friday with the purpose of informing and entertaining publics.

Published every Wednesday focusing on in-depth analysis of political environments and events through investigative stories and it offers opinions of prominent columnists.

A business magazine that focuses on international business news with in-depth analysis on local trade, investment, stock market, foreign exchange and commodity prices. A great forum for SMEs, Corporates and Government sectors to be informed on economic status of different countries and business environment at large.

A political review magazine published every Wednesday focusing on in-depth analysis of political environments and events through investigative stories and it offers opinions of prominent columnists.

The Beat

A family magazine that focuses on issues affecting the modern-day family. Areas covered by the pull out include relationships within the family set-up; childhood; good parenting; family law; food and nutrition and health. It is published every Sunday.

A women magazine published every Saturday, it focuses on human interest stories, beauty and fashion tips, restaurants, recipes fitness, home décor, relationships, self-help and motivation. This are the pace setters, aggressive career women.

The Citizen Magazines

Special Magazines available in Citizen Newspapers from Monday to Sunday that focuses on all different aspects of life targeting all audience of all age levels and segments.

<table>
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<th>Topic</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Your Health</td>
<td>Health &amp; Environment</td>
<td>18+ years both Male &amp; Female</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Success</td>
<td>Education</td>
<td>6 - 12+ years both Male &amp; Female</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Political Platform</td>
<td>Political issues &amp; events</td>
<td>Male 18 - 45+ years</td>
</tr>
<tr>
<td>Thursday</td>
<td>Business</td>
<td>Business &amp; economic matters</td>
<td>25+ years both Male &amp; Female</td>
</tr>
<tr>
<td>Friday</td>
<td>The Beat</td>
<td>Health &amp; environment issues</td>
<td>18 - 35+ years both Male &amp; Female</td>
</tr>
<tr>
<td>Saturday</td>
<td>Woman</td>
<td>Entertainment</td>
<td>Female 18 - 34+ years</td>
</tr>
<tr>
<td>Sunday</td>
<td>Sound Living</td>
<td>Profiles, family &amp; entertainment</td>
<td>18+ years both Male &amp; Female</td>
</tr>
</tbody>
</table>

All the magazines are free with your copy of The Citizen.
A sports and entertainment paper that is regarded by readers as the most favourite paper reaching in excess of 750,000 people countrywide.

Published Monday to Sunday, 5 editions per week delivering variety of content for readers.

Curved a niche for itself most notably in the coverage of football news.

Lighter editorial style and presentation compared to sister publications.

Circulates between 50,000 – 70,000 copies across Tanzania.

Profile

• Core target is (18 – 40) years old male, College educated and employed or self employed.
• Knowledgeable & well informed about sports, they are loyal and support their team no matter how times are tough, they are passionate about sports and do crazy stunts for their teams and very resilient – don’t go down without a fight.
• Interested in social issues – entertainment (Music, parties, movies and fashion).
• Are social and outgoing, in the life stage with intense peer pressure (Sense of belonging).
• Money is scare and they are always hustling to balance clothes, airtime, new phones, music and school fees among others
• They enter promotions and participate in talk shows.
• Go to sports events.
• Listen to music on iPod, MOBILE PHONES AND targeting publics across all social economic groups newspaper in Tanzania.

Pata utamu wa michezo
Subcription Contract

Name/Organization: 

Po Box: 

Tel: 

Contact person: 

Tel/Mob: 

Email: 

City: 

Physical Address: 

Supply Schedule

<table>
<thead>
<tr>
<th>No</th>
<th>Publication</th>
<th>No of copies</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Citizen</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Sunday Citizen</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mwananchi</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Mwananchi Jumapili</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mwanaspoti</td>
<td>500</td>
<td></td>
</tr>
</tbody>
</table>

Note: This agreed supply schedule may be revised accordingly upon mutual agreement.

Delivery
Newspapers will be delivered between 00:00 am to 6:00 am from the date of agreement, ………day of ……………… at ……………..Offices, ……………………, Dar es Salaam

Mode of Payments
Payments shall be made in advance according to the subscriber’s choice. 

Ø 3 Months in Advance 
Ø 6 Months in Advance 
Ø 12 Months in Advance

This form will be used as a legal document and delivery will be immediate upon payment. 

Note: This subscription contract is renewable after one year.

Circulation Manager 
Mwananchi Communications Ltd  
Signature: 
Date: 

Finance Manager  
Mwananchi Communications Ltd  
Signature: 
Date: 

Official Title:  
Signature: 
Date: 

Note: This form will be used as a legal document and delivery will be immediate upon payment.

Note: This subscription contract is renewable after one year.
OUR DIGITAL PLATFORMS

The highest clicks in the country!

Advertising Benefits of our Digital Platforms

Mwananchi Communications Limited Digital brands offer advertisers the following communication advantages on our Platforms:

- One on One communication – Direct response and dialogue with audience
- Multi channel communication Platform
- Interactivity
- Niched – Targets Specific Market
- Highly Measurable audiences
- A global market

MCL offers advertising on the following digital brands
E- Publication

E-publication is the exact replica of the print version of the Newspapers and have the same content in terms of editorial and advertising:

Benefits:
• E-Newspaper version available as early 2am daily
• Access to previous publications
• Carry banner next to the e-paper
• Carry a video where a flat advert is on the physical copy on the platform.

• Global e-paper reader trotter in top & middle level management with a need to know what happened back home while on the move.
• The secondary target are Tanzanians in the Diaspora who want Tanzania News, either to look for opportunities to invest back home or just to reconnect with home
• Get access to over 1000+ eyeballs DAILY!

Breaking News Alerts

• A short code service that sends up to the minute updates to subscribers mobile phones in various areas such:
  • Local & International News
  • Sports
  • Entertainment
• This service targets public who are busy, over scheduled, overworked executive/entrepreneur who is in need of news as he is on the go.

Send the word “HABARI” or “NEWS” to 15569 to subscribe

• Each SMS update costs Tsh. 120 for Airtel subscribers and 150 for Vodacom subscribers.
• With active subscribers up to 400,000 and growing, you can tag your advertising message to the updates.

www.epaper.mcl.co.tz

Send the word “HABARI” or “NEWS” to 15569 to subscribe
BREAKING NEWS ALERTS

HOW TO SUBSCRIBE FOR AIRTEL USERS

1. Send the word "HABARI" to code no. 15569
2. Dial *150*60#
3. Select Number 6: "Ofa Kabambe"
4. Then select number 2: "Airtel Burudani"
5. Click number 3 to subscribe

HOW TO SUBSCRIBE FOR VODACOM USERS

1. Send the word "HABARI" to code no. 15569
2. Dial *149*01#
3. Select Number 9: "Shangwe"
4. Then Select number 1: "Shangwe"
5. Then select number 5: "Mwananchi"
6. Click number 1 to subscribe
MCL DIGITAL

Mwananchi Communications Limited is first for breaking news, documentaries, and the best entertainment on-line. Find authoritative Tanzanian news, One on one interviews and analysis here.

Benefits

- Continuous news updates and follow up stories
- Opportunity to advertise through in-streaming videos
- Get the clip via Facebook, YouTube & website.

www.mwananchi.co.tz

- Is the on-line media portal for Mwananchi Newspaper
- The website receives over 50000 hits per day (both local & international) with 25000 unique visitors and 100000 page views daily.
- It is the most trusted site by Tanzanians, both locally (90%) and in the diaspora (10%) looking to read Tanzanian news.
- Primary target 25-45 years old urban male (80%) and female (20%)
- They have university education, work mostly as business/entrepreneurs and reside in urban areas
- People who are constantly on the move get updated on the news from www.mwananchi.co.tz
Is the on-line media portal for THE CITIZEN Newspaper
Offers the most detailed business editorial content in the country
The website receives over 20000 hits per day (both local & international) with over 10000 unique visitors and 30000 page views daily.
It is the most trusted site by Tanzanians both locally (80%) and in the diaspora (20%) looking to read Tanzanian news
Primary target 25 -34 years old male urban male (66%) and female (34%)
They have university education, work in the private sector and reside in urban areas
They have deep passion for business, economics, technology, current affairs, culture and entertainment
People who are constantly on the move get updated on the news from www.thecitizen.co.tz

www.mwanaspoti.co.tz

Is the on-line media portal for MwanaSpoti Newspaper
The website receives over 15,000 per day (both local & international) with 5,000 unique visitors and 30,000 page views daily.
Most popular site attracting sport fans locally (92%) looking to read sports news across the world.
Primary target 25-44 years old male urban male (92%) and female (8%)
They are college educated, employed or self employed, work in the private sector and reside in urban areas.
People who are constantly on the move get updated on the news from www.mwanaspoti.co.tz
Our social media

For instant breaking news alerts and happenings around the world follow us on our social media platforms.

@MwananchiNews  MwananchiNews
@TheCitizenTz  TheCitizenTanzania
@MwanaspotiTz  MwanaSpoti
Mwananchi_official  MCL Digital
All offices and inquiries

HEAD OFFICE
Plot no: 34/35 Mandela Road,
P.O.Box 19754
Dar es Salaam
Tel No: +255- 754- 780- 647
Fax: 022 22 248 75

ADVERTISING DEPARTMENT
Samora Avenue
4th Floor, Harbour View Tower
Dar es Salaam
Tel No: +255- 754- 006- 618
Fax: +221 21 20897
Email: advertising@mwananchi.co.tz

REGIONAL OFFICES
MWANZA
Plot No 448
Mwanza Light Industrial Area
Tel No: +255 754064391

ARUSHA
Plot No:
Kakoleni, Arusha
Tel No: +255 714920140

MOSHI
Plot No:
3rd Floor, Kahawa House
Railway Street/ Mawanz Road
Tel No: +255 714920140

DODOMA
Plot No: 18, Block G
Uhindini Road
Tel No: +255 754654410

IRINGA
Plot No: 10, Block K
Asas Real Estates
Miyomboni, Iranga
Tel No: +255 713502080

MBEYA
Plot No: 12/14
Block E, Mbeya
Tel No: +255 658849775

TANGA
Room No. 407, Wing A
Bandari House
Tel No: +255 658 376 434

ZANZIBAR
Plot No: 36,37,38 & 39
2nd Floor, Wing A
Mpirani
Tel No: +255 717913692

MOROGORO
Plot No: 43.44Q
Duka Street
Tel No: +255 713606992

In print and on-line we set the nation’s agenda!