

# Mwananchi Communications Limited

## Corporate Product Profile



Mwananchi Communications Limited  
A Subsidiary of Nation Media Group



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# About Us

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.

## 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 honesty, 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

## **Editorial Independence**

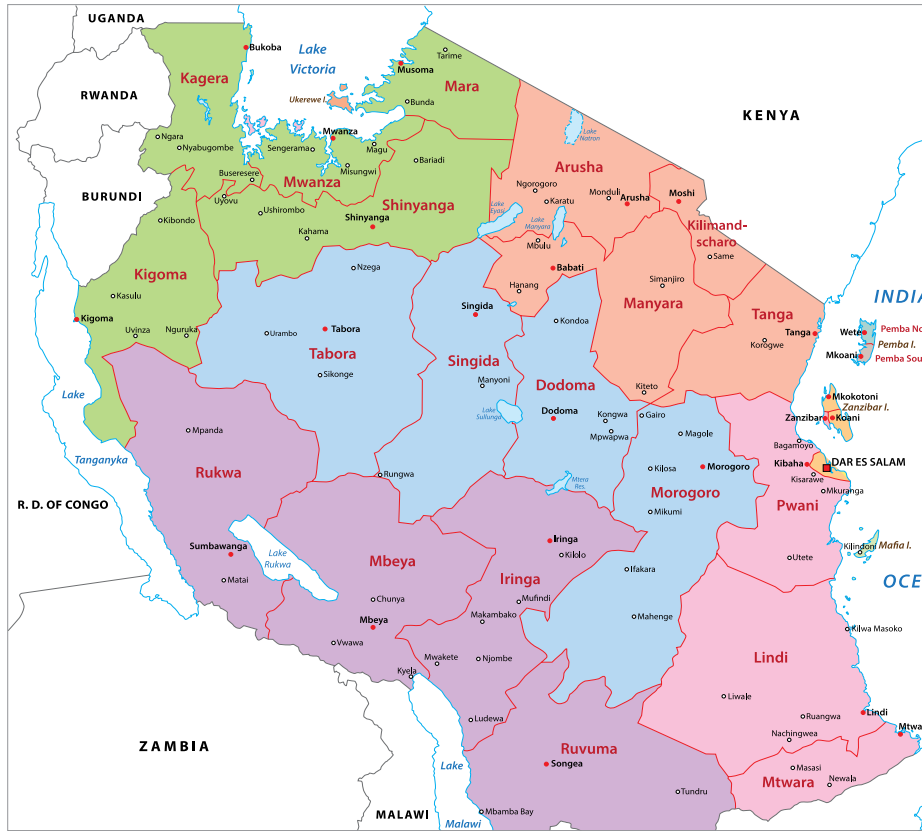
We cherish and uphold editorial independence in our business

## **Corporate Social Responsibility and Citizenship**

We are committed to bring positive changes in our society by leadership for social good.



# Our coverage



### Northern Zone

Arusha  
Moshi  
Tanga  
Manyara

### Lake Zone

Mwanga - Kagera  
Mara  
Kahama  
Shinyanga  
Gelta

### Central Zone

Morogoro  
Dodoma  
Singida

### Greater Dar - Coastal

Dar es Salaam  
Zanzibar  
Coastal Region -  
Pwani, Bagamoyo, Chalinze  
Lindi  
Mtwara

### Southern Zone

Iringa  
Mbeya  
Ruvuma - Songea  
Rukwa - Sumbawanga  
Katavi

◀ **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.

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

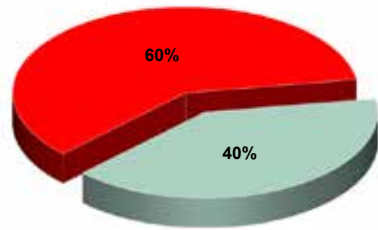
- An influential, authoritative and credible medium
- Active/ participative readers
- Can communicate detail/ complex messages
- Excellent production qualities
- Broad reach across target groups
- National coverage to all corners of the country
- Builds coverage quickly-can reach almost all readers in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

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

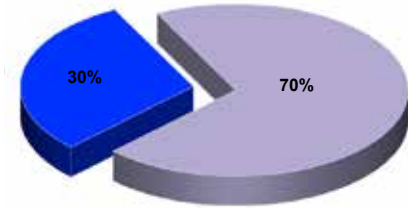


# Print Market Share

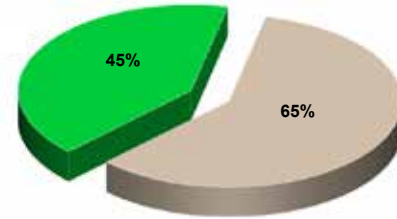
## Circulation Market Share



■ **Mwananchi 60%**  
■ Others (10 registered Swahili newspapers)

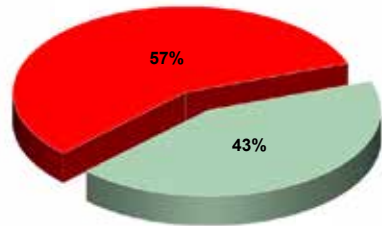


■ **The Citizen 30%**  
■ Others (6 registered English newspapers)

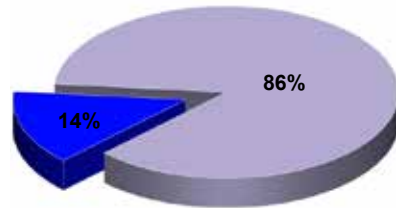


■ **Mwanaspoti 45%**  
■ Others (6 registered Sports newspapers)

## Advertising Market Share



■ **Mwananchi 57%**  
■ Others (10 registered Swahili newspapers)



■ **The Citizen 14%**  
■ Others (6 registered English newspapers)



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





# 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**



HABARI UK 2 > Diwani anayedaiwa kutojua kusoma atoa ya moyoni  
 HABARI UK 3 > Afunga safari Urambo hadi Bukoba kumuona Magufuli  
 HABARI UK 5 > Dk Kebwe ataja chanzo cha migogoro ya wakulima na wafugaji

## Kila mtu asema lake kutimuliwa boshi Tanesco



## Serikali yainunua shule ya CCM iliyoikarabati Bukoba

UK 2 > Moto ulivyoteketeza maduka 14 Arusha

HABARI UK 4 > Rais John Magufuli alikuwa na mzungu wa Bukoba Mji (Chadema). Wafuaji wa shule ya wakulima wa Sakaani (Mwanga) wakiwa na Rais John Magufuli.  
 HABARI UK 5 > Ujenzi, ukarabati wa kuhamia Dodoma mwendo wa jongoo  
 HABARI UK 6 > MAJANGILI YAWASUBIRI TEMBO VILIJINI MARA  
 HABARI UK 7 > MAARIFA  
 HABARI UK 8 > RAIS KENYATTA ABARIKI NGOMO WA MADAKTARI KENYA





## Profile

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

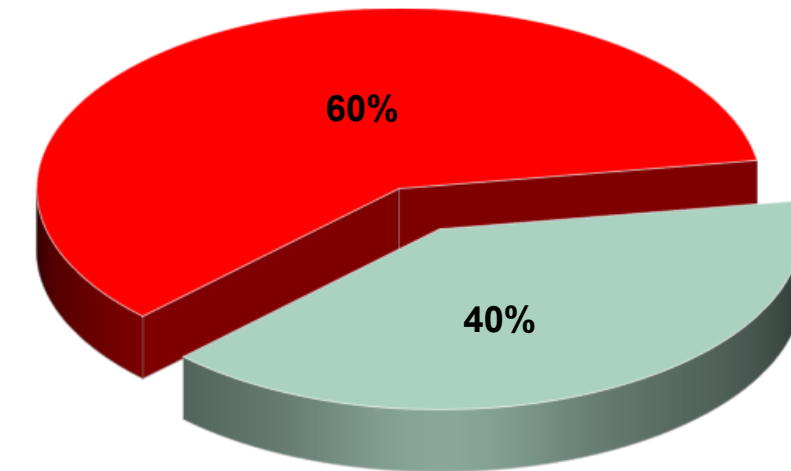
- Core target is 18 to 60 year olds male who are more comfortable reading in Kiswahili than English.
- They are interested in staying informed mainly on national news.
- They are mainly found in urban settings and less rural setting and are heads of households
- Readers are economically active (mainstay of the economy) and work in formal business and micro enterprises.
- An informative newspaper covering business, political and human interest news
- Reaches virtually all newspaper readers across the country
- Opinion leaders in their perspective communities
- Newspaper magazines that targets specific newspaper readers/segments.

*Fikiri tofauti*



## Market Share - Swahili Newspapers

Mwananchi Reach = National Reach



■ 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.

Day	Pullout	Topic	Target Audience
Monday	<b>Spoti Mikiki</b>	Football stories & fixtures	18+ years both Male & Female
Tuesday	<b>Maarifa</b>	Education	6 - 12+ years both Male & Female
Wednesday	<b>Siasa</b>	Political issues & events	Male 18 - 45+ years
Thursday	<b>Uchumi</b>	Business & economic matters	25+ years both Male & Female
Friday	<b>Afya</b>	Health & environment issues	18 - 35+ years both Male & Female
Saturday	<b>Starehe</b>	Entertainment	Female 18 - 34+ years
Sunday	<b>Johari</b>	Women, profiles, family & entertainment	18+ years both Male & Female

*All the magazines are free with your copy of*



# Mwananchi Magazines



**SPOTI MIKIKI** *Mon*

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.



**AFYA** *Fri*

It 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 health life.



**MAARIFA** *Tue*

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.



**STAREHE** *Sat*

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.



**SIASA** *Wed*

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.



**JOHARI** *Sun*

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



**UCHUMI** *Thu*

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.



# Fikiri tofauti



**THE CITIZEN**  
"It's the content that counts"

< Hawkers bring shopkeepers to their knees as rivalry bites **BUSINESSWEEK** [the-citizen.co.tz](http://the-citizen.co.tz) Thursday, 25 January 2007  
DAR ES SALAAM ISSN 0854-0754 No. 4238 Price TSH1,000 KSH 80

**Simon Group pays for lion's share in UDA**  
By Rosemary Mwaoko  
Simon Group Limited (SGL) chairman and chief executive officer of the firm, Mr Robert Kiwona, had not effected the payment, he would have to take legal measures, including being the trustee of the debt. The chairman and chief executive officer of the firm, Mr Robert Kiwona, had not effected the payment, he would have to take legal measures, including being the trustee of the debt. The chairman and chief executive officer of the firm, Mr Robert Kiwona, had not effected the payment, he would have to take legal measures, including being the trustee of the debt.

**Tanzania improves in graft index**  
NATIONAL, P.2

**End albino killings, Eala members call**  
NATIONAL, P.4

**Gambia president Barrow to go home**  
AFRICA, P.14

**TZ eyes Sh2.5 trillion World Bank lending**  
By Alaud Mwaoko  
The Finance and Planning minister, Dr Philip Mwangi, speaks at a press conference with the World Bank Vice President for Africa, Dr Philip Mwangi, in Dar es Salaam yesterday.

**The World Bank's Vice President for Africa Region, Dr Hachir Chop, promised yesterday that the institution would back track the availability of \$305 million for the first phase of Dar es Salaam Port**  
By Alaud Mwaoko  
The Finance and Planning minister, Dr Philip Mwangi, speaks at a press conference with the World Bank Vice President for Africa, Dr Philip Mwangi, in Dar es Salaam yesterday.

**Dar es Salaam, Talks between Tanzania and the World Bank are going on to secure \$1.2 billion (\$425 million) for financing infrastructure projects. The Bretton Woods Institution**

**Continued on page 2**

National	P. 3	E. Africa	P. 13
Commentary	P. 8	International	P. 24
Analysis	P. 9	Opinion	P. 28
Business	P. 10	Sport	P. 30

Banking, as easy as...

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- Money Safe

[www.mwani.com](http://www.mwani.com)

**M**  
Corporate & Investment Bank

**THE CITIZEN**  
"It's the content that counts"

- 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

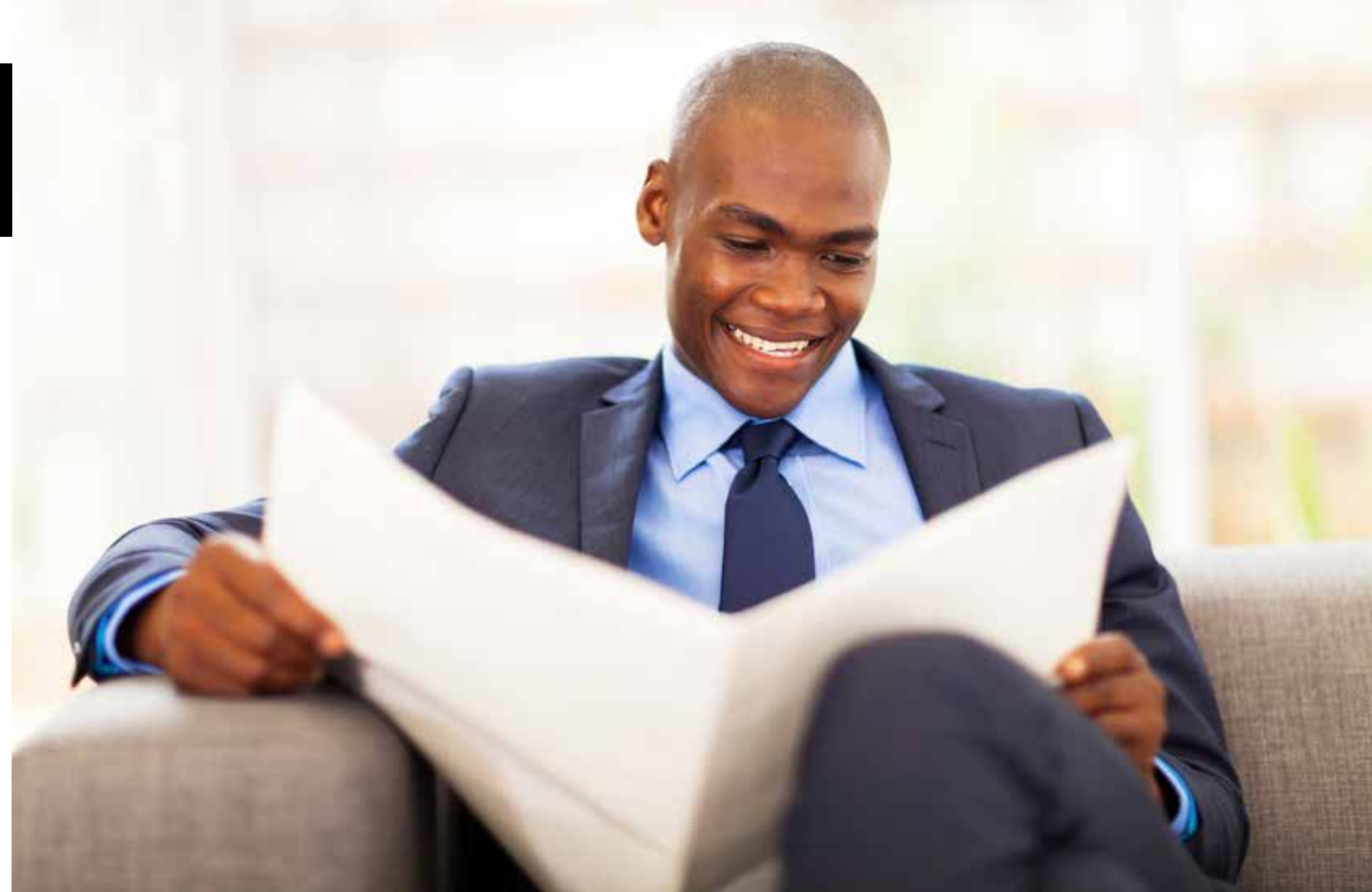
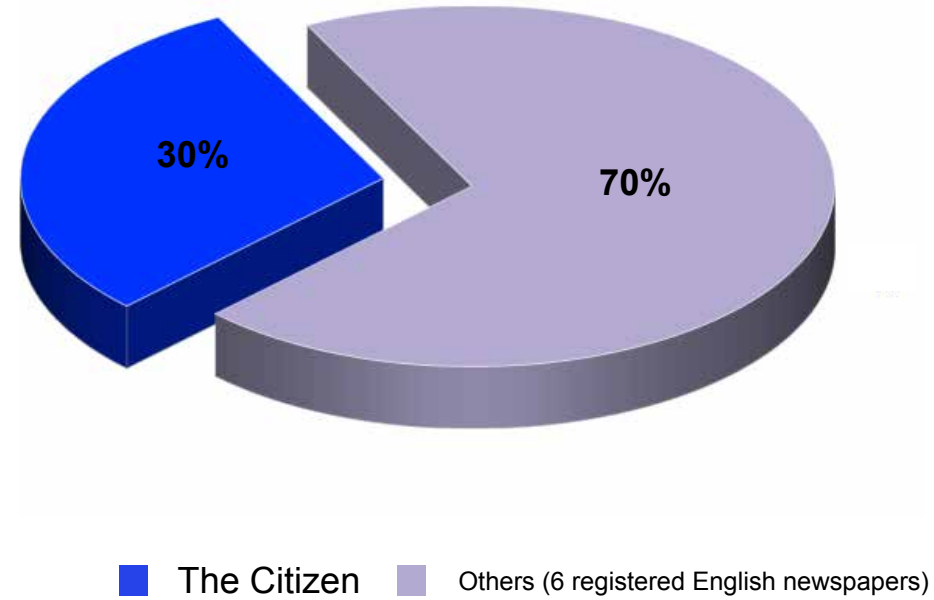
**Profile**

- 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



# The Citizen Magazines



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 health life .



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



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's educates and inform targeted audience.



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.



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 very prominent columnists.



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 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.

## 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.

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

All the magazines are free with your copy of





# Mafaza watatu wang'oka Yanga

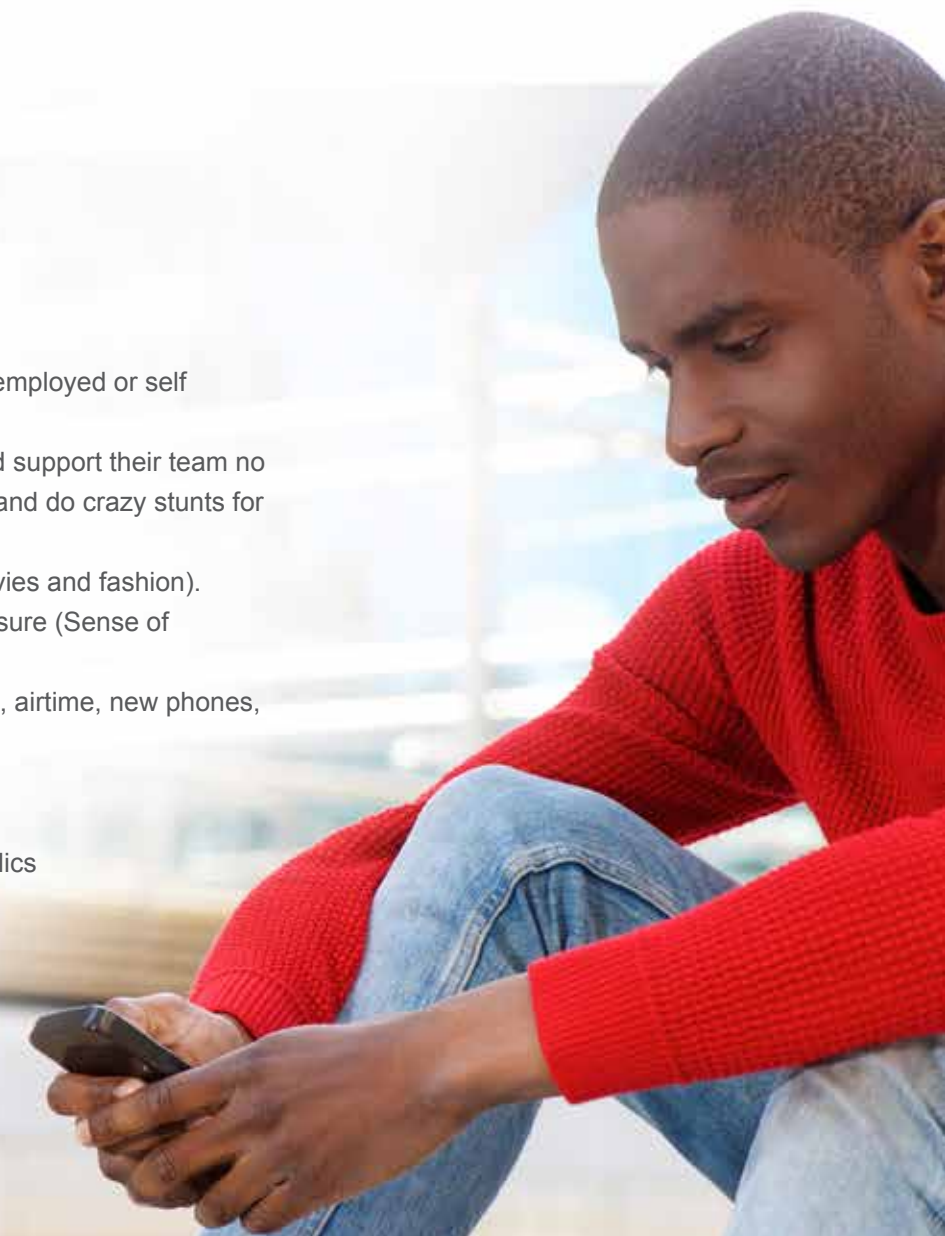


- A sports and entertainment paper that is regarded by readers as the most favourite paper reaching in excess of 750,000 people countrywide.
- Published Monday to Sunday, 5 editions per week delivering variety of content for readers.
- Curved a niche for itself most notably in the coverage of football news
- Lighter editorial style and presentation compared to sister publications
- Circulates between 50,000 – 70,000 copies across Tanzania

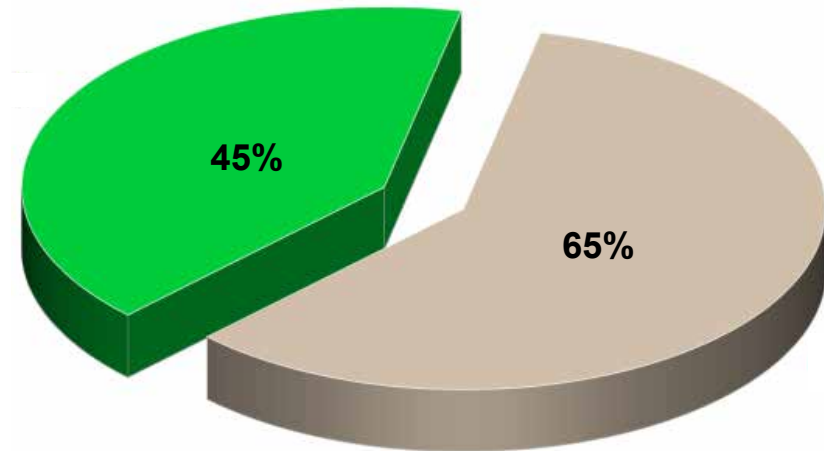
## Profile

- 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



# Market Share - Sports Newspapers



■ Mwanaspoti
 ■ Others (6 registered Sports newspapers)

# Our Print Subscription Packages



**MWANANCHI COMMUNICATIONS LIMITED**  
A Subsidiary of Nation Media Group Ltd

Mandela Road, Plot No. 33/34 (Tabata Relini), P.O. Box: 19754, Dar es Salaam  
Tel: (255-22) 2450894/24022-2450723 Fax: (255-22) 2450873  
E-mail: [mdamian@tz.nationmedia.com](mailto:mdamian@tz.nationmedia.com) Website: [www.mwananchi.co.tz](http://www.mwananchi.co.tz)

### SUBSCRIPTION CONTRACT

Name/Organization.....  
Po Box..... Tel.....  
Contact person..... Tel/Mob.....  
Email..... City.....  
Physical Address.....

### SUPPLY SCHEDULE

No	Publication	No of copies	Unit Price
1	The Citizen		1000
2	Sunday Citizen		1000
3	Mwananchi		1000
4	Mwananchi Jumapili		1000
5	Mwanaspoti		500

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 should be made in Advance according to the subscriber's choice.

- 3 Months in Advance ( )
- 6 Months in Advance ( )
- 12 Months in Advance ( )

By cheque or bank slip to Mwananchi Communications Ltd, or  
Account number: 0102005540900 (TSH) Standard Chartered Bank – NIC Branch and Diamond  
Trust Bank 0803468001 (TSH), CRDB-Bank Ltd 01J1005505400.

Circulation Manager  
Mwananchi Communications Ltd \*\*\*\*Official Stamp\*\*\*\*

Signature.....  
Date.....

Finance Manager \*\*\*\*Official Stamp\*\*\*\*  
Mwananchi Communications Ltd

Signature.....  
Date.....

Official Title..... \*\*\*\*Official Stamp\*\*\*\*  
Signature.....  
Date.....

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

**Note:** This subscription contract is renewable after one year.

Circulation department, Tel: 022-2124614, 022-2124611, Fax: 022-2450881/2450873, Email: [subscriptions@thecitizen.co.tz](mailto:subscriptions@thecitizen.co.tz) or [mdamian@tz.nationmedia.com](mailto:mdamian@tz.nationmedia.com)  
Mob: 0655624331 Sales EXECUTIVE.





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# OUR DIGITAL PLATFORMS

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*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
- Niche – 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.

[www.epaper.mcl.co.tz](http://www.epaper.mcl.co.tz)

- 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

15569

- 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.

- 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.

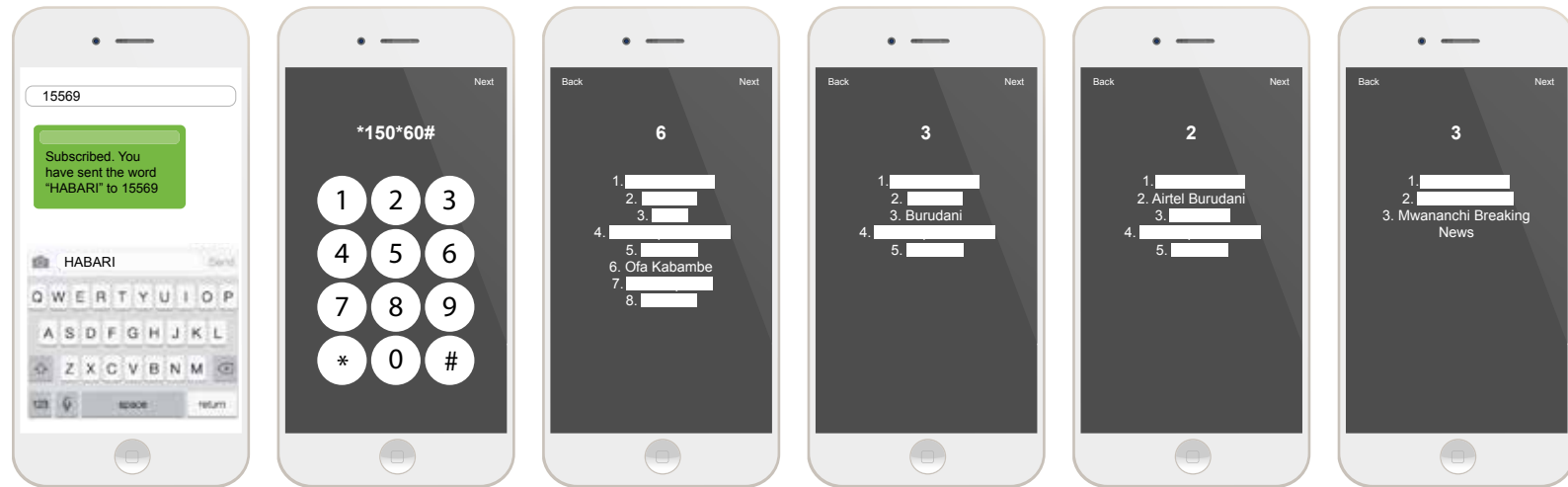


Send the word "HABARI" or "NEWS" to 15569 to subscribe



# BREAKING NEWS ALERTS

## HOW TO SUBSCRIBE FOR AIRTEL USERS



1.

Send the word "HABARI" to code no. 15569

Dial \*150\*60#

2.

Select Number 6: "Ofa Kabambe"

3.

Then Select number 3: "Burudani"

4.

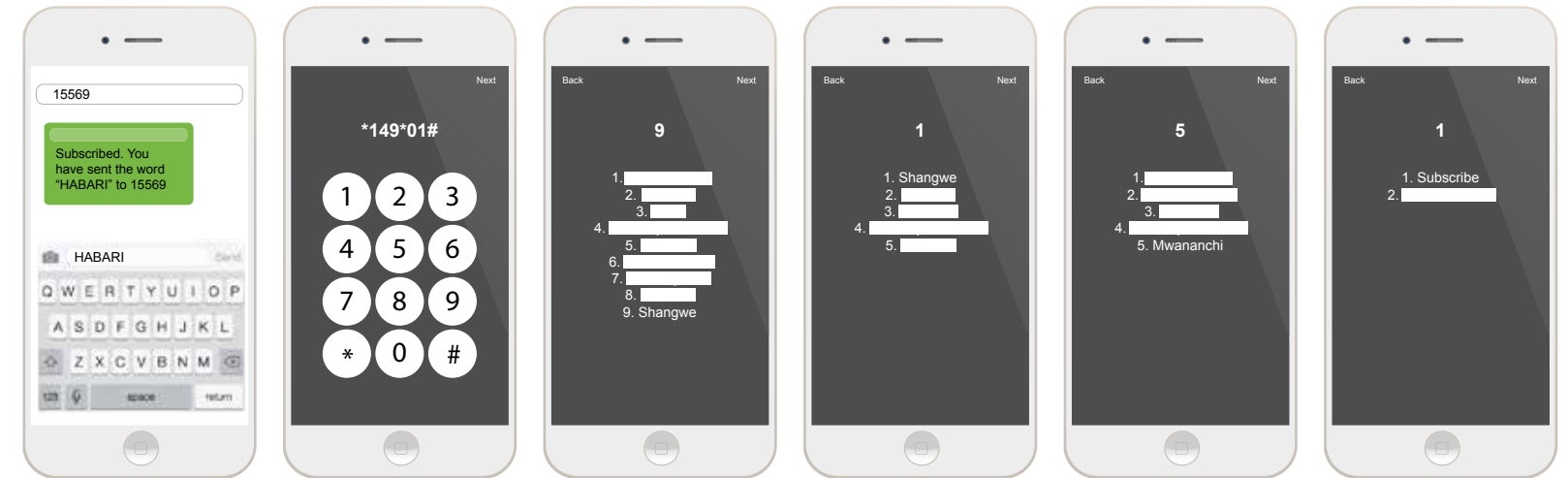
Then select number 2: "Airtel Burudani"

5.

Click number 3 to subscribe

# BREAKING NEWS ALERTS

## HOW TO SUBSCRIBE FOR VODACOM USERS



1.

Send the word "HABARI" to code no. 15569

Dial \*149\*01#

2.

Select Number 9: "Shangwe"

3.

Then Select number 1: "Shangwe"

4.

Then select number 5: "Mwananchi"

5.

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.

The screenshot shows the Mwananchi website interface. At the top, there is a navigation bar with categories: MWANANCHI, HABARI, MAKALA, AJIRA, PICHA, VIDEO, and a search bar. Below the navigation bar is a banner for 'Unganishwa na zaidi ya sehemu 90 duniani' with a 'fludubar' logo. The main content area features a 'MADA MOTO' section with the headline 'Kauli ya Dk Mwakyembe 'yamchefua' Masha' and a sub-headline 'Waziri wa Katiba na Sheria, Dk Harrison Mwakyembe ametakiwa kuishauri Serikali kitaalamu na siyo kisiasa.' Below this is a photo of Dk Harrison Mwakyembe. To the right of the main article is a 'LIVE BLOG' and 'DATA' section. Further down, there are several news items with headlines like 'Majaliwa: Hatua kali kwa atakayepokea rushwa za madawa za kulevya', 'Kizimbani kwa kukutwa na gramu 95.8 za heroine', and 'Madera va bodaboda 74 wakamatwa'. On the right side of the page, there are social media sharing options (Facebook, Twitter, Google+, YouTube, RSS) and several advertisement slots, including one for 'HALICHACHI' and another for 'tigō'.

## 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



THE CITIZEN NEWS MAGAZINES OPED VIDEO DATA JOBS

The Citizen - Tanzania Breaking News, Headlines, Photos and Video

Apply now for this Great Opportunity

Source DSE

**HOT TOPICS** War on drugs **LIVE BLOG** **TODAYS PAPER**

**12 HOURS AGO**  
**Chinese envoy: How to hit 7pc**  
 Tanzania needs to attract more foreign direct investment (FDI) to realise its goal of attaining seven per cent economic growth, according to the Chinese ambassador to Tanzania, Dr Lu Youqing.

**13 HOURS AGO**  
**Government halts HIV services over homosexuality claims**  
 The government yesterday banned the provision of HIV/Aids services in at least 40 facilities that

**12 HOURS AGO**  
**Lawyers fault Mwakymbe's threat to ban TLS**  
 A threat by the Minister of Justice and Constitutional Affairs, Dr Harrison Mwakymbe, to propose

**11 HOURS AGO**  
**Police officers' case taken to anti-drugs agency**  
 Nine out of 13 police officers suspected of drug dealing have been handed over to the

**NEWS**  
 Plight of 132 kicked out in Mozambique swoop 1 day ago

**INTERNATIONAL**  
 All eyes on US' Tillerson at G20 in diplomatic debut 1 day ago

**INTERNATIONAL**  
 S. Korea court mulls fresh bid to arrest Samsung heir 1 day ago

**NEWS**  
 Deportees narrate ordeal in Mozambique 1 day ago

**NEWS**  
 Court allows drugs to be tendered as an exhibit 1 day ago

**SPORTS**  
 Key Yanga players to miss Caf tie 5 hours ago

**SPORTS**  
 Mighty Simba cruise into FA Cup quarters 5 hours ago

**OPINION/EDITORIAL**  
 Surge of 'baitery eggs' and easy money for Tanzania 5 hours ago

**OPINION/EDITORIAL**  
 Does universal education boost health? 5 hours ago

**OPINION/EDITORIAL**  
 Heed farmers' demand for extension officers' support 7 hours ago

**BUSINESS**  
 Air France-KLM profit \$840m 7 hours ago

**BUSINESS**  
 \$100m for Halotel network expansion 7 hours ago

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 Market Network Q-NET Press release

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ADVERTISEMENT  
 Buy this space for Ad  
 High Monthly Performance  
 23.1% Retained clicks 77.3% New Visits  
 Pageviews 9,500,000

## www.thecitizen.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

MWANASpoti

Chagua UMECHOKA KUPOTEZA DAKIKA ZAKO? HALICHACHI Piga\*148\*00# Jua Zaidi! tigo Live it. Love it.

Mwanzo Soka Burudani Kolamu Spoti Majuu Spoti Kenya Picha GO

Kiungo Godfrey Bony afariki

Mashabiki Yanga waonywa

Familia ya Pogba yapamba Old Trafford

**Chezea Manji wewe!**

**Chezea Manji wewe!**  
 MWENYEKITI wa Yanga, Yusuf Manji jana Alhamisi mohana alilachwa kwa dhamana kwenye Mahakama ya Hakimu Mkazi...Soma Zaidi

**Spoti Motomoto**  
 Tuwafunge tano kwani wao Arsenal au Wacomoro?

**Spoti Majuu**  
 Sunzu ajiunga Arsenal

**Habari Mpya**

- Pluijm alizwa ndiga lake jipya
- Mbeya City sasa inarudi kwa kasi, mbona mtaikoma
- Ni mechi ya hesabu nzito
- Cannavaro: Simba mtaongoza ligi wakati tukisafiri tu
- Yanga na Simba zavimbiana Dar
- Mmesikia mkwara mzito wa Machaku wa Lipuli lakini?
- Mourinho analialia
- Ruud Gullit adai Leicester City wamejitakia wenyewe
- Top four epi bana pumzi
- Kwa Wenger mtangoja sana! Hang'atuki
- Wenger ataka Ozil afunge
- ROHO NYEUPE: Wavulana wa Arsenal hawawezi kutwaa ubingwa
- Eti Jack Wolper naye ni Bosslady!
- Jamani Aunty halipendi jina hili la Mkata Viuno
- Mourinho analialia
- Mbeya City sasa inarudi kwa kasi, mbona mtaikoma
- Vipigo vya Barca, Arsenal funzo tosha kwa klabu zetu
- Sunzu ajiunga Arsenal
- Mashabiki Yanga waonywa
- Familia ya Pogba yapamba Old Trafford
- Kiungo Godfrey Bony afariki

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## 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



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agenda!***



