Vision eyes ad revenue from *The Kampala Sun*

By Walter Wafula

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Vision Group, a multimedia house in Uganda, expects *The Kampala Sun* to lift its advertising revenue as it picks up in the market, says the head of marketing, Susan Nsibirwa, in an interview last week.

"As *The Kampala Sun* grows in circulation and reputation, the advertising revenue will follow. This will definitely be a boost to the group's total revenue," Nsibirwa said. Vision Group launched the tabloid with 3 500 copies but the circulation has almost doubled to 6 800.

The new tabloid was launched last December, to inform youthful readers about what's happening on Uganda's social scene. *The Kampala Sun* is published every Friday by the New Vision Printing and Publishing Company (Vision Group), and goes for Ugx1 000 per copy.

Growth in revenue

Last year, Vision's reported a 24% rise in group revenue to about Ugx62 billion from Ugx50 billion in 2010. Advertising revenue contributed about Ugx37 billion during the year compared to Ugx29 billion in 2010.

The strong growth in revenue was triggered off by an increase in advertisements on Bukedde TV and TV West, vernacular stations in Uganda.

Well received

So far, the tabloid has received great response from readers despite the prevailing competition in the industry. "For a new newspaper in a crowded market, our analysis of the market is proving to be correct so far," Nsibirwa said.

The paper however poses a risk of cannibalisation to some of Vision's existing newspaper editions including; *Saturday Vision* and *Sunday Vision* which targets almost similar audiences. To deal with the risk, Nsibirwa added that the company will use differentiators for the three products to thrive in the market.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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