



Top dailies (1999)

Title	Publisher	Circulation (000)	Readership (000)	Cover Price		Format	Full page rate (KSh)	
				KSh	US\$		Mono	Colour
Daily Nation	Nation Media Group	220	3,000	30.00	0.39	Tabloid	192,765	256,765
East African Standard	Baraza Limited	60	1,150	30.00	0.39	Tabloid	169,560	217,560
Kenya Times	Kenya Times Media Trust	50	161	30.00	0.39	Tabloid	142,128	193,128
Taifa Leo	Nation Media Group	35	550	30.00	0.39	Tabloid	65,945	105,945

Top ten advertising categories (2000)

Advertising sector	Newspaper expenditure KSh (000)
Media	485,551
Transport	188,166
Household	177,168
Office equipment	133,081
Finance/insurance	128,651
Retail	106,985
Beverages	101,263
Tourism/entertainment	81,763
Foods	74,374
Hygiene/cosmetics	38,980

Source: Steadman & Associates

Top publishing companies (1999)

(ranked by total circulation)
Nation Media Group
Baraza Limited/Standard Newspapers
Kalamka Limited
Kenya Times Media Trusts

Top ten advertisers (2000)

Advertiser	Newspaper expenditure KSh (000)
Uchumi Supermarkets	26,846
Nation TV	20,807
KTN TV	18,940
Nakumatt Supermarkets	14,096
East African Standard	13,286
Nation/Taifa Competition	10,583
Taifa Leo	10,573
Kenya Building Society	10,462
Nation FM	9,054
Daily Nation	8,115

Source: Steadman & Associates

ADVERTISING EXPENDITURE & ECONOMIC DATA

Advertising expenditure

(KSh millions, in current prices)

	1994	1995	1996	1997	1998	1999	2000
Newspapers	573	728	909	880	1,110	1,280	1,859
Magazines	62	87	172	192	210	171	127
Television	557	537	811	852	810	750	887
Radio	325	347	467	687	810	946	1,309
Cinema	31	35	98	137	60	26	0
Total	1,548	1,733	2,457	2,749	3,001	3,173	4,182

Source: The Zenith Optimedia Group

Notes: Before discounts, excludes classified and production costs, includes agency commission.

Main economic indicators 1994-2000

	1994	1995	1996	1997	1998	1999	2000
1 US\$= 76.18 KSh at 2000 rate							
Gross Domestic Product (KSh billion)							
at current prices	401	466	528	623	692	749	-
% change	20.1	16.2	13.4	18.1	11.0	8.2	-
at 2000 prices	535	616	642	677	710	749	-
% change	-6.9	15.3	4.2	5.4	4.9	5.4	-
Gross Domestic Product per capita (KSh 000)							
at current prices	13.7	15.3	16.6	21.9	23.6	24.9	-
at 2000 prices	18.3	20.2	20.2	23.8	24.2	24.9	-
Population							
Millions	29.3	30.5	31.8	28.4	29.3	30.0	30.7
Consumer Price Index							
2000=100	70.8	71.4	77.7	87.0	92.0	94.5	100.0
%change	29.0	0.8	8.8	12.0	5.8	2.6	5.9
Ad.spend as a % of GDP							
	0.39	0.37	0.47	0.44	0.43	0.42	-
Advertising Expenditure Growth (%)							
at current prices	81.3	12.0	41.8	11.9	9.2	5.7	31.8
at 2000 prices	40.5	11.1	30.3	-0.1	3.2	3.0	24.5

Source: IFS, The Zenith Optimedia Group

and security bond. Title and copies of each edition of a publication must be submitted to the registrar.

Is there any law prohibiting or restricting foreign companies or individuals from owning shares, and in particular, the majority of shares, of domestic daily newspapers? Yes. Foreigners can be leading shareholders but cannot own a media company outright, or any other company incorporated locally.

Is there any law prohibiting daily newspaper or periodical publishers from operating radio or television stations in the same locality? No. But the proposed Media Commission Bill intends to restrict cross media ownership or limit it to less than controlling stake.

Research

Circulation is audited by: Audit Bureau of Circulation

Taxes

No exemptions for tax are available. Tax on newsprint and other publishing inputs (computer, presses, etc.) is high.

Ownership

Does any law exist governing publishing-house ownership, or the registration of shares in newspaper-publishing companies? The Books and Newspapers Act restricts publishing without registration

So as to guarantee disclosure and transparency in the capital structure and to avert silent partnerships, is there a law or rule making it possible to determine who actually owns a publishing company? No

Is there an antitrust law limiting concentration in the daily press? No, but the above-mentioned Media Commission Bill will apply.

Is further regulation of media concentration expected? No, other than the Media Commission Bill.