

Bukedde ayabudde!

Ayongeddwamu ebirungo atemunyirivu okukamala!

Kati ku 1,000/= zokka

Empapula zo...
Bukedde **Bukedde**
KUSSANDE

BUKEDDE'S FRESH LOOK AND FEEL



COMING UP:
SEPT 2-4 2011



The latest
Audit Bureau
of Circulation
Figures

Bukedde Newspaper, on July 1st revealed a new look and feel that was designed to give its readers additional value for money.

The design was intended to give the paper a fresh modern look that readers would find even more valuable to read.

Bukedde is Uganda's No. 2 daily newspaper and the most read Luganda paper as well (UAMPS Dec 2010).

Warid Telecom teams up with Vision Group for massive regional campaign

Up to 130,000 free simpacks were given out when Warid Telecom partnered with Vision Group in the first week of July 2011. The joint promotion was carried out in Orumuri, Bukedde, Rupiny and Etop newspapers.

By taking advantage of these leading regional newspapers, Warid Telecom increased its distribution network and the papers also saw a spike in circulation.

Vision Group's Senior Circulation Manager Gershom Agaba says that due to growing reader loyalty, the regional papers have grown leaps and bounds. "**Bukedde** has powered its way into the 2nd leading daily in the country and **Orumuri** has trebled its sales over the last one year".

He added that advertisers seeking to grow their regional reach must take note of this growth and use it to their advantage.

For bulk
SMS
8338
SMS Info in yo hands

Email:
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The annual Bride and Groom Expo will take place on September 2-4th 2011 at the new UMA Exhibition Hall in Lugogo.

The highly billed Expo is in its 3rd year running and its success outlines the confidence that the industry has in it.

This year's Expo will feature over 100 wedding service providers, workshops, counseling sessions.

Sponsorship opportunities are available for the fashion shows, the gala night and the Children's Play area.

CALLING ON EXHIBITORS

- Beauty Products
- Beauty Salons
- Boutiques
- Bridal Shop Owners
- Electronic Appliance Suppliers
- Event Managers
- Fashion Designers
- Financial Institutions
- Health Service Providers
- Home Furniture Stores
- Honeymoon destinations
- Jewellers
- Make-up Artists
- Marriage Counsellors
- Real Estate Agents
- **Service Providers:**
 - Bakeries*
 - Caterers*
 - Decorators*
 - Entertainment*
 - Photography*
 - Printers*
 - Traditional Ceremony Items*
- *Transport*
- *Videography*
- *Tours and Travel Agents*
- *Wedding Planners*
- *Wedding Venues*



FOR SPONSORSHIP

For sponsorship opportunities or to book a stall contact:
Tel: +256 414 233 238/240/451
Email: CNanyunja@newvision.co.ug

NewVision
UGANDA'S LEADING DAILY

April-June 2011
33,777 Copies daily

Bukedde

April - June 2011
32, 136 Copies daily



Ekigwo Ggumbya

The popular wrestling sport Ekigwo Ggumbya that is organized by Bukedde FM, Bukedde TV and Bukedde newspaper is slated to start on August 4th in Katwe, on the outskirts of Kampala.

Ekigwo Ggumbya is the most popular traditional sport in Buganda and historically it was used to create a platform for community interaction as well as identify strong men who would protect the Kabaka and the kingdom.

The event is running its 4th edition and will have 10 activations covering all the counties in Buganda on a league basis e.g. Butambala vs Mawokota. Hundreds of faithful followers are expected to attend the events which will lead up to the finals in the last week of September 2011.

Winners at the county level will walk away with bicycles and cash prizes. The grand prize will be a bull worth UGX 1m.

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