

Newspapers ABC Q4 2019: A lacklustre final quarter for newspapers



By Danette Breitenbach

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The decline in newspaper circulation continued in the last quarter of the Audit Bureau of Circulation of South Africa's results for 2019, with Q4 showing a decline of 4.7% on the previous quarter and 9.1% on the prior year.



The Local and Free newspaper categories were the best performing categories in the Audit Bureau of Circulations of South Africa's (ABC) Q4 results, with Dailies, Weeklies and Weekend newspapers experiencing no increases on the prior year and only a sprinkling of increases on the prior quarter.

Daily newspapers

Daily Newspapers declined by 5.7% on the previous quarter, slightly less than Q3 (6.0%) and 14% on the prior year, an increase over the 11.7% of Q3. The decline in the prior year in 2019 has increased each quarter.

Only three Dailies saw an increase on Q3 - *The Namibian* (2.8%), *The Herald* (3.2%) and *Business Day* (0.8%) with no Dailies increasing on the prior year*.

Publication name	Frequency	Total circulation	%change quarter	%change year
Daily Nation	MD, Mo-Sat	101,154	-0.3%	-3.7%
Daily Sun	Mo-Fr	99,485	-6.8%	-16.9%
Isolezwe	MD, Mo-Fr	60,651	-7.7%	-17.1%
Star, The	MD, Mo-Fr	55,889	-15.7%	-26.2%
Sowetan	Mo-Fr	55,248	-8.2%	-21.5%
Son (Daily)	MD, Mo-Fr	43,206	-4.7%	-21.6%
Citizen, The (Daily)	MD, Mo-Fr	36,966	-3.4%	-12.1%
Burger, Die Daily	MD, Mo-Fr	35,415	-0.8%	-14.7%
Bukedde	MD, Mo-Sat	33,289	-11.1%	-7.3%
Namibian, The	MD, Mo-Fr	29,760	2.8%	-10.5%
Beeld, Daily	MD, Mo-Fr	29,021	-4.5%	-10.7%
Cape Times	MD, Mo-Fr	25,376	-6.3%	-13.5%
Cape Argus	MD, Mo-Fr	23,814	-7.8%	-11.8%

New Vision	MD, Mo-Fr	23,636	-5.1%	-6.4%
Mercury, The	MD, Mo-Fr	21,202	-5.2%	-15.8%
Times of Swaziland	MD, Mo-Fr	20,053	-1.2%	-9.8%
Daily News	MD, Mo-Fr	19,606	-5.1%	-15.6%
Business Day	MD, Mo-Fr	18,201	0.8%	-9.1%
Daily Monitor	MD, Mo-Fr	16,169	-0.8%	-4.6%
Herald, The	MD, Mo-Fr	14,342	3.2%	-12.1%
Daily Dispatch	MD, Mo-Fr	13,624	-7.7%	-11.9%
Volksblad - Daily	Mo-Fr	11,931	-3.9%	-13.4%
Pretoria News	MD, Mo-Fr	9,942	-15.8%	-20.1%
Witness, The	MD, Mo-Fr	9,935	-2.4%	-9.1%
Taifa Leo	MD, Mo-Sat	9,671	-14.8%	-6.2%
Zambia Daily Mail	MD, Mo-Sat	6,458	-5.1%	7.4%
Diamond Fields Advertiser	MD, Mo-Fr	6,336	-8.0%	-9.0%

Weekly newspapers

The category decreased on the previous quarter and prior year, by 8.7% and 10.6% respectively.

As in Q3, *Burger, Die Friday* was the only publication in the category with an increase over the prior quarter with a 10.6% increase. Not one Weekly Newspaper increased on the prior year.

Publication name	Frequency	Total circulation	%change quarter	%change year
Soccer Laduma	Wkly, Wed	191,897	-12.3%	-14.1%
Ilanga	2xW, Mo&Th	50,966	-4.9%	-9.7%
Post, The	Wkly, Wed	36,699	-0.1%	-3.6%
Mail & Guardian	Wkly, Fr	20,739	-6.2%	-19.7%
Voice, The	Wkly, Fr	13,012	-6.6%	-17.4%
Mmegi Reporter, The	4xW, Tu-Fr	9,509	-8.6%	-18.9%
Burger, Die Friday	Wkly, Fr	9,502	10.6%	
Botswana Gazette , The	Wkly, Wed	9,172	-6.6%	-9.3%
Lesotho Times	Wkly, Th	7,275	-2.4%	-0.1%
The Monitor (Formerly Mmegi Monitor)	Wkly, Mon	6,964	-14.9%	-13.9%
African Times Newspaper	Wkly, Wed	No Issue		

Weekend newspapers

The category's increasing decline continued this quarter with a decline of 7.4% (Q3:6.6%) on the previous quarter. The decline on the prior year continued, rising to 17.8% (Q3: 14%).

Only four newspapers increase on Q3, and as in the Daily and Weekly categories not one Weekend newspaper increased on the prior year. *Sunday World* was the best performing in the category with a 10.6% on the prior quarter, followed by *Weekend Post* (3.9%), *Southern Cross* (0.8%) and *Sunday Nation* (0.2%).

Publication name	Frequency	Total circulation	%change quarter	%change year
Sunday Times	Wknd	200,734	-9.1%	-19.8%
Sunday Nation	Wkly, Sun	108,183	0.2%	-4.3%
Rapport	Wknd	95,556	-3.1%	-9.8%
Burger, Die Saturday	Wkly, Sat	48,888	-0.7%	-1.7%
Isolezwe ngoMqibelo	Wkly, Sat	46,231	-8.5%	-18.9%
Isolezwe ngeSonto	Wkly, Sun	44,091	-8.0%	-20.1%
Sunday World	Wknd	38,120	10.6%	-2.0%
Sunday Tribune	Wkly, Sun	37,491	-18.4%	-25.9%
Weekend Argus	Wknd	37,305	-16.7%	-24.8%
Beeld, Saturday	Wkly, Sat	35,649	-3.8%	-6.4%
City Press	Wknd	34,694	-11.4%	-25.4%
Sunday Sun	Wknd	33,356	-14.1%	-28.0%
Saturday Star, The	Wkly, Sat	30,238	-13.1%	-31.6%
Ilanga Langesonto	Wknd	29,573	-5.5%	-10.6%
Independent on Saturday	Wkly, Sat	24,927	-23.5%	-30.0%
Son op Sondag (formerly Sondag Son)	Wkly, Sun	18,011	-9.9%	-43.4%
Citizen, The (Saturday)	Wkly, Sat	14,895	-9.1%	-49.7%
Sunday Vision	Wkly, Sun	14,096	-3.4%	-11.2%
Weekend Post	Wknd	13,493	3.9%	-11.4%
Volksblad - Saturday	Wkly, Sat	12,499	-3.8%	-4.2%
Daily Dispatch Weekend Edition (formerly Saturday Dispatch)	Wknd	12,048	-9.3%	-18.1%
Sunday Monitor	Wknd	9,480	-2.9%	-11.3%
Weekend Witness	Wkly, Sat	9,351	-2.5%	-10.1%
Taifa Jumapili	Wkly, Sun	8,354	-9.1%	-4.9%
The Southern Cross	Wkly, Sun	6,418	0.8%	-9.4%
Pretoria News Saturday	Wkly, Sat	5,139	-22.0%	-22.7%
Sunday Mail	Wkly, Sun	3,710	-11.7%	-23.5%

Local newspapers

The increase in circulation in Q3 was replaced in Q4 with a decline of 4.9% on the previous quarter. The decline on the prior year also increase to 9.2% (4.6% in Q3).

Local newspapers that increased on both the quarter and the prior year were marginal with only the *Courier* and *Die Noordwester* increasing on both the quarter and the prior year, with the *Courier's* increase on the prior year of 19.3% the only double figure out of the two.

Only *Talk of the Town* saw double figures (16.5%), with *Gemsbok* and *Representative* the only two over five percent (6.4% and 6.2% respectively) over the prior quarter.

They were followed by a sprinkling of newspapers that increased by three to 0.1% - *Potchefstroom Herald* (3%), *Mosselbay Advertiser* (2.8%), *South Cape Forum* and *Suid Cape Forum* (both on two percent), *Stellander* (1.8%), *Klerksdorp Rekord* (1.7%) and *District Mail* (1%).

Increases of under one percent came from *Knysna Plett Herald*, *Hermanus Times*, *Oudtshoorn Courant* and *Paarl Post*.

The increases on the prior year fared only slightly better, with *Mpumalanga News* (29.1%) and *Lowvelder, The/Die Friday* (17%) on double figures, with *Lowvelder, The/die Tuesday* just missing out on double figures with a 9.5% increase.

Zululand Observer Weekend (formerly Friday), *Zululand Observer* (Monday) and *Bosveld Review* increased by under five percent.

Publication name	Frequency	Total circulation	%change quarter	%change year
African Reporter	Wkly, Fr	20,696	-3.7%	-5.9%

Lowwelder, The / Laevelder, Die (Friday)	Wkly, Fr	14,224	-8.7%	17.0%
George Herald (Thursday)	Wkly, Th	13,238	-0.3%	-8.5%
Lowwelder, The / Laevelder, Die (Tuesday)	Wkly, Tue	12,795	-8.9%	9.5%
Witbank News, Fri	Wkly, Fr	12,751	-9.6%	-18.6%
Rustenburg Herald	Wkly, Th	12,723	-10.9%	-13.3%
Middelburg Observer, Fri	Wkly, Fr	11,744	-3.6%	-11.7%
Klerksdorp Rekord	Wkly, Fr	11,585	1.7%	-8.2%
Paarl Post	Wkly, Th	11,068	0.1%	-3.4%
South Coast Herald	Wkly, Fr	10,396	-5.1%	-6.8%
The Mail	Wkly, Th	9,703	-1.5%	-2.9%
Zululand Observer Weekend (Formerly Friday)	Wkly, Fr	9,329	-5.4%	4.6%
Weslander, The	Wkly, Th	8,850	-0.3%	-8.1%
Mpumalanga News	Wkly, Th	8,477	-9.0%	29.1%
Worcester Standard	Wkly, Th	7,873	-3.3%	-8.8%
Gemsbok	Wkly, Wed	6,403	5.4%	-6.5%
District Mail	Wkly, Th	6,200	1.0%	-5.0%
Mosselbay Advertiser	Wkly, Fr	6,144	2.8%	-5.2%
Limpopo Mirror	Wkly, Fr	6,070	-5.4%	-14.7%
Hermanus Times	Wkly, Th	5,177	0.5%	-9.4%
Zululand Observer Monday	Wkly, Mon	5,001	-11.5%	2.7%
Potchefstroom Herald	Wkly, Fr	4,895	3.0%	-2.8%
Vaalweekblad	Wkly, Th	4,526	-19.3%	-17.8%
Representative	Wkly, Fr	4,308	6.2%	-6.3%
Stellalander	Wkly, Wed	4,071	1.8%	-6.7%
Newcastle and District Advertiser	Wkly, Fr	3,866	-3.6%	-14.5%
Die Noordwester	Wkly, Fr	3,780	5.3%	4.4%
Brits Pos	Wkly, Th	3,779	-7.1%	-1.8%
Capricorn Voice	Wkly, Wed	3,390	-1.4%	-18.6%
South Cape Forum/Suid Kaap Forum	Wkly, Th	3,211	2.0%	-8.1%
Northern Review Weekend	Wkly, Fr	2,660	-1.8%	-24.4%
Ladysmith Gazette	Wkly, Fr	2,250	0.0%	-6.2%
Bosvelders Review	Wkly, Fr	2,205	-1.7%	1.9%
Knysna Plett Herald	Wkly, Th	2,142	0.7%	-15.3%
Talk of the Town	Wkly, Fr	2,108	16.5%	-1.5%
Northern Natal Courier	Wkly, Fr	1,951	-2.6%	-15.3%
Carletonville Herald	Wkly, Fr	1,947	-2.0%	-2.7%
Tembisan	Wkly, Th	1,742	-5.0%	-17.5%
Daller, Die	Wkly, Fr	1,593	-2.3%	-8.8%
Vryheid Herald	Wkly, Fr	1,533	-6.3%	-20.6%
Mid South Coast Mail	Wkly, Fr	1,517	-2.7%	-17.8%
Oudtshoorn Courant	Wkly, Fr	1,443	0.6%	-6.0%
Graaff Reinet Advertiser	Wkly, Th	1,324	-11.2%	-16.2%
Streeknuus	Wkly, Fr	1,172	-10.9%	-22.0%
The Courier	Wkly, Fr	1,126	1.0%	19.3%
Estcourt and Midlands News	Wkly, Fr	1,102	-8.5%	-15.9%
Streeknuus Delmas	Wkly, Fr	810	-2.9%	-3.0%
Amajuba Eyethu.	Wkly, Fr	No Submission		
Middelburg Observer, Tues	Wkly, Tue	Discontinued		
Eikestadnuus	Wkly, Th	Changed Sector		
Polokwane Observer	Wkly, Th	Changed Sector		

Free newspapers

Declines on both the previous quarter and prior year characterised Q4 for this sector with a decline of 3.8% on the previous quarter and 6.5% on the prior year.

Following the trend set by Local Newspapers, while Free Newspapers saw more newspapers increase on the quarter and prior year, the percentages were marginal, some by only 0.1%.

Increasing both on the quarter and prior year, only *Kroonnuus* had double figures, increasing by 11.2% on the prior year. Together with *Free State Sun*, it was also one of a handful of newspapers to increase on the quarter by more than at least one percent. It was the best in the category with an increase of 8.4%. *Free State Sun* increased both on the quarter and prior year by 2.1%.

Despite showing increases on both the prior quarter and year, *Sandton Chronicle*, *Bonus Review*, *North Coast Courier*, *Fourways Review*, *Roodepoort Northsider* (formerly *Northside Chronicle*), *Swartland Gazette* (formerly *Swartland Monitor*), *Full Sus*, and *Village Talk*, had very low increases, ranging from 0.1% to 1.5%

Maritzburg Sun (8.2%) and *Eikestadnuus* (4.5%) had good increases on the prior quarter.

Rosebank Killarney Gazette increased by 1.7% with *Brakpan Herald*, *SA Jewish Report*, *Kempton Express*, *Randfontein/Westonaria Herald* and *Springs Advertiser* managing between 0.2 % to 0.1% increases on the prior quarter.

Hazyview Herald increased by 194.6% on the prior year with *Phoenix Sun* - including *Cornubia*, *Tongaat* and *Verulam* by 37%, *Maseru Metro* by 18.8%, *Chiawelo Urban News* by 10% and *Tongaat* and *Verulam* (formerly *Star*) by 9.4%.

The *Village News* increased by 2.4% and *Steelburger* by 2.3%. After that the increases were marginal, ranging from 0.8 to 0.2 for *Maluti News*, *Noordkaap*, *News Horn Mpumalanga* and *Go & Express*.

Southern Courier, *Benoni City Times Express*, *Northcliff and Melville Times*, *Krugersdorp News*, and *Alex News* increased by 0.1% on the prior year.

Publication name	Period	Frequency	Total circulation	%change quarter	%change year
PE Express	Oct -Dec	Wkly, Wed	119,962	0.0%	0.0%
Sedibeng Ster	Oct -Dec	Wkly, Th	90,980	0.0%	-9.9%
Plainsman	Oct -Dec	Wkly, Wed	89,718	0.0%	0.0%
People s Post Mitchells Plain	Oct -Dec	Wkly, Tue	83,340	0.0%	0.0%
Vukani	Oct -Dec	Wkly, Wed	81,100	0.0%	0.0%
Rekord East/Oos	Oct -Dec	Wkly, Tue	78,594	-0.2%	-0.2%
Tabletalk	Oct -Dec	Wkly, Wed	70,323	0.0%	0.0%
Taxi Times	Oct -Dec	F	68,940	-34.8%	-39.0%
Phoenix Sun - inc. Cornubia, Tongaat & Verulam	Oct -Dec	Wkly, Wed	64,860	0.0%	37.0%
Mthatha Express	Oct -Dec	Wkly, Wed	59,985	0.0%	0.0%
Rekord Centurion	Oct -Dec	Wkly, Wed	59,983	-0.2%	-0.2%
The Rising Sun.	Oct -Dec	Wkly, Wed	59,960	0.0%	0.0%
Randburg Sun	Oct -Dec	Wkly, Th	59,622	0.0%	0.0%
Maritzburg Echo	Oct -Dec	Wkly, Th	59,444	0.0%	0.0%
Phoenix Tabloid	Oct -Dec	Wkly, Tue	55,980	0.0%	0.0%
Athlone News	Oct -Dec	Wkly, Wed	55,937	0.0%	0.0%
Tame Times - Weekly	Oct -Dec	Wkly, Tue	54,470	-29.2%	-31.1%
Kempton Express	Oct -Dec	Wkly, Th	54,423	0.1%	-1.1%
Kathorus Mail	Oct -Dec	F	54,184	-0.3%	-0.2%
Highway Mail	Oct -Dec	Wkly, Fr	54,123	-0.3%	-0.8%
Chatsworth Tabloid	Oct -Dec	Wkly, Wed	52,480	0.0%	0.0%
Chatsworth Rising Sun	Oct -Dec	Wkly, Tue	50,758	0.0%	0.0%
Roodepoort Record	Oct -Dec	Wkly, Th	50,632	-0.2%	-0.7%
City Vision (Khayalitsha)	Oct -Dec	Wkly, Th	50,453	0.0%	0.0%
Southern Mail	Oct -Dec	Wkly, Wed	50,360	0.0%	0.0%
The Springfield Weekly Gazette	Oct -Dec	Wkly, Th	49,980	0.0%	0.0%
Bloemfontein Courant (formerly Krant)	Oct -Dec	Wkly, Wed	49,889	0.0%	0.0%
Sandton Chronicle	Oct -Dec	Wkly, Wed	49,688	0.1%	0.3%
City Vision (Langa/Gugulethu)	Oct -Dec	Wkly, Th	49,634	0.0%	0.0%
Southern Suburbs Tatler	Oct -Dec	Wkly, Wed	48,660	0.0%	0.0%
Bedfordview & Edenvale News	Oct -Dec	Wkly, Wed	45,292	-0.1%	-0.7%
Bloemnuus	Oct -Dec	Wkly, Th	44,869	0.0%	0.0%

Overport Rising Sun	Oct-Dec	Wkly, Th	44,850	0.0%	0.0%
Boksburg Advertiser	Oct-Dec	Wkly, Tue	43,438	0.0%	0.0%
Northern News - Kraaifontein, Brackenfel, Kuils River	Oct-Dec	Wkly, Wed	43,350	0.0%	-18.7%
Eastern Cape Rising Sun	Oct-Dec	Wkly, Tue	42,448	0.0%	0.0%
Go & Express	Oct-Dec	Wkly, Th	42,264	0.0%	0.2%
Ster, South	Oct-Dec	Wkly, Tue	41,464	0.0%	
Ethekwini Times	Oct-Dec	Wkly, Fr	40,980	0.0%	0.0%
Umlazi Times	Oct-Dec	Wkly, Th	40,980	0.0%	0.0%
Bonus Review	Oct-Dec	Wkly, Wed	39,883	0.1%	0.2%
North Coast Courier	Oct-Dec	Wkly, Wed	39,781	0.1%	1.5%
Rekord North/Noord	Oct-Dec	Wkly, Th	39,774	-0.2%	-0.2%
Southern Courier	Oct-Dec	Wkly, Tue	39,258	-0.4%	0.1%
Northern News Bellville/Durbanville formerlyTygertalk Bellville/Durbanville	Oct-Dec	Wkly, Wed	38,840	0.0%	0.0%
Benoni City Times	Oct-Dec	Wkly, Tue	38,792	0.0%	0.1%
Express	Oct-Dec	Wkly, Wed	38,749	0.0%	0.1%
Alberton Record	Oct-Dec	Wkly, Wed	37,831	-0.5%	-1.2%
Fourways Review	Oct-Dec	Wkly, Wed	36,877	0.1%	0.4%
UGU Eyethu	Oct-Dec	Wkly, Wed	36,850	0.0%	0.0%
Tongaat & Verulam Tabloid (former Northern Star)	Oct-Dec	Wkly, Tue	34,980	0.0%	9.4%
Maseru Metro	Oct-Dec	Wkly, Th	34,968	-0.1%	18.8%
Ridge Times	Oct-Dec	Wkly, Fr	34,950	0.0%	0.0%
South Coast Fever	Oct-Dec	Wkly, Th	34,950	0.0%	0.0%
Maritzburg Fever (formerlyMirror, The)	Oct-Dec	Wkly, Wed	34,938	0.0%	-0.1%
Vista	Oct-Dec	Wkly, Th	34,934	-0.1%	-0.1%
Msunduzi Eyethu (former Edendale)	Oct-Dec	Wkly, Th	33,613	-3.6%	-3.6%
Rekord Moot	Oct-Dec	Wkly, Th	33,473	-0.2%	-0.2%
Tygerburger Elsie'srivier	Oct-Dec	Wkly, Wed	33,085	0.0%	0.0%
Rising Sun Lenasia	Oct-Dec	Wkly, Wed	32,925	0.0%	0.0%
Ster, North	Oct-Dec	Wkly, Tue	32,780	0.0%	
Dobsonville Urban News	Oct-Dec	Wkly, Fr	32,666	0.0%	0.0%
Southern Star	Oct-Dec	Wkly, Fr	31,980	0.0%	0.0%
Constantiaberg Bulletin	Oct-Dec	Wkly, Wed	31,900	0.0%	0.0%
People s Post Claremont/Rondebosch	Oct-Dec	Wkly, Tue	31,834	0.0%	0.0%
Helderberg Gazette.	Oct-Dec	Wkly, Tue	31,450	0.0%	0.0%
Tygerburger Table View	Oct-Dec	Wkly, Wed	31,445	0.0%	0.0%
False Bay Echo	Oct-Dec	Wkly, Wed	31,440	0.0%	0.0%
Atlantic Sun	Oct-Dec	Wkly, Wed	31,350	0.0%	0.0%
Bolander	Oct-Dec	Wkly, Wed	31,000	0.0%	0.0%
People s Post False Bay	Oct-Dec	Wkly, Tue	30,972	0.0%	0.0%
Northcliff & Melville Times	Oct-Dec	Wkly, Tue	30,429	0.0%	0.1%
People s Post Athlone	Oct-Dec	Wkly, Tue	30,252	0.0%	0.0%
Diepkloof Urban News	Oct-Dec	Wkly, Fr	30,166	0.0%	0.0%
Eldorado Urban News	Oct-Dec	Wkly, Fr	30,166	0.0%	0.0%
Orlando Urban News	Oct-Dec	Wkly, Fr	30,166	0.0%	0.0%
Zola Urban News	Oct-Dec	Wkly, Fr	30,166	0.0%	0.0%
Krugersdorp News	Oct-Dec	Wkly, Wed	30,165	-0.1%	0.1%
Germiston City News	Oct-Dec	Wkly, Tue	30,085	-0.4%	-0.4%
People s Post Constantia/Wynberg	Oct-Dec	Wkly, Tue	30,069	0.0%	0.0%
Eyethu Bay Watch (Formerly Baywatch)	Oct-Dec	Wkly, Wed	30,067	0.0%	0.0%
UD Express	Oct-Dec	Wkly, Wed	29,932	0.0%	0.0%
Komani Karoo Express	Oct-Dec	Wkly, Th	29,905		
Issue Mangaung	Oct-Dec	Wkly, Wed	29,900	0.0%	0.0%
Maritzburg Sun	Oct-Dec	Wkly, Wed	29,866	8.2%	0.0%
Public Eye	Oct-Dec	Wkly, Th	29,842	-0.1%	-0.1%
Rekord Mamelodi	Oct-Dec	Wkly, Fr	29,784	-0.1%	-0.1%
Northern News Goodwood / Parow formerly Tygertalk Goodwood	Oct-Dec	Wkly, Wed	29,730	0.0%	0.0%
Coastal Weekly	Oct-Dec	Wkly, Th	29,580	-1.2%	-1.2%
People s Post City Edition	Oct-Dec	Wkly, Tue	29,246	0.0%	0.0%
Umlazi Eyethu	Oct-Dec	Wkly, Fr	29,217	-2.0%	-2.4%

Roodepoort Northsider (Formerly Northside Chronicle)	Oct-Dec	Wkly, Th	28,999	0.2%	0.8%
Rekord Noweto	Oct-Dec	Wkly, Fr	28,820	0.0%	0.0%
Dolphin Coast Mail	Oct-Dec	Wkly, Wed	28,698	-4.2%	0.0%
Tygerburger Ravensmead/Belhar	Oct-Dec	Wkly, Wed	28,696	0.0%	0.0%
East Coast Mail	Oct-Dec	Wkly, Wed	28,693	-4.2%	0.0%
Intshonalanga Eyethu	Oct-Dec	Wkly, Fr	28,631	-4.3%	-4.4%
Mdrand Reporter	Oct-Dec	Wkly, Th	28,122	-0.5%	0.0%
Tygerburger Eersterivier/Blue Downs	Oct-Dec	Wkly, Wed	27,968	0.0%	0.0%
Jabavu Urban News.	Oct-Dec	Wkly, Fr	27,666	0.0%	0.0%
Meadowlands Urban News	Oct-Dec	Wkly, Fr	27,666	0.0%	0.0%
Northglen News	Oct-Dec	Wkly, Fr	27,511	-0.2%	-0.3%
Berea Mail	Oct-Dec	Wkly, Fr	27,061	-0.2%	-0.5%
Stanger Weekly	Oct-Dec	Wkly, Wed	26,728	-10.6%	-10.6%
Rosebank Killamey Gazette	Oct-Dec	Wkly, Tue	26,362	1.7%	-0.7%
Springs Advertiser	Oct-Dec	Wkly, Wed	26,055	0.1%	0.0%
Chiawelo Urban News	Oct-Dec	Wkly, Fr	25,166	0.0%	10.0%
Pimville Urban News	Oct-Dec	Wkly, Fr	25,166	0.0%	0.0%
Protea Urban News	Oct-Dec	Wkly, Fr	25,166	0.0%	0.0%
Kalahari Buletin (Formerly Kuruman Bulletin)	Oct-Dec	Wkly, Th	24,887	0.0%	-0.2%
Xpress Times	Oct-Dec	Wkly, Wed	24,525	-1.7%	0.0%
North Eastern Tribune	Oct-Dec	Wkly, Tue	24,205	-0.2%	-0.2%
Eikestadnuus.	Oct-Dec	Wkly, Th	23,977	4.5%	
People s Post Retreat	Oct-Dec	Wkly, Tue	23,423	0.0%	0.0%
Merebank Rising Sun	Oct-Dec	Wkly, Tue	22,350	0.0%	0.0%
Issue, Eastern Free State	Oct-Dec	Wkly, Th	21,900	0.0%	0.0%
Noordkaap	Oct-Dec	Wkly, Wed	21,878	0.0%	0.7%
NewsHorn Mpumalanga	Oct-Dec	F	21,850	0.0%	0.5%
People s Post Grassy Park	Oct-Dec	Wkly, Tue	21,838	0.0%	0.0%
People s Post Landsdowne	Oct-Dec	Wkly, Tue	21,130	0.0%	0.0%
Tygerburger Durbanville	Oct-Dec	Wkly, Wed	20,720	0.0%	0.0%
Comaro Chronicle	Oct-Dec	Wkly, Wed	20,676	-0.3%	-0.9%
Md South Coast Rising Sun	Oct-Dec	Wkly, Tue	20,025	0.0%	0.0%
Isolomzi Express	Oct-Dec	Wkly, Wed	19,985	0.0%	0.0%
Kouga Express	Oct-Dec	Wkly, Th	19,981	0.0%	0.0%
Hillcrest Fever (formerly Forest Express)	Oct-Dec	Wkly, Tue	19,947	0.0%	0.0%
Rekord West News/Wes Nuus	Oct-Dec	Wkly, Fr	19,933	-0.5%	-0.5%
South Coast Sun	Oct-Dec	Wkly, Fr	19,893	-0.2%	-1.3%
Umgungundlovu Eyethu (former Umngeni)	Oct-Dec	F	19,859	0.0%	0.0%
South Coast Herald Bonus	Oct-Dec	Wkly, Wed	19,850	0.0%	0.0%
Alex News	Oct-Dec	Wkly, Th	19,651	-0.4%	0.1%
Randfontein / Westonaria Herald.	Oct-Dec	Wkly, Tue	19,608	0.1%	-1.7%
Tygerburger Kuilsrivier	Oct-Dec	Wkly, Wed	19,288	0.0%	0.0%
Tygerburger Brackenfell	Oct-Dec	Wkly, Wed	19,253	0.0%	0.0%
Tygerburger Bellville	Oct-Dec	Wkly, Wed	19,042	0.0%	0.0%
Brakpan Herald	Oct-Dec	Wkly, Tue	18,991	0.2%	0.0%
Swartland Gazette (formerly Swartland Monitor).	Oct-Dec	Wkly, Tue	18,991	0.2%	0.2%
Tygerburger Minerton	Oct-Dec	Wkly, Wed	18,688	0.0%	0.0%
Tygerburger Kraaifontein	Oct-Dec	Wkly, Wed	18,637	0.0%	0.0%
TygerBurger De Grendel	Oct-Dec	Wkly, Wed	18,522	0.0%	0.0%
Rekord Central/Sentraal	Oct-Dec	Wkly, Fr	18,475	0.0%	0.0%
Highvelder, The	Oct-Dec	Wkly, Fr	17,844	0.0%	0.0%
Southlands Sun	Oct-Dec	Wkly, Fr	17,788	-0.2%	-0.8%
Steelburger	Oct-Dec	Wkly, Fr	17,700	0.0%	2.3%
TygerBurger Tyger Valley	Oct-Dec	Wkly, Wed	17,399	0.0%	0.0%
Johannesburg Eastern Express	Oct-Dec	Wkly, Tue	17,278	-0.2%	-1.3%
Mdweek Herald (formerly Noordwes Gazette)	Oct-Dec	Wkly, Tue	16,993	0.0%	0.0%
People s Post Woodstock	Oct-Dec	Wkly, Tue	16,391	0.0%	0.0%
West Side Urban News	Oct-Dec	Wkly, Fr	16,166	0.0%	0.0%
Northern Eyethu	Oct-Dec	Mily	15,860	0.0%	0.0%

Full Sus	Jul -Dec	AltM	15,783	0.6%	0.4%
Capetowner	Oct -Dec	Wkly, Wed	15,000	0.0%	0.0%
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	Oct -Dec	Wkly, Th	14,950	0.0%	0.0%
Theewaterkloof Gazette (Formerly Kontreinuus Gaz.)	Oct -Dec	Wkly, Tue	14,950	0.0%	0.0%
Weskus Nuus	Oct -Dec	F	14,950	0.0%	0.0%
Amanzimtoti Fever (formerly Uppercoast Fever)	Oct -Dec	Wkly, Wed	14,866	0.0%	0.0%
Herrie, Die	Oct -Dec	Wkly, Th	14,773	-12.9%	-12.9%
East Griqualand Fever	Oct -Dec	Wkly, Th	14,690	0.0%	0.0%
Tygerburger Parow	Oct -Dec	Wkly, Wed	14,322	0.0%	0.0%
Tygerburger Goodwood	Oct -Dec	Wkly, Wed	14,054	0.0%	0.0%
Queensburgh News	Oct -Dec	F	13,010	-0.5%	-0.7%
Northern Business Review	Jul -Jun	Q	12,166	0.0%	-17.8%
Vrystaat Nuus/News	Oct -Dec	Wkly, Wed	11,952	0.0%	0.0%
Village Talk	Oct -Dec	Wkly, Wed	11,946	0.6%	0.6%
Tribune	Oct -Dec	Wkly, Tue	11,943	0.0%	0.0%
Zululand Eyethu (formerly Eshowe Watch)	Oct -Dec	Mtly	11,852	0.0%	0.0%
Breederivier Gazette.	Oct -Dec	Wkly, Wed	11,550	0.0%	0.0%
SA Jewish Report	Oct -Dec	Wkly, Fr	11,476	0.1%	0.0%
The Village NEWS	Oct -Dec	Wkly, Tue	10,527	-0.1%	2.4%
Uthukela Eyethu	Oct -Dec	Wkly, Th	10,000	0.0%	-14.0%
Mpumala Koloni Lathiha Ilanga	Oct -Dec	Mtly	9,968	0.0%	
Kroonnuus	Oct -Dec	Wkly, Tue	9,943	8.4%	11.2%
CXpress	Oct -Dec	Wkly, Wed	9,900	0.0%	0.0%
White River Post	Oct -Dec	F	9,825	0.0%	0.0%
Nelspruit Post	Oct -Dec	Wkly, Th	9,815	0.0%	-37.9%
Hazyview Herald	Oct -Dec	F	9,795	0.0%	194.6%
Greytown Gazette	Oct -Dec	Wkly, Mon	8,900	-2.7%	-9.9%
Corridor Gazette	Oct -Dec	Wkly, Th	8,800	0.0%	0.0%
City Buzz	Oct -Dec	Mtly	8,350	-9.3%	-8.1%
Polokwane Observer.	Oct -Dec	Wkly, Th	8,133	-2.2%	
Die Ghaap - Kimberly Gazette	Oct -Dec	F	7,998	0.0%	0.0%
Parys Gazette	Oct -Dec	Wkly, Fr	7,490	0.0%	-0.1%
Sentinel News	Oct -Dec	Wkly, Wed	7,145	0.0%	0.0%
The Weekly Free State	Oct -Dec	Wkly, Th	4,950	0.0%	0.0%
Free State Sun	Oct -Dec	Wkly, Th	4,850	2.1%	2.1%
Standerton Advertiser.	Oct -Dec	Wkly, Fr	4,850	0.0%	-50.0%
Maluti News	Oct -Dec	Wkly, Fr	2,495	0.0%	0.8%
AWSUM Newspaper	Oct -Dec	Mtly	Terminated		
Makhulu News.	Oct -Dec	Wkly, Fr	Terminated		
The Insight	Oct -Dec	Mtly	Terminated		
Mdkaroo Express	Oct -Dec	Wkly, Th	Rebranded		
Midvaal Ster	Oct -Dec	Wkly, Tue	Rebranded		
Queenstown Express	Oct -Dec	Wkly, Th	Rebranded		
Sasolburg Ster	Oct -Dec	Wkly, Tue	Rebranded		
Tongaat & Verulam Sun	Oct -Dec	Wkly, Th	Rebranded		
Vanderbijlpark Ster	Oct -Dec	Wkly, Tue	Rebranded		
Vereeniging Ster	Oct -Dec	Wkly, Tue	Rebranded		
Cosmo City Chronicle	Oct -Dec	F	No Submission		
Inner City Gazette	Oct -Dec	Wkly, Th	No Submission		
Laudium Sun	Oct -Dec	Wkly, Fr	No Submission		
Lentswe	Oct -Dec	Wkly, Th	No Submission		
Midweek Rekord	Oct -Dec	Wkly, Th	No Submission		
North Western Bonus	Oct -Dec	F	No Submission		
Soweto Express	Oct -Dec	Mtly	No Submission		
Boland Gazette	Oct -Dec	Wkly, Tue	Discontinued		
Echo, The	Oct -Dec	Wkly, Fr	Discontinued		
Express Northern Cape	Oct -Dec	Wkly, Wed	Discontinued		
Highlands Panorama News	Oct -Dec	Wkly, Th	Discontinued		
Idinga	Oct -Dec	Wkly, Fr	Discontinued		

Mossel Bay Home Ads News	Oct-Dec	Wkly, Tue	Discontinued		
Upper Highway Mail (Incorporating The Hilltop)	Oct-Dec	Mon	Discontinued		

****Does not include newspapers outside of the RSA.***

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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