

Newspapers ABC Q1 2018: Some positives for press

By [Danette Breitenbach](#)

9 May 2018

Despite a decline of 4.4 % on the prior year, the Audit Bureau of Circulation (ABC) total newspaper circulation increased by 0.8% on the previous quarter, bucking the prior quarter's trend of overall declines.



Daily Newspapers increased by 0.4% on the previous quarter, but together with Weekly Newspapers declined on the prior year. Daily Newspapers declined by 15.7% on the prior year and Weekly Newspapers by 12.5% on the prior year and by 1.4% on the previous quarter.

Weekend Newspapers remained static compared to the previous quarter. Dailies declined by 15.7% on the prior year and Weekend Newspapers declined by 9.2% on the prior year.



Newspapers ABC Q4 2017: Losses across the board

[Danette Breitenbach](#) 14 Feb 2018



Dailies

Only *Citizen* showed positive movement over the previous quarter and the prior year, moving up by 3.8% and 4.3% respectively. While *Isolezwe* gained 8.6% on the previous quarter, together with the *Daily Dispatch*, which gained 3.4%, both lost nearly 10% on the prior year. *Isolezwe* lost nearly 9.5% over the prior year, while *Daily Dispatch* lost 9.4%.

Publication Name	Circulation	%change quarter	%change year
Daily Sun	141,187	-1.9%	-19.1%
Daily Nation	115,574	1.7%	-12.5%
Isolezwe	86,342	8.6%	-9.5%
Star, The	75,836	1.8%	-10.6%
Sowetan	70,120	-2.3%	-12.4%
Son (Daily)	62,842	-4.8%	-14.8%
Burger, Die Daily	47,420	0.0%	-4.2%

Citizen, The (Daily)	45,358	3.8%	4.3%
Burger, Die Daily	40,207	-0.1%	-3.6%
Namibian, The	37,627	-3.5%	-8.6%
Beeld, Daily	36,182	0.7%	-12.4%
Bukedde	34,477	5.6%	15.9%
Cape Times	29,994	1.1%	-3.9%
Cape Argus	27,946	1.0%	-5.9%
New Vision	26,930	1.1%	-7.8%
Mercury, The	25,659	0.9%	-2.0%
Times of Swaziland	24,734	10.2%	9.1%
Daily News	23,105	-1.7%	-4.8%
Business Day	20,350	0.2%	-5.6%
Daily Dispatch	18,575	3.4%	-9.4%
Daily Monitor	17,857	-4.8%	-0.8%
Herald, The	16,584	-2.8%	-6.4%
Volksblad - Daily	13,991	0.6%	-9.9%
Taifa Leo	13,605	6.7%	-2.2%
Pretoria News	12,600	0.5%	-16.2%
Witness, The	11,681	0.3%	-14.4%
Diamond Fields Advertiser	7,794	2.6%	-6.8%
Burger, Die Daily	7,216	0.6%	-7.3%
Zambia Daily Mail	6,853	-2.1%	-5.0%

Weekly newspapers

Only *Soccer Laduma* showed any real movement, moving up 0.8% over the prior quarter, and losing 11.3% over the prior year.

Publication	Circulation	%change quarter	%change year
Soccer Laduma	252,041	0.8%	-11.3%
Ilanga	56,481	-2.4%	-22.2%
Post, The	37,310	-6.8%	-7.1%
Mail & Guardian	26,945	-3.7%	-10.6%
Voice, The	16,005	0.4%	-8.2%
Mmegi Reporter, The	10,775	93.0%	70.8%
Botswana Gazette , The	9,352	1.3%	-12.4%
The Monitor (Formerly Mmegi Monitor)	8,465	8.6%	0.2%
Lesotho Times	7,830	-0.5%	-0.2%
Total	425,204	0.1%	-16.1%

Weekend newspapers

The two movers in this category are the *Weekend Argus* and *Sunday Tribune*. The two experienced slight increases over the prior quarter but decreases on the prior year. *Weekend Argus* gained 0.6% over the prior quarter and decreased by 1.6% over the prior year. *Sunday Tribune* increased by 0.3% over the prior quarter and decreased by 9.6% over the prior year.

Publication	Circulation	%change quarter	%change year
Sunday Times	260,132	-0.3%	-0.9%
Sunday Nation	129,105	3.2%	-10.7%
Rapport	113,636	0.6%	-9.0%
Isolezwe ngeSonto	65,489	5.0%	-9.4%
Isolezwe ngoMgqibelo	64,676	2.3%	-13.0%
Sunday Sun	62,674	-8.3%	-27.2%
Burger, Die Saturday	61,749	2.1%	-1.1%
City Press	58,566	4.5%	-18.3%

Burger, Die Saturday	53,694	2.6%	0.0%
Weekend Argus	52,004	0.6%	-1.6%
Sunday Tribune	50,064	0.3%	-9.6%
Sunday World	47,835	-6.9%	-21.0%
Saturday Star, The	45,172	0.4%	-11.8%
Beeld, Saturday	37,253	3.2%	-4.3%
Independent on Saturday	36,144	2.4%	-3.6%
Son op Sondag (formerly Sondag Son)	36,046	-4.2%	-16.7%
Citizen, The (Saturday)	35,447	12.3%	9.8%
Ilanga Langesonto	34,146	-2.4%	-16.9%
Weekend Argus	33,934	-0.2%	-3.2%
Weekend Argus	18,072	2.2%	1.4%
Sunday Vision	17,599	2.4%	2.3%
Weekend Post	16,098	-4.6%	-4.8%
Saturday Dispatch	14,639	-2.2%	-11.7%
Volksblad - Saturday	13,208	-1.2%	-7.6%
Sunday Monitor	12,320	1.1%	4.1%
Taifa Jumapili	12,241	7.4%	-1.8%
Weekend Witness	11,123	-3.2%	-16.3%
Burger, Die Saturday	8,057	-1.5%	-8.0%
Pretoria News Saturday	7,510	2.1%	-16.1%
The Southern Cross	7,379	-4.8%	-8.8%
Sunday Mail	4,181	-9.9%	-21.1%

Local newspapers

These increased by 2.3% the previous quarter, but declined by 6.0% on the prior year. A number of local newspapers saw increases over the prior quarter in excess of 10% – *The Lowvelder Tuesday* (16.3), *The Lowvelder Friday* (14%), *Rustenburg Herald* (11.4%) and *Witbank News Friday* (10.7).

Of these *Rustenburg Herald* also saw a 20.9% increase change over the prior quarter. *The Lowvelder Friday* also increased over the prior year, by 1.9%. *Witbank News Friday* lost 7.4% and *The Lowvelder Tuesday* lost 3.4%

Publication	Circulation	%change quarter	%change year
African Reporter	21,875	1.8%	4.3%
Rustenburg Herald	19,633	11.4%	20.9%
Witbank News, Fri	18,316	10.7%	-7.4%
George Herald (Thursday)	15,647	2.8%	-0.3%
Lowvelder, The / Laevelder, Die (Friday)	14,281	14.0%	1.9%
Middelburg Observer, Fri	14,177	1.3%	-10.7%
Klerksdorp Rekord	13,767	0.9%	-7.8%
Lowvelder, The / Laevelder, Die (Tuesday)	13,028	16.3%	-3.4%
South Coast Herald	11,878	0.2%	-8.5%
Paarl Post	11,847	2.5%	-5.8%

The Mail	10,673	-1.3%	-2.3%
Weslander, The	10,092	-1.7%	-7.3%
Worcester Standard	8,813	1.7%	-4.2%
Zululand Observer Weekend (Formerly Friday)	8,606	2.3%	-9.1%
Mpumalanga News	8,164	6.2%	0.6%
Gemsbok	7,455	2.9%	-19.9%
Mosselbay Advertiser	7,427	1.2%	-5.0%
Limpopo Mirror	7,381	-5.2%	-7.1%
District Mail	6,697	-2.6%	-15.0%
Vaalweekblad	6,303	-0.8%	-16.9%
Hermanus Times	6,197	5.8%	5.2%
Potchefstroom Herald	5,361	-5.5%	-17.3%
Representative	5,322	2.3%	-12.1%
Polokwane Observer	5,252	-4.4%	-11.6%
Capricorn Voice	5,218	-6.5%	-28.0%
Zululand Observer Monday	5,195	-0.3%	-12.1%
Newcastle and District Advertiser	4,787	-2.8%	-18.4%
Brits Pos	4,394	-2.5%	-12.6%
Eikestadnuus	4,310	4.1%	-0.9%
Northern Review Weekend	4,297	2.0%	-12.0%
Stellalander	4,278	4.8%	-6.6%
South Cape Forum/Suid Kaap Forum	3,909	4.1%	0.2%
Die Noordwester	3,659	-8.6%	8.4%
Middelburg Observer, Tues	3,354	-4.9%	-13.0%
Knysna Plett Herald	2,838	3.7%	-0.8%
Bosvelders Review	2,739	7.0%	1.1%
Carletonville Herald	2,535	-2.3%	-23.1%
Northern Natal Courier	2,312	3.9%	-16.0%
Ladysmith Gazette	2,261	-8.4%	-19.5%
Tembisan	2,214	-10.3%	19.4%
Md South Coast Mail	2,124	0.8%	-6.6%
Talk of the Town	2,068	-7.0%	18.1%
Vryheid Herald	1,948	-5.0%	-19.3%
Graaff Reinet Advertiser	1,910	1.1%	-2.5%
Oudtshoorn Courant	1,888	-0.5%	-6.3%
Daller, Die	1,748	-0.2%	-4.5%
Streeknuus	1,690	3.2%	-7.3%
Estcourt and Midlands News	1,552	0.2%	-13.1%
The Courier	966	6.7%	0.9%
Streeknuus Delmas	896	-7.7%	-6.5%

Free newspapers

This quarter saw a total increase of 1% on the previous quarter by Free Newspapers, but a decline of 1.1% on the prior year. *The Insight* gained 33.7% change over the prior quarter but no change on the prior year. *Table Talk* increased 3.8% over the prior quarter and the prior year.

Publication	Circulation	%change quarter	%change year
Taxi Times (former Tame Times - Fortnightly)	123,283	243.0%	589.5%
PE Express	119,922	0.0%	0.0%
Sedibeng Ster	100,986	0.0%	0.0%
Msunduzi News	99,990	0.0%	0.0%
Tame Times - Weekly	98,153	-5.7%	-19.5%
Plainsman	89,619	1.2%	1.2%
People s Post Mitchells Plain	83,340	0.0%	0.0%
Vukani	81,100	0.0%	0.0%
Rekord East/Oos	78,638	0.1%	-0.1%
Tabletalk	70,089	3.8%	3.8%

Rekord Centurion	60,064	0.2%	0.0%
Mhatha Express	59,987	0.0%	0.0%
Randburg Sun	59,965	0.1%	0.1%
The Rising Sun.	59,960	0.0%	0.0%
Phoenix Tabloid	55,980	0.0%	8.7%
Athlone News	55,937	0.0%	0.0%
Kempton Express	55,048	-0.5%	-0.9%
Highway Mail	54,571	0.0%	0.0%
Northern News - Kraaifontein, Brackenfel, Kuils River	53,362	-0.3%	-0.3%
AWSUM Newspaper	51,233		
Roodepoort Record	51,208	0.3%	-0.3%
Chatsworth Rising Sun	51,148	0.0%	0.0%
City Vision (Khayalitsha)	50,453	0.0%	0.0%
Southern Mail	50,360	0.0%	0.0%
Chatsworth Tabloid	49,980	0.0%	0.0%
The Central Weekly Gazette	49,980	0.0%	0.0%
My Line	49,900	0.0%	0.0%
City Vision (Langa/Gugulethu)	49,634	0.0%	0.0%
Sandton Chronicle	49,425	0.0%	-10.0%
Southern Suburbs Tatler	48,660	0.0%	0.0%
Comubia and Phoenix Sun	47,410	0.0%	-14.0%
Bedfordview & Edenvale News	46,145	0.4%	-0.2%
Overport Rising Sun	44,900	0.0%	0.0%
Bloemnuus	44,839	0.0%	0.1%
Boksburg Advertiser	43,451	0.0%	0.0%
Go & Express	41,943	0.1%	0.0%
Bloemfontein Courant (formerly Krant)	41,888	0.0%	0.1%
Ethekwini Times	40,980	0.0%	0.0%
Umlazi Times	40,980	0.0%	0.0%
Bonus Review	39,817	0.0%	-0.1%
North Coast Courier	39,766	0.1%	0.1%
Rekord North/Noord	39,763	-0.1%	-0.1%
Southern Courier	39,354	-0.1%	-0.4%
South Coast Herald Bonus	39,350	0.0%	-0.1%
Northern News Bellville/Durbanville formerly Tyger talk Bellville/Durbanville	38,840	0.0%	0.0%
Benoni City Times	38,784	0.0%	0.0%
Express	38,700	0.0%	-0.4%
Alberton Record	37,930	0.0%	-0.3%
UGU Eyethu	36,850	0.0%	5.7%
Fourways Review	36,805	-0.2%	0.3%
Vista	34,963	0.0%	0.0%
Ridge Times	34,950	0.0%	0.0%
South Coast Fever	34,950	0.0%	0.0%
Msunduzi Eyethu (former Edendale)	34,879	0.0%	0.0%
Rekord Moot	33,530	0.0%	0.0%
Tygerburger Elsiesrivier	33,085	0.0%	0.0%
Rising Sun Lenasia	32,925	0.0%	0.0%
Dobsonville Urban News	32,666	0.0%	0.0%
Southern Star	31,980	0.0%	0.0%
Tongaat & Verulam Tabloid (former Northern Star)	31,980	0.0%	0.0%
Constantiaberg Bulletin	31,883	0.6%	0.6%
People s Post Claremont/Rondebosch	31,834	0.0%	0.0%
Tygerburger Table View	31,445	0.0%	0.0%
False Bay Echo	31,440	0.0%	0.0%
Atlantic Sun	31,350	0.0%	0.0%
Helderberg Gazette.	31,200	0.0%	0.0%
Bolander	31,000	0.0%	0.0%
People s Post False Bay	30,972	0.0%	0.0%
Makhulu News.	30,826	0.0%	0.1%

Northcliff & Melville Times	30,678	0.2%	-1.0%
People s Post Athlone	30,252	0.0%	0.0%
Germiston City News	30,226	0.0%	0.0%
Diepkloof Urban News	30,166	0.0%	0.0%
Eldorado Urban News	30,166	0.0%	0.0%
Orlando Urban News	30,166	0.0%	0.0%
Zola Urban News	30,166	0.0%	0.0%
Krugersdorp News	30,135	-0.2%	-0.6%
People s Post Constantia/Wynberg	30,069	0.0%	0.0%
Eyethu Bay Watch (Formerly Baywatch)	30,067	-0.4%	-0.4%
Umlazi Eyethu	29,971	0.1%	0.1%
UD Express	29,934	0.0%	0.0%
Coastal Weekly	29,930	0.0%	0.0%
Issue Mangaung	29,900	0.2%	0.2%
Stanger Weekly	29,898	0.0%	0.0%
Maritzburg Sun	29,879	0.0%	0.0%
Intshonalanga Eyethu	29,878	-0.2%	-0.2%
Public Eye	29,859	0.0%	0.0%
Boland Gazette	29,850	0.0%	0.0%
Rekord Mamelodi	29,800	0.0%	0.0%
Northern News Goodwood / Parow formerly Tygertalk Goodwood	29,730	0.0%	0.0%
Soweto Express	29,502	0.0%	0.0%
People s Post City Edition	29,246	0.0%	0.0%
Roodepoort Northsider (Formerly Northside Chronicle	29,206	0.9%	0.6%
Rekord Noweto	28,820	0.0%	0.0%
Dolphin Coast Mail	28,793	-1.8%	-2.0%
East Coast Mail	28,788	-1.8%	-2.0%
Tygerburger Ravensmead/Belhar	28,696	0.0%	0.0%
Mdrand Reporter	28,067	-0.5%	0.1%
Tygerburger Eersterivier/Blue Downs	27,968	0.0%	0.0%
Jabavu Urban News.	27,666	0.0%	0.0%
Meadowlands Urban News	27,666	0.0%	0.0%
Northglen News	27,583	0.0%	0.1%
Berea Mail	27,179	0.0%	0.1%
Rosebank Killamey Gazette	26,558	-0.2%	-1.5%
Vanderbijlpark Ster	26,486	0.0%	1.9%
Springs Advertiser	26,027	0.0%	-0.2%
Chiawelo Urban News	25,166	0.0%	0.0%
Pimville Urban News	25,166	0.0%	0.0%
Protea Urban News	25,166	0.0%	0.0%
Public Eye Free State	24,995	0.2%	94.3%
Xpress Times	24,949	1.7%	0.0%
King Williams Town Express	24,947	0.0%	25.1%
Kalahari Buletin (Formerly Kuruman Bulletin)	24,927	0.0%	0.0%
North Western Bonus	24,643	0.2%	0.7%
North Eastern Tribune	24,271	-0.2%	-0.6%
People s Post Retreat	23,423	0.0%	0.0%
Merebank Rising Sun	22,400	0.0%	0.0%
Issue, Eastern Free State	21,882	-0.1%	-0.1%
Noordkaap	21,853	0.0%	0.0%
People s Post Grassy Park	21,838	0.0%	0.0%
People s Post Landsdowne	21,130	0.0%	0.0%
Comaro Chronicle	20,813	0.0%	-0.7%
Tygerburger Durbanville	20,720	0.0%	0.0%
South Coast Sun	20,138	0.0%	0.1%
Md South Coast Rising Sun	20,075	0.0%	0.0%
Rekord West News/Wes Nuus	20,026	0.1%	-0.1%
Kouga Express	19,985	0.0%	0.0%
Pinetown Fever	19,955	0.0%	0.2%

Echo, The	19,949	0.0%	0.0%
Queenstown Express	19,945	0.0%	0.0%
Hillcrest Fever (formerly Forest Express)	19,944	0.0%	0.0%
Bloemfontein Courant Voice	19,928	-0.1%	0.0%
Uvo Lwethu Express	19,912	0.0%	0.0%
Randfontein / Westonia Herald.	19,877	0.6%	0.3%
Isolomzi Express	19,872	0.0%	0.0%
Umgungundlovu Eyethu (former Umngeni)	19,859	0.0%	67.5%
Alex News	19,664	0.0%	-0.4%
Upper Highway Mail (Incorporating The Hilltop)	19,645	0.0%	0.0%
Tygerburger Kuilsrivier	19,288	0.0%	0.0%
Tygerburger Brackenfell	19,253	0.0%	0.0%
Tygerburger Bellville	19,042	0.0%	0.0%
Brakpan Herald	19,032	0.0%	0.3%
Swartland Gazette (formerly Swartland Monitor).	18,950	0.0%	0.0%
Tygerburger Minerton	18,688	0.0%	0.0%
Tygerburger Kraaifontein	18,637	0.0%	0.0%
TygerBurger De Grendel	18,522	0.0%	0.0%
Rekord Central/Sentraal	18,480	0.0%	0.0%
NewsHorn Mpumalanga	18,477	2.3%	
Midweek Rekord	18,351	0.0%	1.4%
Highvelder, The	17,974	-0.1%	-0.1%
Southlands Sun	17,930	0.1%	0.0%
Express Northern Cape	17,451	0.1%	0.1%
Johannesburg Eastern Express	17,425	0.9%	-0.8%
TygerBurger Tyger Valley	17,399	0.0%	0.0%
Steelburger	17,300	0.0%	0.0%
Midweek Herald (formerly Noordwes Gazette)	16,995	0.0%	0.2%
Herrie, Die	16,955	0.0%	0.0%
Vereeniging Ster	16,918	0.0%	-1.0%
People s Post Woodstock	16,391	0.0%	0.0%
West Side Urban News	16,166	0.0%	0.0%
Laudium Sun	16,000	0.0%	0.0%
Cosmo City Chronicle	15,950	0.0%	0.0%
Northern Eyethu	15,860	0.0%	0.0%
Nelspruit Post	15,819	0.0%	-0.6%
Full Sus	15,720	0.0%	0.4%
Midvaal Ster	15,688	0.0%	0.0%
Times of Ladysmith	15,030	0.0%	0.0%
Amajuba Eyethu	15,011	0.0%	0.0%
Newcastle Sun	15,003	0.0%	0.0%
Capetowner	15,000	0.0%	0.0%
Uthukela Eyethu	15,000	0.0%	0.0%
Standerton Advertiser.	14,987	0.0%	0.0%
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	14,950	0.0%	50.3%
Weskus Nuus	14,950	0.3%	0.3%
Sasolburg Ster	14,879	0.0%	-0.7%
Amanzimtoti Fever (formerly Uppercoast Fever)	14,849	0.0%	0.0%
East Griqualand Fever	14,690	0.0%	0.0%
Lentswe	14,646	0.7%	4.2%
Theewaterkloof Gazette (Formerly Kontreinuus Gaz.)	14,609	0.0%	0.0%
Tygerburger Parow	14,322	0.0%	0.0%
Tygerburger Goodwood	14,054	0.0%	0.0%
Queensburgh News	13,096	0.0%	0.1%
Vrystaat Nuus/News	12,015	1.1%	2.0%
Tribune	11,954	0.1%	-0.4%
Zululand Eyethu (formerly Eshowe Watch)	11,852	0.0%	0.0%
SA Jewish Report	11,479	0.1%	0.4%
Breederivier Gazette.	11,450	0.0%	0.0%

Mdkaroo Express	11,267		
Village Talk	10,869	0.0%	0.0%
Highlands Panorama News	9,968	0.0%	11.2%
CXpress	9,900	0.0%	0.0%
Idinga	9,855	0.0%	0.0%
White River Post	9,823	0.0%	-0.5%
City Buzz	9,612	-17.8%	-18.0%
The Weekly Free State	9,495	0.0%	-4.6%
Greytown Gazette	9,360	-0.3%	2.9%
Kroonnuus	8,943	0.0%	0.0%
Corridor Gazette	8,800	0.0%	0.0%
Die Ghaap - Kimberly Gazette	7,988	0.0%	0.0%
Mossel Bay Home Ads News	7,895	0.0%	-52.4%
Parys Gazette	7,493	0.0%	0.0%
Sentinel News	7,145	0.0%	0.0%
The Village NEWS	6,985		
Barberton Times	5,315	0.0%	-1.9%
Inner City Gazette	4,963	-0.1%	-0.2%
The Insight	4,900	33.7%	0.0%
Tshwane Gazette	4,793		
Free State Sun	4,750	0.0%	2.2%
Hazyview Herald	3,325	0.0%	0.0%
Game Reporter	2,990	0.0%	
Maluti News	2,475	0.0%	0.0%



Magazines ABC Q1 2018: A sad affair

Danette Breitenbach 9 May 2018



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 VMts.

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