

The shootout: *City Press* vs *Sunday Times*

By Mandy de Waal: @mandydwaaal

3 Apr 2012

The *Sunday Times* is getting fat and dominates the Sunday print market, but that doesn't mean it can become complacent. Media24 knows a thing or two about the online space, and it has the resources to give Avusa a wake-up call.



If you picked up the *Sunday Times* recently, you'd probably need both hands to lift up the mother of all papers. Under the covers is a growing forest or two of inserts. Brands such as Edgars, CNA, CTM, Pick n Pay, Checkers, Stuttafords, Telkom and Woolworths are investing good advertising spend in Avusa's weekly.

The [Audit Bureau of Circulations](#) (ABC) says 27 newspapers with a combined circulation of 2365 million compete for the Sunday market, but *Sunday Times* takes the print lead with copy sales of some 262 992. Moreover, it is also the only top title to show year-on-year growth.

Rank	Publication name	Copy sales >50% - 2011	% Change on prior year
1	Sunday Times	262,992	6.03%
2	Sunday Sun	212,102	-6.41%
3	Rapport	201,983	-9.22%
4	City Press	146,036	-3.38%
5	Sunday World	121,943	-7.88%

Source: Audit Bureau of Circulations.

Then there's the matter of clout. News has become so commoditised that dominating influence means breaking headlines, owning the media agenda, and investing in quality journalism to sort the also-rans from the big guns. One of many lenses for tracking who has local influence is to determine how often a newspaper is quoted by its media peers. [Recent Media Tenor research](#) indicates the *Sunday Times* is the most quoted traditional medium in South Africa; this for the sixth time in a row.

The interesting departure for the usual order is that *City Press* moved up a notch, taking second position from *Mail & Guardian*, which has dropped to being the third most quoted news source in the country. Breaking big, attention-grabbing stories and [investigative journalism](#) is where value lies, and the three weeklies have the most powerful investigative teams in the country.

[Continue reading](#) the full story on www.dailymaverick.co.za.

ABOUT MANDY DE WAAL: @MANDYLDEWAAL

Editor, writer and researcher. *Editor of #TheFutureByDesign & The Africa Annual *Published in Africa's Greatest Entrepreneurs *Published in Rolling Stone Magazine, The Guardian (UK), Daily Maverick, Finweek, Mail & Guardian, City Press, Rapport, Moneyweb, Noseweek, Brainstorm Magazine, ITWeb, and MarkLives. *Before becoming a full time writer, de Waal founded brand agency Idea Engineers, and led the Cape Town office of Text 100.

- The shootout: *City Press* vs *Sunday Times* - 3 Apr 2012
- Govt launches clumsy secrecy bill advertising spree - 2 Apr 2012
- SA investigative greats: Secrecy Bill will not silence us - 23 Nov 2011
- *City Press*'s big, glossy bid to expand market share - 3 Oct 2011
- Deon du Plessis: a man truly larger than life goes on great sabbatical in sky - 12 Sep 2011

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>