

Newspapers ABC Q4 2021: Groundhog day for newspapers

It's looking much like groundhog day when the Audit Bureau of Circulation (ABC) of South Africa release the quarterly figures for newspapers, as the fourth quarter 2021 (Q4) continued to show small declines and increases on the previous quarter.

 By Danette Breitenbach 11 Feb 2022



While, as always there are one or two standouts in the categories, both in increases and decreases on the previous quarter, on the whole, the movement on either side was marginal.

However, there was a significant occurrence that impacted the number of newspapers.

"The Free Newspaper category growth of 19% from Q3 to Q4 was driven by the return of the government newspaper, *Vukuzenzela*, to the ABC. "The latter impacted the Total Newspaper Category positively," said the ABC in a statement.

The ABC adds that the Hybrid (part sold and part free) Newspaper category showed positive growth in 2021 compared to 2019 (pre-Covid-19) because of new members joining the ABC in 2020. "The indicated distribution, for this reason, is higher in Q4 2021, than before Covid-19, but still shows a decline of 19,406 compared to Q4, 2020."

Daily newspapers

"The Daily Newspaper category indicates a somewhat stable year-on-year trend with a quarter-on-quarter decline of -1%, which is less than the trend for this category - compared to Q4, 2020," states the ABC.

Q4 was kinder to this category, with 11 dailies up on the previous quarter - as opposed to Q3 which had only one. *Business Day* shows an increase on the previous quarter.

The increases on the previous quarter were in single figures, with *The Star* and *Daily Dispatch* the best of the six newspapers that had increased over 1%, but still under 10%. The remaining five had increases of under 1%.

This was not the case in the prior years figures, where 13 dailies showed a decrease on the prior year, so in double figures. This was still an improvement on Q3 where 20 dailies had a decrease on the previous quarter.

While *Business Day* did not continue its good run from Q3 on the previous quarter, it did show an increase on the prior year. There were some good increases on the prior year from *The Cape Argus*, *Cape Times* and *The Star*.

The *Daily Sun* showed the biggest loss to the prior year, with *Son (Daily)*, which had also showed a loss in the Q3 on the previous quarter, and *Isolezwe* also in double figures.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Beeld, Daily	MD, Mo-Fr	21,242	918	22,160	-1.8%	-7.0%
Bukedde	MD, Mo-Sat	30,147		30,147	1.3%	-9.9%
Burger, Die Daily	MD, Mo-Fr	29,144	656	29,800	-1.3%	-9.2%
Business Day	MD, Mo-Fr	11,825	3,472	15,297	-1.4%	14.0%
Cape Argus	MD, Mo-Fr	6,799	4,316	11,115	0.4%	24.4%
Cape Times	MD, Mo-Fr	7,679	4,176	11,855	1.1%	22.9%
Citizen, The (Daily)	MD, Mo-Fr	20,142	7,350	27,492	0.6%	-8.4%
Daily Dispatch	MD, Mo-Fr	10,416	150	10,566	3.6%	-2.4%
Daily Nation	MD, Mo-Sat	70,289		70,289	-6.4%	-7.6%
Daily News	MD, Mo-Fr	6,710	2,977	9,687	2.0%	8.2%
Daily Sun	Mo-Fr	40,005	159	40,164	-6.2%	-30.1%
Herald, The	MD, Mo-Fr	10,545	413	10,958	-0.8%	-5.0%
Isolezwe	MD, Mo-Fr	32,088	592	32,680	-0.6%	-17.2%
Mercury, The	MD, Mo-Fr	8,777	2,856	11,633	1.8%	3.4%
Namibian, The	MD, Mo-Fr	Resigned				
New Vision	MD, Mo-Fr	17,920	263	18,183	0.5%	-4.0%
Pretoria News	MD, Mo-Fr	1,491	892	2,383	0.9%	21.8%
Son (Daily)	MD, Mo-Fr	20,542	46	20,588	-5.5%	-19.8%
Sowetan	Mo-Fr	17,743	11,509	29,252	-3.2%	5.5%
Star, The	MD, Mo-Fr	14,705	12,712	27,417	6.4%	23.0%
Taifa Leo	MD, Mo-Sat	Resigned				
Times of Swaziland	MD, Mo-Fr	16,453		16,453	-6.0%	-9.0%
Witness, The	MD, Mo-Fr	7,210	156	7,366	0.7%	-10.7%
Zambia Daily Mail	MD, Mo-Sat	Terminated				

Weekly Newspaper*

"The Weekly Newspaper category shows the most significant decline with 16,031 fewer in distribution for Q3," says the ABC.

This shrinking category had little to give, and with only nine newspapers in the category, there was only good news for *The Voice* (a Botswana-based newspaper) and *The Post*, both showing an increase on the previous quarter.

Weeklies that showed decreases in the previous quarter included *The Midweek Sun*, *Soccer Laduma*, and *Diamond Fields Advertiser*, all of which had shown good increases on the previous quarter in Q3.

Mail & Guardian also experienced a decrease on the previous quarter.

There were losses for all the South African-based weeklies in the prior year.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
BOTSWANA GUARDIAN	Wkly, Wed	5,182		5,182	-11.8%	

Diamond Fields Advertiser.	Wkly, Fr	5,356	22	5,378	-10.5%	-10.2%
Ilanga	2xW, Mo&Th	39,390		39,390	-4.1%	-15.3%
Lesotho Times	Wkly, Th	6,467		6,467	-1.3%	0.1%
Mail & Guardian	Wkly, Fr	10,215	50	10,265	-10.5%	-12.9%
Post, The	Wkly, Wed	17,307	3,182	20,489	1.4%	-6.2%
Soccer Laduma	Wkly, Wed	83,823		83,823	-13.2%	-7.3%
The Midweek Sun	Wkly, Wed	4,072		4,072	-19.5%	
Voice, The	Wkly, Fr	12,773		12,773	33.5%	26.3%

Weekend newspapers

"Weekend Newspapers declined from 484,407 to 467,261 in Q4 of 2021 constituting a 17,146 difference for Q3," says the ABC.

There was not much weekend cheer in this category, with only two newspapers, the *Daily Dispatch Weekend Edition* (formally the *Saturday Dispatch*) and the *Pretoria News Saturday*, showing an increase on the previous quarter over 3% out of the five newspapers with an increase on the previous quarter. The rest were under single figures ranging from 0.5% to 0.9%. The losses over the previous quarter ranges from -1.4% to -14.1%.

The *Daily Dispatch Weekend Edition* (formally the *Saturday Dispatch*) was also up on the prior year along with a number of other newspapers, but the majority were down on the prior year in losses ranging from -7.1% to -27.9%.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Beeld, Saturday	Wkly, Sat	27,155	194	27,349	-7.4%	-13.2%
Burger, Die Saturday	Wkly, Sat	40,573	653	41,226	-3.3%	-8.9%
Citizen, The (Saturday)	Wkly, Sat	10,852	2	10,854	-11.7%	-22.7%
City Press	Wknd	20,634	286	20,920	-9.2%	-27.9%
Daily Dispatch Weekend Edition (formerly Saturday Dispatch)	Wknd	9,749	100	9,849	3.9%	4.4%
Ilanga Langesonto	Wknd	18,400		18,400	-8.3%	-17.2%
Independent on Saturday	Wkly, Sat	11,066	3,893	14,959	0.5%	1.6%
Isolezwe ngeSonto	Wkly, Sun	20,479	4	20,483	-4.4%	-27.4%
Isolezwe ngoMgqibelo	Wkly, Sat	24,416	3	24,419	-4.3%	-10.3%
Pretoria News Saturday	Wkly, Sat	953	10	963	3.1%	
Rapport	Wknd	71,908	276	72,184	-3.7%	-13.1%
Saturday Star, The	Wkly, Sat	5,426	3,694	9,120	-1.4%	12.1%
Sunday Mail	Wkly, Sun	Terminated				
Sunday Nation	Wkly, Sun	82,092		82,092	-5.3%	-7.1%
Sunday Times	Wknd	84,854	31,158	116,012	-2.1%	3.9%
Sunday Tribune	Wkly, Sun	18,140	3,865	22,005	0.9%	-0.7%
Sunday Vision	Wkly, Sun	12,353	278	12,631	-14.1%	1.7%
Sunday World	Wknd	26,500	3,600	30,100	-2.9%	-11.8%
Taifa Jumapili	Wkly, Sun	Resigned				
Weekend Argus	Wknd	8,843	4,319	13,162	0.8%	8.3%
Weekend Post	Wknd	8,329	379	8,708	-4.8%	-14.6%
Weekend Witness	Wkly, Sat	6,417	131	6,548	-4.7%	-14.5%

Local newspapers

According to the ABC: "The Local Newspaper category came in at 4,279 fewer - an 8% decline compared to the same period in 2020."

This category did have some good news with 10 newspapers up on the previous quarter and six up on the

prior year, although given a large number of newspapers in this category, this represents just under a third the category.

The *Zululand Observer Weekend* was the only newspaper to show an increase of double figures (13.4% on the previous quarter). While the rest suffered losses, the majority were single figure losses with the exception of the *Vryheid Herald* and the *Northern Natal Courier*, which had double-figure decreases.

Six newspapers showed an increase on the prior year, but the losses on the prior year from some newspapers were large, from -29.5% for the *Knysna Plett Herald* and the *Northern Natal Courier* and *Newcastle & District Advertiser* suffering a -25.8% decrease each.

Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
African Reporter	Wkly, Fr		15,635	-3.8%	-5.0%
Boswelder Review	Wkly, Fr		1,299	-2.2%	-25.8%
Capricorn Voice	Wkly, Wed	Reporting Change			
Daller, Die	Wkly, Fr		1,510	-5.9%	10.3%
District Mail	Wkly, Th	21	3,717	4.3%	-13.5%
Estcourt and Midlands News	Wkly, Fr		398	-16.6%	-39.3%
George Herald (Thursday)	Wkly, Th		10,720	2.6%	1.7%
Graaff Reinet Advertiser	Wkly, Th		947	-8.0%	-13.2%
Knysna Plett Herald	Wkly, Th		1,307	-4.6%	-29.5%
Ladysmith Gazette	Wkly, Fr		1,119	-9.8%	-14.4%
Limpopo Mirror	Wkly, Fr		4,170	-7.8%	-22.6%
Middelburg Observer, Fri	Wkly, Fr		12,368	-4.3%	49.1%
Mosselbay Advertiser	Wkly, Fr		4,700	-3.8%	-7.0%
Mpumalanga News	Wkly, Wed		6,246	-6.2%	17.4%
Newcastle and District Advertiser	Wkly, Fr		2,182	-5.3%	-25.8%
Northern Natal Courier	Wkly, Fr		1,076	-14.9%	-25.8%
Northern Review Weekend	Wkly, Fr		1,716	-1.3%	-16.8%
Oudtshoorn Courant	Wkly, Fr		1,057	0.6%	-11.3%
Paarl Post	Wkly, Th	10	7,410	4.6%	-9.8%
Representative	Wkly, Fr	Changed Sector			
South Cape Forum/Suid Kaap Forum	Wkly, Th		2,019	2.0%	-15.7%
Streeknuus	Wkly, Fr		1,316	-2.3%	-13.9%
Streeknuus Delmas	Wkly, Fr	Resigned			
Talk of the Town	Wkly, Fr		1,613	3.0%	-16.9%
The Courier	Wkly, Fr		1,091	-3.1%	-3.1%
Vaalweekblad	Wkly, Th		3,750	3.4%	16.2%
Vryheid Herald	Wkly, Fr		601	-13.5%	-34.3%
Weslander, The	Wkly, Th	24	5,967	-2.6%	-16.6%
Witbank News, Fri	Wkly, Fr		13,241	-4.2%	59.5%
Worcester Standard	Wkly, Th	3	5,788	1.1%	-13.0%
Zululand Observer Monday	Wkly, Mon		3,319	8.6%	-11.5%
Zululand Observer Weekend (Formerly Friday)	Wkly, Fr	230	6,047	13.4%	-1.6%

Free newspapers

In the largest category, there were incremental increases ranging from 0.1% to 5.4% in the previous quarter. The prior years figures looked a bit better.

Umgungundlovu Eyethu (former Umgeni) showed good increases over the previous quarter and prior year. *The Highvelder* and *City Vision (Khayalitsha)* had good increases on the prior year.

Publication	Period	Frequency	Total circulation	%change quarter	%change year
Alberton Record	Oct -Dec	Wkly, Wed	37,518	-0.2%	-0.5%
Alex News	Oct -Dec	F	14,773	-0.2%	-0.2%
Athlone News	Oct -Dec	Wkly, Wed	54,151	0.0%	6.7%

Atlantic Sun	Oct-Dec	Wkly, Wed	30,794	0.0%	8.6%
Bedfordview & Edenvale News	Oct-Dec	Wkly, Wed	44,291	0.3%	0.8%
Benoni City Times	Oct-Dec	Wkly, Tue	38,180	-1.7%	-1.7%
Berea Mail	Oct-Dec	Wkly, Fr	27,092	-0.2%	0.7%
Bloemfontein Courant (formerly Krant)	Oct-Dec	Wkly, Wed	44,889	0.0%	0.0%
Bloemnuus	Oct-Dec	Wkly, Th	41,540	1.6%	0.6%
Boksburg Advertiser	Oct-Dec	Wkly, Tue	43,487	0.0%	0.0%
Bolander	Oct-Dec	Wkly, Wed	30,461	0.0%	7.2%
Bonus Review	Oct-Dec	Wkly, Wed	19,850	0.0%	-0.1%
Brakpan Herald	Oct-Dec	Wkly, Tue	19,324	1.8%	2.2%
Breederivier Gazette.	Oct-Dec	Wkly, Wed	12,039	0.6%	1.0%
Capricorn Voice ..	Oct-Dec	Q	5,717	-1.8%	Changed Sector
Carletonville Herald.	Oct-Dec	Wkly, Fr	11,970	0.0%	-0.2%
Chatsworth Rising Sun	Oct-Dec	Wkly, Tue	53,050	2.9%	2.9%
Chatsworth Tabloid	Oct-Dec	Wkly, Wed	52,480	0.0%	0.0%
City Vision (Khayalitsha)	Oct-Dec	Wkly, Th	50,587	0.0%	68.0%
City Vision (Langa/Gugulethu)	Oct-Dec	Wkly, Th	32,500	0.0%	13.5%
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	Oct-Dec	Wkly, Th	10,000	0.0%	20.3%
Coastal Weekly	Oct-Dec	Wkly, Th	29,975	4.1%	0.8%
Comaro Chronicle	Oct-Dec	Wkly, Wed	20,814	0.0%	2.3%
Constantiaberg Bulletin	Oct-Dec	Wkly, Wed	31,316	0.0%	7.9%
Corridor Gazette	Oct-Dec	F	9,710	0.0%	-0.9%
CXpress	Oct-Dec	Wkly, Wed	Ceased Publishing		
Daily Sun On the GO - EC	Oct-Dec	Wkly, Th	10,995	0.0%	New Member
Daily Sun On the GO - FS	Oct-Dec	Wkly, Th	7,995	0.0%	New Member
Daily Sun On the GO - KZN	Oct-Dec	Wkly, Th	5,995	0.0%	New Member
Daily Sun On the GO - WC	Oct-Dec	Wkly, Th	4,995	0.0%	New Member
Diepkloof Urban News	Oct-Dec	Wkly, Fr	Rebranded		
Dolphin Coast Mail	Oct-Dec	Wkly, Wed	29,960	0.0%	0.0%
East Coast Mail	Oct-Dec	Wkly, Wed	29,960	0.0%	0.0%
Eastern Cape Rising Sun	Oct-Dec	Wkly, Tue	14,950	-0.3%	12.1%
Eikestadnuus.	Oct-Dec	Wkly, Th	24,050	0.9%	1.5%
Eldorado Urban News	Oct-Dec	Wkly, Fr	Rebranded		
Ethekwini Times	Oct-Dec	Wkly, Fr	40,980	0.0%	0.0%
Express	Oct-Dec	Wkly, Wed	34,067	0.3%	0.2%
Eyethu Bay Watch (Formerly Baywatch)	Oct-Dec	Wkly, Wed	30,063	0.0%	0.0%
False Bay Echo	Oct-Dec	Wkly, Wed	30,879	0.0%	8.6%
Fourways Review	Oct-Dec	Wkly, Wed	36,815	0.1%	0.5%
Free State Sun	Oct-Dec	Wkly, Th	4,750	0.0%	0.0%
Germiston City News	Oct-Dec	Wkly, Tue	30,125	-7.4%	-0.4%
Go & Express	Oct-Dec	Wkly, Th	37,367	0.0%	-11.7%
Greytown Gazette	Oct-Dec	Wkly, Mon	9,900	0.0%	0.0%
Hazyview Herald	Oct-Dec	F	9,795	0.0%	0.0%
Heidelberg/Nigel Heraut	Oct-Dec	Wkly, Wed	19,377	0.4%	New Member
Helderberg Gazette.	Oct-Dec	Wkly, Tue	31,796	0.4%	0.5%
Hermanus Times.	Oct-Dec	Wkly, Wed	20,661	0.5%	0.6%
Herrie	Oct-Dec	Wkly, Th	12,591	5.3%	New Member
Highveld, The	Oct-Dec	Wkly, Fr	11,760	0.0%	27.4%
Highway Mail	Oct-Dec	Wkly, Fr	54,195	-0.1%	0.2%
Inner City Gazette	Oct-Dec	Wkly, Th	4,975	0.0%	0.8%
Intshonalanga Eyethu	Oct-Dec	Wkly, Fr	23,780	0.0%	0.0%
Issue Mangaung	Oct-Dec	Wkly, Wed	29,900	0.0%	0.0%
Issue, Eastern Free State	Oct-Dec	Wkly, Th	21,900	0.0%	0.0%
Kathorus Mail	Oct-Dec	F	53,931	-0.1%	0.2%
Kempton Express	Oct-Dec	Wkly, Th	48,545	0.2%	0.2%
Komani Karoo Express	Oct-Dec	Mty	29,990	0.0%	0.0%
Kouga Express	Oct-Dec	Wkly, Th	19,986	0.1%	0.1%
Krugersdorp News	Oct-Dec	Wkly, Wed	25,997	-1.3%	-2.3%
Maluti News	Oct-Dec	Wkly, Fr	2,495	0.0%	0.0%
Maritzburg Echo	Oct-Dec	Wkly, Th	34,900	4.6%	-5.7%
Maritzburg Sun	Oct-Dec	Wkly, Wed	29,956	5.4%	3.7%

Maseru Metro	Oct-Dec	Wkly, Th	34,913	0.0%	116.6%
Merebank Rising Sun	Oct-Dec	Wkly, Tue	19,850	0.0%	0.0%
Mid South Coast Rising Sun	Oct-Dec	Wkly, Tue	19,850	0.0%	11.2%
Mdrand Reporter	Oct-Dec	Wkly, Th	28,210	0.5%	0.8%
Msunduzi Eyethu (former Edendale)	Oct-Dec	Wkly, Th	34,948	13.8%	7.7%
Mhatha Express	Oct-Dec	Wkly, Wed	69,990	0.0%	0.0%
Noordkaap Bulletin	Oct-Dec	Wkly, Th	35,203	0.2%	0.2%
North Coast Courier	Oct-Dec	Wkly, Wed	29,887	3.8%	-0.1%
North Coast Rising Sun	Oct-Dec	Wkly, Wed	64,860	0.0%	8.4%
Northcliff & Melville Times	Oct-Dec	Wkly, Tue	30,426	1.1%	0.2%
Northern Eyethu	Oct-Dec	Mly	15,859	0.0%	0.0%
Northglen News	Oct-Dec	Wkly, Fr	27,529	-0.1%	0.2%
Overport Rising Sun	Oct-Dec	Wkly, Th	44,850	5.9%	11.2%
Parys Gazette	Oct-Dec	Wkly, Fr	7,480	0.0%	0.0%
PE Express	Oct-Dec	Wkly, Wed	119,967	0.0%	0.0%
People s Post Athlone & Landsdowne	Oct-Dec	Wkly, Tue	28,000	0.0%	Rebranded
People s Post Woodstock & City	Oct-Dec	Wkly, Tue	25,000	0.0%	Rebranded
People s Post Athlone	Oct-Dec	Wkly, Tue	Rebranded		
People s Post City Edition	Oct-Dec	Wkly, Tue	Rebranded		
People s Post Claremont/Rondebosch	Oct-Dec	Wkly, Tue	20,000	0.0%	0.0%
People s Post Constantia/Wynberg	Oct-Dec	Wkly, Tue	20,000	0.0%	0.0%
People s Post False Bay	Oct-Dec	Wkly, Tue	22,000	0.0%	0.0%
People s Post Grassy Park	Oct-Dec	Wkly, Tue	Rebranded		
People s Post Grassy Park & Retreat	Oct-Dec	Wkly, Tue	25,000	0.0%	Rebranded
People s Post Landsdowne	Oct-Dec	Wkly, Tue	Rebranded		
People s Post Mitchells Plain	Oct-Dec	Wkly, Tue	50,000	0.0%	6.8%
People s Post Retreat	Oct-Dec	Wkly, Tue	Rebranded		
People s Post Woodstock	Oct-Dec	Wkly, Tue	Rebranded		
Phoenix Tabloid	Oct-Dec	Wkly, Tue	55,980	0.0%	0.0%
Pimville Urban News	Oct-Dec	Wkly, Fr	Rebranded		
Plainsman	Oct-Dec	Wkly, Wed	89,536	0.0%	-0.1%
Polokwane Observer.	Oct-Dec	Wkly, Th	29,013	-2.5%	-2.6%
Potchefstroom Herald.	Oct-Dec	Wkly, Fr	16,938	0.0%	0.0%
Protea Urban News	Oct-Dec	Wkly, Fr	Rebranded		
Public Eye	Oct-Dec	Wkly, Th	29,952	0.0%	3.2%
Queensburgh News	Oct-Dec	F	13,051	0.1%	0.5%
Randburg Sun	Oct-Dec	Wkly, Th	59,990	0.7%	0.9%
Randfontein / Westonaria Herald.	Oct-Dec	Wkly, Tue	18,232	0.2%	-1.1%
Rekord Central/Sentraal	Oct-Dec	F	18,500	0.0%	0.0%
Rekord Centurion	Oct-Dec	Wkly, Wed	60,150	0.0%	0.0%
Rekord East/Oos	Oct-Dec	Wkly, Tue	79,035	0.0%	0.1%
Rekord Mamelodi	Oct-Dec	Wkly, Fr	29,950	0.0%	4.1%
Rekord Moot	Oct-Dec	Wkly, Th	33,570	0.0%	0.0%
Rekord North/Noord	Oct-Dec	Wkly, Th	39,958	-0.1%	-0.1%
Rekord Noweto	Oct-Dec	F	28,950	0.0%	5.8%
Rekord West News/Wes Nuus	Oct-Dec	F	20,167	-0.2%	1.7%
Representative	Oct-Dec	Wkly, Mon	26,993		Changed Sector
Ridge Times	Oct-Dec	Wkly, Fr	34,400	0.0%	-1.6%
Rising Sun Lenasia	Oct-Dec	Wkly, Wed	29,925	0.0%	0.0%
Roodepoort Northsider (FormerlyNorthside Chronicle	Oct-Dec	Wkly, Th	26,747	-0.4%	-0.6%
Roodepoort Record	Oct-Dec	Wkly, Th	45,903	-0.9%	-1.6%
Rosebank Killamey Gazette	Oct-Dec	Wkly, Tue	40,890	0.1%	0.0%
Sandton Chronicle	Oct-Dec	Wkly, Wed	49,706	0.1%	0.6%
Sedibeng Ster	Oct-Dec	Wkly, Th	90,980	0.0%	0.0%
Sentinel News	Oct-Dec	Wkly, Wed	7,145	0.0%	10.2%
South Coast Fever	Oct-Dec	Wkly, Th	34,900	-4.8%	-0.1%
South Coast Sun	Oct-Dec	Wkly, Fr	19,863	-0.3%	0.1%
Southern Courier	Oct-Dec	Wkly, Tue	25,405	0.2%	9.3%
Southern Mail	Oct-Dec	Wkly, Wed	48,853	0.0%	6.0%
Southern Star	Oct-Dec	Wkly, Fr	31,980	0.0%	0.0%
Southern Suburbs Tatler	Oct-Dec	Wkly, Wed	47,238	0.0%	6.6%

Southlands Sun	Oct-Dec	Wkly, Fr	17,757	0.0%	5.1%
Soweto Express	Oct-Dec	Mtly	No audit report		
Soweto Urban News	Oct-Dec	Wkly, Th	109,100	4.1%	Rebranded
Springs Advertiser	Oct-Dec	Wkly, Wed	26,022	-0.1%	0.1%
Standerton Advertiser.	Oct-Dec	Wkly, Fr	4,750	0.0%	-8.5%
Stanger Weekly	Oct-Dec	Wkly, Wed	29,291	4.3%	0.1%
Steelburger	Oct-Dec	Wkly, Th	17,700	0.0%	0.0%
Ster, North	Oct-Dec	Wkly, Tue	32,760	0.0%	0.0%
Ster, South	Oct-Dec	Wkly, Tue	41,460	0.0%	0.0%
Swartland Gazette (formerly Swartland Monitor).	Oct-Dec	Wkly, Tue	19,307	0.6%	1.0%
Tabletalk	Oct-Dec	Wkly, Wed	67,844	0.0%	5.1%
Tame Times - Weekly	Oct-Dec	Wkly, Tue	No Audit report		
Taxi Times	Oct-Dec	F	No audit report		
The Hilton	Oct-Dec	Mtly	4,960	0.0%	0.0%
The Olifants News	Oct-Dec	F	9,900		No Submission
The Springfield Weekly Gazette	Oct-Dec	Wkly, Th	52,480	0.0%	3.9%
The Weekly Free State	Oct-Dec	Wkly, Th	No audit report		
Thembisan	Oct-Dec	F	49,835	0.4%	New Member
Tongaat & Verulam Tabloid (former Northern Star)	Oct-Dec	Wkly, Tue	34,980	0.0%	0.0%
Tribune	Oct-Dec	Wkly, Tue	Ceased Publishing		
Tygerburger Bellville	Oct-Dec	Wkly, Wed	19,382	0.8%	1.6%
Tygerburger Brackenfell	Oct-Dec	Wkly, Wed	19,501	0.5%	1.1%
TygerBurger De Grendel	Oct-Dec	Wkly, Wed	18,648	0.4%	1.0%
Tygerburger Durbanville	Oct-Dec	Wkly, Wed	20,996	0.3%	0.0%
Tygerburger Eersterivier/Blue Downs	Oct-Dec	Wkly, Wed	27,374	-1.4%	-1.9%
Tygerburger Elsiesrivier	Oct-Dec	Wkly, Wed	Rebranded		
Tygerburger Elsiesrivier & Ravensmead	Oct-Dec	Wkly, Wed	16,060	0.2%	Rebranded
Tygerburger Goodwood	Oct-Dec	Wkly, Wed	14,120	0.2%	1.0%
Tygerburger Kraaifontein	Oct-Dec	Wkly, Wed	18,713	0.2%	0.7%
Tygerburger Kuilsrivier	Oct-Dec	Wkly, Wed	19,367	0.2%	0.7%
Tygerburger Minerton	Oct-Dec	Wkly, Wed	18,063	-2.1%	-3.0%
Tygerburger Parow	Oct-Dec	Wkly, Wed	14,388	0.1%	0.8%
Tygerburger Ravensmead/Belhar	Oct-Dec	Wkly, Wed	Rebranded		
Tygerburger Table View	Oct-Dec	Wkly, Wed	31,501	0.0%	0.4%
TygerBurger Tyger Valley	Oct-Dec	Wkly, Wed	17,489	0.2%	0.8%
UD Express	Oct-Dec	Wkly, Wed	29,990	0.1%	0.1%
UGU Eyethu	Oct-Dec	Wkly, Wed	19,850	0.0%	0.0%
Umgungundlovu Eyethu (former Umngeni)	Oct-Dec	F	19,960	25.1%	100.4%
Umlazi Eyethu	Oct-Dec	Wkly, Fr	29,881	0.0%	0.0%
Umlazi Times	Oct-Dec	Wkly, Th	40,980	0.0%	0.0%
Uthukela Eyethu	Oct-Dec	Wkly, Th	10,000	0.6%	0.0%
Village Talk	Oct-Dec	Wkly, Wed	11,946	0.0%	0.0%
Vista	Oct-Dec	Wkly, Th	35,219	0.2%	0.1%
Vrystaat Kroon	Oct-Dec	F	12,162	-0.3%	-1.4%
Vukani	Oct-Dec	Wkly, Wed	78,056	0.0%	5.0%
Vuk'uzenzele	Oct-Dec	Mtly	847,316		New Member
Weskus Nuus	Oct-Dec	F	14,980	0.0%	0.2%
Xpress Times	Oct-Dec	Wkly, Wed	22,000	0.1%	5.2%
Ystervark	Oct-Dec	Wkly, Th	7,925	0.3%	0.4%
Zululand Eyethu (formerly Eshowe Watch)	Oct-Dec	Mtly	11,851	0.0%	0.0%

*Non-South African titles from Botswana, Kenya, Uganda, and Lesotho not included.

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 Masters in Financial Journalism from Wits.

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