

Newspapers: ABC Q1 2024: The slow steady downward trickle continues

The Audit Bureau of Circulations of South Africa (ABC) figures ABC Q1 2024 for newspapers have been released, with a 1.6% decrease in circulation from the previous quarter to this quarter.

By Danette Breitenbach 23 May 2024



Source: © Nations Online [Nations Online](#) The Audit Bureau of Circulations of South Africa (ABC) has released the Q1 for newspapers

Despite this decline, the newspaper sector has demonstrated relative stability this quarter.

Overall (newspapers and magazines) there has been a 7.5% decline year-on-year in the ABC circulation figures for the first quarter of 2024.

This, says the ABC, underscores the ongoing economic challenges and shifts in consumer behaviours impacting the media industry.

"The current economic climate, coupled with the evolving preferences of consumers, has led to reduced discretionary spending on media. This, along with the growing prominence of digital platforms and alternative information sources, continues to reshape how audiences engage with media, posing particular hurdles for traditional print media outlets," says a statement by the ABC on the release of the Q1 2024 results.



NEWSPAPERS

ABC Q4 2023: Newspapers: Stable with marginal declines

Danette Breitenbach 21 Feb 2024

Daily newspapers

Five dailies had an increase over the previous quarter. There were no increases over the prior year. *Isolezwe* had the only increase on the previous quarter that was above five percent. Most of the increases were incremental.

Unfortunately the same cannot be said of the decreases on the previous quarter with losses from *Business Day* (and *Times of Swaziland*, which falls outside of South Africa), *The Witness* and *Daily Sun* over five percent. *The Cape Argus* and *Cape Times*' losses were in double figures.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Daily Nation	MD, Mb-Sat	56,193		56,193	0.2%	-11.0%
Burger, Die Daily	MD, Mb-Fr	23,511	650	24,161	-7.5%	-12.4%
Beeld, Daily	MD, Mb-Fr	18,777	592	19,369	1.9%	-7.9%
Bukedde	MD, Mb-Sat	18,474		18,474	-2.8%	-6.9%
Issolezwe	MD, Mb-Fr	17,754	2,499	20,253	6.5%	-18.8%
New Vision	MD, Mb-Fr	15,800	106	15,906	1.9%	-4.3%
Sowetan	Mb-Fr	14,853	2,344	17,197	-3.8%	-30.6%
Citizen, The (Daily	MD, Mb-Fr	13,426	9,006	22,432	-2.1%	-8.2%
Daily Sun	Mb-Fr	11,696	193	11,889	-5.8%	-49.2%
Times of Swaziland	MD, Mb-Fr	10,888		10,888	-8.0%	-18.1%
Business Day	MD, Mb-Fr	10,385	1,926	12,311	-9.5%	-15.3%
Daily Dispatch	MD, Mb-Fr	9,850	175	10,025	-0.7%	-6.9%
Herald, The	MD, Mb-Fr	9,515	509	10,024	0.0%	-8.4%
Mercury, The	MD, Mb-Fr	5,661	3,083	8,744	-3.6%	-17.6%
Star, The	MD, Mb-Fr	5,146	13,286	18,432	3.4%	-28.0%
Witness, The	MD, Mb-Fr	4,774	1,092	5,866	-7.1%	-5.1%
Cape Times	MD, Mb-Fr	4,198	3,405	7,603	-17.3%	-30.4%
Daily News	MD, Mb-Fr	4,065	2,963	7,028	-1.9%	-15.2%
Volksblad	Mb-Fr	3,988		3,988	New Member	
Cape Argus	MD, Mb-Fr	3,417	3,533	6,950	-18.9%	-32.9%
Son (Daily	MD, Mb-Fr	Changed Sector				



MAGAZINES

Magazines: ABC Q1 2024: Notable growth

23 May 2024

Weekly newspapers

Of the eight weekly newspapers, three had increases on the previous quarter. As with the dailies, the increases were incremental, but the losses ran into double figures for most.

As with Q4 2023, *Daily Maverick* had an increase on the previous quarter and the prior year. The weekly continues its run of increases from Q1 2023 through to Q1 2024.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Soccer Laduma	Wkly, Wed	41,696	2	41,698	-13.5%	-33.9%
Ilanga	2xW, Mb&Th	24,825		24,825	1.0%	-20.6%
SON Weekly	Wkly, Th	18,571	49	18,620	-5.1%	
Post, The	Wkly, Wed	12,200	3,693	15,893	0.8%	-10.7%
DailyMaverick	Wkly, Sat	9,161	1,662	10,823	4.8%	8.6%
Mail & Guardian	Wkly, Fr	6,048		6,048	-21.1%	-20.7%
Lesotho Times	Wkly, Th	5,963	200	6,163	-10.8%	-18.2%
Voice, The	Wkly, Fr	5,775		5,775	-9.9%	-17.6%

Weekend newspapers

Of the 19 newspapers in this category, two, *Daily Dispatch Weekend Edition* –(formerly *Saturday Dispatch*) and *Weekend Post* ceased publishing.

The good news was slim, with only five newspapers showing an increase on the previous quarter and four

increase on the prior year. In general, the increases were below five percent.

Again as in other categories some of the decreases on the previous quarter were substantial.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Sunday Nation	Wkly, Sun	57,802		57,802	-1.3%	-12.2%
Sunday Times	Wknd	57,515	3,244	60,759	-2.3%	-34.0%
Rapport	Wknd	56,270	140	56,410	-1.8%	-12.8%
Burger, Die Saturday	Wkly, Sat	34,704	639	35,343	2.2%	-5.5%
Beeld, Saturday	Wkly, Sat	23,887	223	24,110	4.7%	-7.3%
Isolezwe ngeMpelaSonto	Wknd	19,822	2	19,824	-4.7%	2.9%
Ilanga LempelaSonto	Wknd	15,011		15,011	-6.6%	1.5%
Weekend Vision	Wkly, Sun	13,054	100	13,154	27.7%	6.2%
Sunday World	Wknd	12,571	2,500	15,071	0.3%	-32.4%
Sunday Tribune	Wkly, Sun	12,406	3,472	15,878	-4.9%	-14.8%
City Press	Wknd	12,093	358	12,451	-1.9%	-24.6%
Citizen, The (Saturday	Wkly, Sat	8,131	74	8,205	2.0%	-12.8%
Independent on Saturday	Wkly, Sat	7,207	3,052	10,259	-7.7%	-18.5%
Weekend Witness	Wkly, Sat	4,358	1,261	5,619	-0.8%	4.2%
Weekend Argus	Wknd	3,504	3,532	7,036	-23.7%	-42.5%
Saturday Star, The	Wkly, Sat	3,425	2,950	6,375	-7.2%	-22.8%
Isolezwe ngeSonto	Wkly, Sun	Rebranded				
Daily Dispatch Weekend Edition (formerly Saturday Dispatch	Wknd	Ceased publishing				
Weekend Post	Wknd	Ceased Publishing				

Local newspapers

The second largest category under newspapers, local newspapers had a majority of increases on the previous quarter compared to decreases. However many newspapers changed sector in this category. Or four newspapers showed an increase on the prior year

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Witbank News, Fri	Wkly, Fr	21,091		21,091	4.3%	7.7%
Observer Middelburg	Wkly, Fr	18,633		18,633	4.0%	8.7%
Lowwelder	Wkly, Th	16,905		16,905	Changed Sector	
African Reporter	Wkly, Fr	13,415		13,415	-0.4%	-1.8%
George Herald (Thursday	Wkly, Th	8,467		8,467	0.5%	-5.8%
Mpumalanga News	Wkly, Wed	7,770		7,770	5.8%	0.2%
Paarl Post	Wkly, Th	5,982	85	6,067	11.3%	-8.2%
The Kokstad Advertiser	Mtly	5,029	5,721	10,750	Changed Sector	
Weslander, The	Wkly, Th	4,795	194	4,989	15.9%	-1.8%
South Coast Herald incorporating Ugu District	Wkly, Fr	4,783	1,538	6,321	Changed Sector	
Zululand Observer Weekend (Formerly Friday	Wkly, Fr	4,193	490	4,683	-0.4%	-10.9%
Limpopo Mirror	Wkly, Fr	3,669		3,669	0.6%	-14.9%
Mosselbay Advertiser	Wkly, Fr	3,641		3,641	0.9%	-10.9%
Vaalweekblad	Wkly, Th	2,703		2,703	-5.7%	-6.6%
Zululand Observer Monday	Wkly, Mon	2,078	320	2,398	-2.1%	-13.3%
Observer Daller	Wkly, Fr	1,568		1,568	Changed Sector	
South Cape Forum/Suid Kaap Forum	Wkly, Th	1,394		1,394	0.9%	-17.2%
Die Pos	Wkly, Fr	1,285	1,127	2,412	Changed Sector	
Knysna Plett Herald	Wkly, Th	1,274		1,274	21.7%	9.4%
Newcastle Advertiser	Wkly, Fr	1,153	2,986	4,139	Changed Sector	
Talk of the Town	Wkly, Fr	885		885	-14.2%	-24.8%
Streeknuus	Wkly, Fr	873		873	5.3%	-12.2%
Zoutpansberger	Wkly, Th	865	660	1,525	Changed Sector	
Ladysmith Gazette	Wkly, Fr	833	1,887	2,720	Changed Sector	
Excelsior News / Nuus	Wkly, Fr	817	1,925	2,742	Changed Sector	

Oudtshoorn Courant	Wkly, Fr	812		812	-4.4%	-5.6%
Courier	Wkly, Th	746	1,254	2,000	Changed Sector	
Graaff Reinet Advertiser	Wkly, Th	726		726	7.4%	-14.4%
Vryheid Herald	Wkly, Th	394	2,088	2,482	Changed Sector	
South Coast Herald-Mid South Coast Edition	Wkly, Fr	27	6,016	6,043	Rebranded	
Worcester Standard	Wkly, Th	Rebranded				
Bosvelder Review	Wkly, Fr	Changed Sector				
Observer Daller	Wkly, Fr	Changed Sector				

Free newspapers

The largest category under newspapers, free newspapers also had a large number of increases on the previous quarter. However these were small and there were also many free newspapers that, although they did not show a loss, showed no movement. There were no increases on the previous quarter above five percent.

Publication	Frequency	Total circulation	%change quarter	%change year
Vukuzenzele	Mtly	849,950	0.0%	-5.6%
PE Express	Wkly, Wed	120,203	0.2%	0.2%
Soweto Urban News	Wkly, Th	109,100	0.0%	0.0%
Sedibeng Ster	Wkly, Th	90,980	0.0%	0.0%
Plainsman	Wkly, Wed	89,656	0.1%	0.1%
City Vision	Wkly, Th	85,000	0.0%	
Vukani	Wkly, Wed	78,176	0.2%	0.2%
Mhatha Express	Wkly, Wed	70,002	0.0%	0.0%
Tabletalk	Wkly, Wed	67,964	0.2%	0.2%
Merebank & Chatsworth Tabloid	Wkly, Wed	64,980	0.0%	0.0%
North Coast Rising Sun	Wkly, Wed	64,860	0.0%	0.0%
Randburg Sun	Wkly, Th	60,185	0.1%	0.0%
Rekord Centurion	Wkly, Wed	60,139	0.5%	0.5%
Phoenix Tabloid	Wkly, Tue	55,980	0.0%	0.0%
Athlone News	Wkly, Wed	54,271	0.2%	0.2%
Highway Mail	Wkly, Fr	53,974	-0.1%	0.4%
Kathorus Mail	F	53,844	0.7%	-0.3%
The Springfield Weekly Gazette	Wkly, Th	53,480	0.0%	1.9%
Chatsworth Rising Sun	Wkly, Tue	53,050	0.0%	0.0%
Sandton Chronicle	Wkly, Wed	50,122	0.3%	-0.1%
Thembisan	F	49,655	1.7%	0.9%
Southern Mail	Wkly, Wed	48,973	0.2%	0.2%
Kempton Express	Wkly, Th	48,499	-0.3%	-0.8%
Southern Suburbs Tatler	Wkly, Wed	47,358	0.3%	0.3%
Roodepoort Record	Wkly, Th	46,376	-0.2%	-0.7%
Bloemfontein Courant (formerly Krant)	Wkly, Th	44,890	0.0%	0.0%
Overport Rising Sun	Wkly, Th	44,850	0.0%	0.0%
Bedfordview & Edenvale News	Wkly, Wed	44,225	-0.9%	-1.3%
Boksburg Advertiser	Wkly, Tue	43,199	0.2%	0.2%
Rekord Far East	Wkly, Tue	42,971		
Tygerburger Mitchells Plain	Wkly, Wed	41,802		
Ster, South	Wkly, Tue	41,460	0.0%	0.0%
Bloemnuus	Wkly, Th	41,046	-0.1%	-1.6%
Eithekweni Times	Wkly, Fr	40,980	0.0%	0.0%
Umlazi Times	Wkly, Th	40,980	0.0%	0.0%
Rosebank Killarney Gazette	Wkly, Tue	40,831	-0.6%	-0.7%
Rekord North/Noord	Wkly, Th	39,980	0.0%	0.1%
Echo Eyethu	Wkly, Th	39,948	0.0%	
Benoni City Times	Wkly, Th	38,766	0.0%	2.0%
Alberton Record	Wkly, Wed	37,723	0.3%	0.1%
Helderberg Gazette & District Mail	Wkly, Wed	36,897	-0.1%	-0.3%
Fourways Review	Wkly, Wed	36,834	0.3%	0.0%

Rekord East/Oos	Wkly, Tue	35,939	-54.5%	-54.4%
Noordkaap Bulletin	Wkly, Th	35,316	0.1%	0.2%
Vista	Wkly, Th	35,245	-0.1%	0.0%
Tongaat & Verulam Tabloid (former Northern Star	Wkly, Tue	34,980	0.0%	0.0%
North Coast Courier	Wkly, Wed	34,914	-0.1%	16.8%
South Coast Fever	Wkly, Th	34,500	0.0%	-0.9%
Ridge Times	Wkly, Tue	34,400	0.0%	0.0%
Go & Express	Wkly, Th	33,666	-8.2%	-9.7%
Rekord Moot	Wkly, Th	33,570	0.0%	0.0%
Ster, North	Wkly, Tue	32,760	0.0%	0.0%
Constantiaberg Bulletin	Wkly, Wed	31,436	0.4%	0.4%
Tygerburger Elsies-, Eersterivier & Ravensmead	Wkly, Wed	31,033	0.0%	
False Bay Echo	Wkly, Wed	30,999	0.4%	0.4%
Atlantic Sun	Wkly, Wed	30,914	0.4%	0.4%
Standard Breederivier Gazette	Wkly, Th	30,725	2.5%	
Northcliff & Melville Times	Wkly, Tue	30,666	-0.4%	-0.3%
Bolander	Wkly, Wed	30,581	0.4%	0.4%
UD Express	Wkly, Wed	30,177	0.6%	0.6%
Tygerburger Table View	Wkly, Wed	30,072	0.0%	0.0%
Diamond Fields Advertiser	Wkly, Fr	30,000	0.0%	-25.0%
Dolphin Coast Mail	Wkly, Wed	29,960	0.0%	4.0%
East Coast Mail	Wkly, Wed	29,960	4.0%	4.0%
Maritzburg Sun	Wkly, Wed	29,956	0.0%	0.0%
Public Eye	Wkly, Th	29,952	0.0%	0.0%
Rekord Mamelodi	Wkly, Fr	29,950	0.0%	0.0%
Rising Sun Lenasia	Wkly, Wed	29,925	0.0%	0.0%
Germiston City News	Wkly, Tue	29,921	0.4%	0.6%
Issue Mangaung	Wkly, Wed	29,900	0.0%	0.0%
Umlazi Eyethu	Wkly, Fr	29,881	0.0%	0.0%
Polokwane Observer	Wkly, Th	29,753	0.0%	0.1%
Rekord Noweto	F	28,950	0.0%	0.0%
Midrand Reporter	Wkly, Th	28,365	0.1%	0.8%
People s Post Athlone & Landsdowne	Wkly, Tue	28,000	0.0%	0.0%
Northglen News	Wkly, Fr	27,436	-0.1%	0.3%
Berea Mail	Wkly, Fr	27,121	-0.1%	0.3%
Roodepoort Northsider (FormerlyNorthside Chronicle	Wkly, Th	26,668	0.5%	-0.4%
Krugersdorp News	Wkly, Wed	26,475	0.0%	0.1%
Springs Advertiser	Wkly, Th	26,032	0.3%	0.9%
Southern Courier	Wkly, Tue	25,455	0.3%	1.0%
People s Post Woodstock & City	Wkly, Tue	25,000	0.0%	0.0%
People s Post Grassy Park & Retreat	Wkly, Tue	25,000	0.0%	0.0%
Eikestadnuus	Wkly, Th	24,207	1.3%	1.6%
Intshonalanga Eyethu	Wkly, Fr	23,780	0.0%	0.0%
Tygerburger Durbanville	Wkly, Wed	22,038	-0.2%	8.5%
People s Post False Bay	Wkly, Tue	22,000	0.0%	0.0%
Xpress Times	Wkly, Wed	21,980	0.0%	1.1%
Issue, Eastern Free State	Wkly, Th	21,900	0.0%	0.0%
Comaro Chronicle	Wkly, Wed	20,900	0.2%	-0.4%
Hermanus Times	Wkly, Wed	20,787	-0.2%	0.5%
Swartland Gazette (formerly Swartland Monitor	Wkly, Tue	20,469	3.1%	6.4%
Kouga Express	Wkly, Th	20,314	1.6%	1.6%
Rekord West News/Wes Nuus	F	20,200	-0.1%	0.0%
Express	Wkly, Wed	20,002	-33.4%	-41.3%
Isolezwe lesiXhosa	Wkly, Th	20,000	0.0%	0.0%
People s Post Claremont/Rondebosch	Wkly, Tue	20,000	0.0%	0.0%
People s Post Constantia/Wynberg	Wkly, Tue	20,000	0.0%	0.0%
Heidelberg/Nigel Heraut	Wkly, Wed	19,979	0.0%	1.7%
Bonus Review	Wkly, Wed	19,886	0.0%	0.0%
Merebank Rising Sun	Wkly, Tue	19,850	0.0%	0.0%
Mid South Coast Rising Sun	Wkly, Tue	19,850	0.0%	0.0%
UGU Eyethu	Wkly, Wed	19,850	0.0%	0.0%

South Coast Sun	Wkly, Fr	19,771	-0.5%	0.0%
Lowwelder Express	Wkly, Th	19,760		
Tygerburger Bellville	Wkly, Wed	19,343	-0.4%	0.3%
Brakpan Herald	Wkly, Fr	19,213	0.3%	-0.7%
Tygerburger Kuilsrivier	Wkly, Wed	19,087	0.1%	0.1%
Rekord Central/Sentraal	F	18,500	0.0%	0.0%
Tygerburger Brackenfell	Wkly, Wed	18,268	0.2%	-0.3%
Randfontein / Westonaria Herald	Wkly, Tue	18,234	-0.1%	0.2%
TygerBurger De Grendel	Wkly, Wed	18,115	0.0%	0.2%
Steelburger News	Wkly, Th	17,715	0.1%	0.1%
Southlands Sun	Wkly, Fr	17,693	-0.3%	0.2%
TygerBurger Tyger Valley	Wkly, Wed	17,094	0.0%	0.0%
Tygerburger Minerton	Wkly, Wed	17,075	0.0%	0.1%
Potchefstroom Herald	Wkly, Fr	16,930	0.0%	0.0%
Weskus Nuus	F	15,541	0.2%	3.6%
Tygerburger Kraaifontein	Wkly, Wed	15,358	-0.2%	-10.1%
Representative	Wkly, Mon	14,814	-20.7%	-24.8%
Alex News	F	14,783	0.0%	0.0%
Tygerburger Goodwood	Wkly, Wed	14,074	0.0%	0.1%
Tygerburger Parow	Wkly, Wed	14,074	0.0%	0.1%
Queensburgh News	F	12,958	-0.3%	0.8%
Vrystaat Kroon	F	12,352	-0.7%	-0.3%
Village Talk	Wkly, Wed	11,946	0.0%	0.0%
Carletonville Herald	Wkly, Fr	11,930	-0.5%	0.2%
Highvelder, The	Wkly, Fr	11,790	0.3%	0.3%
Daily Sun On the GO - EC	Wkly, Th	10,995	0.0%	0.0%
Herrie	Wkly, Th	10,255	-7.9%	-19.8%
Uthukela Eyethu	Wkly, Th	9,995	0.1%	2.9%
Greytown Gazette	Wkly, Mon	9,885	-1.0%	-1.0%
Hazyview Herald	F	9,795	0.0%	0.0%
Daily Sun On the GO - FS	Wkly, Th	7,995	0.0%	0.0%
Ystervark	Wkly, Th	7,925	0.0%	0.0%
Corridor Express	F	7,720		
Observer Express	Wkly, Fr	7,715		
Parys Gazette	Wkly, Fr	7,480	0.0%	0.0%
Sentinel News	Wkly, Wed	7,265	1.7%	1.7%
Daily Sun On the GO - KZN	Wkly, Th	5,995	0.0%	0.0%
Capricorn Voice	Q	5,885	0.0%	0.1%
Daily Sun On the GO - WC	Wkly, Th	4,995	0.0%	0.0%
The Hilton	Mtly	4,960	0.0%	0.0%
Free State Sun	Wkly, Th	4,937	0.0%	0.0%
Northern Review Weekend	Wkly, Fr	4,836	0.0%	-0.3%
Standerton Advertiser	Wkly, Tue	4,750	0.0%	0.0%
Bosvelder Review	Wkly, Th	2,882	1.8%	
Estcourt	Wkly, Tue	2,498	3.3%	
Corridor Gazette	F	1,760	-81.9%	-81.9%
Maluti News	Wkly, Fr	1,595	0.0%	-36.1%
IDISKI TIMES	Wkly, Tue	Terminated		
YOUReThekwini	Mtly	Resigned		
Breederivier Gazette	Wkly, Wed	Rebranded		
City Vision (Khayalitsha	Wkly, Th	Rebranded		
City Vision (Langa/Gugulethu	Wkly, Th	Rebranded		
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	Wkly, Th	Rebranded		
Maritzburg Echo	Wkly, Th	Rebranded		
Msunduzi Eyethu (former Edendale	Wkly, Th	Rebranded		
People s Post Mitchells Plain	Wkly, Tue	Rebranded		
Tygerburger Eersterivier/Blue Downs	Wkly, Wed	Rebranded		
Tygerburger Elsiesrivier & Ravensmead	Wkly, Wed	Rebranded		
Eyethu Bay Watch (Formerly Baywatch	Wkly, Wed	No Submission		
Northern Eyethu	Mtly	No Submission		
Zululand Eyethu (formerly Eshowe Watch	Mtly	No Submission		

Mpumalanga Mirror	F	No Issue		
Coastal Weekly	Wkly, Th	Ceased Publishing		
Stanger Weekly	Wkly, Wed	Ceased Publishing		
Umgungundlovu Eyethu (former Umngeni	F	Ceased publishing		

ABOUT DANETTE BREITENBACH

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