

Newspapers AMPS

While the newspaper sector has remained stable overall, change has occurred in the weekly newspaper category.

The newspaper sector remains stable

- Any Daily - trending upwards to 21.0% (from 20.2% in the previous survey), with 6.357-million readers. Daily readership is up in metros, in the Vaal region, and in SU-LSM 6-10.
- Any Weekly - stable on 31.2%, or 9.442-million readers. Weekly paper readership is up in the Western Cape, and in Cape Town and its fringes (possibly thanks to the influence of *Son*), and is down amongst 16-24s.
- Any Newspaper - 39.2% penetration (11.870-million), with profile shifts upward in the Western Cape, an down amongst 16-24s.

Dailies hold their own

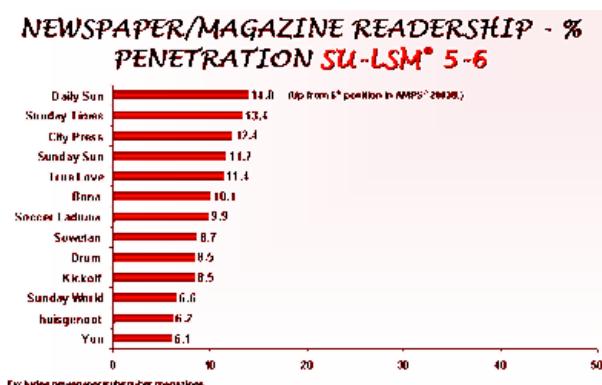
The big success story in the daily newspaper sector remains *Daily Sun*, which continues its upward rocketing. The paper is up from 5.9% in AMPS 2003B to 7.6% currently, with 2.292-million readers. This growth was seen across the board in terms of reader profile.

Another significant change in this sector was in *Sowetan's* readership, which declined from 6.2% in the previous survey, to 5.1%, or 1.544-million. The paper has lost readers in metro areas, in Limpopo, Gauter Johannesburg, and Pretoria, and amongst both males and females, 16-34 and 35+ year-olds, and in SU-LSM 1-5.

Looking back to AMPS 2003A, three papers are showing signs of a developing readership trend (AMPS 2003A versus AMPS 2004), although this is not yet significant:

- *Isolezwe* - trending up from 0.9% to 1.3% (391 000 readers).
- *The Citizen* - trending down from 1.8% to 1.5% (466 000).
- *The Star* - trending down from 2.2% to 2.0% (616 000), but with growth in SU-LSM 7.

The average number of daily papers per reader is stable, at 1.33 (from 1.34 in AMPS 2003B).



Weeklies/bi-weeklies/monthlies

While weekly readership in total remains stable, there have been a number of significant declines in readership in this sector, with no paper posting a significant growth. Newcomer *Son*, however, has recorded an impressive 744 000 readers (2.5% penetration), making it the second biggest Afrikaans weekly, after *Rapport*.

The Citizen Weekend Edition has declined significantly from 2.1% (AMPS 2003B) in the previous survey to 1.6%, or 487 000 readers. The paper has lost readers particularly in large urban areas, amongst males, the 16-34 and 35+ age groups, and in SU-LSM 6-10.

Pretoria News Weekend is down from 0.5% (AMPS 2003B) to 0.3% penetration, attracting 89 000 readers currently. Losses came through in the male market, and in SU-LSM 6-10.

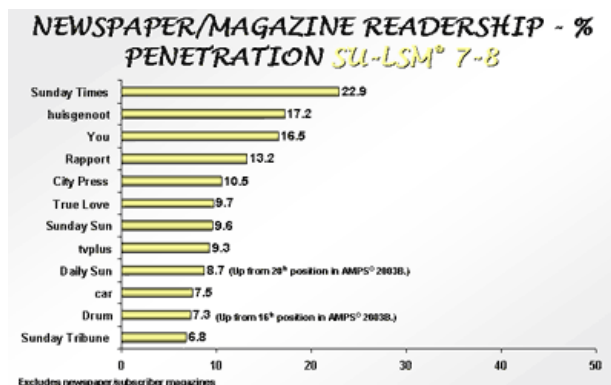
Saturday Dispatch has shed readership, with its 85 000 readers accounting for 0.3% penetration, down from 0.5% in the previous survey. Declines were seen especially in the Eastern Cape, and amongst both males and females.

Sunday Times is down from 11.6% in the previous survey, to 10.7% (3.239-million). Downwards profile shifts occurred in Limpopo, amongst females, in the 16-24 age group, and in SU-LSM 3.

Sunday World dropped from 4.3% penetration to 3.5% currently (1.062-million readers). These declines came through from large urban areas, the Free State, both males and females, the 16-34 bracket, and SU-LSM 7.

Finally, *The Teacher* is down from 0.7% to 0.5%, with 150 000 readers (down amongst males).

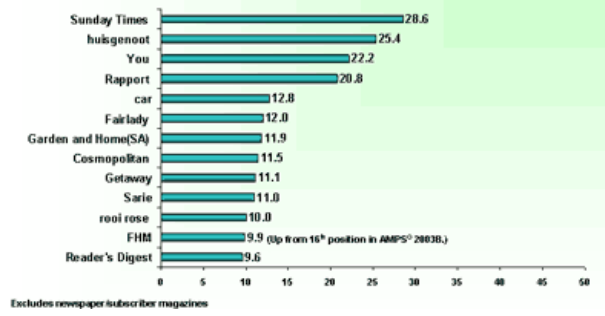
The average number of weekly newspapers per reader is 1.87 (from 1.94 in AMPS 2003B).



Other weekly/bi-monthly/monthly readership shifts

- *City Press*, which is trending down (though not yet significantly) from 7.8% (AMPS 2003A) to 6.8%, is down in Johannesburg and the 16-34 age group.
- *Ilanga* is trending down, though not yet significantly, from 2.0% (AMPS 2003A) to 1.7% currently, leaving with 523 000 readers.
- *Independent* on Saturday has dropped in SU-LSM 7-8.
- *Rapport* is down in SU-LSM 9-10.
- *Saturday Star* is down in metros, amongst males, and in SU-LSM 6-10.
- *Sunday Sun* is up in the Western Cape and in SU-LSM 9-10.

NEWSPAPER/MAGAZINE READERSHIP - % PENETRATION SU-LSM* 9-10



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