

## SA Internet traffic for Q2 2002

The Audit Bureau of Circulations electronic (ABC-e) has released Internet activity results for the second quarter of 2002. The number of Internet pages viewed increased 6% over the quarter a unique users by 13%.

The greatest percentage gains in traffic were Financial Mail, with a 57% increase in page impressions from a relatively low base (closed site), while increasing their unique users by 14%, and Business Day, whose page impressions grew by 21% and unique users by 31%.

News24 was the largest reporting member, with 14,7 million page impressions on average per month from just over half a million unique users.

Most other sites showed moderate changes in page impressions (+10% to -19%), but the unique user count did not necessarily mirror the changes in page impressions - for example, CARtoday had an 8% increase in page impressions, but a 43% increase in unique users; IT Web page impressions increased by 5% with unique users dropping by 27%; and GetawaytoAfrica.com showed a 19% decrease in impressions while increasing unique users by 13%.

Site	Impressions	10%	Users
News24.com	14,698,874	10%	537,839
iol	10,793,891	6%	333,672
Ananzi	8,183,031	-13%	480,151
Moneymax	2,192,763	6%	66,286
Careerjunction	1,862,913	-7%	135,541
Sunday Times	1,731,458	1%	146,242
Business Day	1,622,890	21%	130,803
MoneyWeb	1,554,173	7%	167,173
Job Navigator	1,515,020	0%	16,113
IT Web	1,306,282	5%	71,867
CARtoday.com	684,641	8%	25,394
Financial Mail	225,789	57%	15,911
GetawaytoAfrica.com	154,286	-19%	17,178
PSG-Online	Outstanding		
MTN E-Business	Outstanding		
SA Active	Outstanding		

Source: [ABIS](#)