

Newspapers ABC Q2 2018: Static, with some highlights

By [Danette Breitenbach](#)

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The second quarter of the 2018 Audit Bureau of Circulations of South Africa (ABC) shows a static Total Newspaper circulation compared to the previous quarter. However, the category has declined by 2.5% compared to the prior year. Despite this, there are some highlights.



Daily newspapers

Dailies saw a decline of 4.2% on the previous quarter, with a massive 15.1% decline on the prior year.



Newspapers ABC Q1 2018: Some positives for press

Danette Breitenbach 9 May 2018



Daily News moved up slightly by 0.1% while *Volksblad – Daily* showed a slightly better increase of 2.3% on the previous quarter. *Daily News* declined by nearly two percent (1.8%) and *Volksblad – Daily* by nearly three (2.7%).

The best of the lot was *Bukedde* with a 6.1% over the prior quarter and an increase of 22.4% over the prior year.

Publication Name	Circulation	%change quarter	%change year
Daily Sun	129,831	-8.0%	-21.3%
Daily Nation	108,282	-6.3%	-14.5%
Isolezwe	79,795	-7.6%	-6.7%
Star, The	72,375	-4.6%	-9.9%
Sowetan	70,061	-0.1%	-4.8%
Son (Daily)	59,480	-5.3%	-17.5%
Burger, Die Daily	46,983	-0.9%	-1.4%
Citizen, The (Daily)	42,595	-6.1%	-3.5%
Bukedde	40,536	6.1%	22.4%
Burger, Die Daily	39,685	-1.3%	-1.5%

Namibian, The	36,448	-3.1%	-9.9%
Beeld, Daily	36,210	0.1%	-9.4%
Cape Times	29,611	-1.3%	-4.4%
Cape Argus	27,346	-2.1%	-5.8%
New Vision	27,110	0.0%	0.6%
Mercury, The	25,043	-2.4%	-5.0%
Daily News	23,127	0.1%	-1.8%
Times of Swaziland	21,624	-12.6%	-3.9%
Business Day	20,145	-1.0%	0.4%
Daily Monitor	17,436	-2.4%	1.8%
Daily Dispatch	16,546	-10.9%	-11.9%
Herald, The	16,210	-2.3%	-14.0%
Volksblad - Daily	14,306	2.3%	-2.7%
Pretoria News	12,686	0.7%	-7.9%
Taifa Leo	12,397	-8.9%	-5.7%
Witness, The	11,140	-4.6%	-9.9%
Diamond Fields Advertiser	7,424	-4.7%	-6.2%
Burger, Die Daily	7,298	1.1%	-1.2%
Zambia Daily Mail	6,814	-0.6%	-31.5%

Weekly newspapers

Weeklies declined on both the previous quarter and the prior year by 4.8% and by 10% respectively.

Ilanga and *The Post*, increased over the prior quarter, but both declined over the prior year. *Ilanga* increased by 1.5% on the previous quarter and declined by 11.9% on the prior year. *The Post* showed a 0.5% increase over the prior quarter, but a 5.5% decline over the prior year.

Lesotho times showed an increase of 4% over the prior year - the only newspaper in this segment to show a positive percentage over the prior year. The best increase over the prior quarter was 6.1% by *The Botswana Gazette*.

Publication Name	Circulation	%change quarter	%change year
Soccer Laduma	235,907	-6.4%	-9.6%
Ilanga	57,356	1.5%	-11.9%
Post, The	37,533	0.6%	-5.5%
Mail & Guardian	23,641	-12.3%	-19.6%
Voice, The	16,029	0.1%	-2.9%
Botswana Gazette , The	9,922	6.1%	-6.6%
Lesotho Times	7,882	0.7%	4.0%

Weekend newspapers

Weekend Newspapers were not spared, reflecting the overall decline with a 4.2% decline on the previous quarter and a 10.1% decline on the prior year.

But there were some highlights, with increases of over one percent for both *Isolezwe ngoMgqibelo* (+1.5%) and *Volksblad – Saturday* (+1.2%). Both declined over the prior year, with *Isolezwe ngoMgqibelo* declined by 4.3% and *Volksblad – Saturday* by just over five percent (5.1%).

The Weekend Argus also showed positive increases with a 0.8% increase over the prior quarter. It was also only one of two weekend newspapers to show an increase over the prior year with a 2.2% increase over the prior year. It was joined by *The Sunday Monitor* which showed an increase over the prior year of 4.5%.

Publication Name	Circulation	%change quarter	%change year
Sunday Times	250,575	-3.7%	-4.6%
Sunday Nation	117,695	-8.8%	-17.3%
Rapport	112,332	-1.1%	-9.6%
Isolezwe ngoMgqibelo	65,645	1.5%	-4.6%
Isolezwe ngeSonto	65,013	-0.7%	-5.2%
Burger, Die Saturday	58,700	-4.9%	-3.9%
Sunday Sun	54,904	-12.4%	-29.9%
Burger, Die Saturday	51,111	-4.8%	-2.9%
Weekend Argus	51,106	-1.7%	-2.6%
Sunday Tribune	50,386	0.6%	-4.4%
City Press	50,200	-14.3%	-26.9%
Sunday World	45,211	-5.5%	-17.0%
Saturday Star, The	40,409	-10.5%	-16.4%
Beeld, Saturday	36,624	-1.7%	-4.6%
Independent on Saturday	36,211	0.2%	-2.9%
Ilanga Langesonto	33,743	-1.2%	-8.6%
Son op Sondag (formerly Sondag Son)	33,350	-7.5%	-18.8%
Weekend Argus	32,883	-3.1%	-5.0%
Citizen, The (Saturday)	31,446	-11.3%	-6.9%
Weekend Argus	18,223	0.8%	2.2%
Sunday Vision	17,208	-1.5%	-3.3%
Weekend Post	15,686	-2.6%	-10.5%
Volksblad - Saturday	13,365	1.2%	-5.2%
Saturday Dispatch	13,323	-9.0%	-19.1%
Sunday Monitor	11,925	-3.2%	4.5%
Weekend Witness	10,888	-2.1%	-11.4%
Taifa Jumapili	10,305	-15.8%	-13.3%
Burger, Die Saturday	7,589	-5.8%	-10.2%
The Southern Cross	7,336	-0.6%	-8.5%
Pretoria News Saturday	6,936	-7.6%	-18.1%
Sunday Mail	4,452	6.5%	-46.7%

Local newspapers

Local Newspapers declined by just under 5% (4.8%) on the previous quarter and by over 5% (5.5%) on the prior year. Three local newspapers completely bucked this trend with positive increases both over the previous quarter and over the prior year. The best performance came from *Stellelander* with a 22.3% over the prior quarter and a 18.7% increase over the prior year. They are followed by *Die Noordwester*, which had a 7.4% and 19.5% increase, over the prior quarter and prior year respectively. Last, but not least is *Polokwane Observer*, with a 1.2% increase over the prior quarter and 4% increase on the prior year.

Also showing positive increases over the prior year are *Tembisan* (31.8%), *Mpumalanga News* (6.5%), *The Mail* (1%), and *African Reporter* (4.5%).

Publication Name	Circulation	%change quarter	%change year
African Reporter	22,477	2.8%	4.5%
Witbank News, Fri	17,196	-6.1%	-5.2%
Rustenburg Herald	15,286	-22.1%	-10.4%
George Herald (Thursday)	14,944	-4.5%	-3.4%
Middelburg Observer, Fri	13,867	-2.2%	-2.8%
Lowwelder, The / Laevelder, Die (Friday)	13,354	-6.5%	-5.2%
Klerksdorp Rekord	13,082	-5.0%	-5.2%
Lowwelder, The / Laevelder, Die (Tuesday)	12,053	-7.5%	-2.4%
South Coast Herald	11,597	-2.4%	-6.8%
Paarl Post	11,467	-3.2%	-3.4%
The Mail	10,298	-3.5%	1.0%
Weslander, The	9,603	-4.8%	-7.0%
Worcester Standard	8,546	-3.0%	-4.2%
Zululand Observer Weekend (Formerly Friday)	8,441	-1.9%	-3.8%
Mpumalanga News	8,051	-1.4%	6.5%
Limpopo Mirror	7,367	-0.2%	-1.9%
Mosselbay Advertiser	7,136	-3.9%	-4.6%
Gemsbok	6,843	-8.2%	-17.9%
Vaalweekblad	6,337	0.5%	-10.7%
District Mail	6,335	-5.4%	-10.0%
Hermanus Times	5,440	-12.2%	-2.5%
Polokwane Observer	5,314	1.2%	4.0%
Stellalander	5,231	22.3%	18.7%
Representative	5,057	-5.0%	-7.9%
Potchefstroom Herald	5,031	-6.2%	-13.4%
Zululand Observer Monday	4,833	-7.0%	-9.4%
Newcastle and District Advertiser	4,737	-1.0%	-10.2%
Capricorn Voice	4,260	-18.4%	-36.5%
Brits Pos	4,163	-5.3%	-18.7%
Eikestadnuus	3,981	-7.6%	-5.1%
Die Noordwester	3,928	7.4%	19.5%
South Cape Forum/Suid Kaap Forum	3,842	-1.7%	-2.3%
Northern Review Weekend	3,840	-10.6%	-14.1%
Middelburg Observer, Tues	3,047	-9.2%	-11.9%
Knysna Plett Herald	2,691	-5.2%	-2.6%
Carletonville Herald	2,595	2.4%	-8.2%
Bosvelder Review	2,455	-10.4%	-6.3%
Northern Natal Courier	2,297	-0.6%	-8.1%
Tembisan	2,194	-0.9%	31.8%
Md South Coast Mail	2,085	-1.8%	-3.3%
Ladysmith Gazette	2,057	-9.0%	-16.8%
Talk of the Town	1,971	-4.7%	-1.4%
Vryheid Herald	1,962	0.7%	-10.9%
Graaff Reinet Advertiser	1,807	-5.4%	-4.4%
Daller, Die	1,732	-0.9%	-4.6%
Oudtshoorn Courant	1,729	-8.4%	-11.3%
Streeknuus	1,566	-7.3%	-9.4%
Estcourt and Midlands News	1,465	-5.6%	-16.9%
The Courier	943	-2.4%	-1.9%
Streeknuus Delmas	888	-0.9%	-4.9%

Free newspapers

Free Newspapers went against the overall declining trend, with an overall increase of 1.9% over the previous quarter and by 1.4% in the prior year.

The category boasted a number of movers, that include *Diepkloof Urban News*, *Dolphin Coast Mail*, *East Coast Mail*,

Maritzburg Echo, and Maritzburg Fever.

Of these, the *Maritzburg Echo*, and *Maritzburg Fever* had the highest percentage increase over the prior quarter, with *Maritzburg Echo* increasing by 17.7% and *Maritzburg Fever* by 14.9% over the prior quarter. Both titles also increased over the prior year, with *Maritzburg Echo* increasing by 0.7% and *Maritzburg Fever* by 0.4%.

While the other three titles all increased over the prior quarter, they neither decreased nor increased over the prior year. *Diepkloof Urban News* showed an increase of 7.7% over the prior quarter, while both *Dolphin Coast Mail* and *East Coast Mail* showed a 4% increase over the prior quarter.

Publication Name	Circulation	%change quarter	%change year
PE Express	119,962	0.0%	0.0%
Taxi Times (former Tame Times - Fortnightly)	114,450	-7.2%	330.0%
Sedibeng Ster	100,985	0.0%	0.0%
Msunduzi News	99,990	0.0%	0.0%
Plainsman	89,718	0.1%	1.3%
People s Post Mitchells Plain	83,340	0.0%	0.0%
Vukani	81,100	0.0%	0.0%
Rekord East/Oos	78,780	0.2%	0.0%
Tame Times - Weekly	73,607	-25.0%	-31.6%
Tabletalk	70,323	0.3%	4.1%
Rekord Centurion	60,100	0.1%	0.0%
Mhatha Express	59,985	0.0%	0.0%
The Rising Sun.	59,960	0.0%	0.0%
Randburg Sun	59,941	0.0%	0.3%
Maritzburg Echo	59,454	17.7%	0.7%
Phoenix Tabloid	55,980	0.0%	8.7%
Athlone News	55,937	0.0%	0.0%
Kempton Express	55,040	0.0%	-0.6%
Kathorus Mail	54,589		
Highway Mail	54,571	0.0%	0.0%
Northern News - Kraaifontein, Brackenfel, Kuils River	53,350	0.0%	-0.3%
AWSUM Newspaper	51,600	1.4%	
Chatsworth Rising Sun	51,148	0.0%	0.0%
Roodepoort Record	51,042	-0.3%	-0.9%
City Vision (Khayalitsha)	50,453	0.0%	0.0%
Southern Mail	50,360	0.0%	0.0%
Chatsworth Tabloid	49,980	0.0%	0.0%
The Central Weekly Gazette	49,980	0.0%	0.0%
My Line	49,900	0.0%	0.0%
Sandton Chronicle	49,685	0.5%	-0.7%
City Vision (Langa/Gugulethu)	49,634	0.0%	0.0%
Southern Suburbs Tatler	48,660	0.0%	0.0%
Comubia and Phoenix Sun	47,410	0.0%	0.0%
Bedfordview & Edenvale News	46,427	0.6%	0.6%
Overport Rising Sun	44,900	0.0%	0.0%
Bloemnuus	44,839	0.0%	0.0%
Boksburg Advertiser	43,426	-0.1%	0.0%
Go & Express	41,995	0.1%	0.2%
Bloemfontein Courant (formerly Krant)	41,889	0.0%	0.0%
Umlazi Times	40,980	0.0%	0.0%
Ethekwini Times	40,980	0.0%	0.0%
Rekord North/Noord	39,850	0.2%	0.5%
Bonus Review	39,836	0.0%	-0.1%
North Coast Courier	39,762	0.0%	0.2%
Southern Courier	39,279	-0.2%	-0.5%
South Coast Herald Bonus	39,274	-0.2%	-0.1%

Northern News Bellville/Durbanville formerlyTygertalk Bellville/Durbanville	38,840	0.0%	0.0%
Benoni City Times	38,802	0.0%	0.1%
Express	38,700	0.0%	-0.2%
Alberton Record	37,911	-0.1%	-0.1%
Fourways Review	36,876	0.2%	0.4%
UGU Eyethu	36,850	0.0%	5.7%
Maritzburg Fever (formerlyMirror, The)	35,000	14.9%	0.4%
Vista	34,962	0.0%	0.0%
South Coast Fever	34,950	0.0%	0.0%
Ridge Times	34,950	0.0%	0.0%
Msunduzi Eyethu (former Edendale)	34,879	0.0%	0.0%
Rekord Moot	33,530	0.0%	0.0%
Tygerburger Elsie'srivier	33,085	0.0%	0.0%
Rising Sun Lenasia	32,925	0.0%	0.0%
Dobsonville Urban News	32,666	0.0%	0.0%
Diepkloof Urban News	32,484	7.7%	0.0%
Southern Star	31,980	0.0%	0.0%
Tongaat & Verulam Tabloid (former Northern Star)	31,980	0.0%	0.0%
Constantiaberg Bulletin	31,900	0.1%	0.6%
People s Post Claremont/Rondebosch	31,834	0.0%	0.0%
Tygerburger Table View	31,445	0.0%	0.0%
False Bay Echo	31,440	0.0%	0.0%
Atlantic Sun	31,350	0.0%	0.0%
Helderberg Gazette.	31,200	0.0%	0.0%
Bolander	31,000	0.0%	0.0%
People s Post False Bay	30,972	0.0%	0.0%
Makhulu News.	30,826	0.0%	0.0%
Northcliff & Melville Times	30,581	-0.3%	-0.8%
People s Post Athlone	30,252	0.0%	0.0%
Krugersdorp News	30,217	0.3%	-0.8%
Germiston City News	30,177	-0.2%	-0.1%
Eldorado Urban News	30,166	0.0%	0.0%
Orlando Urban News	30,166	0.0%	0.0%
Zola Urban News	30,166	0.0%	0.0%
People s Post Constantia/Wynberg	30,069	0.0%	0.0%
Eyethu Bay Watch (Formerly Baywatch)	30,068	0.0%	-0.4%
Dolphin Coast Mail	29,948	4.0%	0.0%
East Coast Mail	29,943	4.0%	0.0%
UD Express	29,932	0.0%	0.0%
Issue Mangaung	29,900	0.0%	0.2%
Maritzburg Sun	29,879	0.0%	0.0%
Public Eye	29,859	0.0%	0.0%
Boland Gazette	29,850	0.0%	0.0%
Rekord Mamelodi	29,800	0.0%	0.0%
Northern News Goodwood / Parow formerly Tygertalk Goodwood	29,730	0.0%	0.0%
Umlazi Eyethu	29,660	-1.0%	-1.0%
Intshonalanga Eyethu	29,660	-0.8%	-1.0%
Coastal Weekly	29,580	-1.2%	-1.2%
Soweto Express	29,500	0.0%	0.0%
People s Post City Edition	29,246	0.0%	0.0%
Roodepoort Northsider (FormerlyNorthside Chronicle	29,198	0.0%	0.7%
Rekord Noweto	28,820	0.0%	0.0%
Tygerburger Ravensmead/Belhar	28,696	0.0%	0.0%
Mdrand Reporter	28,158	0.3%	0.7%
Tygerburger Eersterivier/Blue Downs	27,968	0.0%	0.0%
Jabavu Urban News.	27,666	0.0%	0.0%
Meadowlands Urban News	27,666	0.0%	0.0%
Northglen News	27,583	0.0%	0.1%

Berea Mail	27,179	0.0%	0.1%
Maseru Metro	27,000		
Stanger Weekly	26,734	-10.6%	-10.6%
Rosebank Killarney Gazette	26,615	0.2%	-1.1%
Vanderbijlpark Ster	26,486	0.0%	1.2%
Springs Advertiser	26,057	0.1%	0.0%
Chiawelo Urban News	25,166	0.0%	0.0%
Pimville Urban News	25,166	0.0%	0.0%
Protea Urban News	25,166	0.0%	0.0%
Xpress Times	24,949	0.0%	0.0%
Kalahari Buletin (Formerly Kuruman Bulletin)	24,927	0.0%	0.0%
Tongaat & Verulam Sun	24,900		
North Western Bonus	24,458	-0.8%	-0.3%
North Eastern Tribune	24,316	0.2%	-0.7%
People s Post Retreat	23,423	0.0%	0.0%
Merebank Rising Sun	22,400	0.0%	0.0%
Issue, Eastern Free State	21,875	0.0%	-0.1%
People s Post Grassy Park	21,838	0.0%	0.0%
Noordkaap	21,789	-0.3%	-0.3%
People s Post Landsdowne	21,130	0.0%	0.0%
Comaro Chronicle	20,829	0.1%	-0.4%
Tygerburger Durbanville	20,720	0.0%	0.0%
South Coast Sun	20,140	0.0%	0.1%
Mid South Coast Rising Sun	20,075	0.0%	0.0%
Rekord West News/Wes Nuus	20,040	0.1%	0.3%
Isolomzi Express	19,985	0.6%	0.6%
Kouga Express	19,981	0.0%	0.0%
Queenstown Express	19,955	0.1%	0.1%
Pinetown Fever	19,955	0.0%	0.0%
Echo, The	19,949	0.0%	0.0%
Hillcrest Fever (formerly Forest Express)	19,944	0.0%	0.0%
Bloemfontein Courant Voice	19,910	-0.1%	-0.1%
Umgungundlovu Eyethu (former Umngeni)	19,859	0.0%	67.5%
Randfontein / Westonaria Herald.	19,701	-0.9%	0.0%
Upper Highway Mail (Incorporating The Hilltop)	19,645	0.0%	0.0%
Alex News	19,613	-0.3%	-0.8%
Tygerburger Kuilsrivier	19,288	0.0%	0.0%
Tygerburger Brackenfell	19,253	0.0%	0.0%
Tygerburger Bellville	19,042	0.0%	0.0%
Brakpan Herald	18,971	-0.3%	-0.3%
Swartland Gazette (formerly Swartland Monitor).	18,950	0.0%	0.0%
Tygerburger Minerton	18,688	0.0%	0.0%
Tygerburger Kraaifontein	18,637	0.0%	0.0%
TygerBurger De Grendel	18,522	0.0%	0.0%
Rekord Central/Sentraal	18,480	0.0%	0.0%
Midweek Rekord	18,430	0.4%	0.5%
Highvelder, The	17,979	0.0%	0.0%
Southlands Sun	17,929	0.0%	0.0%
Johannesburg Eastern Express	17,481	0.3%	-0.2%
Express Northern Cape	17,451	0.0%	0.1%
TygerBurger Tyger Valley	17,399	0.0%	0.0%
Steelburger	17,300	0.0%	0.0%
Midweek Herald (formerly Noordwes Gazette)	16,995	0.0%	0.2%
Herrie, Die	16,955	0.0%	0.0%
Vereeniging Ster	16,913	0.0%	-1.0%
People s Post Woodstock	16,391	0.0%	0.0%
West Side Urban News	16,166	0.0%	0.0%
Laudium Sun	16,000	0.0%	0.0%
Cosmo City Chronicle	15,950	0.0%	0.0%

Northern Eyethu	15,860	0.0%	0.0%
Nelspruit Post	15,814	0.0%	0.0%
Full Sus	15,750	0.2%	1.1%
Mdvaal Ster	15,687	0.0%	0.0%
Times of Ladysmith	15,030	0.0%	0.0%
Amajuba Eyethu	15,011	0.0%	0.0%
Newcastle Sun	15,003	0.0%	0.0%
Capetowner	15,000	0.0%	0.0%
Uthukela Eyethu	15,000	0.0%	0.0%
Standerton Advertiser.	14,988	0.0%	0.0%
King Williams Town Express	14,950	-40.1%	-40.1%
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	14,950	0.0%	0.0%
Weskus Nuus	14,900	-0.3%	0.0%
Sasolburg Ster	14,882	0.0%	0.1%
Amanzimtoti Fever (formerly Uppercoast Fever)	14,864	0.1%	0.1%
Northern Business Review	14,800		
East Griqualand Fever	14,690	0.0%	0.0%
Theewaterkloof Gazette (Formerly Kontreinuus Gaz.)	14,609	0.0%	0.0%
Lentswe	14,527	-0.8%	0.0%
Tygerburger Parow	14,322	0.0%	0.0%
Tygerburger Goodwood	14,054	0.0%	0.0%
Queensburgh News	13,096	0.0%	0.1%
Mdkaroo Express	12,398	10.0%	
Vrystaat Nuus/News	12,027	0.1%	2.3%
Tribune	11,946	-0.1%	0.0%
Zululand Eyethu (formerly Eshowe Watch)	11,852	0.0%	0.0%
Breederivier Gazette.	11,560	1.0%	-0.5%
SA Jewish Report	11,459	-0.2%	0.0%
Village Talk	10,869	0.0%	0.0%
Highlands Panorama News	9,968	0.0%	11.2%
The Village NEWS	9,939	42.3%	
CXpress	9,900	0.0%	0.0%
Idinga	9,855	0.0%	0.0%
White River Post	9,825	0.0%	0.0%
Greytown Gazette	9,042	-3.4%	-3.1%
Kroonnuus	8,943	0.0%	0.0%
Corridor Gazette	8,800	0.0%	0.0%
City Buzz	8,745	-9.0%	-25.5%
Die Ghaap - Kimberly Gazette	7,995	0.1%	0.0%
Mossel Bay Home Ads News	7,895	0.0%	-52.4%
Parys Gazette	7,494	0.0%	0.0%
Sentinel News	7,145	0.0%	0.0%
NewsHorn Mpumalanga	6,629	-64.1%	
The Weekly Free State	6,616	-30.3%	-24.8%
Public Eye Free State	6,237	-75.0%	
Barberton Times	5,314	0.0%	-1.2%
Inner City Gazette	4,963	0.0%	0.2%
The Insight	4,950	1.0%	
Free State Sun	4,750	0.0%	0.0%
Hazyview Herald	3,332	0.2%	1.7%
Game Reporter	2,990	0.0%	
Maluti News	2,475	0.0%	0.0%



Magazines ABC Q2 2018: Decline continues

Danette Breitenbach 14 Aug 2018



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 a Masters in Financial Journalism from Wits.

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