

Newspapers ABC Q4 2018: 2018 ends on a low for newspaper industry

By [Danette Breitenbach](#)

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The Audit Bureau of Circulations of South Africa (ABC) last quarter (quarter 4) for 2018 ended on a disappointing note for the newspaper industry, with total newspaper circulation declining 1.6% on the previous quarter. The decline is disappointing given that total circulation was static in the second quarter and up in the first quarter.



However, this percentage was still less than quarter 3, which was its worst period with a decline of 2.9%,

Dampening spirits, even more, is the continuing trend of decline on the prior year, with quarter 4 showing a 3.3% decline on the prior year. While slightly better than quarter 3's 4% and quarter 1's 4.4% - the worst quarterly decline on the prior year for 2018 - it was still more than the best quarter on the prior year, Q2 which had a 2.5% decline.

Daily Newspapers

The decline in the previous quarter continued for Daily Newspapers, but Q4's 1.9% was the second-best quarter for the year. Apart a nearly half a percentage increase in Q1, Q2 and Q3 of 2018 declined by over 4% and over 2% respectively. The quarter saw a 7.6% decline on the prior year. While still a big decline, it is almost half the decline of Q1, Q2 and Q3, all of which had double-digit declines.

The Star, which showed an increase in Q3 over the previous quarter and year, declined in Q4 by 0.8%, but continued its upward movement over the prior year, with a 1.7% increase.

| Publication name | Frequency | Circulation | %change quarter | %change year |
|---------------------------|------------|-------------|-----------------|--------------|
| Daily Sun | Mo-Fr | 119,772 | -1.8% | -16.8% |
| Daily Nation | MD, Mo-Sat | 105,000 | -3.5% | -7.6% |
| Star, The | MD, Mo-Fr | 75,772 | -0.8% | 1.7% |
| Isolezwe | MD, Mo-Fr | 73,141 | -6.5% | -8.0% |
| Sowetan | Mo-Fr | 70,392 | 0.3% | -2.0% |
| Son (Daily) | MD, Mo-Fr | 55,126 | -1.9% | -16.5% |
| Citizen, The (Daily) | MD, Mo-Fr | 42,045 | 0.4% | -2.1% |
| Burger, Die Daily | MD, Mo-Fr | 41,533 | -2.0% | -12.4% |
| Burger, Die Daily | Wes Kaap | 38,773 | 0.6% | -3.6% |
| Bukedde | MD, Mo-Sat | 35,921 | -19.8% | 10.0% |
| Namibian, The | MD, Mo-Fr | 33,245 | -2.2% | -14.7% |
| Beeld, Daily | MD, Mo-Fr | 32,500 | -6.3% | -9.6% |
| Cape Times | MD, Mo-Fr | 29,353 | -0.9% | -1.1% |
| Cape Argus | MD, Mo-Fr | 27,001 | -1.3% | -2.4% |
| New Vision | MD, Mo-Fr | 25,252 | -4.1% | -5.2% |
| Mercury, The | MD, Mo-Fr | 25,175 | 0.2% | -1.0% |
| Daily News | MD, Mo-Fr | 23,241 | 0.4% | -1.1% |
| Times of Swaziland | MD, Mo-Fr | 22,243 | 1.7% | -0.9% |
| Business Day | MD, Mo-Fr | 20,014 | -0.3% | -1.5% |
| Daily Monitor | MD, Mo-Fr | 16,941 | -3.8% | -9.7% |
| Herald, The | MD, Mo-Fr | 16,318 | -0.5% | -4.4% |
| Daily Dispatch | MD, Mo-Fr | 15,468 | -0.4% | -13.9% |
| Volksblad - Daily | Mo-Fr | 13,784 | -1.7% | -0.9% |
| Pretoria News | MD, Mo-Fr | 12,442 | -4.5% | -0.7% |
| Witness, The | MD, Mo-Fr | 10,926 | -1.2% | -6.1% |
| Taifa Leo | MD, Mo-Sat | 10,310 | -15.5% | -19.1% |
| Diamond Fields Advertiser | MD, Mo-Fr | 6,966 | -5.9% | -8.3% |
| Zambia Daily Mail | MD, Mo-Sat | 6,012 | -11.7% | -14.1% |
| Burger, Die Daily | Oos Kaap | 2,762 | -28.1% | -61.5% |

Weekly Newspapers

Weekly Newspapers followed the way of Daily Newspapers with declines on the previous quarter and on the prior year. The category saw a 6.7% decline in the previous quarter. This is disappointing considering the increase of 8.7% over the prior quarter that the category experienced in Q3. The category declined in the prior year by 8.7%.

The Post saw positive movement with an increase of 1% over the prior quarter but experienced a drop of 4.9% in the prior year.

| Publication name | Frequency | Circulation | %change quarter | %change year |
|--------------------------------------|------------|-------------|-----------------|--------------|
| Soccer Laduma | Wkly, Wed | 223,515 | -10.7% | -10.6% |
| Ilanga | 2xW, Mo&Th | 56,456 | -2.1% | -2.5% |
| Post, The | Wkly, Wed | 38,065 | 1.0% | -4.9% |
| Mail & Guardian | Wkly, Fr | 25,834 | 12.1% | -7.6% |
| Voice, The | Wkly, Fr | 15,746 | -2.9% | -1.3% |
| Mmegi Reporter, The | 4xW, Tu-Fr | 11,721 | | 109.9% |
| Botswana Gazette , The | Wkly, Wed | 10,114 | 0.2% | 9.6% |
| The Monitor (Formerly Mmegi Monitor) | Wkly, Mon | 8,089 | | 3.8% |
| Lesotho Times | Wkly, Th | 7,281 | -5.6% | -7.5% |
| African Times Newspaper | Wkly, Wed | 1,288 | -3.7% | -47.1% |

Weekend Newspapers

The declining trend continued with Weekend Newspaper with a 3.5% decline in the previous quarter - also despite a strong showing of a 0.2% in Q3 - and 8.9% decline on the prior year. *Sunday Tribune* bucked the trend with a 0.2% increase over the prior quarter and 1.4% increase over the prior year.

| Publication name | Frequency | Circulation | %change quarter | %change year |
|-------------------------------------------------------------|-----------|-------------|-----------------|--------------|
| Sunday Times | Wknd | 250,176 | -0.1% | -4.2% |
| Sunday Nation | Wkly, Sun | 113,096 | -6.2% | -9.6% |
| Rapport | Wknd | 105,900 | -4.1% | -6.2% |
| Isolezwe ngoMgqibelo | Wkly, Sat | 57,016 | -13.8% | -9.8% |
| Isolezwe ngeSonto | Wkly, Sun | 55,156 | -13.6% | -11.6% |
| Sunday Tribune | Wkly, Sun | 50,615 | 0.2% | 1.4% |
| Burger, Die Saturday | Wkly, Sat | 49,717 | -1.9% | -17.8% |
| Weekend Argus | Wknd | 49,612 | -3.0% | -4.0% |
| Burger, Die Saturday | Wes Kaap | 48,490 | -2.3% | -7.3% |
| City Press | Wknd | 46,498 | -2.8% | -17.1% |
| Sunday Sun | Wknd | 46,352 | -10.4% | -32.2% |
| Saturday Star, The | Wkly, Sat | 44,200 | 0.2% | -1.7% |
| Sunday World | Wknd | 38,901 | -9.9% | -24.3% |
| Beeld, Saturday | Wkly, Sat | 38,072 | 6.4% | 5.4% |
| Independent on Saturday | Wkly, Sat | 35,598 | 0.9% | 0.8% |
| Ilanga Langesonto | Wknd | 33,093 | -5.9% | -5.4% |
| Son op Sondag (formerly Sondag Son) | Wkly, Sun | 31,822 | -2.0% | -15.4% |
| Weekend Argus | Saturday | 31,509 | -4.1% | -7.3% |
| Citizen, The (Saturday) | Wkly, Sat | 29,623 | -3.4% | -6.2% |
| Weekend Argus | Sunday | 18,103 | -1.1% | 2.4% |
| Sunday Vision | Wkly, Sun | 15,871 | -6.3% | -7.7% |
| Weekend Post | Wknd | 15,233 | -1.4% | -9.8% |
| Daily Dispatch Weekend Edition (formerly Saturday Dispatch) | Wknd | 14,713 | 4.8% | -1.7% |
| Volksblad - Saturday | Wkly, Sat | 13,053 | -1.6% | -2.3% |
| Sunday Monitor | Wknd | 10,689 | -5.5% | -12.3% |
| Weekend Witness | Wkly, Sat | 10,400 | -1.3% | -9.5% |
| Taifa Jumapili | Wkly, Sun | 8,782 | -10.7% | -22.9% |
| The Southern Cross | Wkly, Sun | 7,085 | 0.6% | -8.6% |
| Pretoria News Saturday | Wkly, Sat | 6,645 | -9.0% | -9.7% |
| Sunday Mail | Wkly, Sun | 4,848 | 4.3% | 4.5% |
| Burger, Die Saturday | Oos Kaap | 2,660 | 152.6% | -67.5% |

Local Newspapers

Local Newspapers had a small decline of 0.2% over the previous quarter, but a 6% decline over the prior year.

Some strong performances came through in this category. Showing a strong increase of double figures is *Lowvelder/Laevelder* (Tuesday) with a 15.2% increase over the prior quarter and a 9.5% increase over the prior year. *Lowvelder/Laevelder* (Friday) also showed good increased on the prior quarter and year with 7.6% and 0.4% increases respectively. Another good performer is *Stellander* with a 4.6% increase in the prior quarter and 6.9% increase in the prior year.

| Publication name | Frequency | Circulation | %change quarter | %change year |
|--------------------------------------------|-----------|-------------|-----------------|--------------|
| African Reporter | Wkly, Fr | 22,005 | -2.0% | 2.4% |
| Witbank News, Fri | Wkly, Fr | 15,667 | -4.4% | -5.3% |
| Rustenburg Herald | Wkly, Th | 14,683 | 4.2% | -16.7% |
| George Herald (Thursday) | Wkly, Th | 14,468 | -1.2% | -5.0% |
| Middelburg Observer, Fri | Wkly, Fr | 13,294 | -2.1% | -5.0% |
| Klerksdorp Rekord | Wkly, Fr | 12,623 | -0.8% | -7.5% |
| Lowvelder, The / Laevelder, Die (Friday) | Wkly, Fr | 12,580 | 7.6% | 0.4% |
| Lowvelder, The / Laevelder, Die (Tuesday) | Wkly, Tue | 12,267 | 15.2% | 9.5% |
| Paarl Post | Wkly, Th | 11,456 | 0.0% | -0.9% |

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|---------------------------------------------|-----------|--------|--------|--------|
| South Coast Herald | Wkly, Fr | 11,157 | 3.6% | -5.9% |
| The Mail | Wkly, Th | 9,992 | 0.6% | -7.6% |
| Weslander, The | Wkly, Th | 9,629 | -1.3% | -6.2% |
| Zululand Observer Weekend (Formerly Friday) | Wkly, Fr | 8,922 | -0.6% | 6.1% |
| Worcester Standard | Wkly, Th | 8,634 | -3.2% | -0.4% |
| Limpopo Mirror | Wkly, Fr | 7,114 | -6.0% | -8.7% |
| Mpumalanga News | Wkly, Th | 6,886 | 7.4% | -10.4% |
| Gemsbok | Wkly, Wed | 6,845 | 0.9% | -5.6% |
| District Mail | Wkly, Th | 6,526 | 0.0% | -5.1% |
| Mosselbay Advertiser | Wkly, Fr | 6,479 | -2.5% | -11.7% |
| Hermanus Times | Wkly, Th | 5,712 | 0.4% | -2.5% |
| Vaalweekblad | Wkly, Th | 5,504 | -7.5% | -13.4% |
| Polokwane Observer | Wkly, Th | 5,133 | 5.1% | -6.6% |
| Potchefstroom Herald | Wkly, Fr | 5,037 | -0.9% | -11.2% |
| Zululand Observer Monday | Wkly, Mon | 4,871 | -4.7% | -6.5% |
| Representative | Wkly, Fr | 4,600 | -4.7% | -11.5% |
| Newcastle and District Advertiser | Wkly, Fr | 4,520 | 4.8% | -8.2% |
| Stellalander | Wkly, Wed | 4,363 | 4.6% | 6.9% |
| Eikestadnuus | Wkly, Th | 4,244 | -0.7% | 2.5% |
| Capricorn Voice | Wkly, Wed | 4,164 | 1.6% | -25.4% |
| Brits Pos | Wkly, Th | 3,850 | -3.3% | -14.5% |
| Die Noordwester | Wkly, Fr | 3,620 | -0.1% | -9.6% |
| Northern Review Weekend | Wkly, Fr | 3,517 | -2.8% | -16.5% |
| South Cape Forum/Suid Kaap Forum | Wkly, Th | 3,493 | -3.5% | -7.0% |
| Middelburg Observer, Tues | Wkly, Tue | 3,020 | -8.6% | -14.3% |
| Knysna Plett Herald | Wkly, Th | 2,528 | -6.0% | -7.7% |
| Ladysmith Gazette | Wkly, Fr | 2,398 | 1.3% | -2.8% |
| Northern Natal Courier | Wkly, Fr | 2,303 | 1.9% | 3.5% |
| Bosvelde Review | Wkly, Fr | 2,164 | -8.0% | -15.5% |
| Talk of the Town | Wkly, Fr | 2,140 | 7.3% | -3.8% |
| Tembisan | Wkly, Th | 2,112 | -5.4% | -14.4% |
| Carletonville Herald | Wkly, Fr | 2,001 | -11.9% | -22.9% |
| Vryheid Herald | Wkly, Fr | 1,930 | 1.6% | -5.9% |
| Md South Coast Mail | Wkly, Fr | 1,845 | -5.4% | -12.5% |
| Daller, Die | Wkly, Fr | 1,747 | -0.6% | -0.2% |
| Graaff Reinet Advertiser | Wkly, Th | 1,580 | -8.6% | -16.4% |
| Oudtshoorn Courant | Wkly, Fr | 1,535 | -2.8% | -19.1% |
| Streeknuus | Wkly, Fr | 1,503 | -1.4% | -8.2% |
| Estcourt and Midlands News | Wkly, Fr | 1,311 | -3.9% | -15.4% |
| The Courier | Wkly, Fr | 944 | 3.3% | 4.3% |
| Streeknuus Delmas | Wkly, Fr | 835 | -2.8% | -14.0% |

Free Newspapers

With a decline of just over 1% (1.1%) over the prior quarter and 1.3% in the prior year. Free Newspapers fared the best of all the categories.

Newshorn Mpumalanga increased by 10.5% over the prior quarter and 20.4% over the prior year, while *Village Talk* increased by 9.2% over the prior year and held steady over the prior quarter with no decline or increase.

Bloemfontein Courant continued its good gains from the prior quarter and prior year in Q3 with a Q4 5.2% increase on the prior quarter and 19.1% increase over the prior year. *Taxi Times* upped its game, with a 182% increase over the prior quarter and 214% increase of the prior year.

| Publication name | Period | Frequency | Circulation | %change quarter | %change year |
|------------------|---------|-----------|-------------|-----------------|--------------|
| PE Express | Oct-Dec | Wkly, Wed | 119,958 | 0.0% | 0.0% |
| Taxi Times | Oct-Dec | F | 112,940 | 182.7% | 214.2% |

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| Sedibeng Ster | Oct-Dec | Wkly, Th | 100,980 | 0.0% | 0.0% |
| Plainsman | Oct-Dec | Wkly, Wed | 89,718 | 0.0% | 1.3% |
| People s Post Mitchells Plain | Oct-Dec | Wkly, Tue | 83,340 | 0.0% | 0.0% |
| Vukani | Oct-Dec | Wkly, Wed | 81,100 | 0.0% | 0.0% |
| Tame Times - Weekly | Oct-Dec | Wkly, Tue | 79,063 | 14.2% | -24.1% |
| Rekord East/Oos | Oct-Dec | Wkly, Tue | 78,780 | 0.0% | 0.3% |
| Tabletalk | Oct-Dec | Wkly, Wed | 70,323 | 0.0% | 4.1% |
| Rekord Centurion | Oct-Dec | Wkly, Wed | 60,100 | 0.0% | 0.3% |
| Mthatha Express | Oct-Dec | Wkly, Wed | 59,985 | 0.0% | 0.0% |
| The Rising Sun. | Oct-Dec | Wkly, Wed | 59,960 | 0.0% | 0.0% |
| Randburg Sun | Oct-Dec | Wkly, Th | 59,623 | -0.6% | -0.4% |
| Maritzburg Echo | Oct-Dec | Wkly, Th | 59,444 | 0.2% | 2.9% |
| Phoenix Tabloid | Oct-Dec | Wkly, Tue | 55,980 | 0.0% | 0.0% |
| Athlone News | Oct-Dec | Wkly, Wed | 55,937 | 0.0% | 0.0% |
| Kempton Express | Oct-Dec | Wkly, Th | 55,029 | 0.0% | -0.5% |
| AWSUM Newspaper | Oct-Dec | Mtly | 54,600 | 7.2% | |
| Highway Mail | Oct-Dec | Wkly, Fr | 54,582 | 0.0% | 0.0% |
| Kathorus Mail | Oct-Dec | F | 54,314 | -0.3% | |
| Northern News - Kraaifontein, Brackenfel, Kuils River | Oct-Dec | Wkly, Wed | 53,350 | 0.0% | -0.3% |
| Chatsworth Tabloid | Oct-Dec | Wkly, Wed | 52,480 | 0.7% | 5.0% |
| Roodepoort Record | Oct-Dec | Wkly, Th | 50,969 | 0.7% | -0.2% |
| Chatsworth Rising Sun | Oct-Dec | Wkly, Tue | 50,758 | -0.8% | -0.8% |
| City Vision (Khayalitsha) | Oct-Dec | Wkly, Th | 50,453 | 0.0% | 0.0% |
| Southern Mail | Oct-Dec | Wkly, Wed | 50,360 | 0.0% | 0.0% |
| The Central Weekly Gazette | Oct-Dec | Wkly, Th | 49,980 | 0.0% | 0.0% |
| Bloemfontein Courant (formerly Krant) | Oct-Dec | Wkly, Wed | 49,889 | 5.2% | 19.1% |
| City Vision (Langa/Gugulethu) | Oct-Dec | Wkly, Th | 49,634 | 0.0% | 0.0% |
| Sandton Chronicle | Oct-Dec | Wkly, Wed | 49,521 | -0.5% | 0.2% |
| Southern Suburbs Tatler | Oct-Dec | Wkly, Wed | 48,660 | 0.0% | 0.0% |
| Cornubia and Phoenix Sun | Oct-Dec | Wkly, Wed | 47,360 | -0.1% | -0.1% |
| Bedfordview & Edenvale News | Oct-Dec | Wkly, Wed | 45,600 | -1.0% | -0.8% |
| Bloemnuus | Oct-Dec | Wkly, Th | 44,853 | -0.1% | 0.0% |
| Overport Rising Sun | Oct-Dec | Wkly, Th | 44,850 | -0.1% | -0.1% |
| Boksburg Advertiser | Oct-Dec | Wkly, Tue | 43,455 | 0.8% | 0.0% |
| East London Rising Sun | Oct-Dec | Wkly, Tue | 42,448 | 0.0% | |
| Go & Express | Oct-Dec | Wkly, Th | 42,187 | 0.0% | 0.7% |
| Ethekwini Times | Oct-Dec | Wkly, Fr | 40,980 | 0.0% | 0.0% |
| Umlazi Times | Oct-Dec | Wkly, Th | 40,980 | 0.0% | 0.0% |
| Rekord North/Noord | Oct-Dec | Wkly, Th | 39,850 | 0.0% | 0.1% |
| Bonus Review | Oct-Dec | Wkly, Wed | 39,809 | -0.1% | -0.1% |
| North Coast Courier | Oct-Dec | Wkly, Wed | 39,223 | -1.3% | -1.3% |
| Southern Courier | Oct-Dec | Wkly, Tue | 39,223 | -0.5% | -0.4% |
| Northern News Bellville/Durbanville formerly Tyger talk Bellville/Durbanville | Oct-Dec | Wkly, Wed | 38,840 | 0.0% | 0.0% |
| Benoni City Times | Oct-Dec | Wkly, Tue | 38,767 | 0.6% | 0.0% |
| Express | Oct-Dec | Wkly, Wed | 38,700 | 0.0% | 0.0% |
| Alberton Record | Oct-Dec | Wkly, Wed | 38,278 | 0.3% | 0.9% |
| UGU Eyethu | Oct-Dec | Wkly, Wed | 36,850 | 0.0% | 0.0% |
| Fourways Review | Oct-Dec | Wkly, Wed | 36,723 | -0.4% | -0.4% |
| Maritzburg Fever (formerly Mirror, The) | Oct-Dec | Wkly, Wed | 34,963 | 0.2% | 0.7% |
| Vista | Oct-Dec | Wkly, Th | 34,963 | 0.0% | 0.0% |
| Ridge Times | Oct-Dec | Wkly, Fr | 34,950 | 0.0% | 0.0% |
| South Coast Fever | Oct-Dec | Wkly, Th | 34,950 | 0.0% | 0.0% |
| Msunduzi Eyethu (former Edendale) | Oct-Dec | Wkly, Th | 34,879 | 0.0% | 0.0% |
| Rekord Moot | Oct-Dec | Wkly, Th | 33,530 | 0.0% | 0.0% |
| Tygerburger Elsie's rivier | Oct-Dec | Wkly, Wed | 33,085 | 0.0% | 0.0% |
| Rising Sun Lenasia | Oct-Dec | Wkly, Wed | 32,925 | 0.0% | 0.0% |
| Dobsonville Urban News | Oct-Dec | Wkly, Fr | 32,666 | 0.0% | 0.0% |
| Southern Star | Oct-Dec | F | 31,980 | 0.0% | 0.0% |
| Tonga & Verulam Tabloid (former Northern Star) | Oct-Dec | Wkly, Tue | 31,980 | 0.0% | 0.0% |

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| Constantiaberg Bulletin | Oct-Dec | Wkly, Wed | 31,900 | 0.0% | 0.6% |
| People s Post Claremont/Rondebosch | Oct-Dec | Wkly, Tue | 31,834 | 0.0% | 0.0% |
| Helderberg Gazette. | Oct-Dec | Wkly, Tue | 31,450 | 0.0% | 0.8% |
| Tygerburger Table View | Oct-Dec | Wkly, Wed | 31,445 | 0.0% | 0.0% |
| False Bay Echo | Oct-Dec | Wkly, Wed | 31,440 | 0.0% | 0.0% |
| Atlantic Sun | Oct-Dec | Wkly, Wed | 31,350 | 0.0% | 0.0% |
| Bolander | Oct-Dec | Wkly, Wed | 31,000 | 0.0% | 0.0% |
| People s Post False Bay | Oct-Dec | Wkly, Tue | 30,972 | 0.0% | 0.0% |
| Makhulu News. | Oct-Dec | Wkly, Fr | 30,826 | 0.0% | 0.0% |
| Northcliff & Melville Times | Oct-Dec | Wkly, Tue | 30,388 | -0.4% | -0.7% |
| People s Post Athlone | Oct-Dec | Wkly, Tue | 30,252 | 0.0% | 0.0% |
| Germiston City News | Oct-Dec | Wkly, Tue | 30,217 | 1.1% | -0.1% |
| Diepkloof Urban News | Oct-Dec | Wkly, Fr | 30,166 | 0.0% | 0.0% |
| Eldorado Urban News | Oct-Dec | Wkly, Fr | 30,166 | 0.0% | 0.0% |
| Orlando Urban News | Oct-Dec | Wkly, Fr | 30,166 | 0.0% | 0.0% |
| Zola Urban News | Oct-Dec | Wkly, Fr | 30,166 | 0.0% | 0.0% |
| Krugersdorp News | Oct-Dec | Wkly, Wed | 30,132 | 2.5% | -0.2% |
| Eyethu Bay Watch (Formerly Baywatch) | Oct-Dec | Wkly, Wed | 30,069 | 0.0% | -0.4% |
| People s Post Constantia/Wynberg | Oct-Dec | Wkly, Tue | 30,069 | 0.0% | 0.0% |
| Intshonalanga Eyethu | Oct-Dec | Wkly, Fr | 29,940 | 0.9% | 0.0% |
| Umlazi Eyethu | Oct-Dec | Wkly, Fr | 29,940 | 0.9% | 0.0% |
| Coastal Weekly | Oct-Dec | Wkly, Th | 29,930 | 0.0% | 0.0% |
| UD Express | Oct-Dec | Wkly, Wed | 29,927 | 0.0% | 0.0% |
| Issue Mangaung | Oct-Dec | Wkly, Wed | 29,900 | 0.0% | 0.2% |
| Maritzburg Sun | Oct-Dec | Wkly, Wed | 29,879 | 0.0% | 0.0% |
| Public Eye | Oct-Dec | Wkly, Th | 29,859 | 0.0% | 0.0% |
| Boland Gazette | Oct-Dec | Wkly, Tue | 29,850 | 0.0% | 0.0% |
| Rekord Mamelodi | Oct-Dec | Wkly, Fr | 29,800 | 0.0% | 0.0% |
| Northern News Goodwood / Parow formerly Tygertalk Goodwood | Oct-Dec | Wkly, Wed | 29,730 | 0.0% | 0.0% |
| Soweto Express | Oct-Dec | Mtly | 29,500 | 0.0% | 0.0% |
| Maseru Metro | Oct-Dec | Wkly, Th | 29,445 | -11.7% | |
| People s Post City Edition | Oct-Dec | Wkly, Tue | 29,246 | 0.0% | 0.0% |
| Rekord Noweto | Oct-Dec | Wkly, Fr | 28,820 | 0.0% | 0.0% |
| Roodepoort Northsider (Formerly Northside Chronicle | Oct-Dec | Wkly, Th | 28,781 | -0.4% | -0.5% |
| Dolphin Coast Mail | Oct-Dec | Wkly, Wed | 28,698 | -4.2% | -2.1% |
| Tygerburger Ravensmead/Belhar | Oct-Dec | Wkly, Wed | 28,696 | 0.0% | 0.0% |
| East Coast Mail | Oct-Dec | Wkly, Wed | 28,693 | -4.2% | -2.1% |
| Mdrand Reporter | Oct-Dec | Wkly, Th | 28,113 | -0.4% | -0.3% |
| Tygerburger Eersterivier/Blue Downs | Oct-Dec | Wkly, Wed | 27,968 | 0.0% | 0.0% |
| Jabavu Urban News. | Oct-Dec | Wkly, Fr | 27,666 | 0.0% | 0.0% |
| Meadowlands Urban News | Oct-Dec | Wkly, Fr | 27,666 | 0.0% | 0.0% |
| Northglen News | Oct-Dec | Wkly, Fr | 27,589 | -0.1% | 0.0% |
| Berea Mail | Oct-Dec | Wkly, Fr | 27,186 | 0.0% | 0.0% |
| Stanger Weekly | Oct-Dec | Wkly, Wed | 26,728 | -10.6% | -10.6% |
| Rosebank Killamey Gazette | Oct-Dec | Wkly, Tue | 26,548 | -0.3% | -0.2% |
| Vanderbijlpark Ster | Oct-Dec | Wkly, Tue | 26,486 | 0.0% | 0.0% |
| Springs Advertiser | Oct-Dec | Wkly, Wed | 26,051 | 1.2% | 0.1% |
| Pimville Urban News | Oct-Dec | Wkly, Fr | 25,166 | 0.0% | 0.0% |
| Protea Urban News | Oct-Dec | Wkly, Fr | 25,166 | 0.0% | 0.0% |
| Kalahari Buletin (Formerly Kuruman Bulletin) | Oct-Dec | Wkly, Th | 24,927 | 0.0% | 0.0% |
| Tongaat & Verulam Sun | Oct-Dec | Wkly, Th | 24,900 | 0.0% | |
| North Western Bonus | Oct-Dec | F | 24,529 | 2.1% | -0.2% |
| Xpress Times | Oct-Dec | Wkly, Wed | 24,527 | -1.7% | 0.0% |
| North Eastern Tribune | Oct-Dec | Wkly, Tue | 24,257 | -0.3% | -0.2% |
| People s Post Retreat | Oct-Dec | Wkly, Tue | 23,423 | 0.0% | 0.0% |
| Chiawelo Urban News | Oct-Dec | Wkly, Fr | 22,878 | -9.1% | -9.1% |
| Merebank Rising Sun | Oct-Dec | Wkly, Tue | 22,350 | -0.2% | -0.2% |
| Issue, Eastern Free State | Oct-Dec | Wkly, Th | 21,900 | 0.0% | 0.0% |
| People s Post Grassy Park | Oct-Dec | Wkly, Tue | 21,838 | 0.0% | 0.0% |

| | | | | | |
|---------------------------------------------------------------|---------|-----------|--------|--------|--------|
| NewsHorn Mpumalanga | Oct-Dec | F | 21,745 | 10.5% | 20.4% |
| Noordkaap | Oct-Dec | Wkly, Wed | 21,716 | 0.0% | -0.6% |
| People s Post Landsdowne | Oct-Dec | Wkly, Tue | 21,130 | 0.0% | 0.0% |
| Comaro Chronicle | Oct-Dec | Wkly, Wed | 20,855 | 1.4% | 0.2% |
| Tygerburger Durbanville | Oct-Dec | Wkly, Wed | 20,720 | 0.0% | 0.0% |
| South Coast Sun | Oct-Dec | Wkly, Fr | 20,152 | 0.1% | 0.1% |
| Rekord West News/Wes Nuus | Oct-Dec | Wkly, Fr | 20,040 | 0.0% | 0.1% |
| Mid South Coast Rising Sun | Oct-Dec | Wkly, Tue | 20,025 | -0.2% | -0.2% |
| Isolomzi Express | Oct-Dec | Wkly, Wed | 19,985 | 0.0% | 0.6% |
| Kouga Express | Oct-Dec | Wkly, Th | 19,981 | 0.0% | 0.0% |
| Queenstown Express | Oct-Dec | Wkly, Th | 19,955 | 0.0% | 0.1% |
| Echo, The | Oct-Dec | Wkly, Fr | 19,949 | 0.0% | 0.0% |
| Hillcrest Fever (formerly Forest Express) | Oct-Dec | Wkly, Tue | 19,947 | 0.0% | 0.0% |
| Randfontein / Westonaria Herald. | Oct-Dec | Wkly, Tue | 19,946 | 1.7% | 1.0% |
| Umgungundlovu Eyethu (former Umngeni) | Oct-Dec | Wkly, Fr | 19,859 | 0.0% | 0.0% |
| South Coast Herald Bonus | Oct-Dec | Wkly, Wed | 19,850 | -49.3% | -49.5% |
| Upper Highway Mail (Incorporating The Hilltop) | Oct-Dec | Mtly | 19,645 | 0.0% | 0.0% |
| Alex News | Oct-Dec | Wkly, Th | 19,639 | -0.7% | -0.1% |
| Tygerburger Kuilsrivier | Oct-Dec | Wkly, Wed | 19,288 | 0.0% | 0.0% |
| Tygerburger Brackenfell | Oct-Dec | Wkly, Wed | 19,253 | 0.0% | 0.0% |
| Tygerburger Bellville | Oct-Dec | Wkly, Wed | 19,042 | 0.0% | 0.0% |
| Brakpan Herald | Oct-Dec | Wkly, Tue | 18,994 | 1.4% | -0.2% |
| Swartland Gazette (formerly Swartland Monitor). | Oct-Dec | Wkly, Tue | 18,950 | -0.2% | 0.0% |
| Tygerburger Minerton | Oct-Dec | Wkly, Wed | 18,688 | 0.0% | 0.0% |
| Tygerburger Kraaifontein | Oct-Dec | Wkly, Wed | 18,637 | 0.0% | 0.0% |
| TygerBurger De Grendel | Oct-Dec | Wkly, Wed | 18,522 | 0.0% | 0.0% |
| Rekord Central/Sentraal | Oct-Dec | Wkly, Fr | 18,480 | 0.0% | 0.0% |
| Midweek Rekord | Oct-Dec | Wkly, Th | 18,435 | 0.0% | 0.5% |
| Southlands Sun | Oct-Dec | Wkly, Fr | 17,936 | 0.0% | 0.1% |
| Highvelder, The | Oct-Dec | Wkly, Fr | 17,850 | -0.8% | -0.7% |
| Johannesburg Eastern Express | Oct-Dec | Wkly, Tue | 17,509 | 1.8% | 1.3% |
| TygerBurger Tyger Valley | Oct-Dec | Wkly, Wed | 17,399 | 0.0% | 0.0% |
| Steelburger | Oct-Dec | Wkly, Fr | 17,300 | 0.0% | 0.0% |
| Vereeniging Ster | Oct-Dec | Wkly, Tue | 17,095 | 1.1% | 1.1% |
| Midweek Herald (formerly Noordwes Gazette) | Oct-Dec | Wkly, Tue | 16,995 | 0.0% | 0.0% |
| Herrie, Die | Oct-Dec | Wkly, Th | 16,955 | 0.0% | 0.0% |
| People s Post Woodstock | Oct-Dec | Wkly, Tue | 16,391 | 0.0% | 0.0% |
| West Side Urban News | Oct-Dec | Wkly, Fr | 16,166 | 0.0% | 0.0% |
| Laudium Sun | Oct-Dec | Wkly, Fr | 16,000 | 0.0% | 0.0% |
| Cosmo City Chronicle | Oct-Dec | F | 15,950 | 0.0% | 0.0% |
| Northern Eyethu | Oct-Dec | Mtly | 15,862 | 0.0% | 0.0% |
| Nelspruit Post | Oct-Dec | Wkly, Th | 15,815 | 0.0% | 0.0% |
| Full Sus | Jul-Dec | AltM | 15,716 | -0.2% | 0.0% |
| Mdvaal Ster | Oct-Dec | Wkly, Tue | 15,687 | 0.0% | 0.0% |
| Capetowner | Oct-Dec | Wkly, Wed | 15,000 | 0.0% | 0.0% |
| City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg | Oct-Dec | Wkly, Th | 14,950 | 0.0% | 0.0% |
| Mdkaroo Express | Oct-Dec | Wkly, Th | 14,950 | 0.7% | |
| Theewaterkloof Gazette (Formerly Kontreinuus Gaz.) | Oct-Dec | Wkly, Tue | 14,950 | 0.7% | 2.3% |
| Weskus Nuus | Oct-Dec | F | 14,950 | 0.0% | 0.3% |
| Sasolburg Ster | Oct-Dec | Wkly, Tue | 14,883 | 0.0% | 0.1% |
| Amanzimtoti Fever (formerly Uppercoast Fever) | Oct-Dec | Wkly, Wed | 14,866 | -1.8% | 0.1% |
| Northern Business Review | Jul-Jun | Q | 14,800 | -50.0% | |
| East Griqualand Fever | Oct-Dec | Wkly, Th | 14,690 | 0.0% | 0.0% |
| Lentswe | Oct-Dec | Wkly, Th | 14,530 | 0.0% | 0.0% |
| Tygerburger Parow | Oct-Dec | Wkly, Wed | 14,322 | 0.0% | 0.0% |
| Tygerburger Goodwood | Oct-Dec | Wkly, Wed | 14,054 | 0.0% | 0.0% |
| Queensburgh News | Oct-Dec | F | 13,104 | 0.1% | 0.1% |
| Vrystaat Nuus/News | Oct-Dec | Wkly, Wed | 11,947 | 0.0% | 0.5% |
| Tribune | Oct-Dec | Wkly, Tue | 11,945 | 0.0% | 0.0% |

| | | | | | |
|-----------------------------------------|---------|-----------|--------------|--------|--------|
| Village Talk | Oct-Dec | Wkly, Wed | 11,869 | 0.0% | 9.2% |
| Zululand Eyethu (formerly Eshowe Watch) | Oct-Dec | Mtly | 11,854 | 0.0% | 0.0% |
| Uthukela Eyethu | Oct-Dec | Wkly, Th | 11,666 | -22.2% | -22.2% |
| Breederivier Gazette. | Oct-Dec | Wkly, Wed | 11,550 | 0.0% | 0.9% |
| SA Jewish Report | Oct-Dec | Wkly, Fr | 11,471 | 0.2% | 0.0% |
| The Village NEWS | Oct-Dec | Wkly, Tue | 10,281 | 3.1% | |
| Highlands Panorama News | Oct-Dec | Wkly, Th | 9,968 | 0.0% | 0.0% |
| CXpress | Oct-Dec | Wkly, Wed | 9,900 | 0.0% | 0.0% |
| Greytown Gazette | Oct-Dec | Wkly, Mon | 9,873 | 15.8% | 5.1% |
| White River Post | Oct-Dec | F | 9,825 | -0.4% | 0.0% |
| Standerton Advertiser. | Oct-Dec | Wkly, Fr | 9,700 | -12.9% | -35.3% |
| Idinga | Oct-Dec | Wkly, Fr | 9,105 | -7.6% | -7.6% |
| City Buzz | Oct-Dec | Mtly | 9,086 | 3.5% | -22.3% |
| Kroonnuus | Oct-Dec | Wkly, Tue | 8,943 | 0.0% | 0.0% |
| Corridor Gazette | Oct-Dec | Wkly, Th | 8,800 | -0.1% | 0.0% |
| Die Ghaap - Kimberly Gazette | Oct-Dec | F | 7,998 | 0.1% | 0.1% |
| Mossel Bay Home Ads News | Oct-Dec | Wkly, Tue | 7,645 | -3.2% | -3.2% |
| Parys Gazette | Oct-Dec | Wkly, Fr | 7,494 | 0.0% | 0.0% |
| Sentinel News | Oct-Dec | Wkly, Wed | 7,145 | 0.0% | 0.0% |
| Inner City Gazette | Oct-Dec | Wkly, Th | 4,965 | | -0.1% |
| The Weekly Free State | Oct-Dec | Wkly, Th | 4,950 | 0.0% | -47.9% |
| Free State Sun | Oct-Dec | Wkly, Th | 4,750 | 0.0% | 0.0% |
| The Insight | Oct-Dec | Mtly | 3,400 | -13.2% | -7.3% |
| Hazyview Herald | Oct-Dec | F | 3,325 | 0.0% | 0.0% |
| Maluti News | Oct-Dec | Wkly, Fr | 2,475 | 0.0% | 0.0% |
| Dumelang News | Oct-Dec | Wkly, Fr | Resigned | | |
| Ermelo Insig / Insight | Oct-Dec | Wkly, Fr | Resigned | | |
| Public Eye Free State | Oct-Dec | Wkly, Fr | Resigned | | |
| Game Reporter | Oct-Dec | Mtly | Only 1 issue | | |
| My Line | Oct-Dec | Wkly, Th | No issue | | |
| Amajuba Eyethu | Oct-Dec | Wkly, Fr | Discontinued | | |
| Barberton Times | Oct-Dec | Wkly, Wed | Discontinued | | |
| Bloemfontein Courant Voice | Oct-Dec | Wkly, Wed | Discontinued | | |
| Express Northern Cape | Oct-Dec | Wkly, Wed | Discontinued | | |
| King Williams Town Express | Oct-Dec | Wkly, Wed | Discontinued | | |
| Msunduzi News | Oct-Dec | Mtly | Discontinued | | |
| Newcastle Sun | Oct-Dec | Wkly, Fr | Discontinued | | |
| Pinetown Fever | Oct-Dec | F | Discontinued | | |
| Times of Ladysmith | Oct-Dec | Wkly, Fr | Discontinued | | |
| Uvo Lwethu Express | Oct-Dec | Wkly, Wed | Discontinued | | |



Magazines ABC Q4 2018: Magazine freefall continues

Danette Breitenbach 14 Feb 2019



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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