

Newspapers ABC Q3 2018: First decline for total newspaper category

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The newspaper category suffered its first decline for 2018 in the Audit Bureau of Circulations of South Africa (ABC) Quarter 3 2018 newspaper circulation, with a decline in the previous quarter of 2.9%. The 2018 Q2 was static and 2018 Q1 was up by 0.8% on the previous quarter.



Quarter 3 2018 total newspaper circulation declined 4% on the prior year. The quarter's decline, while bigger than the 2018 Q2 decline on the prior year (2.5%), is slightly less than 2018 Q1's 4.4%.

Daily newspapers

Dailies continued their decline on the previous quarter, declining by 2.2% on the previous quarter. This is an improvement on the Q2 percentage decline of 4.2%. In Q1 Dailies saw an increase of 0.4%. For the year the category declined by 13.6% - less than its Q2 (15.1%) and Q1 (15.7%) declines previously.

Gauteng-based dailies, *The Star* and *Pretoria News* both had positive figures over the previous quarter and the prior year. *The Star* rose 5.6% on the previous quarter and the *Pretoria News* 3.7% up on the prior year. However, the category star is *Bukedde*, which had a 10.4% increase on the prior quarter and 29.8% increase on the prior year.

Publication name	Circulation	%change prev period	%change year
Daily Sun	122,011	-6.0%	-21.7%
Daily Nation	108,827	0.5%	-13.0%
Isolezwe	78,220	-2.0%	-8.8%
Star, The	76,418	5.6%	1.5%
Sowetan	70,188	0.2%	-4.7%
Son (Daily)	56,199	-5.5%	-15.7%
Bukedde	44,767	10.4%	29.8%
Burger, Die Daily	42,363	-9.8%	-8.7%
Citizen, The (Daily)	41,898	-1.6%	-5.2%
Burger, Die Daily	38,526	-2.9%	-1.6%
Beeld, Daily	34,677	-4.2%	-7.7%

Namibian, The	33,991	-6.7%	-12.8%
Cape Times	29,626	0.1%	0.1%
Cape Argus	27,348	0.0%	-1.1%
New Vision	26,343	-2.8%	-2.2%
Mercury, The	25,130	0.3%	0.0%
Daily News	23,153	0.1%	-0.6%
Times of Swaziland	21,871	1.1%	-0.1%
Business Day	20,084	-0.3%	0.3%
Daily Monitor	17,608	1.0%	-0.7%
Herald, The	16,395	1.1%	-9.8%
Daily Dispatch	15,523	-6.2%	-14.2%
Volksblad - Daily	14,023	-2.0%	-1.7%
Pretoria News	13,033	2.7%	3.7%
Taifa Leo	12,200	-1.6%	-13.4%
Witness, The	11,057	-0.7%	-7.0%
Diamond Fields Advertiser	7,401	-0.3%	-2.1%
Zambia Daily Mail	6,812	0.0%	-12.7%
Burger, Die Daily	3,839	-47.4%	-46.9%
The Times.	Discontinued		

Weekly newspapers

Bucking the last two-quarters trend, Weeklies increased by 8.7% on the previous quarter but continued its decline this quarter on the prior year by 9.6%.

Soccer Laduma recovered from its decline in the previous quarter to increase by 6.1%. Its losses over the prior year continued, however, with an 11.2% decline over the prior year.

Publication name	Circulation	%change prev period	%change year
Soccer Laduma	250,231	6.1%	-11.2%
Ilanga	57,652	0.5%	-9.5%
Post, The	37,692	0.4%	2.7%
Mail & Guardian	23,052	-2.5%	-17.0%
Voice, The	16,209	1.1%	3.2%
Botswana Gazette , The	10,090	1.7%	-2.6%
Lesotho Times	7,709	-2.2%	-1.1%
African Times Newspaper	1,338		
Botswana Guardian	Terminated		
Confidente	Terminated		
Mdweek Sun, The	Terminated		
Mmegi Reporter, The	Suspended		
The Monitor (Formerly Mmegi Monitor)	Suspended		

Weekend newspapers

Despite an overall decline of 1.5% on the previous quarter and by 8.3% on the prior year several Weekend papers increased their percentage over the prior quarter. *Saturday Star* was the “star” mover with an increase of 9.2%, followed by the *Daily Dispatch Weekend Edition* (5.4%), *Pretoria News Saturday* (5.3%) and *Ilanga Langesonto* (4.2%). However, all of these lost out over the prior year, with the *Daily Dispatch Weekend Edition* the biggest loser with a loss of 14.2%. *Saturday Star* only lost 1.8% on the prior year.

Publication name	Circulation	%change prev period	%change year
Sunday Times	250,368	-0.1%	-4.0%
Sunday Nation	120,513	2.4%	-16.6%
Rapport	110,441	-1.7%	-4.6%
Isolezwe ngoMgqibelo	66,117	0.7%	1.4%
Isolezwe ngeSonto	63,809	-1.9%	-5.5%
Sunday Sun	51,758	-5.7%	-31.8%
Weekend Argus	51,156	0.1%	-1.0%
Burger, Die Saturday	50,669	-13.7%	-14.2%
Sunday Tribune	50,514	0.3%	-1.9%
Burger, Die Saturday	49,617	-2.9%	-2.7%
City Press	47,824	-4.7%	-24.0%
Saturday Star, The	44,124	9.2%	-1.8%
Sunday World	43,178	-4.5%	-21.3%
Beeld, Saturday	35,775	-2.3%	-3.2%
Independent on Saturday	35,281	-2.6%	0.5%
Ilanga Langesonto	35,160	4.2%	-6.9%
Weekend Argus	32,852	-0.1%	-1.8%
Son op Sondag (formerly Sondag Son)	32,467	-2.6%	-14.7%
Citizen, The (Saturday)	30,651	-2.5%	-6.1%
Weekend Argus	18,306	0.5%	0.6%
Sunday Vision	16,937	-1.6%	-3.8%
Weekend Post	15,445	-1.5%	-6.2%
Daily Dispatch Weekend Edition (formerly Saturday Dispatch)	14,041	5.4%	-14.2%
Volksblad - Saturday	13,263	-0.8%	-1.5%
Sunday Monitor	11,307	-5.2%	-1.5%
Weekend Witness	10,533	-3.3%	-10.8%
Taifa Jumapili	9,837	-4.5%	-24.2%
Pretoria News Saturday	7,302	5.3%	-3.0%
The Southern Cross	7,046	-4.0%	-9.0%
Sunday Mail	4,650	4.4%	-10.8%
Burger, Die Saturday	1,053	-86.1%	-86.9%

Local newspapers

Local newspapers pulled back on the previous quarter’s (Q3) losses of just under five percent to a decrease of 3.5% in Q4 on the previous quarter but increased its losses to 8.3% on the prior year this quarter, an increase on the 5.5% loss of Q3.

The big mover in the category with an increase of 11.8% over the prior quarter is *Ladysmith Gazette*, followed by *Eikestad Nuus* (7.3%) and the *Zululand Observer* (6.4%) both of which also increased by 5.4% and 4.7% on the prior year.

Publication name	Circulation	%change prev period	%change year
African Reporter	22,456	-0.1%	1.7%
Witbank News, Fri	16,386	-4.7%	-11.6%
George Herald (Thursday)	14,645	-2.0%	-2.1%
Rustenburg Herald	14,085	-7.9%	-22.9%
Middelburg Observer, Fri	13,575	-2.1%	-5.7%
Klerksdorp Rekord	12,725	-2.7%	-5.7%
Lowvelder, The / Laevelder, Die (Friday)	11,688	-12.5%	-10.1%
Paarl Post	11,459	-0.1%	-2.8%
South Coast Herald	10,766	-7.2%	-11.8%

Lowwelder, The / Laevelder, Die (Tuesday)	10,645	-11.7%	-11.4%
The Mail	9,937	-3.5%	-6.8%
Weslander, The	9,753	1.6%	-4.4%
Zululand Observer Weekend (Formerly Friday)	8,980	6.4%	4.7%
Worcester Standard	8,924	4.4%	3.6%
Limpopo Mirror	7,567	2.7%	-5.4%
Gemsbok	6,784	-0.9%	-13.8%
Mosselbay Advertiser	6,643	-6.9%	-7.6%
District Mail	6,524	3.0%	-3.9%
Mpumalanga News	6,411	-20.4%	-18.3%
Vaalweekblad	5,948	-6.1%	-12.7%
Hermanus Times	5,691	4.6%	0.7%
Zululand Observer Monday	5,113	5.8%	-5.3%
Potchefstroom Herald	5,085	1.1%	-11.6%
Polokwane Observer	4,886	-8.1%	-9.8%
Representative	4,828	-4.5%	-14.2%
Newcastle and District Advertiser	4,313	-9.0%	-11.5%
Eikestadnuus	4,272	7.3%	5.4%
Stellalander	4,170	-20.3%	-2.7%
Capricorn Voice	4,098	-3.8%	-30.7%
Brits Pos	3,981	-4.4%	-9.9%
Die Noordwester	3,624	-7.7%	3.0%
South Cape Forum/Suid Kaap Forum	3,621	-5.8%	-4.4%
Northern Review Weekend	3,617	-5.8%	-21.3%
Middelburg Observer, Tues	3,303	8.4%	-7.2%
Knysna Plett Herald	2,689	-0.1%	-4.7%
Ladysmith Gazette	2,367	11.8%	-0.7%
Bosvelders Review	2,351	-4.2%	-6.1%
Carletonville Herald	2,270	-12.5%	-19.3%
Northern Natal Courier	2,259	-1.7%	-6.3%
Tembisan	2,233	1.8%	-18.6%
Talk of the Town	1,994	1.2%	3.4%
Mid South Coast Mail	1,950	-6.5%	-8.6%
Vryheid Herald	1,899	-3.2%	-7.7%
Daller, Die	1,758	1.5%	-2.3%
Graaff Reinet Advertiser	1,728	-4.4%	-7.2%
Oudtshoorn Courant	1,580	-8.6%	-15.8%
Streeknuus	1,525	-2.6%	-3.9%
Estcourt and Midlands News	1,364	-6.9%	-17.0%
The Courier	914	-3.1%	0.4%
Streeknuus Delmas	859	-3.3%	-9.5%
Grocotts Mail	Resigned		

Free newspapers

The category reversed the gains it made in Q3 both on the prior quarter and year on year with a decline of 3.9% on the previous quarter and 1.2% on the prior year. Two new members saw a good increase over the prior quarter. *Midkaroo Express* and *Maseru Metro* increased by 19.8% and 23.5% respectively.

Bloemfontein Courant and *Village Talk* also show good gains over the prior quarter, with the Free state-based paper up by 13.2% over the prior quarter and prior year and *Village Talk* up by 9.2% for both the prior quarter and year.

Publication name	Circulation	%change prev period	%change year
PE Express	119,962	0.0%	0.0%
Sedibeng Ster	100,985	0.0%	0.0%
Plainsman	89,718	0.0%	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	0.0%	0.2%
Tabletalk	70,323	0.0%	4.1%
Tame Times - Weekly	69,207	-6.0%	-36.2%
Rekord Centurion	60,100	0.0%	0.1%
Randburg Sun	59,999	0.1%	0.0%
Mhatha Express	59,985	0.0%	0.0%
The Rising Sun.	59,960	0.0%	0.0%
Maritzburg Echo	59,339	-0.2%	1.3%
Phoenix Tabloid	55,980	0.0%	8.0%
Athlone News	55,937	0.0%	0.0%
Kempton Express	55,014	0.0%	-0.9%
Highway Mail	54,600	0.1%	0.1%
Kathorus Mail	54,492	-0.2%	
Northern News - Kraaifontein, Brackenfel, Kuils River	53,350	0.0%	-0.3%
Chatsworth Tabloid	52,133	4.3%	4.3%
Chatsworth Rising Sun	51,148	0.0%	0.0%
AWSUM Newspaper	50,933	-1.3%	
Roodepoort Record	50,635	-0.2%	-1.6%
City Vison (Khayalitsha)	50,453	0.0%	0.0%
Southern Mail	50,360	0.0%	0.0%
The Central Weekly Gazette	49,980	0.0%	0.0%
MyLine	49,900	0.0%	0.0%
Sandton Chronicle	49,752	0.1%	-0.2%
City Vison (Langa/Gugulethu)	49,634	0.0%	0.0%
Southern Suburbs Tatler	48,660	0.0%	0.0%
Bloemfontein Courant (formerly Krant)	47,425	13.2%	13.2%
Comubia and Phoenix Sun	47,410	0.0%	0.0%
Bedfordview & Edenvale News	46,346	-0.2%	0.2%
Bloemnuus	44,915	0.2%	0.2%
Overport Rising Sun	44,900	0.0%	0.0%
Boksburg Advertiser	43,378	-0.1%	-0.2%
East London Rising Sun	42,448		
Go & Express	42,170	0.4%	0.6%
Ethekwini Times	40,980	0.0%	0.0%
Umlazi Times	40,980	0.0%	0.0%
Taxi Times (former Tame Times - Fortnightly)	39,950	-65.1%	0.0%
Rekord North/Noord	39,850	0.0%	0.2%
Bonus Review	39,834	0.0%	0.0%
North Coast Courier	39,743	0.0%	0.0%
Southern Courier	39,417	0.4%	0.2%
South Coast Herald Bonus	39,167	-0.3%	-0.4%
Northern News Bellville/Durbanville formerlyTygertalk Bellville/Durbanville	38,840	0.0%	0.0%
Benoni City Times	38,780	-0.1%	0.0%
Express	38,700	0.0%	0.0%
Alberton Record	38,316	1.1%	1.2%
Fourways Review	36,887	0.0%	0.1%
UGU Eyethu	36,850	0.0%	0.0%
Maritzburg Fever (formerly Mrror, The)	35,000	0.0%	0.4%
Vista	34,962	0.0%	0.0%
Ridge Times	34,950	0.0%	0.0%
South Coast Fever	34,950	2.3%	0.0%
Msunduzi Eyethu (former Edendale)	34,879	0.0%	0.0%
Rekord Mbot	33,530	0.0%	0.0%
Maseru Metro	33,339	23.5%	
Tygerburger Elsiesrivier	33,085	0.0%	0.0%
Rising Sun Lenasia	32,925	0.0%	0.0%
Dobsonville Urban News	32,666	0.0%	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	0.0%	0.6%
People s Post Claremont/Rondebosch	31,834	0.0%	0.0%
Helderberg Gazette.	31,450	0.8%	0.8%
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%
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	30,502	-0.3%	-1.1%
People s Post Athlone	30,252	0.0%	0.0%
Diepkloof Urban News	30,166	-7.1%	0.0%
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%
Germiston City News	30,160	-0.1%	-0.1%
People s Post Constantia/Wynberg	30,069	0.0%	0.0%
Eyethu Bay Watch (Formerly Baywatch)	30,067	0.0%	-0.4%
Dolphin Coast Mail	29,948	0.0%	0.0%
East Coast Mail	29,943	0.0%	0.0%
UD Express	29,932	0.0%	-0.1%
Coastal Weekly	29,930	1.2%	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%
Soweto Express	29,500	0.0%	0.0%
Krugersdorp News	29,390	0.0%	-3.5%
People s Post City Edition	29,246	0.0%	0.0%
Roodepoort Northsider (FormerlyNorthside Chronicle	28,888	-0.4%	-0.7%
Rekord Noweto	28,820	0.0%	0.0%
Tygerburger Ravensmead/Belhar	28,696	0.0%	0.0%
Mdrand Reporter	28,219	0.2%	0.2%
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	27,610	0.1%	0.1%
Berea Mail	27,179	0.0%	0.0%
Stanger Weekly	26,734	0.0%	-10.6%
Rosebank Killarney Gazette	26,640	0.1%	-0.5%
Vanderbijlpark Ster	26,486	0.0%	0.0%
Springs Advertiser	26,056	0.0%	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	0.0%	
North Eastern Tribune	24,326	0.0%	-0.4%
North Western Bonus	24,035	-1.7%	-1.4%
People s Post Retreat	23,423	0.0%	0.0%
Merebank Rising Sun	22,400	0.0%	0.0%
Issue, Eastern Free State	21,900	0.1%	0.0%
People s Post Grassy Park	21,838	0.0%	0.0%
Noordkaap	21,716	-0.3%	-0.6%
People s Post Landsdowne	21,130	0.0%	0.0%

Comaro Chronicle	20,868	0.2%	0.4%
Tygerburger Durbanville	20,720	0.0%	0.0%
South Coast Sun	20,140	0.0%	0.1%
Md South Coast Rising Sun	20,075	0.0%	0.0%
Rekord West News/Wes Nuus	20,040	0.0%	0.2%
Isolomzi Express	19,985	0.0%	0.6%
Kouga Express	19,981	0.0%	0.0%
Queenstown Express	19,955	0.0%	0.1%
Echo, The	19,949	0.0%	0.0%
Hillcrest Fever (formerly Forest Express)	19,945	0.0%	0.0%
Umgungundlovu Eyethu (former Umngeni)	19,859	0.0%	17.8%
Alex News	19,774	0.8%	0.4%
NewsHorn Mpumalanga	19,685	-1.0%	
Upper Highway Mail (Incorporating The Hilltop)	19,645	0.0%	0.0%
Randfontein / Westonaria Herald.	19,612	1.1%	-0.4%
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	18,993	0.1%	-0.3%
Swartland Gazette (formerly Swartland Monitor).	18,988	0.2%	0.1%
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%
Mdweek Rekord	18,432	0.0%	0.5%
Highvelder, The	17,988	0.1%	0.0%
Southlands Sun	17,929	0.0%	0.0%
Johannesburg Eastern Express	17,461	-0.1%	-0.6%
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%
Mdweek Herald (formerly Noordwes Gazette)	16,995	0.0%	0.2%
Herrie, Die	16,955	0.0%	-0.4%
Vereeniging Ster	16,916	0.0%	0.0%
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	15,813	0.0%	0.0%
Full Sus	15,750	0.0%	1.1%
Mdvaal Ster	15,687	0.0%	0.0%
Times of Ladysmith	15,030	0.0%	0.0%
Newcastle Sun	15,005	0.0%	0.0%
Capetowner	15,000	0.0%	0.0%
Uthukela Eyethu	15,000	0.0%	0.0%
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	14,950	0.0%	0.0%
Weskus Nuus	14,950	0.3%	0.3%
Sasolburg Ster	14,882	0.0%	0.1%
Amanzimtoti Fever (formerly Uppercoast Fever)	14,864	0.0%	0.1%
Mdkaroo Express	14,850	19.8%	
Theewaterkloof Gazette (Formerly Kontreinuus Gaz.)	14,845	1.6%	1.6%
Northern Business Review	14,800	0.0%	
East Griqualand Fever	14,690	0.0%	0.0%
Lentswe	14,527	0.0%	-0.1%
Tygerburger Parow	14,322	0.0%	0.0%
Tygerburger Goodwood	14,054	0.0%	0.0%
Queensburgh News	13,096	0.0%	0.0%
Vrystaat Nuus/News	11,945	-0.7%	0.8%

Tribune	11,942	0.0%	0.0%
Village Talk	11,869	9.2%	9.2%
Zululand Eyethu (formerly Eshowe Watch)	11,852	0.0%	0.0%
Amajuba Eyethu	11,775	-21.6%	-21.6%
Breederivier Gazette.	11,550	-0.1%	0.5%
SA Jewish Report	11,447	-0.1%	-0.3%
Standerton Advertiser.	11,141	-25.7%	-25.7%
The Village NEWS	9,969	0.3%	
Highlands Panorama News	9,968	0.0%	5.7%
CXpress	9,900	0.0%	0.0%
White River Post	9,860	0.4%	0.4%
Idinga	9,855	0.0%	0.0%
Kroonnuus	8,943	0.0%	0.0%
Corridor Gazette	8,810	0.1%	0.1%
City Buzz	8,775	0.3%	-24.8%
Greytown Gazette	8,529	-5.7%	-10.1%
Die Ghaap - Kimberly Gazette	7,988	-0.1%	-0.1%
Mossel Bay Home Ads News	7,895	0.0%	0.0%
Parys Gazette	7,494	0.0%	0.0%
Public Eye Free State	7,402	18.7%	-49.2%
Sentinel News	7,145	0.0%	0.0%
Umlazi Eyethu	6,922	-76.7%	-76.9%
Intshonalanga Eyethu	6,910	-76.7%	-76.9%
The Weekly Free State	4,950	-25.2%	-50.3%
Free State Sun	4,750	0.0%	0.0%
The Insight	3,916	-20.9%	-20.1%
Hazyview Herald	3,324	-0.2%	0.0%
Game Reporter	2,990	0.0%	
Maluti News	2,475	0.0%	0.0%



Magazines ABC Q3 2018: Magazine decline slower for Q3

Danette Breitenbach 8 Nov 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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