

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

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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%

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%

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%



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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