

Newspapers ABC Q2 2020: Newspapers reflect the 'new normal'

By [Danette Breitenbach](#)

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The second quarter of 2020, the period April to June 2020, has mirrored the chaos caused by Covid-19 on the newspaper industry. As a result, only a third of publications submitted circulation data to the Audit Bureau of Circulation (ABC).



For this quarter, publishers were given the option by the ABC Board not to submit circulation data if they felt that their circulation had been materially impacted. As a result, a decision regarding the 'normal' submission of data from the next period (July to September 2020) will be made by the ABC Board.

Daily newspapers

Only seven out of 27 daily newspapers submitted circulation data. Of these, only one increased on the previous quarter and the prior year. Daily Ugandan newspaper, *Bukedde*, increased its circulation on the previous quarter and prior year. Apart from *Bukedde*, all the other dailies that submitted data decreased both on the previous quarter and prior year - like *Bukedde*, these are all from outside of South Africa (*Zambia Daily Mail*, *Times of Swaziland* and *The Namibian*). However, the biggest losses in circulation were from two local dailies, *Daily Nation* and *New Vision*.

Publication name	Frequency	Total circulation	%change quarter	%change year
Daily Nation	MD, Mo-Sat	69,379	-31.4%	-32.4%
Bukedde	MD, Mo-Sat	41,141	22.9%	15.2%
Namibian, The	MD, Mo-Fr	20,922	-22.6%	-33.7%
Times of Swaziland	MD, Mo-Fr	17,985	-9.5%	-11.6%
New Vision	MD, Mo-Fr	17,331	-26.4%	-29.5%
Taifa Leo	MD, Mo-Sat	6,768	-39.3%	-38.8%
Zambia Daily Mail	MD, Mo-Sat	5,215	-13.7%	-16.3%
Beeld, Daily	MD, Mo-Fr	No Submission		
Burger, Die Daily	MD, Mo-Fr	No Submission		
Business Day	MD, Mo-Fr	No Submission		
Cape Argus	MD, Mo-Fr	No Submission		

Cape Times	MD, Mo-Fr	No Submission		
Citizen, The (Daily)	MD, Mo-Fr	No Submission		
Daily Dispatch	MD, Mo-Fr	No Submission		
Daily Monitor	MD, Mo-Fr	No Submission		
Daily News	MD, Mo-Fr	No Submission		
Daily Sun	Mo-Fr	No Submission		
Diamond Fields Advertiser	MD, Mo-Fr	No Submission		
Herald, The	MD, Mo-Fr	No Submission		
Isolezwe	MD, Mo-Fr	No Submission		
Mercury, The	MD, Mo-Fr	No Submission		
Pretoria News	MD, Mo-Fr	No Submission		
Son (Daily)	MD, Mo-Fr	No Submission		
Sowetan	Mo-Fr	No Submission		
Star, The	MD, Mo-Fr	No Submission		
Volksblad - Daily	Mo-Fr	No Submission		
Witness, The	MD, Mo-Fr	No Submission		

Weekly newspapers

Of the 10 weekly newspapers in this category, only three submitted circulation data. Of these, all three - *The Voice*, *The Mmegi Reporter* and *The Monitor* - saw declining circulation on the prior year. *The Voice* also saw a decline on the previous quarter.

Publication name	Frequency	Total circulation	%change quarter	%change year
Voice, The	Wkly, Fr	8,435	-35.3%	-41.9%
Lesotho Times	Wkly, Th	5,611	-18.9%	-25.3%
Mmegi Reporter, The	4xW, Tu-Fr	5,524		-51.6%
The Monitor (Formerly Mmegi Monitor)	Wkly, Mon	4,014		-53.1%
Botswana Gazette , The	Wkly, Wed	No Submission		
Burger, Die Friday	Wkly, Fr	No Submission		
Ilanga	2xW, Mo&Th	No Submission		
Mail & Guardian	Wkly, Fr	No Submission		
Post, The	Wkly, Wed	No Submission		
Soccer Laduma	Wkly, Wed	No Submission		

Weekend newspapers

The category saw one discontinuation, *Son op Sondag*, with none of the local weekend newspapers submitting data. The four weekend newspapers that did submit circulation data were all from outside of South Africa.

Publication name	Frequency	Total circulation	%change quarter	%change year
Sunday Nation	Wkly, Sun	87,459	-20.5%	-20.3%
Sunday Vision	Wkly, Sun	11,281	-16.4%	-23.9%
Taifa Jumapili	Wkly, Sun	6,651	-27.8%	-26.8%
Sunday Mail	Wkly, Sun	3,458	-8.2%	-26.1%
Beeld, Saturday	Wkly, Sat	No Submission		
Burger, Die Saturday	Wkly, Sat	No Submission		
Citizen, The (Saturday)	Wkly, Sat	No Submission		
City Press	Wknd	No Submission		
Daily Dispatch Weekend Edition (formerly Saturday Dispatch)	Wknd	No Submission		
Ilanga Langesonto	Wknd	No Submission		
Independent on Saturday	Wkly, Sat	No Submission		
Isolezwe ngeSonto	Wkly, Sun	No Submission		
Isolezwe ngoMgqibelo	Wkly, Sat	No Submission		
Pretoria News Saturday	Wkly, Sat	No Submission		
Rapport	Wknd	No Submission		
Saturday Star, The	Wkly, Sat	No Submission		

Sunday Monitor	Wknd	No Submission		
Sunday Sun	Wknd	No Submission		
Sunday Times	Wknd	No Submission		
Sunday Tribune	Wkly, Sun	No Submission		
Sunday World	Wknd	No Submission		
The Southern Cross	Wkly, Sun	No Submission		
Volksblad - Saturday	Wkly, Sat	No Submission		
Weekend Argus	Wknd	No Submission		
Weekend Post	Wknd	No Submission		
Weekend Witness	Wkly, Sat	No Submission		
Son op Sondag (formerly Sondag Son)	Wkly, Sun	Discontinued		

Local newspapers

Publication name	Frequency	Total circulation	%change quarter	%change year
George Herald (Thursday)	Wkly, Th	8,341	-37.7%	-37.2%
Vaalweekblad	Wkly, Th	5,017	9.9%	-8.2%
Mosselbay Advertiser	Wkly, Fr	4,412	-29.4%	-28.5%
Limpopo Mirror	Wkly, Fr	4,000	-38.5%	-39.3%
South Cape Forum/Suid Kaap Forum	Wkly, Th	2,019	-34.5%	-38.6%
Knysna Plett Herald	Wkly, Th	1,547	-27.9%	-33.0%
Graaff Reinet Advertiser	Wkly, Th	1,197	-5.5%	-21.8%
Oudtshoorn Courant	Wkly, Fr	1,169	-15.5%	-23.8%
The Courier	Wkly, Fr	1,126	0.0%	16.6%
African Reporter	Wkly, Fr	No Submission		
Bosvelder Review	Wkly, Fr	No Submission		
Brits Pos	Wkly, Th	No Submission		
Capricorn Voice	Wkly, Wed	No Submission		
Daller, Die	Wkly, Fr	No Submission		
Die Noordwester	Wkly, Fr	No Submission		
District Mail	Wkly, Th	No Submission		
Estcourt and Midlands News	Wkly, Fr	No Submission		
Gemsbok	Wkly, Wed	No Submission		
Hermanus Times	Wkly, Th	No Submission		
Klerksdorp Rekord	Wkly, Fr	No Submission		
Ladysmith Gazette	Wkly, Fr	No Submission		
Lowvelder, The / Laevelder, Die (Tuesday)	Wkly, Tue	No Submission		
Lowvelder, The / Laevelder, Die (Friday)	Wkly, Fr	No Submission		
Md South Coast Mail	Wkly, Fr	No Submission		
Middelburg Observer, Fri	Wkly, Fr	No Submission		
Mpumalanga News	Wkly, Th	No Submission		
Newcastle and District Advertiser	Wkly, Fr	No Submission		
Northern Natal Courier	Wkly, Fr	No Submission		
Northern Review Weekend	Wkly, Fr	No Submission		
Paarl Post	Wkly, Th	No Submission		
Representative	Wkly, Fr	No Submission		
Rustenburg Herald	Wkly, Th	No Submission		
South Coast Herald	Wkly, Fr	No Submission		
Stellalander	Wkly, Wed	No Submission		
Streeknuus	Wkly, Fr	No Submission		
Streeknuus Delmas	Wkly, Fr	No Submission		
Talk of the Town	Wkly, Fr	No Submission		
Tembisan	Wkly, Th	No Submission		
The Mail	Wkly, Th	No Submission		
Vryheid Herald	Wkly, Fr	No Submission		
Weslander, The	Wkly, Th	No Submission		
Witbank News, Fri	Wkly, Fr	No Submission		
Worcester Standard	Wkly, Th	No Submission		

Zululand Observer Monday	Wkly, Mon	No Submission		
Zululand Observer Weekend (Formerly Friday)	Wkly, Fr	No Submission		
Carletonville Herald	Wkly, Fr	Changed Sector		
Potchefstroom Herald	Wkly, Fr	Changed Sector		

The category saw nine data submissions and one changed sector (out of 47). *The Courier* maintained its circulation on the previous quarter and increased slightly on the prior year, while the *Vaalweekblad* increased on the previous quarter, but decreased on the prior year. All the other submissions showed decreases on the previous quarter and prior year. *The George Herald* (Thursday) and *Limpopo Mirror* showed some of the biggest losses in the category.

Free newspapers

Fifty out of 202 free newspapers submitted circulation data for this period for this category. There were 18 discontinuations, two rebrands and two new members. Notables include *Taxi Times* and *Rosebank Killarney Gazette* with an increase on the previous quarter and prior year, while *South Coast Fever*, *Randburg Sun*, *Maritzburg Fever* and *Sandton Chronicle* showed a decrease on the previous quarter and prior year.

Publication name	Period	Frequency	Total circulation	%change quarter	%change year
Taxi Times	Apr -Jun	F	149,975	92.3%	20.9%
Sedibeng Ster	Apr -Jun	Wkly, Th	91,000	0.0%	0.0%
Tame Times - Weekly	Apr -Jun	Wkly, Tue	79,988	10.4%	-6.7%
Phoenix Tabloid	Apr -Jun	Wkly, Tue	54,344	-2.9%	-2.9%
Kathorus Mail	Apr -Jun	F	52,939	-0.8%	-2.8%
Chatsworth Tabloid	Apr -Jun	Wkly, Wed	50,231	-4.3%	-4.3%
The Springfield Weekly Gazette	Apr -Jun	Wkly, Th	48,480	-3.0%	-3.0%
Roodepoort Record	Apr -Jun	Wkly, Th	46,553	-7.7%	-8.3%
Kempton Express	Apr -Jun	Wkly, Th	45,714	-16.3%	-16.8%
Maritzburg Echo	Apr -Jun	Wkly, Th	41,666	-29.9%	-29.9%
Ster, South	Apr -Jun	Wkly, Tue	41,500	8.0%	0.1%
Randburg Sun	Apr -Jun	Wkly, Th	41,473	-30.3%	-30.5%
Ethekwini Times	Apr -Jun	Wkly, Fr	40,980	0.0%	0.0%
Umlazi Times	Apr -Jun	Wkly, Th	40,980	0.0%	0.0%
Bedfordview & Edenvale News	Apr -Jun	Wkly, Wed	38,845	-14.4%	-15.0%
Sandton Chronicle	Apr -Jun	Wkly, Wed	35,423	-28.8%	-28.8%
Boksburg Advertiser	Apr -Jun	Wkly, Tue	34,986	-19.5%	-19.5%
Tongaat & Verulam Tabloid (former Northern Star)	Apr -Jun	Wkly, Tue	34,980	0.0%	0.0%
Southern Courier	Apr -Jun	Wkly, Tue	34,555	-12.2%	-12.4%
Alberton Record	Apr -Jun	Wkly, Wed	34,051	-10.6%	-11.0%
Fourways Review	Apr -Jun	Wkly, Wed	33,266	-9.4%	-9.8%
Ster, North	Apr -Jun	Wkly, Tue	32,800	7.7%	0.0%
Southern Star	Apr -Jun	Wkly, Fr	31,980	0.0%	0.0%
Benoni City Times	Apr -Jun	Wkly, Tue	31,948	-17.5%	-17.6%
Rosebank Killarney Gazette	Apr -Jun	Wkly, Tue	31,048	21.6%	18.3%
Issue Mangaung	Apr -Jun	Wkly, Wed	29,950	0.1%	0.2%
Rising Sun Lenasia	Apr -Jun	Wkly, Wed	27,941	-15.1%	-15.1%
Krugersdorp News	Apr -Jun	Wkly, Wed	26,976	-10.7%	-10.6%
Roodepoort Northsider (Formerly Northside Chronicle	Apr -Jun	Wkly, Th	26,197	-9.5%	-9.8%
Germiston City News	Apr -Jun	Wkly, Tue	24,292	-19.3%	-19.5%
Stanger Weekly	Apr -Jun	Wkly, Wed	24,104	-19.4%	-19.4%
Coastal Weekly	Apr -Jun	Wkly, Th	24,037	-18.7%	-18.7%
South Coast Fever	Apr -Jun	Wkly, Th	23,461	-32.9%	-32.6%
Northcliff & Melville Times	Apr -Jun	Wkly, Tue	21,929	-25.8%	-28.2%
Issue, Eastern Free State	Apr -Jun	Wkly, Th	21,900	0.0%	0.0%
Mdrand Reporter	Apr -Jun	Wkly, Th	21,820	-22.0%	-22.9%
Randfontein / Westonaria Herald.	Apr -Jun	Wkly, Tue	18,349	-6.3%	-6.5%
Comaro Chronicle	Apr -Jun	Wkly, Wed	18,312	-12.1%	-11.8%
Hillcrest Fever (formerly Forest Express)	Apr -Jun	Wkly, Tue	17,986	-9.1%	-9.8%

Potchefstroom Herald.	Apr -Jun	Wkly, Fr	16,975		
Brakpan Herald	Apr -Jun	Wkly, Tue	16,432	-13.4%	-13.3%
Carletonville Herald.	Apr -Jun	Wkly, Fr	11,975		
Maritzburg Fever (formerly Mirror, The)	Apr -Jun	Wkly, Wed	10,416	-70.2%	-70.2%
Eastern Cape Rising Sun	Apr -Jun	Wkly, Tue	9,947	-76.8%	-76.6%
Amanzimtoti Fever (formerly Uppercoast Fever)	Apr -Jun	Wkly, Wed	9,943	-33.0%	-33.1%
Alex News	Apr -Jun	Wkly, Th	9,790	-50.4%	-50.4%
Greytown Gazette	Apr -Jun	Wkly, Mon	8,900	0.0%	-2.7%
Maseru Metro	Apr -Jun	Wkly, Th	8,046	-77.0%	
Parys Gazette	Apr -Jun	Wkly, Fr	7,500	0.1%	0.1%
Die Ghaap - Kimberly Gazette	Apr -Jun	F	5,000	-37.5%	-37.5%
The Weekly Free State	Apr -Jun	Wkly, Th	4,950		0.0%
Inner City Gazette	Apr -Jun	Wkly, Th	4,936	-0.5%	-0.8%
Free State Sun	Apr -Jun	Wkly, Th	4,750	0.0%	0.0%
CXpress	Apr -Jun	Wkly, Wed	2,495	-74.8%	-74.8%

*Does not include newspapers with no submission or which has been discontinued



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Danette Breitenbach 13 Feb 2020



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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