

Newspaper Readership Trends
Readership of Newspapers in 1,000
AMPS Universe (Adult Population in '000)

	Jul00-Jun01(2001A)	Jan-Dec2001(2001B)	Jul01-Jun02(2002A)	Jan-Dec2002(2002B)	Jul02-Jul03(2003A)	Jan-Dec2003(2003B)	Jul03-Jun04(2004)	Jan-Jun04+Mar-Sep05(2005)	Mar-Sep05+Feb-Jul06(2006)	Feb-Jun06+Feb-Jun07(2007)	
	29 013	29 007	29 583	29 583	29 773	29 773	30 310	30 656	30 903	31 109	
Dailies											0
Beeld	1.4	1.3	1.2	1.1	1.1	1.1	1.2	1.3	1.3	492	1.6
Die Burger	1.8	1.6	1.7	1.7	1.8	1.9	1.9	1.8	1.6	464	1.5
Business Day	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.3	0.3	129	0.4
Cape Argus	1.4	1.3	1.3	1.4	1.4	1.3	1.3	1.4	1.2	342	1.1
Cape Times	0.9	0.8	0.9	1	1	0.9	1	1	0.8	280	0.9
The Citizen	2.4	2	2	2	1.8	1.7	1.5	1.3	1.4	543	1.7
Daily Dispatch	0.6	0.6	0.6	0.7	0.7	0.8	0.7	0.8	0.8	248	0.8
Daily News	1.2	1.1	1.1	1	1	1	1	1.1	1.1	328	1.1
Daily Sun	-	-	-	-	2.9	5.9	7.6	9.8	11.9	4314	13.9
Daily Voice	-	-	-	-	-	-	-	-	-	339	1.1
D.F. Advertiser	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	58	0.2
The Herald	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.6	194	0.6
Issolezwe	-	-	-	-	0.9	1.1	1.3	1.6	2.1	713	2.3
The Mercury	0.8	0.7	0.7	0.7	0.6	0.6	0.7	0.7	0.7	205	0.7
Pretoria News	0.5	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.4	174	0.6
Sowetan	7	6.3	6.2	6.5	6.7	6.2	5.1	5	5.1	1715	5.5
The Star	2.4	2.2	2	2.1	2.2	2.1	2	1.8	2	840	2.7
Die Volksblad	0.4	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	132	0.4
Witness	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	129	0.4
4 days a week											
Kaapse Son (Mon-Thurs Afrikaans)										367	1.2
Bi-weekly											
Ilanga	3.9	2.5	2.3	2.2	2	1.9	1.7	1.9	2	602	1.9
Weeklies											
Beeld-Naweek	0.7	0.8	0.7	0.7	0.9	0.9	0.8	0.8	0.9	377	1.2
Burger (Sat)	1.8	1.9	2.1	2	2.2	2.2	2.2	2.1	2	654	2.1
Citizen W End Edition (Sat)	2.7	2.9	2.9	2.6	2.6	2.1	1.6	1.5	1.7	623	2
City Press	8.2	8.5	8.8	8.3	7.8	7.4	6.8	6.4	6.2	2340	7.5
Ilanga lange Sonto	-	-	-	-	-	-	-	-	-	441	1.4
Independent on Sat	1.1	1.2	1.1	1	1	1	0.9	0.8	0.8	205	0.7
Mail & Guardian	0.8	0.8	0.8	0.9	0.8	0.8	0.8	0.8	0.9	367	1.2
Naweek Son (Kaap) (Fri)	-	-	-	-	-	-	-	-	-	654	2.1
Post	1.2	1.1	1.1	1.2	1.2	1.2	1.1	1.1	1.1	312	1
Pretoria News W End	0.4	0.5	0.3	0.3	0.5	0.5	0.3	0.3	0.4	151	0.5
Rapport	5.8	5.6	5.4	5.1	5.4	5.5	5.3	5.1	5	1638	5.3
Saturday Dispatch	0.3	0.4	0.4	0.3	0.4	0.5	0.3	0.3	0.4	128	0.4
Saturday Star	1.9	2.2	2.1	1.8	1.8	1.8	1.5	1.2	1.3	565	1.8
Saturday Argus W End	1.2	1.2	1.3	1.3	1.4	1.4	1.4	1.3	1.2	346	1.1
Sunday Argus W End Son (Fri) (All Prov excl WC)	1	1.1	1	1	1	1	1	1	0.9	281	0.9
Sunday Independent	0.7	0.9	0.9	0.8	0.8	0.8	0.6	0.6	0.7	254	0.8
Sunday Sun	-	-	-	4.2	5.3	6.5	6.5	6.2	6.5	2526	8.1
Sunday Times	11.2	11.3	11.8	11.9	11.8	11.6	10.7	10.6	10.7	3556	11.4
Sunday Tribune	2.3	2.3	2.3	2.3	2.3	2.3	2.2	2.3	2.3	655	2.1
Sunday World	2.2	3.2	4	3.8	4	4.3	3.5	3.2	3.4	1266	4.1
Umfrika	-	-	-	-	-	-	-	-	-	145	0.5
Volksblad (Sat)	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	195	0.6
Weekend Post	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	154	0.5
Witness (Sat)	0.6	0.6	0.5	0.5	0.5	0.6	0.5	0.5	0.5	112	0.4
Soccer Laduma	4.9	6	6.4	6.1	6.4	7.1	6.7	5.7	6	2083	6.7
Monthly											
Teacher	-	0.6	0.7	0.6	0.7	0.7	0.5	0.5	0.5	164	0.5