

Newspapers ABC Q4 2022: Nothing to see here folks...



By [Danette Breitenbach](#)

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If the Audit Bureau of Circulations (ABC) of South Africa Quarter 4, 2022 was a town, it would be one of those towns you pass through in the blink of an eye as you drive through the Karoo from Johannesburg to Cape Town.



Source © Nations Online [Nations Online](#) The ABC Q4 2022 for newspapers is out

Not memorable, with nothing to make you want to stop and linger longer than fill up your petrol tank. As such the newspaper category in Quarter 4, 2022 (Q4, 2022) remains pretty even, despite total circulation moving up from 6,539,215 (Q3, 2022) to 6,607,216.

Since 2020, overall, except for free newspapers, all the newspaper categories dropped between 10% and 22%, with daily newspapers declining consistently between a 3 - 4 per cent loss every quarter.

Free newspapers would have also remained relatively flat, if not for three new members (*Diamond Field Advertiser*, *Your eThekweni* and *Isolezwe lesiXhosa*) in this category that shifted the category from 5,466,137 (Q3, 2022) to 5,575,683 (Q4, 2022).

Hybrid newspapers have increased from 79,479 (Q3, 2022) to 82,877 (Q4, 2022) on the back of free newspapers.

Daily newspapers

This category's decline continued with only *The Witness* showing a slight increase on the previous quarter (0.3%) and the *Daily Dispatch* with an increase (3.1%) on the prior year.

*Daily Nation**, *Sowetan* and *Bukedde** all had double-figure decreases on the previous quarter, with all three also showing double-figure declines on the prior year.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Daily Nation	MD, Mo-Sat	63,195		63,195	-10.5%	-10.1%
Daily Sun	Mo-Fr	27,833	173	28,006	-9.5%	-30.3%
Isolezwe	MD, Mo-Fr	26,437	572	27,009	-8.2%	-17.4%
Burger, Die Daily	MD, Mo-Fr	26,309	642	26,951	-3.9%	-9.6%
Bukedde	MD, Mo-Sat	21,006		21,006	-13.9%	-30.3%
Beeld, Daily	MD, Mo-Fr	19,774	544	20,318	-5.4%	-8.3%
New Vision	MD, Mo-Fr	16,860	272	17,132	-3.2%	-5.8%
Son (Daily)	MD, Mo-Fr	15,964	52	16,016	-4.8%	-22.2%
Citizen, The (Daily)	MD, Mo-Fr	15,215	9,240	24,455	-1.6%	-11.0%
Star, The	MD, Mo-Fr	14,071	13,186	27,257	-1.1%	-0.6%
Sowetan	Mo-Fr	14,049	10,820	24,869	-10.0%	-15.0%
Times of Swaziland	MD, Mo-Fr	13,821		13,821	-1.7%	-16.0%
Business Day	MD, Mo-Fr	11,241	3,169	14,410	-3.9%	-5.8%
Daily Dispatch	MD, Mo-Fr	10,611	278	10,889	-0.1%	3.1%
Herald, The	MD, Mo-Fr	9,880	500	10,380	-1.0%	-5.3%
Mercury, The	MD, Mo-Fr	7,481	3,509	10,990	-3.0%	-5.5%
Cape Times	MD, Mo-Fr	6,979	4,326	11,305	-0.8%	-4.6%
Cape Argus	MD, Mo-Fr	6,406	4,053	10,459	-0.1%	-5.9%
Witness, The	MD, Mo-Fr	6,314	91	6,405	0.3%	-13.0%
Daily News	MD, Mo-Fr	5,490	3,428	8,918	-2.6%	-7.9%
Pretoria News	MD, Mo-Fr	Resigned				



Newspapers ABC Q3 2022: Daily and local papers decline but numbers steady

Karabo Ledwaba 15 Nov 2022



Weekly newspapers

This ever-shrinking category, with one resigned and two terminated newspapers, had some good news with half of the category with increases ranging from 0.1% for *Mail & Guardian* to 0.4% for *The Post* to *Daily Maverick's* 10.1%.

Countering this are some big decreases on the prior year for *The Post* but in particular for *Mail & Guardian*.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Soccer Laduma	Wkly, Wed	66,299		66,299	-16.0%	-20.9%
Ilanga	2xW, Mo&Th	33,315		33,315	-6.5%	-15.4%
Post, The	Wkly, Wed	15,109	3,549	18,658	0.4%	-8.9%
Mail & Guardian	Wkly, Fr	8,106	398	8,504	0.1%	-17.2%
Daily Maverick,	Wkly, Sat	7,598	1,333	8,931	10.1%	
Voice, The	Wkly, Fr	7,128		7,128	-7.6%	-44.2%
Lesotho Times	Wkly, Th	6,405		6,405	-10.6%	-1.0%
BOTSWANA GUARDIAN	Wkly, Wed	Terminated				
The Midweek Sun	Wkly, Wed	Terminated				
Diamond Fields Advertiser.	Wkly, Fr	Resigned				

Weekend newspapers

Only four newspapers in this category had increases on the previous quarter; *Isolezwe ngoMgqibelo*, *Daily Dispatch Weekend Edition* (formerly *Saturday Dispatch*), *Weekend Post*, *Weekend Witness* and *Weekend Argus*.

However for the majority of the newspapers, the decreases on the previous quarter were in single figures.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Sunday Times	Wknd	78,940	30,052	108,992	-2.3%	-6.1%
Sunday Nation	Wkly, Sun	67,772		67,772	-14.0%	-17.4%
Rapport	Wknd	63,145	235	63,380	-4.7%	-12.2%
Burger, Die Saturday	Wkly, Sat	36,322	656	36,978	-3.2%	-10.3%
Beeld, Saturday	Wkly, Sat	25,386	215	25,601	-5.1%	-6.4%
Isolezwe ngoMgqibelo	Wkly, Sat	22,203	2	22,205	2.8%	-9.1%
Sunday World	Wknd	19,015	4,681	23,696	-5.5%	-21.3%
Isolezwe ngeSonto	Wkly, Sun	16,771	3	16,774	-9.6%	-18.1%
City Press	Wknd	15,987	303	16,290	-3.9%	-22.1%
Ilanga Langesonto	Wknd	15,562		15,562	-7.3%	-15.4%
Sunday Tribune	Wkly, Sun	15,414	3,989	19,403	-2.5%	-11.8%
Sunday Vision	Wkly, Sun	10,696	305	11,001	-0.2%	-12.9%
Citizen, The (Saturday)	Wkly, Sat	9,423	2	9,425	-3.3%	-13.2%
Independent on Saturday	Wkly, Sat	9,329	3,733	13,062	-2.8%	-12.7%
Daily Dispatch Weekend Edition (formerly Saturday Dispatch)	Wknd	8,389	138	8,527	0.7%	-13.4%
Weekend Argus	Wknd	8,022	4,426	12,448	2.2%	-5.4%
Weekend Post	Wknd	7,622	450	8,072	0.3%	-7.3%
Weekend Witness	Wkly, Sat	5,621	89	5,710	1.8%	-12.8%
Saturday Star, The	Wkly, Sat	4,699	3,507	8,206	-0.4%	-10.0%
Pretoria News Saturday	Wkly, Sat	Resigned				

Local newspapers

As with the weekend newspaper category, the local newspaper category had some increases on the previous quarter, with the decreases mostly in single figures.

Knysna Plett Herald and *Die Daller* were the standouts followed by *Talk of the Town* and *Mosselbay Advertiser*.

However, unlike the other categories, local newspapers showed some strong increases on the prior year with figures as high as 48.4% and 26.5% However in line with the other categories most local newspapers showed a decline on the prior year.

There was one rebrand, one no submission and six changed sector in the category

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Witbank News, Fri	Wkly, Fr	19,651		19,651	-0.1%	48.4%
Middelburg Observer, Fri	Wkly, Fr	16,886		16,886	-1.0%	36.5%
African Reporter	Wkly, Fr	12,738		12,738	-9.6%	-18.5%
George Herald (Thursday)	Wkly, Th	9,303		9,303	-0.3%	-13.2%
Mpumalanga News	Wkly, Wed	7,166		7,166	-2.3%	14.7%
Paarl Post	Wkly, Th	6,874	45	6,919	-0.2%	-6.6%
Worcester Standard	Wkly, Th	5,590	30	5,620	1.4%	-2.9%
Weslander, The	Wkly, Th	5,155	220	5,375	-1.2%	-9.9%
Zululand Observer Weekend (Formerly Friday)	Wkly, Fr	4,869	490	5,359	-9.4%	-11.4%
Limpopo Mirror	Wkly, Fr	4,656		4,656	-0.2%	11.7%
Mosselbay Advertiser	Wkly, Fr	4,291		4,291	4.1%	-8.7%
Vaalweekblad	Wkly, Th	3,106		3,106	1.3%	-17.2%
Zululand Observer Monday	Wkly, Mon	2,382	380	2,762	-11.2%	-16.8%
Daller, Die	Wkly, Fr	1,771		1,771	5.9%	17.3%

South Cape Forum/Suid Kaap Forum	Wkly, Th	1,677		1,677	0.4%	-16.9%
Talk of the Town	Wkly, Fr	1,365		1,365	4.4%	-15.4%
Bosvelder Review	Wkly, Fr	1,175		1,175	-6.7%	-9.5%
Knysna Plett Herald	Wkly, Th	1,172		1,172	7.2%	-10.3%
Streeknuus	Wkly, Fr	1,006		1,006	-0.2%	-23.6%
Oudtshoorn Courant	Wkly, Fr	835		835	-6.1%	-21.0%
Graaff Reinet Advertiser	Wkly, Th	743		743	-5.8%	-21.5%
District Mail	Wkly, Th	Rebranded				
The Courier	Wkly, Fr	No Submission				
Estcourt and Midlands News	Wkly, Fr	Changed Sector				
Ladysmith Gazette	Wkly, Fr	Changed Sector				
Newcastle and District Advertiser	Wkly, Fr	Changed Sector				
Northern Natal Courier	Wkly, Fr	Changed Sector				
Northern Review Weekend	Wkly, Fr	Changed Sector				
Vryheid Herald	Wkly, Fr	Changed Sector				

Free newspapers

The category was generally flat, with very little up or down moment on the previous quarter and prior year.

Increases on the previous quarter ranged from 0.1% to 11.8% and 01.% to 23.8% on the prior year. The highest decrease on the previous quarter was -2.8% and -27% on the prior year.

Publication	Frequency	Total circulation	%change quarter	%change year
Vuk'uzenzele	Mtly	849,950	0.0%	0.3%
PE Express	Wkly, Wed	119,978	0.0%	0.0%
Soweto Urban News	Wkly, Th	100,008	-1.3%	-8.3%
Sedibeng Ster	Wkly, Th	90,980	0.0%	0.0%
Plainsman	Wkly, Wed	89,536	0.0%	0.0%
Rekord East/Oos	Wkly, Tue	78,783	-0.1%	-0.3%
Vukani	Wkly, Wed	78,056	0.0%	0.0%
Mthatha Express	Wkly, Wed	69,991	0.0%	0.0%
Tabletalk	Wkly, Wed	67,844	0.0%	0.0%
Merebank & Chatsworth Tabloid	Wkly, Wed	64,980	0.0%	23.8%
North Coast Rising Sun	Wkly, Wed	64,860	0.0%	0.0%
Randburg Sun	Wkly, Th	59,960	0.1%	0.0%
Rekord Centurion	Wkly, Wed	59,929	0.0%	-0.4%
Phoenix Tabloid	Wkly, Tue	55,980	0.0%	0.0%
Athlone News	Wkly, Wed	54,151	0.0%	0.0%
Kathorus Mail	F	54,025	0.0%	0.2%
Highway Mail	Wkly, Fr	53,870	0.1%	-0.6%
Chatsworth Rising Sun	Wkly, Tue	53,050	0.0%	0.8%
The Springfield Weekly Gazette	Wkly, Th	52,480	0.0%	0.0%
City Vision (Khayalitsha)	Wkly, Th	50,587	0.0%	0.0%
People s Post Mitchells Plain	Wkly, Tue	50,000	0.0%	0.0%
YOUREThekwini	Mtly	50,000		
Sandton Chronicle	Wkly, Wed	49,740	-0.2%	0.1%
Kempton Express	Wkly, Th	48,998	1.1%	0.9%
Southern Mail	Wkly, Wed	48,853	0.0%	0.0%
Thembisan	F	48,591	-2.1%	-2.5%
Southern Suburbs Tatler	Wkly, Wed	47,238	0.0%	0.0%
Roodepoort Record	Wkly, Th	46,684	0.1%	1.7%
Bedfordview & Edenvale News	Wkly, Wed	44,922	1.4%	1.4%
Bloemfontein Courant (formerly Krant)	Wkly, Th	44,889	0.0%	0.0%
Overport Rising Sun	Wkly, Th	44,850	0.0%	0.9%
Boksburg Advertiser	Wkly, Tue	43,037	-0.1%	-1.0%
Bloemnuus	Wkly, Th	42,043	0.2%	1.2%
Ster, South	Wkly, Tue	41,460	0.0%	0.0%

Ethekwini Times	Wkly, Fr	40,980	0.0%	0.0%
Umlazi Times	Wkly, Th	40,980	0.0%	0.0%
Rosebank Killamey Gazette	Wkly, Tue	40,911	-0.3%	0.1%
Diamond Fields Advertiser	Wkly, Fr	40,000		
Rekord North/Noord	Wkly, Th	39,982	0.1%	0.1%
Benoni City Times	Wkly, Th	38,065	0.0%	-0.3%
Alberton Record	Wkly, Wed	37,575	-0.1%	0.2%
Go & Express	Wkly, Th	37,293	-0.2%	-0.2%
Helderberg Gazette & District Mail	Wkly, Wed	37,135	0.3%	16.8%
Fourways Review	Wkly, Wed	36,795	-0.2%	-0.1%
Noordkaap Bulletin	Wkly, Th	35,326	0.1%	0.3%
Vista	Wkly, Th	35,256	0.0%	0.1%
Maritzburg Echo	Wkly, Th	34,980	0.0%	0.2%
Tongaat & Verulam Tabloid (former Northern Star)	Wkly, Tue	34,980	0.0%	0.0%
Msunduzi Eyethu (former Edendale)	Wkly, Th	34,948	0.0%	0.0%
South Coast Fever	Wkly, Th	34,882	0.1%	-0.1%
Ridge Times	Wkly, Tue	34,400	0.0%	0.0%
Express	Wkly, Wed	34,072	0.0%	0.0%
Rekord Moot	Wkly, Th	33,517	-0.1%	-0.2%
Ster, North	Wkly, Tue	32,760	0.0%	0.0%
IDISKI TIMES	Wkly, Tue	31,709	11.8%	
Constantiaberg Bulletin	Wkly, Wed	31,316	0.0%	0.0%
False Bay Echo	Wkly, Wed	30,879	0.0%	0.0%
Atlantic Sun	Wkly, Wed	30,794	0.0%	0.0%
Northcliff & Melville Times	Wkly, Tue	30,601	0.5%	0.6%
Bolander	Wkly, Wed	30,461	0.0%	0.0%
Tygerburger Table View	Wkly, Wed	30,067	0.0%	-4.6%
Eyethu Bay Watch (Formerly Baywatch)	Wkly, Wed	30,066	0.0%	0.0%
UD Express	Wkly, Wed	29,991	0.0%	0.0%
Dolphin Coast Mail	Wkly, Wed	29,960	0.0%	0.1%
East Coast Mail	Wkly, Wed	29,960	0.0%	0.1%
Maritzburg Sun	Wkly, Wed	29,956	0.0%	0.0%
Public Eye	Wkly, Th	29,952	0.0%	0.0%
Coastal Weekly	Wkly, Th	29,945	-0.1%	-0.1%
Rising Sun Lenasia	Wkly, Wed	29,925	0.0%	0.0%
Issue Mangaung	Wkly, Wed	29,900	0.0%	0.0%
North Coast Courier	Wkly, Wed	29,893	0.0%	0.0%
Umlazi Eyethu	Wkly, Fr	29,881	0.0%	0.0%
Germiston City News	Wkly, Tue	29,784	-0.1%	-1.1%
Rekord Mamelodi	Wkly, Fr	29,699	-0.8%	-0.8%
City Vision (Langa/Gugulethu)	Wkly, Th	29,413	0.0%	-9.5%
Stanger Weekly	Wkly, Wed	29,000	-0.7%	-1.0%
Rekord Noweto	F	28,950	0.0%	0.0%
Polokwane Observer.	Wkly, Th	28,907	-2.8%	-0.4%
Mdrand Reporter	Wkly, Th	28,180	-0.2%	-0.1%
People s Post Athlone & Landsdowne	Wkly, Tue	28,000	0.0%	0.0%
Northglen News	Wkly, Fr	27,382	-0.1%	-0.5%
Berea Mail	Wkly, Fr	27,065	-0.1%	-0.1%
Roodepoort Northsider (Formerly Northside Chronicle	Wkly, Th	26,681	-0.3%	-0.2%
Krugersdorp News	Wkly, Wed	26,347	-0.3%	1.4%
Springs Advertiser	Wkly, Th	25,929	-0.3%	-0.4%
Southern Courier	Wkly, Tue	25,372	0.0%	-0.1%
Tygerburger Eersterivier/Blue Downs	Wkly, Wed	25,093	0.1%	-8.3%
People s Post Woodstock & City	Wkly, Tue	25,000	0.0%	0.0%
People s Post Grassy Park & Retreat	Wkly, Tue	25,000	0.0%	0.0%
Eikestadnuus.	Wkly, Th	23,969	0.2%	-0.3%
Intshonalanga Eyethu	Wkly, Fr	23,780	0.0%	0.0%
People s Post False Bay	Wkly, Tue	22,000	0.0%	0.0%
Xpress Times	Wkly, Wed	21,980	0.2%	-0.1%

Issue, Eastern Free State	Wkly, Th	21,900	0.0%	0.0%
Comaro Chronicle	Wkly, Wed	20,850	-0.3%	0.2%
Hermanus Times.	Wkly, Wed	20,802	0.1%	0.7%
Tygerburger Durbanville	Wkly, Wed	20,302	-0.1%	-3.3%
Rekord West News/Wes Nuus	F	20,200	0.0%	0.2%
Isolezwe lesiXhosa	Wkly, Th	20,000		
People s Post Claremont/Rondebosch	Wkly, Tue	20,000	0.0%	0.0%
People s Post Constantia/Wynberg	Wkly, Tue	20,000	0.0%	0.0%
Kouga Express	Wkly, Th	19,989	0.0%	0.0%
Umgungundlovu Eyethu (former Umngeni)	F	19,960	0.0%	0.0%
UGU Eyethu	Wkly, Wed	19,910	0.3%	0.3%
Bonus Review	Wkly, Wed	19,894	0.2%	0.2%
Merebank Rising Sun	Wkly, Tue	19,850	0.0%	0.0%
Md South Coast Rising Sun	Wkly, Tue	19,850	0.0%	0.0%
South Coast Sun	Wkly, Fr	19,811	0.2%	-0.3%
Representative	Wkly, Mon	19,710	-2.8%	-27.0%
Heidelberg/Nigel Heraut	Wkly, Wed	19,604	0.0%	1.2%
Swartland Gazette (formerly Swartland Monitor).	Wkly, Tue	19,383	-1.1%	0.4%
Tygerburger Bellville	Wkly, Wed	19,301	0.2%	-0.4%
Brakpan Herald	Wkly, Fr	19,090	0.6%	-1.2%
Tygerburger Kuilsrivier	Wkly, Wed	19,078	0.0%	-1.5%
Rekord Central/Sentraal	F	18,495	0.0%	0.0%
Tygerburger Brackenfell	Wkly, Wed	18,259	0.1%	-6.4%
TygerBurger De Grendel	Wkly, Wed	18,137	0.0%	-2.7%
Randfontein / Westonaria Herald.	Wkly, Tue	18,073	-0.6%	-0.9%
Southlands Sun	Wkly, Fr	17,726	0.5%	-0.2%
Steelburger	Wkly, Th	17,700	0.0%	0.0%
Tygerburger Kraaifontein	Wkly, Wed	17,093	0.1%	-8.7%
TygerBurger Tyger Valley	Wkly, Wed	17,084	0.0%	-2.3%
Tygerburger Minerton	Wkly, Wed	17,053	-0.1%	-5.6%
Potchefstroom Herald.	Wkly, Fr	16,938	0.0%	0.0%
Tygerburger Elsiesrivier & Ravensmead	Wkly, Wed	16,059	0.0%	0.0%
Northern Eyethu	Mtly	15,861	0.0%	0.0%
Weskus Nuus	F	14,995	0.0%	0.1%
Alex News	F	14,790	0.0%	0.1%
Tygerburger Goodwood	Wkly, Wed	14,079	0.1%	-0.3%
Tygerburger Parow	Wkly, Wed	14,074	0.0%	-2.2%
Queensburgh News	F	12,928	0.0%	-0.9%
Herrie	Wkly, Th	12,591	-0.4%	0.0%
Breederivier Gazette.	Wkly, Wed	12,435	0.1%	3.3%
Vrystaat Kroon	F	12,361	0.5%	1.6%
Village Talk	Wkly, Wed	11,946	0.0%	0.0%
Carletonville Herald.	Wkly, Fr	11,910	0.0%	-0.5%
Zululand Eyethu (formerly Eshowe Watch)	Mtly	11,853	0.0%	0.0%
Highvelder, The	Wkly, Fr	11,760	0.0%	0.0%
Daily Sun On the GO - EC	Wkly, Th	10,995	0.0%	0.0%
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	Wkly, Th	10,000	0.0%	0.0%
Greytown Gazette	Wkly, Mon	9,980	0.0%	0.8%
Hazyview Herald	F	9,795	0.0%	0.0%
Corridor Gazette	F	9,710	0.0%	0.0%
Uthukela Eyethu	Wkly, Th	9,665	-2.3%	-3.3%
Daily Sun On the GO - FS	Wkly, Th	7,995	0.0%	0.0%
Ystervark	Wkly, Th	7,925	0.0%	0.0%
Parys Gazette	Wkly, Fr	7,480	0.0%	0.0%
Sentinel News	Wkly, Wed	7,145	0.0%	0.0%
Daily Sun On the GO - KZN	Wkly, Th	5,995	0.0%	0.0%
Capricorn Voice ..	Q	5,723	-2.6%	0.1%
Daily Sun On the GO - WC	Wkly, Th	4,995	0.0%	0.0%
Inner City Gazette	Wkly, Th	4,975	0.0%	0.0%

The Hilton	Mty	4,960	0.0%	0.0%
Free State Sun	Wkly, Th	4,750	0.0%	0.0%
Standerton Advertiser.	Wkly, Tue	4,750	0.0%	0.0%
Northern Review Weekend	Wkly, Fr	4,739	-2.6%	
Maluti News	Wkly, Fr	2,495	0.0%	0.0%
Eastern Cape Rising Sun	Wkly, Tue	Terminated		
Maseru Metro	Wkly, Th	Terminated		
The Olifants News	F	Terminated		
Southern Star	Wkly, Fr	Rebranded		
Komani Karoo Express	Mty	Discontinued		

*Non-South African newspapers

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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