

ABC Q3 2023: Newspaper category stabilises

By [Danette Breitenbach](#)

21 Nov 2023

The Audit Bureau of Circulations (ABC) of South Africa Q3 2023 for newspapers has been released.



The ABC Q3 2023 newspaper category circulations have been released (Image credit: Lesley Svenson)

This is for the period spanning July 2023 to September 2023 on 21 November 2023.

The ABC says it is cautiously optimistic about the performance observed in Quarter 3. "Notably, the circulation figures present a more stabilised outlook compared to previous quarter releases, bringing positive developments for various categories that experienced either marginal declines or, in some instances, increases."

The newspaper sector stabilised with a modest decrease of -1.1% compared to Q2, resulting in a combined circulation of 6,315,145. Of this category, Free newspapers constitute 85%.

Daily newspapers experienced a -5% decline in the composition of single-copy sales, while the composition of subscription sales increased by 2%. Weekly newspapers, conversely, saw a 7% rise in the composition of single-copy sales, though subscriptions declined by -1%. Weekend newspaper circulation, however, witnessed a -3% decrease.



ABC Q2 2023 Newspapers: Hybrid model emerging as digital growth continues

Danette Breitenbach 23 Aug 2023



Daily newspapers

This category had slim pickings with only five daily newspapers showing an increase on the previous quarter, and all with a decrease on the prior year.

Continuing on its downward trajectory from Q2, *Daily Sun* was the category's best loser, with a decrease of over 10% on the previous quarter. The best of the dailies is the *Daily Dispatch* with an increase of just over five percent.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Daily Nation	MD, Mo-Sat	61,141		61,141	1.7%	-13.4%
Burger, Die Daily	MD, Mo-Fr	25,274	663	25,937	-0.9%	-7.6%
Isolezwe	MD, Mo-Fr	21,001	22	21,023	-5.9%	-28.5%
Bukedde	MD, Mo-Sat	20,391		20,391	5.1%	-16.4%
Beeld, Daily	MD, Mo-Fr	19,091	665	19,756	-0.8%	-8.0%
Sowetan	Mo-Fr	17,548	6,019	23,567	-8.7%	-14.7%
New Vision	MD, Mo-Fr	16,423	150	16,573	0.3%	-6.3%
Daily Sun	Mo-Fr	14,555	193	14,748	-11.8%	-52.3%
Citizen, The (Daily)	MD, Mo-Fr	14,534	9,406	23,940	-2.5%	-3.6%
Business Day	MD, Mo-Fr	12,360	1,768	14,128	-3.4%	-5.8%
Times of Swaziland	MD, Mo-Fr	11,842		11,842	-1.9%	-15.8%
Daily Dispatch	MD, Mo-Fr	9,909	991	10,900	5.3%	0.0%
Star, The	MD, Mo-Fr	9,137	9,092	18,229	-24.3%	-33.9%
Herald, The	MD, Mo-Fr	9,091	1,046	10,137	-12.4%	-3.3%
Mercury, The	MD, Mo-Fr	6,419	3,076	9,495	-6.6%	-16.2%
Cape Times	MD, Mo-Fr	6,277	3,871	10,148	-3.3%	-10.9%
Cape Argus	MD, Mo-Fr	5,651	4,312	9,963	-2.3%	-4.8%
Witness, The	MD, Mo-Fr	5,132	1,167	6,299	0.7%	-1.3%
Daily News	MD, Mo-Fr	4,480	2,903	7,383	-5.0%	-19.3%
Son (Daily)	MD, Mo-Fr			Changed Sector	0.0%	

Weekly newspapers

Of the eight newspapers left in this category, of which six are South African, no weekly newspaper increased over the previous quarter.

Daily Maverick had a double-digit increase on the prior year of over 23%, continuing its upward momentum from Q2 and Q1.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Soccer Laduma	Wkly, Wed	60,084		60,084	-2.0%	-23.8%
Ilanga	2xW, Mo&Th	27,176		27,176	-6.3%	-23.7%
SON Weekly	Wkly, Th	20,326	50	20,376	Changed Sector	
Post, The	Wkly, Wed	12,621	3,551	16,172	-5.5%	-13.0%
Daily Maverick,	Wkly, Sat	8,840	1,200	10,040	-2.8%	23.8%
Mail & Guardian	Wkly, Fr	7,914		7,914	-3.1%	-6.8%
Lesotho Times	Wkly, Th	7,550	350	7,900	-8.2%	10.2%
Voice, The	Wkly, Fr	7,011		7,011	0.2%	-9.1%

Weekend newspapers

As in Q2 and Q1, the category had six of its newspapers increase on the previous quarter, with *Isolezwe ngeMpelaSonto* double figures. Of these, five also showed increases on the prior year.

The *Weekend Star* and *Saturday Star* had good increases of over eight percent on the previous quarter and increases on the prior year. *Sunday Vision* had a just over 20% increase on the prior year.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Sunday Times	Wknd	68,506	17,808	86,314	-6.8%	-22.6%
Sunday Nation	Wkly, Sun	63,767		63,767	-0.3%	-19.0%
Rapport	Wknd	58,714	123	58,837	-3.2%	-11.6%
Burger, Die Saturday	Wkly, Sat	33,506	654	34,160	-3.6%	-10.5%
Beeld, Saturday	Wkly, Sat	23,455	224	23,679	-2.2%	-12.2%
Isolezwe ngeMpelaSonto	Wknd	22,802	2	22,804	14.9%	5.6%
Ilanga LempelaSonto	Wknd	17,658		17,658	0.9%	5.1%
Sunday World	Wknd	15,585	2,700	18,285	-8.6%	-27.0%
City Press	Wknd	13,622	317	13,939	-6.2%	-17.8%
Sunday Tribune	Wkly, Sun	13,517	3,728	17,245	-3.3%	-13.4%
Sunday Vision	Wkly, Sun	13,095	150	13,245	2.5%	20.1%
Citizen, The (Saturday)	Wkly, Sat	8,986	54	9,040	-0.8%	-7.3%
Independent on Saturday	Wkly, Sat	8,093	3,317	11,410	-4.9%	-15.1%
Weekend Post	Wknd	7,264	1,219	8,483	-1.9%	5.4%
Daily Dispatch Weekend Edition (formerly Saturday Dispatch)	Wknd	6,622	1,173	7,795	2.8%	-8.0%
Weekend Argus	Wknd	5,323	4,168	9,491	-9.3%	-22.1%
Weekend Witness	Wkly, Sat	4,702	1,150	5,852	8.3%	4.4%
Saturday Star, The	Wkly, Sat	4,479	3,858	8,337	8.7%	1.2%
Isolezwe ngeSonto	Wkly, Sun				Rebranded	



ABC Q3 2023: A quarter marked by stability as magazines show resilience

Danette Breitenbach 21 Nov 2023



Local newspapers

Six local newspapers had an increase on the previous quarter and two on the prior year. There are no double figure increases, but also no double or big decreases on the previous quarter and prior year.

Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Witbank News, Fri	Wkly, Fr		19,271	-0.4%	-2.1%
Middelburg Observer, Fri	Wkly, Fr		16,953	-1.1%	-0.6%
African Reporter	Wkly, Fr		13,811	0.2%	-2.0%
George Herald (Thursday)	Wkly, Th		8,625	-0.6%	-7.5%
Mpumalanga News	Wkly, Wed		7,222	-2.6%	-1.5%
Paarl Post	Wkly, Th	73	6,079	-0.2%	-12.4%
Zululand Observer Weekend (Formerly Friday)	Wkly, Fr	490	5,005	-1.2%	-15.4%
Weslander, The	Wkly, Th	201	4,854	-0.8%	-10.7%
Worcester Standard	Wkly, Th	7	4,536	-3.2%	-18.2%
Limpopo Mirror	Wkly, Fr		3,896	2.4%	-16.5%
Mosselbay Advertiser	Wkly, Fr		3,671	-3.1%	-11.0%
Vaalweekblad	Wkly, Th		2,954	7.1%	-3.7%
Zululand Observer Monday	Wkly, Mon	320	2,704	0.7%	-13.0%
South Cape Forum/Suid Kaap Forum	Wkly, Th		1,461	-0.9%	-12.5%
Knysna Plett Herald	Wkly, Th		1,114	2.4%	1.9%
Talk of the Town	Wkly, Fr		993	-6.1%	-24.0%

Oudtshoorn Courant	Wkly, Fr		868	0.0%	-2.4%
Streeknuus	Wkly, Fr		815	-13.2%	-19.1%
Graaff Reinet Advertiser	Wkly, Th		811	1.8%	2.8%
Bosvelders Review	Wkly, Fr		Changed Sector		
Daller, Die	Wkly, Fr			Changed Sector	
The Courier	Wkly, Fr			Terminated	

Free newspapers

The largest category, Free Newspapers distribution remained fairly steady with a few incremental increases and decreases, with most newspapers holding steady.

Soweto Urban News and *Tygerburger Durbanville* had good increases on the prior year, *North Coast Courier* had double-figure increases on both the previous quarter and prior year.

Publication	Frequency	Total circulation	%change quarter	%change year
Vuk'uzenzele	Mtly	849,954	0.0%	0.0%
PE Express	Wkly, Wed	119,995	0.0%	0.0%
Soweto Urban News	Wkly, Th	109,099	0.0%	7.7%
Sedibeng Ster	Wkly, Th	90,980	0.0%	0.0%
Plainsman	Wkly, Wed	89,536	0.0%	0.0%
City Vision	Wkly, Th	85,000	-0.5%	
Rekord East/Oos	Wkly, Tue	78,578	-0.4%	-0.3%
Vukani	Wkly, Wed	78,056	0.0%	0.0%
Mthatha Express	Wkly, Wed	69,995	0.0%	0.0%
Tabletalk	Wkly, Wed	67,844	0.0%	0.0%
Merebank & Chatsworth Tabloid	Wkly, Wed	64,980	0.0%	0.0%
North Coast Rising Sun	Wkly, Wed	64,860	0.0%	0.0%
Randburg Sun	Wkly, Th	60,282	0.3%	0.7%
Rekord Centurion	Wkly, Wed	59,970	-0.1%	0.1%
Phoenix Tabloid	Wkly, Tue	55,980	0.0%	0.0%
Athlone News	Wkly, Wed	54,151	0.0%	0.0%
Kathorus Mail	F	54,008	0.0%	0.0%
Highway Mail	Wkly, Fr	53,938	-0.2%	0.2%
The Springfield Weekly Gazette	Wkly, Th	53,480	0.4%	1.9%
Chatsworth Rising Sun	Wkly, Tue	53,050	0.0%	0.0%
Sandton Chronicle	Wkly, Wed	50,031	-0.9%	0.4%
Thembisan	F	49,490	3.1%	-0.3%
Southern Mail	Wkly, Wed	48,853	0.0%	0.0%
Kempton Express	Wkly, Th	48,736	0.2%	0.5%
Southern Suburbs Tatler	Wkly, Wed	47,238	0.0%	0.0%
Roodepoort Record	Wkly, Th	46,481	-0.1%	-0.3%
Bloemfontein Courant (formerly Krant)	Wkly, Th	44,889	0.0%	0.0%
Overport Rising Sun	Wkly, Th	44,850	0.0%	0.0%
Bedfordview & Edenvale News	Wkly, Wed	44,445	-0.4%	0.4%
Boksburg Advertiser	Wkly, Tue	43,230	0.1%	0.3%
Ster, South	Wkly, Tue	41,460	0.0%	0.0%
Bloemnuus	Wkly, Th	41,184	-1.2%	-1.8%
Rosebank Killarney Gazette	Wkly, Tue	41,019	-0.4%	0.0%
Ethekwini Times	Wkly, Fr	40,980	0.0%	0.0%
Umlazi Times	Wkly, Th	40,980	0.0%	0.0%
Diamond Fields Advertiser	Wkly, Fr	40,000	0.0%	
People s Post Mitchells Plain	Wkly, Tue	40,000	0.0%	-20.0%
Echo Eyethu	Wkly, Th	39,948	0.0%	
Rekord North/Noord	Wkly, Th	39,945	0.0%	0.0%
Benoni City Times	Wkly, Th	38,117	0.2%	0.1%
Alberton Record	Wkly, Wed	37,561	-0.3%	-0.2%

Go & Express	Wkly, Th	37,284	0.0%	-0.2%
Helderberg Gazette & District Mail	Wkly, Wed	36,830	-0.4%	-0.6%
Fourways Review	Wkly, Wed	36,765	-0.3%	-0.3%
Noordkaap Bulletin	Wkly, Th	35,292	0.1%	0.0%
Vista	Wkly, Th	35,249	0.0%	-0.1%
Tongaat & Verulam Tabloid (former Northern Star)	Wkly, Tue	34,980	0.0%	0.0%
South Coast Fever	Wkly, Th	34,800	-0.4%	-0.1%
Ridge Times	Wkly, Tue	34,400	0.0%	0.0%
Rekord Moot	Wkly, Th	33,558	-0.1%	0.0%
North Coast Courier	Wkly, Wed	33,323	11.4%	11.4%
Ster, North	Wkly, Tue	32,760	0.0%	0.0%
Constantiaberg Bulletin	Wkly, Wed	31,316	0.0%	0.0%
Tygerburger Elsies-, Eersterivier & Ravensmead	Wkly, Wed	31,017	-0.5%	
Northcliff & Melville Times	Wkly, Tue	30,946	0.1%	1.6%
False Bay Echo	Wkly, Wed	30,879	0.0%	0.0%
Atlantic Sun	Wkly, Wed	30,794	0.0%	0.0%
Eyethu Bay Watch (Formerly Baywatch)	Wkly, Wed	30,470	0.0%	1.4%
Bolander	Wkly, Wed	30,461	0.0%	0.0%
Tygerburger Table View	Wkly, Wed	30,063	0.0%	0.0%
Express	Wkly, Wed	30,026	-0.1%	-11.9%
UD Express	Wkly, Wed	29,995	0.0%	0.0%
Dolphin Coast Mail	Wkly, Wed	29,960	0.0%	0.0%
East Coast Mail	Wkly, Wed	29,960	0.0%	0.0%
Maritzburg Sun	Wkly, Wed	29,956	0.0%	0.0%
Public Eye	Wkly, Th	29,952	0.0%	0.0%
Rising Sun Lenasia	Wkly, Wed	29,925	0.0%	0.0%
Germiston City News	Wkly, Tue	29,903	-0.2%	0.3%
Issue Mangaung	Wkly, Wed	29,900	0.0%	0.0%
Rekord Mamelodi	Wkly, Fr	29,888	-0.2%	-0.2%
Umlazi Eyethu	Wkly, Fr	29,881	0.0%	0.0%
Polokwane Observer.	Wkly, Th	29,754	0.0%	0.0%
Rekord Noweto	F	28,630	-1.1%	-1.1%
Mdrand Reporter	Wkly, Th	28,393	0.1%	0.6%
People s Post Athlone & Landsdowne	Wkly, Tue	28,000	0.0%	0.0%
Northglen News	Wkly, Fr	27,469	-0.1%	0.2%
Berea Mail	Wkly, Fr	27,137	0.1%	0.1%
Roodepoort Northsider (Formerly Northside Chronicle	Wkly, Th	26,654	0.0%	-0.4%
Krugersdorp News	Wkly, Wed	26,463	0.0%	0.2%
Springs Advertiser	Wkly, Th	25,996	0.4%	-0.1%
Southern Courier	Wkly, Tue	25,329	-0.3%	-0.2%
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	23,951	-0.6%	0.1%
Intshonalanga Eyethu	Wkly, Fr	23,780	0.0%	0.0%
Tygerburger Durbanville	Wkly, Wed	22,008	0.0%	8.3%
People s Post False Bay	Wkly, Tue	22,000	0.0%	0.0%
Xpress Times	Wkly, Wed	21,980	0.0%	0.2%
Issue, Eastern Free State	Wkly, Th	21,900	0.0%	0.0%
Comaro Chronicle	Wkly, Wed	20,943	-0.2%	0.1%
Hermanus Times.	Wkly, Wed	20,786	0.2%	0.1%
Rekord West News/Wes Nuus	F	20,200	0.0%	0.0%
Isolezwe lesiXhosa	Wkly, Th	20,000	0.0%	
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	19,995	0.0%	0.0%
Heidelberg/Nigel Heraut	Wkly, Wed	19,979	0.0%	1.9%
Umgungundlovu Eyethu (former Umngeni)	F	19,960	0.0%	0.0%
Bonus Review	Wkly, Wed	19,880	0.0%	0.2%
Merebank Rising Sun	Wkly, Tue	19,850	0.0%	0.0%

Mid South Coast Rising Sun	Wkly, Tue	19,850	0.0%	0.0%
UGU Eyethu	Wkly, Wed	19,850	-0.4%	0.0%
South Coast Sun	Wkly, Fr	19,837	-0.1%	0.4%
Representative	Wkly, Mon	19,655	0.2%	-3.1%
Swartland Gazette (formerly Swartland Monitor).	Wkly, Tue	19,331	-0.1%	-1.4%
Tygerburger Bellville	Wkly, Wed	19,325	0.5%	0.3%
Brakpan Herald	Wkly, Fr	19,226	0.3%	1.3%
Tygerburger Kuilsrivier	Wkly, Wed	19,079	0.0%	0.0%
Rekord Central/Sentraal	F	18,487	-0.1%	-0.1%
Randfontein / Westonaria Herald.	Wkly, Tue	18,245	-0.1%	0.4%
Tygerburger Brackenfell	Wkly, Wed	18,244	0.1%	0.0%
TygerBurger De Grendel	Wkly, Wed	18,117	0.2%	-0.1%
Southlands Sun	Wkly, Fr	17,751	-0.2%	0.7%
Steelburger	Wkly, Th	17,700	0.0%	0.0%
TygerBurger Tyger Valley	Wkly, Wed	17,085	0.0%	0.0%
Tygerburger Minerton	Wkly, Wed	17,051	0.0%	-0.2%
Potchefstroom Herald.	Wkly, Fr	16,938	0.0%	0.0%
Northern Eyethu	Mtly	15,888	0.0%	0.2%
Tygerburger Kraaifontein	Wkly, Wed	15,360	0.1%	-10.1%
Weskus Nuus	F	14,995	0.0%	0.0%
Alex News	F	14,790	0.0%	0.0%
Tygerburger Goodwood	Wkly, Wed	14,062	0.0%	0.0%
Tygerburger Parow	Wkly, Wed	14,062	0.0%	0.0%
Queensburgh News	F	12,932	-0.7%	0.0%
Vrystaat Kroon	F	12,476	0.5%	1.4%
Breederivier Gazette.	Wkly, Wed	12,225	-1.0%	-1.6%
Carletonville Herald.	Wkly, Fr	11,990	0.0%	0.7%
Zululand Eyethu (formerly Eshowe Watch)	Mtly	11,972	0.0%	1.0%
Village Talk	Wkly, Wed	11,946	0.0%	0.0%
Highvelder, The	Wkly, Fr	11,760	0.0%	0.0%
Herrie	Wkly, Th	11,031	-12.6%	-12.8%
Daily Sun On the GO - EC	Wkly, Th	10,995	0.0%	0.0%
Greytown Gazette	Wkly, Mon	9,980	0.0%	0.0%
Uthukela Eyethu	Wkly, Th	9,964	0.1%	0.7%
Hazyview Herald	F	9,795	0.0%	0.0%
Corridor Gazette	F	9,710	0.0%	0.0%
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	5,879	0.0%	0.0%
Daily Sun On the GO - WC	Wkly, Th	4,995	0.0%	0.0%
The Hilton	Mtly	4,960	0.0%	0.0%
Free State Sun	Wkly, Th	4,937	0.0%	3.9%
Northern Review Weekend	Wkly, Fr	4,836	0.0%	-0.7%
Standerton Advertiser.	Wkly, Tue	4,750	0.0%	0.0%
Mpumalanga Mirror	F	2,990		
Bosvelder Review	Wkly, Th	2,736		
Maluti News	Wkly, Fr	1,595	0.0%	-36.1%
IDISKI TIMES	Wkly, Tue	Terminated		
Inner City Gazette	Wkly, Th	Resigned		
YOUReThekwini	Mtly	Resigned		
City Vision (Khayalitsha)	Wkly, Th	Rebranded		
City Vision (Langa/Gugulethu)	Wkly, Th	Rebranded		
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	Wkly, Th	Rebranded		
Maritzburg Echo	Wkly, Th	Rebranded		
Msunduzi Eyethu (former Edendale)	Wkly, Th	Rebranded		
Tygerburger Eersterivier/Blue Downs	Wkly, Wed	Rebranded		

Tygerburger Elsie'srivier & Ravensmead	Wkly, Wed	Rebranded		
Coastal Weekly	Wkly, Th	Ceased Publishing		
Stanger Weekly	Wkly, Wed	Ceased Publishing		

(Tables credit: Andre Rademan)

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.

- Newspapers: ABC Q1 2024: The slow steady downward trickle continues - 23 May 2024
- Media24 digital publishing audience dips in April - 22 May 2024
- First of its kind MACC Fund to raise R10.2bn to transform creative industry - 13 May 2024
- Under Armour, challenger brand, shows up, launches icon brand house in Sandton City - 29 Apr 2024
- Sabre EMEA 2024 Awards: Razor PR, Retroviral top SA agencies - 18 Apr 2024

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>