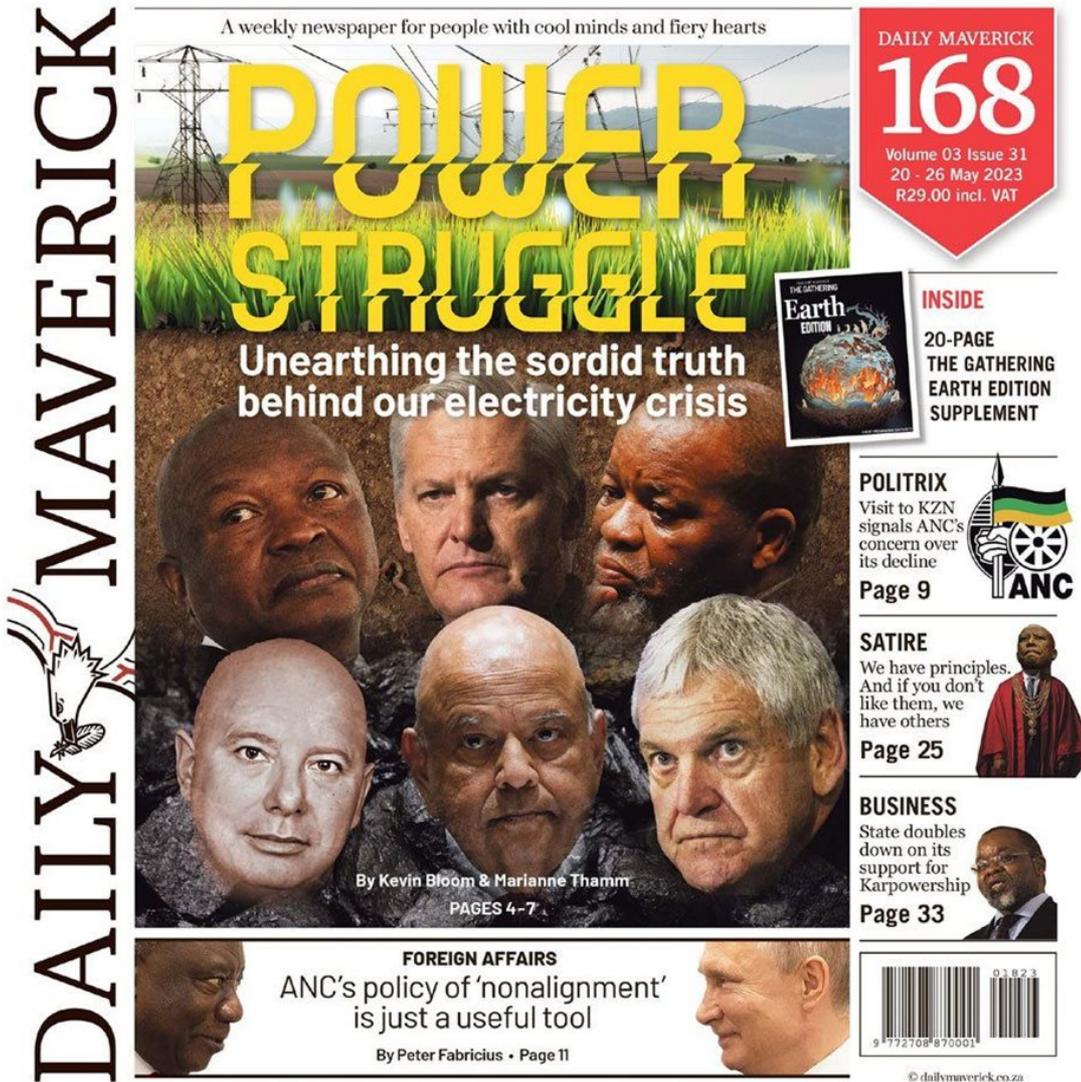


Daily Maverick's *DM168* newspaper posts impressive 11.6% circulation growth amid industry decline

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DM168, the Saturday newspaper by Daily Maverick with a mission to 'Defend Truth' and provide accessible, impact-driven journalism to all South Africans, achieved 11.6% growth in circulation to 9,968 copies. In an industry marked by decline, *DM168*'s remarkable performance stands out as a testament to its unwavering commitment to quality journalism and reader support.



The image shows the front cover of the Daily Maverick newspaper, issue 168. The cover features a large yellow headline 'POWER STRUGGLE' over a background of power lines and a field. Below the headline is a sub-headline 'Unearthing the sordid truth behind our electricity crisis' and a collage of faces of political figures. The cover also includes a red badge with 'DAILY MAVERICK 168' and 'Volume 03 Issue 31 20 - 26 May 2023 R29.00 incl. VAT'. A vertical masthead on the left reads 'DAILY MAVERICK' with a bird logo. The cover lists several articles: 'POLITRIX: Visit to KZN signals ANC's concern over its decline Page 9', 'SATIRE: We have principles. And if you don't like them, we have others Page 25', 'BUSINESS: State doubles down on its support for Karpowership Page 33', and 'FOREIGN AFFAIRS: ANC's policy of 'nonalignment' is just a useful tool By Peter Fabricius • Page 11'. A barcode is visible at the bottom right of the cover.



The advertisement features the Absa logo on the left. The main text reads: 'If we all take small steps we can make big leaps forward'. Below this, it says 'See why we're proud sponsors of The Gathering: Earth Edition.' The background is red with decorative patterns.

Q1 2023 data from the Audit Bureau of Circulation highlights *DM168*'s exceptional growth, underscoring the newspaper's resilience and ability to thrive in a challenging media landscape. Despite a common trend of decline and even shutdown among other newspapers, *DM168* has consistently beaten the odds, capturing the interest and trust of a rapidly expanding

readership keen on a quality weekly publication they can hold in their hands.

Published every Saturday, *DM168* sits alongside its 12-year-old online platform, www.dailymaverick.co.za, to augment its journalism offering to the public. *DM168* delivers a holistic news experience, breaking newly featured stories and allowing readers to digest the week's biggest news.

"DM168's impressive growth is a tribute to the strength of our mission, our skilled team of journalists, sub-editors, and designers, and the steadfast support of our readers," said Heather Robertson, editor of *DM168*.

"When the Daily Maverick's founders first approached me, I was sceptical. However, the demand for a quality printed title is undeniable, and we are profoundly grateful to our reader community who recognise the importance of independent journalism and demonstrate their support by purchasing our newspaper each Saturday."

Daily Maverick's unique membership model allows readers to contribute on a voluntary monthly basis, enabling the news to remain accessible to all South Africans without imposing a paywall. These passionate supporters, Maverick Insiders, play a vital role in ensuring the availability of unbiased and impactful journalism and are also a big part of the success and support of the newspaper.

DAILY MAVERICK 168

Daily Maverick remains committed to its mission, continuously striving to 'Defend Truth', hold power accountable, and shed light on critical issues facing South Africa and the world.

By investing in its newsroom during times when others are downsizing, the editorial team now boasts an unprecedented collection of seasoned journalists and investigative reporters in a South African newsroom. This investment reflects daily online and weekly in *DM168* with journalism that matters, providing readers with profound analysis, stimulating features, and insightful commentary.

Even as *DM168* celebrates its remarkable growth under extraordinarily difficult circumstances, the newspaper remains committed to engaging with its community and expanding its reach, offering the highest quality long-form journalism in a well-designed printed package to its audience.

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About DM168

A weekly newspaper published by Daily Maverick, an independent news publisher dedicated to "Defend Truth" and providing quality journalism to all people in South Africa. In its 12th year of operation, www.dailymaverick.co.za, and now the newspaper *DM168* have defied industry trends by showcasing consistent growth quarter on quarter. Through its voluntary membership model, Daily Maverick ensures the availability of news to all South Africans, relying on the support of its readers to remain accessible to all and pursue its mission