



**Daily Newspapers  
Summary  
April 2011 - June 2011**



Publication Name	Frequency	Cover Price	Sales at 50% and above							Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE			
			Individual	Business	Travel & Commercial							
Beeld, Daily	MD, Mo-Fr	R 6.50	35,161	941		37,242		65	696		74,105	95,128
Bukedde	MD, Mo-Su	UGShs 800.00	124			32,013					32,137	27,307
Burger, Die Daily	MD, Mo-Fr	R 5.20/3.70	21,589	878		37,341		1,848	13		61,669	73,591
Burger, Die Daily	Oos Kaap										10,243	12,438
Burger, Die Daily	Wes Kaap										51,426	61,153
Business Day	MD, Mo-Fr	R 11.50	3,844	18,780	3,244	8,659	221	1,339			36,087	36,116
Cape Argus	MD, Mo-Fr	R 5.20	19,377	1,403		20,861	110		4,173		45,924	52,304
Cape Times	MD, Mo-Fr	R 6.50	14,207	3,490		23,793	69	273	2,118		43,950	44,698
Citizen, The (Daily)	MD, Mo-Fr	R 3.00	3,075	2,435	5,650	51,592		6,960	400		70,112	71,757
Daily Dispatch	MD, Mo-Fr	R 4.50	3,437	1,388	61	23,698	246	57	156		29,043	28,676
Daily Monitor	MD, Mo-Sat	UGShs 1500.00	1,051			23,179					24,230	20,518
Daily Nation	MD, Mo-Sat	KShs 40.00	186			181,131					181,317	171,635
Daily News	MD, Mo-Fr	R 4.80	19,403	438	692	12,830	28		1,680		35,071	38,911
Daily Sun	Mo-Fr	R 2.30	60	96		380,971					381,127	433,224
Diamond Fields Advertiser	MD, Mo-Fr	R 3.80	892	500	500	7,148	34		777		9,851	9,850
Herald, The	MD, Mo-Fr	R 5.00	5,888			15,516	201		508		22,113	22,745
Isolezwe	MD, Mo-Fr	R 2.80	718	268	5	107,143		4			108,138	98,830
Mercury, The	MD, Mo-Fr	R 5.80	13,545	2,390	906	15,063	64	2	950		32,920	34,646
Namibian, The	MD, Mo-Fr	Nam\$ 3.00		572		30,598			48		31,218	27,167
New Vision	MD, Mo-Sat	UGShs 1200.00	1,548			32,230					33,778	30,649
Pretoria News	MD, Mo-Fr	R 4.80	5,782	1,252		14,432	60		3,275		24,801	24,299
Son (Daily)	MD, Mo-Fr	R 3.00 & 3.00				105,486					105,486	121,138
Sowetan	Mo-Fr	R 3.90	1,695	6,695	7,373	88,749		1,636		14,059	120,207	125,130

Publication Name	Frequency	Cover Price	Sales at 50% and above							Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE			
			Individual	Business	Travel & Commercial							
Star, The	MD, Mo-Fr	R 5.80	44,764	11,827	6,800	65,424	247		15,051		144,113	154,092
Taifa Leo	MD, Mo-Sat	KShs 25.00	11			14,247					14,258	12,033
Times of Swaziland	MD, Mo-Fr	E 3.25	798			24,026					24,824	24,652
Volksblad - Daily	Mo-Fr	R 5.20	7,596	674		12,755		62			21,087	26,619
Witness, The	MD, Mo-Fr	R 5.00	9,966	297		9,442		359			20,064	20,600
			<b>214,717</b>	<b>54,324</b>	<b>25,231</b>	<b>1,375,569</b>	<b>1,280</b>	<b>12,605</b>	<b>29,845</b>	<b>14,059</b>	<b>1,727,630</b>	<b>1,826,315</b>

Report Date: 8/17/2011

Revision: 64.0 Q2 2011