



**Weekly 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	Back Issues			
			Individual	Business	Travel & Commercial								
Botswana Gazette , The	Wkly, Wed	Pula 5.00	2	772		23,084					0	23,858	26,364
Botswana Guardian	Wkly, Fr	Pula 7.00	1	2,041		19,753					0	21,795	20,663
Ilanga	2xW, Mo&Th	R 2.50	320			137,968					0	138,288	102,995
Mail & Guardian	Wkly, Fr	R 23.50	5,572	4,914		37,407	123				0	48,016	45,745
Midweek Sun, The	Wkly, Wed	Pula 5.00		1,911		15,388					0	17,299	18,395
Mmegi Reporter, The	4xW, Tu-Fr	Pula 5.00/ 8.00	6	696		11,480					0	12,182	13,732
Motorsport World	Wkly, Fr	R 9.95	41			3,025		667			0	3,733	3,946
Post, The	Wkly, Wed	R 5.80	17,618	76		26,104					0	43,798	42,997
Soccer Laduma	Wkly, Wed	R 3.50				313,106					0	313,106	261,814
Soccer Week	Wkly, Th	R 4.95										terminated	14,105
The Monitor (Formerly Mmegi Monitor)	Wkly, Mon	Pula 6.00	8	715		15,025					0	15,748	17,642
UmAfrika	Wkly, Fr	R 3.00	41			17,190					0	17,231	19,576
Voice, The	Wkly, Fr	Pula 5.50		494		26,919					0	27,413	29,461
			23,609	11,619		646,449	123	667		0	0	682,467	617,435

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