



## URBAN WEEKLY NEWSPAPERS

AVERAGE NET SALES ANALYSIS  
JULY 2004 TO DECEMBER 2004 Rev 1 - 21/2/05



Urban Weekly Newspaper	Lang	Price	Freq	Average Single Copy Sales	Average Subscription Sales	Average Copies sold PMIE	Average Third Party Multiple Bulk Sales (10% limit)	Total average net sales per publishing day	Preceding Period Total average net sales per publishing day
Beeld	A	R 3.20	W,Sat	34,720	51,702	837	1,424	88,683	88,402
Botswana Guardian	E	P2.00	W,Fri	19,415	422			19,837	19,155
Burger, Die	A	R2.50/R4.90	W,Sat	72,778	39,738	975	3,601	117,092	118,678
Citizen, The	E	R 2.80	W,Sat	53,130	4,805			57,935	73,396
City Press	E	R 5.00	W,Sun	150,487	896	21,739	870	173,992	177,615
Ilanga	Z	R1.50	BW, Th, Mon	103,417	180			103,597	101,011
Independent on Saturday	E	R4.00	W,Sat	26,921	23,101	2,717	3,477	56,216	56,220
Mail & Gaurdian	E	R 11.80	W, Fri	30,754	7,064		2,344	40,162	39,612
Midweek Sun	E	P1.75	W, Wed	16,162	409			16,571	15,590
Mmegi Monitor	E, T	P1.50	W, Mon	15,729	260			15,989	15,320
Mmegi/The Reporter	E, T	P2.00	W, Tue, Wed Thu & Fri	10,437		364		10,801	10,857
Post	E	R4.00	W, Wed	25,996	16,579		51	42,626	39,711
Pretoria News	E	R 3.00	W,Sat	9,359	6,184	1,636	227	17,406	16,397
Rapport	A	R 7.00	W, Sun	296,039	4,953	21,739		322,731	325,807
Saturday Dispatch	E	R 2.70	W,Sat	23,010	4,917			27,927	28,231
Saturday Star, The	E	R 4.00	W,Sat	86,037	33,708	16,890	750	137,385	143,797
Soccer-Laduma	E	R 2.40	W, Wed	244,509				244,509	209,547
Son	A	R 2.20	W, Fri	199,959				199,959	179,287
Southern Cross, The	E	R 4.00	W,Wed	8,566	1,365			9,931	9,834
Sunday Independent, The	E	R 8.50	W, Sun	12,574	25,668	2,500	454	41,196	41,464
Sunday Nation	E	KSHS 40	W, Sun					-	
Sunday Sun	E	R 2.75	W,Sun	173,537	201			173,738	172,050
Sunday Times	E	R 7.50	W, Sun	348,595	98,726	44,283	13,798	505,402	504,657
Sunday Tribune	E	R7.00	W, Sun	63,588	39,492	3,000	3,694	109,774	113,577
Sunday Vision	E	UG Shs 900	W,Sun	38,521	315			38,836	38,700
Sunday World	E	R 3.50	W, Sun	134,190	3,227		5,791	143,208	142,912
Taifa Jumapili	K	KSHS18	W, Sun					-	
Volksblad, Die	A	R2.90	W, Sat	12,543	11,884		4	24,431	24,340
Weekend Argus	E	R6.50	W, Sun, Sat	77,943	21,317		4,693	103,953	107,839
Weekend Post	E	R4.90	W,Sat	27,895	5,477			33,372	36,442
Weekend Witness	E	R3.00	W,Sat	18,486	11,787		800	31,073	29,355
<b>Total</b>				<b>2,335,297</b>	<b>414,377</b>	<b>116,680</b>	<b>41,978</b>	<b>2,908,332</b>	<b>2,879,803</b>