



URBAN DAILY NEWSPAPERS

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



Urban Daily 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	MD,M-F	40,119	56,677	1,918	3,356	102,070	105,681
Bukedde	Lu	UG Shs 700	MD,M-S	15,885	21			15,906	14,742
Burger, Die	A	R2.50/R3.75	MD,M-F	59,243	36,963	1,779	6,117	104,102	109,513
Business Day	E	R 4.80	MD,M-F	10,459	28,690		1,392	40,541	42,322
Cape Argus, The	E	R3.20	MD,M-F	42,145	18,945	6,542	5,598	73,230	75,549
Cape Times	E	R3.80	MD,M-F	28,662	17,529	395	2,940	49,526	51,285
Citizen, The	E	R 2.80	MD,M-F	68,518	7,665			76,183	90,978
Daily Dispatch	E	R 2.70	MD,M-F	28,436	4,902			33,338	33,535
Daily Nation	Kis	KS\$35	MD, M-S					-	
Daily News, The	E	R 3.00	MD,M-F	21,369	25,271	3,801	753	51,194	56,256
Daily Sun	E	R 1.30	MD,M-F	364,289		67		364,356	301,865
Diamond Fields Advertiser	E	R 2.20	MD,M-F	6,049	1,924	975		8,948	8,954
Herald, The	E	R 3.00	AD,M-F	22,328	7,391			29,719	30,230
Isolezwe	Z	R 1.70	MD,M-F	64,542	567			65,109	58,848
Mercury, The	E	R 3.80	MD,M-F	18,738	15,749	3,928	928	39,343	40,526
Namibian, The	E	N\$2.00	MD,M-F	21,530	473			22,003	20,685
New Vision, The	E	UG Shs 800	MD,M-S	33,952	673			34,625	34,848
Pretoria News	E	R 3.00	AD,M-F	16,742	8,511	3,248	189	28,690	28,055
Sowetan	E	R 2.50	MD,M-F	114,616	4,243	1,737	2,229	122,825	118,261
Star, The	E	R 3.20	MD,M-F	82,725	65,391	17,677	668	166,461	171,542
Taifa Leo	Kis	KS\$15	MD,M-S					-	
This Day	E	R 3.00	MD,M-F					-	
Times of Swaziland	E		MD,M-F					-	
Volksblad, Die	A	R 2.90	MD,M-F	16,746	11,882	168	222	29,018	28,707
Witness, The	E	R 3.00	MD,M-F	11,777	11,737			23,514	23,804
Total								1,480,701	1,446,186