

VFD Publications

Average Net Distribution

JULY 2004 - DECEMBER 2004 Rev 1 – 21/2/05

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Alberton Record	W, Thu	36,376	31,274	0	3,971	0	0	35,245	35,141
Algoa Sun	W, Thu								
Athlone News	W, Wed	55,425	49,546	0	3,974	59	0	53,579	53,579
Atlantic Sun	W, Thu	32,444	29,117	0	2,033	59	0	31,209	31,209
Barberton Times	W, Wed	8,000	2,000	6,000	0	0	0	8,000	0
Baywatch	W, Fri	22,200	17,100	0	4,700	0	0	21,800	20,100
Bedfordview & Edenvale News	W, Wed	39,471	32,733	0	5,433	0	0	38,166	37,176
Benoni City Times	W, Tue	37,669	30,270	711	5,230	100	0	36,311	36,332
Berea Mail	W, Fri	27,300	18,296	0	8,700	92	0	27,088	27,082
Bloemnuus	W, Fri	42,500	41,000	0	1,305	46	0	42,351	42,338
Boksburg Advertiser	W, Tue	41,549	32,743	0	7,075	50	0	39,868	39,845
Botswana Advertiser	W, Fri	77,116	10,220	0	66,848	0	0	77,068	69,735
Brakpan Herald	W, Tue	15,706	13,830	97	800	50	0	14,777	14,775
Business Day Africa	W, Fri	12,414	0	0	12,414	0	0	12,414	10,146
Business Day PM	MD, M-F	2,490	0	0	2,490	0	0	2,490	2,490
Capetowner	F, Thu	43,879	41,077	0	923	0	0	42,000	42,000
Chatsworth Rising Sun	W, Fri	41,500	41,150	0	0	0	0	41,150	41,150
City Vision - Cape	W, Thu	70,341	54,955	0	15,045	0	0	70,000	70,000
City Vision - Jhb	W, Thu	121,403	63,398	0	52,330	587	0	116,315	99,862
Constantiaberg Bulletin	W, Thu	30,410	27,184	0	1,816	61	0	29,061	29,061
Echo, The	W, Fri	20,000	0	0	18,900	0	0	18,900	0
Express	W, Wed	54,880	0	0	54,660	66	0	54,726	55,483
False Bay Echo	W, Thu	26,442	21,784	0	3,176	61	0	25,021	25,021
Financial Advisers News#	AltM, M-F	10,666	212	0	1,833	7,906	194	10,145	11,836
Fourways Review	W, Wed	35,725	30,343	0	3,821	0	0	34,164	33,435

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Germiston City News	W, Tue	30,417	26,599	0	2,630	50	0	29,279	29,182
Go! Express East London	W, Thu	30,500	30,084	0	0	0	0	30,084	30,084
Goudveld Forum	W, Wed	30,358	29,200	0	984	52	0	30,236	30,245
Helderburg Sun	W, Wed	33,254	30,413	0	1,267	59	0	31,739	31,739
Herrie, Die	W, Thu								
Highvelder/Hoevelder	W, Fri	15,000	0	0	14,900	0	0	14,900	0
Highway Mail	W, Fri	44,450	34,451	0	9,247	0	100	43,798	43,641
Hilltop, The	W, Fri	17,500	14,970	0	2,330	26	0	17,326	17,320
Home Talk - Cape	M, M-F	0	117,500	0	0	0	87	117,587	117,085
Home Talk - Jhb	M, M-F	223,333	215,408	0	0	7,925	0	223,333	226,667
Home Talk - Pretoria	M, M-F	110,000	110,000	0	0	0	0	110,000	110,000
Homemakers Fair - Bloemfontein	M, M-F	42,055	42,055	0	0	0	0	42,055	43,333
Homemakers Fair - Cape	M, M-F	0	112,720	0	0	2,280	280	115,280	115,219
Homemakers Fair - Durban	M, M-F	117,500	117,500	0	0	0	0	117,500	113,000
Homemakers Fair - Jhb	M, M-F	223,333	209,950	0	0	13,383	0	223,333	219,167
Homemakers Fair - Pretoria	M, M-F	110,000	110,000	0	0	0	0	110,000	110,000
Issue, Eastern Free State	F, Thu	16,000	7,954	0	7,950	0	0	15,904	15,885
Johannesburg Eastern Express	W, Tue	18,927	15,583	0	2,417	0	0	18,000	17,919
Kempton Express	W, Thu	46,386	38,999	0	5,899	0	0	44,898	44,084
Kouga Express	W, Thu	20,000	17,000	0	3,000	0	0	20,000	0
Kroonnuus	W, Tue	8,660	6,550	0	1,890	49	0	8,489	8,470
Krugersdorp News	W, Wed	27,205	22,607	0	3,142	0	0	25,749	25,665
Lentswe	W, Fri	13,310	11,418	600	0	0	0	12,018	12,984
Maluti	W, Wed	8,200	5,900	0	2,124	42	0	8,066	8,055
Merebank Rising Sun	F, Fri	22,500	22,300	0	0	0	0	22,300	22,300

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Metro Burger Central/Sentraal	W, Thu	29,739	28,492	0	973	0	0	29,465	29,465
Metro Burger East/Oos	W, Thu	30,198	28,669	0	1,255	0	0	29,924	29,924
Metro Burger Mitchell's Plain	W, Thu	51,080	49,211	0	1,595	0	0	50,806	50,806
Metro Burger West/Wes	W, Thu	28,579	27,180	0	1,125	0	0	28,305	28,305
Meyerton Mail/Pos	W, Tue	6,000	5,600	0	315	32	0	5,947	5,945
Mid Week Record	W, Tue	19,000	16,450	150	2,206	0	0	18,806	18,685
Midrand Reporter	W, Thu	27,595	22,898	0	3,264	0	0	26,162	25,700
Mini - Ads	W, Wed	11,000	8,500	2,160	340	0	0	11,000	11,000
Noordkaap	W, Wed	22,032	14,765	0	7,091	52	0	21,908	21,515
Noordvrystaatse Gazette, Die	W, Fri	6,500	5,400	281	705	43	0	6,429	6,429
Noordwes Gazette	W, Tue	35,000	34,160	0	200	70	0	34,430	34,430
North Coast Courier, The	W, Wed	23,581	1,118	0	22,240	0	89	23,447	20,953
North Eastern Tribune	W, Tue	24,368	19,010	0	3,972	0	0	22,982	23,004
Northcliff & Melville Times	W, Tue	33,270	29,137	0	2,919	0	0	32,056	31,894
Northern Advertiser, The	W, Fri	30,000	0	0	29,749	0	0	29,749	22,129
Northglen News	W, Fri	27,500	20,365	0	6,885	81	0	27,331	27,321
Northside Chronicle	W, Thu	29,742	24,390	0	3,840	0	0	28,230	28,754
Ons Stad	W, Thu	37,475	35,000	0	2,262	58	0	37,320	37,252
Overport Rising Sun	W, Fri	41,500	41,300	0	0	0	0	41,300	41,300
People's Free Press	W, Wed	106,000	99,900	0	6,000	0	0	105,900	105,900
Phoenix Sun	W, Fri	41,500	41,300	0	0	0	0	41,300	41,300
Plainsman, The	W, Wed	74,316	69,458	0	3,052	64	0	72,574	72,574
Port Elizabeth Express	W, Wed	90,036	89,250	0	581	0	0	89,831	89,831
Property Magazine, The	M, Mon								
Queensburgh News	F, Fri	13,200	10,563	0	2,437	58	0	13,058	13,061

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Randburg Sun	W, Thu	58,206	51,165	0	5,366	0	0	56,531	55,432
Record Central/Sentraal	W, Fri	22,790	22,275	0	265	0	0	22,540	22,540
Record Centurion	W, Thu	39,503	37,765	0	1,235	0	0	39,000	38,000
Record East/Oos	W, Wed	55,229	51,899	0	2,721	0	0	54,620	53,620
Record Mamelodi	W, Fri	20,391	19,550	0	450	0	0	20,000	20,000
Record Moot	W, Thu	30,730	30,340	0	140	0	0	30,480	30,230
Record North/Noord	W, Tue	26,480	24,605	0	1,375	0	0	25,980	25,750
Record West News/Wesnuus	W, Fri	17,626	14,770	0	2,451	0	0	17,221	17,769
Ridge Times	W, Fri	27,500	23,300	0	3,400	0	0	26,700	26,700
Roodepoort Record	W, Thu	55,295	46,831	0	6,400	0	0	53,231	53,840
Rosebank Killarney Gazette	W, Tue	28,852	22,839	0	4,474	0	0	27,313	27,238
SA Jewish Reporter	W, Thu	12,340	0	7,375	3,889	0	0	11,264	11,135
Sandton Chronicle	W, Wed	54,995	47,052	0	6,940	0	0	53,992	53,601
Sasolburg Bulletin	W, Tue	10,000	9,800	0	120	31	0	9,951	9,951
Sentinel News	W, Fri	7,532	5,427	0	873	59	0	6,359	6,359
South Coast Sun	W, Fri	18,500	12,115	0	5,485	115	0	17,715	17,685
Southern Courier	W, Wed	54,305	45,641	0	7,091	0	0	52,732	52,729
Southern Mail	W, Wed	43,750	39,512	0	2,888	60	0	42,460	42,460
Southern Suburbs Tatler	W, Thu	40,364	34,733	0	3,997	59	0	38,789	38,789
Southlands Sun	W, Fri	18,000	14,376	0	3,324	63	0	17,763	17,754
Steelburger	W, Fri	10,500	0	0	10,440	0	0	10,440	0
Tabletalk	W, Wed	47,066	42,320	0	2,900	59	0	45,279	45,279
TechSmart	M, M-F	99,183	0	0	19,408	76,667	0	96,075	97,596
Times of Ladysmith (inc. Drakensburger)	F, Fri	15,200	14,800	0	0	26	0	14,826	14,826
Times of Newcastle (inc. Inkanyezi)	F, Fri	20,200	20,000	0	0	15	0	20,015	20,678

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Today	2xA, M-F								
Tygerburger Bellville	W, Wed	25,468	23,073	0	2,184	0	0	25,257	25,021
Tygerburger Durbanville	W, Wed	16,077	14,964	0	902	0	0	15,866	13,417
Tygerburger Goodwood/Pinelands	W, Wed	22,966	19,628	0	3,127	0	0	22,755	22,755
Tygerburger Kraaifontein/Brackenfell=	W, Wed	23,994	22,916	0	867	0	0	23,783	0
Tygerburger Kuilsrivier	W, Wed	8,087	7,339	0	537	0	0	7,876	0
Tygerburger Kus/Coast	W, Wed	36,512	32,433	0	3,868	0	0	36,301	36,301
Tygerburger Parow	W, Wed	17,803	13,848	0	3,744	0	0	17,592	17,592
Tygartalk Bellville / Durbanville	W, Thu	38,247	34,469	0	2,096	59	0	36,624	36,624
Tygartalk Goodwood / Parow	W, Wed	30,866	25,270	0	4,090	59	0	29,419	29,419
UD News / Nuus	W, Thu	27,199	22,600	0	4,526	0	0	27,126	27,126
Umzinto Rising Sun	W, Fri	13,000	12,800	0	0	0	0	12,800	12,800
Urban Edge, The	M, M-F	50,000	40,326	0	8,708	0	0	49,034	49,826
Vaal Ster	W, Tue	62,627	57,448	157	4,850	37	0	62,492	62,727
Vaal Vision	W, Thu	65,200	58,200	614	6,200	36	0	65,050	65,133
Vista	W, Thu	37,850	33,000	0	4,684	44	0	37,728	37,732
Vukani	W, Thu	77,338	74,091	0	1,409	60	0	75,560	75,560
Total								4,498,521	4,349,311

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