

### Annexure 3A : Circulation profile of the mainstream newspapers

Newspaper	Target market	Circulation (ABC Figures) July-December 1999	Readership AMPS June 2000A	Circulation areas
Cape Argus	Middle income readers in Cape Town	77 279	351 000	Western Cape 95% sales in Cape Town
Cape Times	Middle income readers in Cape Town	48 594	255 000	Western Cape 87% sales in Cape Town
Saturday/ Sunday Argus	Broad market	108 000	477 000	Western Cape 91% sales in Cape Town Peninsula
Daily News	Mass, middle market of Greater Durban; non-racial; all income groups	79 900	367 000	99.9% circulation in the whole of KZN
Die Burger	Afrikaans speakers	88 000 W. Cape 24 977 E Cape	600 000	Western Cape and Eastern Cape
Daily Dispatch	Non-racial all incomes	37927	218 000	Eastern Cape (mainly East London and Transkei)
Die Volksblad	Afrikaans speakers	31 928 week-days 28 063 weekends	127 000	Free State and Northern Cape
The Star	Non-racial; all incomes	162 703	855 000	National Greater JHB as the core market
Rapport Sunday Tribune	Afrikaans speaking people Middle income; non racial	343 665 112 000	1 762 000 406 000	National and Namibia 97.6 % in KZN
Sowetan	Black; all incomes	206 000	2 145 000	National More than 62% in Gauteng
City Press	97% black readership	323 612	2 381 000	National, (close to 50% Gauteng)
Sunday Times	Non-racial middle to upper income	457511	3 212 000	National
Saturday Star	Non-racial	136 496	503 000	National Gauteng as core market
Business Day	Non-racial decision makers	44341	146 000	67% Gauteng
Pretoria News	Broad market in Pretoria	25 085	202 000	Greater PTA metropolis

Weekend Pretoria News	Broad market	13 874	73 000	Greater PTA metropolitan
Independent on Saturday	Broad market non-racial	73 600	338 000	99.64 % in KZN
The Sunday Independent	Decision makers	40 462	184 000	National
Diamond Field Advertiser	Broad market	8 236	45 000	Kimberley and Griqualand West
Post	Indians all incomes	46 200	314 000	KZN
The Mercury	Middle income non-racial	40 800	249 000	99% circulation in KZN
Mail and Guardian	Non-racial, middle income	37 000	192 000	National
Citizen	Broad market	121435	897 000	National with Gauteng as core market
Ilanga	Zulu speaking	117061	1 440 000 (Tues) and 1 313 000 (Thur)	Gauteng and KZN
Beeld	Afrikaans speaking	91 201	469 000	Kwazulu-Natal, N.Province, Mpumalanga, North West and Gauteng