**Daily newspaper circulation fell by 10%**

**Updated: 10 May 2019**

***by Herman Manson (***[***@marklives***](http://twitter.com/marklives)***)***The Audit Bureau of Circulations of South Africa has released newspaper-circulation statistics for the period January–March 2019.

**Newspaper overview**

* Total newspaper circulation **declined** by 1.4% the previous quarter, and by 5.0% on the previous year
* Daily newspapers **declined** by 2.6% on the previous quarter, and by 10.5% on the previous year
* Weekly newspapers **declined** by 0.5% on the previous quarter, and by 7.9% on the previous year
* Weekend newspapers **declined** by 1.6% on the previous quarter, and by 10.4% on the previous year
* Local newspapers **increased** by 0.2% on the previous quarter, but declined by 8.1% on the previous year
* Free newspapers **declined** by 1.4% on the previous quarter, and by 3.0% on the previous year

According to the Jan-Mar 2019 numbers there was a sharp decline in the sales of newspapers across South Africa.



**Daily papers**

**In Gauteng**

**Pretoria News** has declined from 12 600 to 12 478 (copy sales: 6 839) in the corresponding previous

period (Q1 2018).

**Beeld** has fallen from 36 182 to 32 797.

**The Star** is down from 75 836 to 72 010 (sales below 50%: 9 974; contracted travel sales: 19 978).

**Sowetan** has inched up from 70 120 to 70 737.

**In the Cape**

**Die Burger** (Eastern and Western Cape editions) has declined from 47 420 to 39 625

(after moving the Eastern Cape edition to digital only, except for a printed Friday paper).

The **Cape Argus** has decreased from 27 946 to 27 245 (sales below 50%: 3 551), while the

**Cape Times** has declined from 29 994 to 29 523 (sales below 50%: 3 057).

Son has fallen from 62 842 to 55 126.

**In KwaZulu-Natal**

**Daily News** is down from 23 105 to 22 393 (sales below 50%: 3 782; contracted travel sales: 4 364) and

**The Mercury** has fallen from 25 659 to 24 402 (sales below 50%: 3 427; contracted travel sales: 4 132).

**The Witness** has declined from 11 681 to 10 779.

**The Citizen** has fallen from 45 358 to 40 481 (multi copy sales = 4 176, contracted travel sales = 8 253)

**Business Day** has declined from 20 350 to 18 053 (sales below 50% = 2 341).

**The Daily Sun** has fallen from 141 187 to 117 220.

**Isolezwe** has decreased from 86 342 to 72 495.