

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

The “AMPS[®] 2009AB is the first 12 month full DS-CAPI database. As a result of methodological changes introduced with DS-CAPI, the readership data is not comparable with previous surveys.

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS 2009AB.

Over and above the thousands of readers and percentages of the total adult population for each publication, the table also indicates the range (both in percentages and thousands) in which the true readership figure lies, with a statistical certainty of 95%.

Let us look at two examples:

Example 1 - Beeld (daily) - 493,000 readers, 1.5% of total adults - AMPS 2009AB.

The table indicates that there is a range of plus or minus 0.15%; and plus or minus 49,000 readers. This means that we can be 95% certain that the true value of Beeld lies somewhere in the range (1.5 – 0.15% to 1.5 + 0.15%, that is, 1.35% to 1.65%) or (493,000 – 49,000 to 493,000 + 49,000, that is, 444,000 to 542,000 readers).

Example 2 – Daily Sun – 4,659,000 readers, 14.3 of total adults – AMPS 2009AB

The table indicates that there is a range of plus or minus 0.43; and plus or minus 141,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (14.3– 0.43 to 14.3+ 0.43, that is 13.87 to 14.73 or (4,659,000 – 141,000 to 4,659,000 + 141,000, that is, 4,518,000 to 4,800,000 readers).

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS 2009AB				
	25170	25170			
	32498	32498			
	'000s	%	± %	± '000	
<u>DAILY NEWSPAPERS</u>					
BEELD	493	1.5	0.15	49	
BURGER	435	1.3	0.14	45	
BUSINESS DAY	91	0.3	0.07	22	
CAPE ARGUS	292	0.9	0.12	38	
CAPE TIMES	215	0.7	0.10	33	
CITIZEN	485	1.5	0.15	49	
DAILY DISPATCH	309	1.0	0.12	40	
DAILY NEWS	563	1.7	0.16	52	
DAILY SUN	4659	14.3	0.43	141	
DAILY VOICE	584	1.8	0.16	53	
DFA	81	0.2	0.06	18	
HERALD	278	0.9	0.12	38	
ISOLEZWE	771	2.4	0.19	61	
MERCURY	269	0.8	0.11	36	
PRETORIA NEWS	160	0.5	0.09	28	
SON	776	2.4	+	0.19	61
SOWETAN	1487	4.6		0.26	84
THE STAR	675	2.1	#	0.18	58
THE TIMES	397	1.2		0.13	44
VOLKSBLAD	126	0.4		0.08	25
THE WITNESS	153	0.5		0.09	28
ANY "AMPS" DAILY NEWSPAPER	9281	28.6	0.56	181	
<u>WEEKLY NEWSPAPERS</u>					
BEELD NAWEEK (SAT)	186	0.6	0.10	31	
BURGER (SAT)	357	1.1	0.13	42	
CITIZEN (SAT)	416	1.3	#	0.14	45
CITY PRESS (SUN)	2142	6.6	0.31	100	
ILANGA LANGESONTO (SUN)	837	2.6	0.20	64	
INDEPENDENT ON SATURDAY	301	0.9	0.12	38	
ISOLEZWE NGESONTO (SUN)	645	2.0	0.17	56	
MAIL & GUARDIAN (FRI)	465	1.4	0.15	47	
POST (WED)	432	1.3	0.14	45	
PTA NEWS WEEKEND (SAT)	85	0.3	#	0.07	22
RAPPORT (SUN)	1478	4.5	0.26	83	
SATURDAY DISPATCH	111	0.3	0.07	22	
SATURDAY STAR	475	1.5	0.15	49	
SOCCER LADUMA	2883	8.9	0.35	114	
SONDAG	161	0.5	#	0.09	28
SUNDAY INDEPENDENT	148	0.5	0.09	28	
SUNDAY SUN	2592	8.0	0.34	109	
SUNDAY TIMES	4229	13.0	0.42	135	
SUNDAY TRIBUNE	739	2.3	0.19	60	
SUNDAYWORLD	1890	5.8	0.29	94	
UMAFRIKA (FRI)	258	0.8	0.11	36	
VOLKSBLAD (SAT)	79	0.2	0.06	18	
WEEKEND ARGUS SATURDAY	267	0.8	0.11	36	
WEEKEND ARGUS SUNDAY	181	0.6	0.10	31	
WEEKEND WITNESS (SAT)	150	0.5	0.09	28	
WEEKENDPOST (SAT)	294	0.9	0.12	38	
THE ZIMBABWEAN (THURS)	80	0.2	0.06	18	
ANY "AMPS" WEEKLY NEWSPAPER	11366	35.0	0.59	191	

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INFORMANTS POPULATION ('000)	AMPS 2009AB				
	25170 32498	25170 32498			
	'000s	%	± %	± '000	
<u>BI-WEEKLY NEWSPAPERS</u>					
ILANGA (MON/THU)	809	2.5	0.19	63	
<u>MONTHLY NEWSPAPERS</u>					
BIGNEWS	67	0.2	0.06	18	
THE TEACHER	194	0.6	0.10	31	
ANY "AMPS" MONTHLY NEWSPAPER	261	0.8	0.11	36	
ANY "AMPS" NEWSPAPER	15324	47.2	0.62	200	
<u>WEEKLY MAGAZINES</u>					
AUTO TRADER.CO.ZA	871	2.7	+	0.20	65
DRUM	2300	7.1		0.32	103
FARMER'S WEEKLY	123	0.4		0.08	25
FM (FINANCIAL MAIL)	297	0.9		0.12	38
FINWEEK	89	0.3		0.07	22
HEAT	590	1.8		0.16	53
HUISGENOOT	2406	7.4	+	0.32	105
LANDBOU WEEKBLAD	225	0.7		0.10	33
MOVE!	1942	6.0		0.29	95
PEOPLE	1647	5.1	+	0.27	88
TIME	328	1.0		0.12	40
VROUEKEUR	467	1.4		0.15	47
YOU	2387	7.3	+	0.32	104
ANY "AMPS" WEEKLY MAGAZINE	8366	25.7	+	0.54	175
<u>FORTNIGHTLY MAGAZINES</u>					
KICKOFF	3136	9.6		0.36	118
TVPLUS	2000	6.2	+	0.30	97
ANY "AMPS" FORTNIGHTLY MAGAZINE	4840	14.9		0.44	143
<u>MONTHLY MAGAZINES</u>					
AFRICA GEOGRAPHIC	131	0.4		0.08	25
AMAKHOSI	1966	6.0		0.29	95
ANIMALTALK	234	0.7	+	0.10	33
BABA & KLEUTER	80	0.2		0.06	18
BIKE SA MAGAZINE	247	0.8		0.11	36
BONA	3010	9.3		0.36	117
CAR	1206	3.7	+	0.23	76
CARAVAN & OUTDOOR LIFE	136	0.4		0.08	25
CLEO	118	0.4		0.08	25
COMPLEAT GOLFER	118	0.4		0.08	25
CONDE NAST HOUSE & GARDEN	407	1.3		0.14	45
COSMOPOLITAN	1109	3.4		0.22	73
DESTINY	262	0.8		0.11	36
ELLE	387	1.2		0.13	44
ENTREPRENEUR	182	0.6		0.10	31
ESSENTIALS	168	0.5		0.09	28
FAIRLADY	1076	3.3		0.22	72
FEMINA	294	0.9		0.12	38
FHM	807	2.5		0.19	63
FINESSE	305	0.9		0.12	38

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MONTHLY MAGAZINES (Cont.)				
FOOD & HOME ENTERTAINING	694	2.1	0.18	58
GETAWAY	614	1.9	0.17	55
GLAMOUR	577	1.8	0.16	53
GO! / WEG!	288	0.9	0.12	38
GOLF DIGEST	168	0.5	0.09	28
GQ SA	239	0.7	0.10	33
HOME / TUIS	430	1.3	+ 0.14	45
HOUSE AND LEISURE	193	0.6	0.10	31
IDEAS / IDEES	229	0.7	0.10	33
LEEF MET HART & SIEL	116	0.4	0.08	25
LEISURE WHEELS	162	0.5	0.09	28
LIG GESINSTYDSKRIF	80	0.2	0.06	18
LIGHT \$\$	15	0.0	0.00	0
LIVING AND LOVING	658	2.0	0.17	56
LONGEVITY MAGAZINE	76	0.2	0.06	18
MAN MAGNUM	52	0.2	0.06	18
MARIE CLAIRE	331	1.0	0.12	40
MEN'S HEALTH	967	3.0	0.21	68
NAG	158	0.5	0.09	28
NATIONAL GEOGRAPHIC	518	1.6	0.16	50
NOSEWEEK	59	0.2	0.06	18
O' THE OPRAH MAGAZINE	558	1.7	0.16	52
PCFORMAT	256	0.8	0.11	36
PEOPLE PUZZLES	485	1.5	0.15	49
POPULAR MECHANICS	182	0.6	0.10	31
PROPERTY:THE PROPERTY MAGAZINE	421	1.3	0.14	45
READER'S DIGEST SA	461	1.4	0.15	47
REAL	937	2.9	0.21	67
ROOI ROSE	954	2.9	0.21	67
RUNNER'S WORLD	114	0.4	0.08	25
SA 4X4	221	0.7	+ 0.10	33
SA COMPUTER MAGAZINE SACM	45	0.1	0.04	13
SA COUNTRY LIFE	153	0.5	0.09	28
SA GARDEN/SA TUIN PALEIS	246	0.8	0.11	36
SA GARDEN & HOME	725	2.2	0.18	59
SA HOME OWNER	286	0.9	0.12	38
SA HUNTER/JAGTER	60	0.2	0.06	18
SA INDIA.COM	121	0.4	0.08	25
SALTWATER GIRL MAGAZINE **	231	0.7	0.10	33
SARIE	844	2.6	0.20	64
SEVENTEEN	402	1.2	+ 0.13	44
SHAPE	215	0.7	0.10	33
SOUL	320	1.0	0.12	40
SPEED & SOUND MAGAZINE	809	2.5	0.19	63
SPORTS ILLUSTRATED SA	428	1.3	0.14	45
STYWE LYNE / TIGHT LINES	121	0.4	0.08	25
SUCCEED	125	0.4	0.08	25
TASTE (WOOLWORTHS)	129	0.4	0.08	25
THE GARDENER	308	0.9	0.12	38
TOPBILLING	871	2.7	+ 0.20	65
TOPCAR	821	2.5	+ 0.19	63
TRUE LOVE	3223	9.9	0.37	120
DIE TUINIER	76	0.2	0.06	18
WEGSLEEP **	86	0.3	0.07	22
WIEL	127	0.4	0.08	25
WINE MAGAZINE	155	0.5	0.09	28
WOMAN & HOME	359	1.1	0.13	42
YOUR BABY	263	0.8	0.11	36
YOUR FAMILY	491	1.5	0.15	49
ANY "AMPS" MONTHLY MAGAZINE	12218	37.6	+ 0.60	194

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<u>ALTERNATE MONTHLY MAGAZINES</u>				
AFRICA BIRDS & BIRDING	100	0.3		22
AVOCADO / AVOKADO	78	0.2		18
BICYCLING	133	0.4		25
DE KAT	121	0.4	+	0.08 25
DRIVE OUT / WEGRY	116	0.4	+	0.08 25
ELLE DECORATION	145	0.4		25
FITPREGNANCY	144	0.4	#	0.08 25
GOOD TASTE	83	0.3		22
HABITAT	97	0.3		22
HUSTLER	300	0.9		38
HYPE	675	2.1	+	0.18 58
LOSLYF	71	0.2		0.06 18
PSYCHOLOGIES MAGAZINE SA	133	0.4		25
SOCCERLIFE FOURFOUR TWO **	876	2.7	+	0.20 65
STUFF	58	0.2		0.06 18
SUTRA ** \$\$	15	0.0		0.00 0
VISI	43	0.1		0.04 13
VUK'UZENZELE	1177	3.6	+	0.23 75
YOUR PREGNANCY **	312	1.0		0.12 40
ZIGZAG	119	0.4		0.08 25
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3630	11.2	+	0.39 127
<u>QUARTERLY MAGAZINES</u>				
AA TRAVELLER	247	0.8		0.11 36
PERSONAL FINANCE	263	0.8		0.11 36
PRIVE	30	0.1		0.04 13
SARIE KOS	126	0.4		0.08 25
DIE WOORD VIR VANDAG \$\$	25	0.1		0.04 13
THE WORD FOR TODAY \$\$	16	0.0		0.00 0
YOU PULSE/HUISGENOOT POLS	145	0.4		0.08 25
ANY "AMPS" QUARTERLY MAGAZINE	789	2.4		0.19 61
ANY "AMPS" MAGAZINE	16237	50.0	+	0.62 201
ANY "AMPS" NEWSPAPER / MAGAZINE	20508	63.1		0.60 194
<u>SUBSCRIBER MAGAZINES</u>				
DISH/SKOTTEL(DSTV)	1798	5.5	+	0.28 92
M (M-NET)	104	0.3		0.07 22
MAGIC (M-NET)	165	0.5		0.09 28
VODAWORLD MAGAZINE	1496	4.6		0.26 84
ANY "AMPS" SUBSCRIBER MAGAZINE	3141	9.7		0.37 119

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