



Weekly Newspaper Summary January - March 2018



| Sales at 50% and above | | | | | | | | | | | | | | |
|--------------------------------------|------------|-------------------|---------------|--------------|---------------------|----------------|--------------|------------------|----------|-------------|-----------------|-------------------|---------------------------|-------------------------------|
| Subscriptions | | | | | | | | | | | | | | |
| Publication Name | Frequency | Cover Price | Individual | Business | Travel & Commercial | Copy Sales | PDF Replica | Third Party Bulk | PMIE | Back Issues | Sales below 50% | TOTAL CIRCULATION | Immediate Previous Period | Corresponding Previous Period |
| African Times Newspaper | Wkly, Wed | R5.00 / | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | No submission | 2,433 | New Member |
| Botswana Gazette , The | Wkly, Wed | Pula 9.50 / | 0 | 662 | 0 | 8,690 | 0 | 0 | 0 | 0 | 0 | 9,352 | 9,232 | 10,674 |
| Botswana Guardian | Wkly, Fr | Pula 10.00 / | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Suspended | No Submission | 11,812 |
| Confidante | Wkly, Th | Nam\$ 5.00 / | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Suspended | No Submission | 9,195 |
| Ilanga | 2xW, Mo&Th | R 3.70 / | 235 | 0 | 0 | 56,246 | 0 | 0 | 0 | 0 | 0 | 56,481 | 57,887 | 72,635 |
| Lesotho Times | Wkly, Th | R 6.00 / | 264 | 0 | 0 | 7,566 | 0 | 0 | 0 | 0 | 0 | 7,830 | 7,869 | 7,842 |
| Mail & Guardian | Wkly, Fr | R 37.50 / | 1,476 | 1,436 | 6,000 | 17,134 | 899 | 0 | 0 | 0 | 0 | 26,945 | 27,969 | 30,148 |
| Midweek Sun, The | Wkly, Wed | Pula 7.00 / | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Suspended | No Submission | 7,801 |
| Mmegi Reporter, The | 4xW, Tu-Fr | Pula 6.00/10.00 / | 9 | 554 | 0 | 10,212 | 0 | 0 | 0 | 0 | 0 | 10,775 | 5,584 | 6,310 |
| Post, The | Wkly, Wed | R 7.80 / | 14,243 | 61 | 115 | 19,853 | 89 | 153 | 0 | 0 | 2,796 | 37,310 | 40,027 | 40,154 |
| Soccer Laduma | Wkly, Wed | R 3.70 / | 0 | 0 | 0 | 252,004 | 37 | 0 | 0 | 0 | 0 | 252,041 | 250,006 | 284,276 |
| The Monitor (Formerly Mmegi Monitor) | Wkly, Mon | Pula 7.00 / | 5 | 463 | 0 | 7,997 | 0 | 0 | 0 | 0 | 0 | 8,465 | 7,793 | 8,445 |
| Voice, The | Wkly, Fr | Pula 8.50 / | 0 | 2,248 | 0 | 13,757 | 0 | 0 | 0 | 0 | 0 | 16,005 | 15,949 | 17,438 |
| Total | | | 16,232 | 5,424 | 6,115 | 393,459 | 1,025 | 153 | 0 | 0 | 2,796 | 425,204 | 424,749 | 506,730 |

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