

Table 1

CONTENT ANALYSIS OF GELD-RAPPORT 2002

DESCRIPTION	A CATEGORY	B SUB-CATEGORY	2002 ISSUES AND (NUMBER OF PAGES)				TOTAL 244	%	%	
			3/3 (56)	2/6 (60)	1/9 (64)	24/11 (64)				A & B
1. Advertisements	a. Loose standing advertisements		11	7	11	11	40	30.08	30.08	
	b. Advertorials		2	1	2	0	5	3.76	3.76	
	c. Advertisements linked to content on same or adjoining pages	i Through writer		6	16	21	19	62	46.62	61.65
		ii Through brand/product mention		2	1	0	0	3	2.26	
		iii Through related topic article		5	4	4	4	17	12.78	
	d. Advertisements linked to content but not on the same or adjoining pages	i Through writer		1	0	0	0	1	0.75	4.51
		ii Through brand/product mention		0	3	0	0	3	2.26	
		iii Through related topic article		0	2	0	0	2	1.50	
	Total advertisements		27	34	38	34	133	100.00	100.00	
2. Advertising ratio	No of advertisements to total no of pages over full year	i Full page/full colour	18	18	21	17	74	30.33		
		ii Half page/full colour	9	16	17	17	59	24.18		
		iii Black & white	0	0	0	0	0	-		
	Totals		27	34	38	34	133	54.51		
3. Article origin	a. Unspecified	i Loose standing articles	0	0	0	0	0	-	2.75	
		ii Articles linked to ads on same or adjoining pages	2	1	0	0	3	2.75		
		iii Articles linked to ads but not on the same or adjoining pages	0	0	0	0	0	-		
	b. Staff-written	i Loose standing articles	0	0	0	0	0	-	0.92	
		ii Articles linked to ads on same or adjoining pages	1	0	0	0	1	0.92		
		iii Articles linked to ads but not on the same or adjoining pages	0	0	0	0	0	-		
	c. Special correspondent	i Loose standing articles	13	6	6	10	35	32.11	96.33	
		ii Articles linked to ads on same or adjoining pages	9	19	21	19	68	62.39		
		iii Articles linked to ads but not on the same or adjoining pages	1	1	0	0	2	1.83		
		Total articles		26	27	27	29	109	100.00	100.00
4. News Related articles	a. Link: Article origin to special themed topics	i National budget	3	0	0	0	3	9.38		
		ii Tax issues	0	3	0	0	3	9.38		
		iii Bear market	0	0	3	0	3	9.38		
		iv Property	0	0	0	5	5	15.63		
		v Wealth creation	5	0	0	0	5	15.63		
		vi Offshore investments	0	5	0	4	9	28.13		
		vii Health care	0	0	4	0	4	12.50		
		Totals	8	8	7	9	32	100.00		
	b. Link: Ads to special themed topics	i National budget	1	0	0	0	1	4.35		
		ii Tax issues	0	2	0	0	2	8.70		
		iii Bear market	0	0	1	0	1	4.35		
		iv Property	0	0	0	7	7	30.43		
		v Wealth creation	0	0	0	0	0	-		
		vi Offshore investment	0	5	0	2	7	30.43		

	vii Health care	0	0	5	0	5	21.74
	Totals	1	7	6	9	23	100.00