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The impact of income-generating strategies at newspapers: a study of Geld

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Table 1 **CONTENT ANALYSIS OF GELD-RAPPORT 2002**

DESCRIPTION	A CATEGORY	B SUB-CATEGORY	2002 ISSUES AND (NUMBER OF PAGES) 3/3 (56)	 2/6 (60)	 1/9 (64)	 24/11 (64)	TOTAL 244	% A & B	% A Only
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	
		ii Through brand/product mention	2	1	0	0	3	2.26	
		iii Through related topic article	5	4	4	4	17	12.78	61.65
	d. Advertisements linked to content but not on the same or adjoining pages	i Through writer	1	0	0	0	1	0.75	
		ii Through brand/product mention	0	3	0	0	3	2.26	
		iii Through related topic article	0	2	0	0	2	1.50	4.51
	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	-	
		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	-	2.75
	b. Staff-written	i Loose standing articles	0	0	0	0	0	-	
		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	-	0.92
	c. Special correspondent	i Loose standing articles	13	6	6	10	35	32.11	
		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	96.33
	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**