

Appendix A

South African Daily Newspapers Average Circulation (ABC)

Urban Dailies	Price	Average Jul-Dec 2004	Average Jan-Jun 2004	Average Jul-Dec 2003	Average Jan-Jun 2003
Beeld	R3.20	102,070	105,681	101,367	101,517
Burger, Die	R3.75	104,102	109,513	102,902	106,617
Business Day	R4.80	40,541	42,322	42,057	41,591
Cape Argus, The	R3.20	73,230	75,549	73,206	75,475
Cape Times	3.80	49,526	51,285	48,812	51,235
Citizen, The	2.80	76,183	90,978	98,228	98,261
Daily Dispatch	2.50	33,338	33,538	32,770	34,025
Daily News, The	3.00	51,194	56,256	51,131	56,080
Daily Sun	1.30	364,356	301,865	235,286	177,900
Isolezwe	1.70	65,109	58,848	55,195	44,518
Mercury, The	3.80	39,343	40,526	39,235	40,413
Pretoria news	3.00	28,690	28,055	27,164	27,980
Sowetan	2.50	122,825	118,261	123,590	142,852
Star, The	3.20	166,481	171,542	165,948	171,336
Volksblad, Die	2.90	29,018	28,707	27,179	28,131
Witness, The	3.00	23,514	23,804	23,408	24,215

Top 10 Advertisers in South African Daily Newspapers

Advertiser	Rank	Total
Shoprite / Checkers	1	108,166,694
Pick n Pay	2	93,458,702
Spar South Africa	3	54,040,683
E.tv	4	53,390,702
Mobile Telephone Network	5	50,424,563
Government National	6	48,241,233
Ster Kinekor Films	7	37,827,794
Standard Bank	8	32,522,088
Vodacom Communications	9	30,200,154
Nu Metro Film Distribution	10	29,549,575
TOTAL		537,822,188

(Excluding Self Promotion)

Source: Audit bureau of Circulation (Cited in de Wet 2005)

Table 1. The Structure of the South African Newspaper Market (Daily Papers)⁶²

Dailies	Company	Readership (1000's)	Market Share (Daily)	Market Share (Total)	Control
Beeld	Naspers	339	5%	1%	Directors/Sanlam
Burger	Naspers	549	8%	2%	Directors/Sanlam
Business Day	Johnnic	120	2%	>1%	NEC
Cape Argus	Independent	405	6%	2%	Independent Newspapers PLC
Cape Times	Independent	295	4%	1%	PLC
Citizen	Caxton/Kagiso	534	7%	2%	Various
Daily Dispatch	Johnnic (70%)	220	3%	1%	NEC
Daily News	Independent	294	4%	1%	Independent Newspapers PLC
Daily Sun	Naspers	874	12%	4%	Directors/Sanlam
Herald	Johnnic	174	2%	1%	NEC
Isolezwe	Independent	268	4%	1%	Independent Newspapers PLC
Mercury	Independent	184	3%	1%	Independent Newspapers PLC
Natal Witness	Private	149	2%	1%	PLC
Pretoria News	Independent	98	1%	>1%	Independent Newspapers PLC
The Star	Independent	1983	27%	8%	Independent Newspapers PLC
Sowetan	Nail	649	9%	3%	Safika Holdings
Volksblad	Naspers	100	1%	>1%	Directors/Sanlam

⁶² Market share is calculated using AMPS (All Media Products Survey) 2003 *readership* (not sales) figures. Readership figures give a more accurate picture of the number of people that a particular publication is reaching. No AMPS figures are yet available for *ThisDay*. The *total* market share figures include the weekly publications and are calculated on a *per edition* basis (not per week). (Cited in Bennet 2004)

Appendix B

Interview Question Guides

Interview Questions (*ThisDay's* management)

- **Nduka Obaigbena (no response)**
 - **Justice Malala (Editor)**
 - **John Matisonn (Editorial Director)**
1. It is generally widely accepted that *ThisDay* was the best daily paper South Africa ever had, do you agree?
 2. What was *ThisDay's* vision as a daily newspaper?
 3. *ThisDay's* management and staff spent one year in planning strategy, was this necessary?
 4. What specific Strategies did *ThisDay* employ in her attempt to enter the market?
 5. Do you think these strategies were appropriate?
 6. With the concentration of media ownership in South Africa, was it possible for *ThisDay* to break into the South African media landscape without being affiliated to the major groups?
 7. What was the significance of *ThisDay's* pricing structure and its targeted market?
 8. When it was revealed that *ThisDay's* circulation figures were inflated, did this have an immediate impact on advertising revenue?
 9. Who were the advertisers in *ThisDay*?
 10. Do you think that the traditional 'Wait and See' attitude of the advertisers contribute to *ThisDay's* demise?
 11. When it became apparent that *ThisDay* was in serious distress, what steps did management take to attract more investors?
 12. What was the significance of the MTN yellow paper?
 13. Can xenophobia be a reason for the negative media reports on *ThisDay*?
 14. If you do, is it possible to be that good and yet suffer the same fate as *ThisDay*?
 15. What do you think this portends for South Africa's journalism?
 16. In your candid opinion, can you tell us why *ThisDay* failed?
 17. If you were to re-launch the paper again in future, what are those pitfalls you would avoid?

Interview Questions (Media Planners)

➤ **Gordon Muller** (GSM Quadrant)

➤ **Paul Wilkins** (MediaCompete)

1. What is the media planning and buying?
2. What insight can you give on the media planning and buying industry in South Africa?
3. Is it true that the LSM advertising model is flawed because it does not take into consideration the new socio-economic realities of South Africa?
4. Why were advertisers not advertising in *ThisDay*?
5. Can you comment on *ThisDay*'s copy price in relations to its target market?
6. Apart from the LSM model, what makes a newspaper attractive to the South African advertiser?
7. Is there any hope for a quality newspaper in South Africa?
8. Do you think *ThisDay* would have survived if it were in the stable of one of the major SA media companies?
9. Was *ThisDay*'s political editorial posturing a major factor at why advertisers stayed away?
10. Is it true that advertisers make deals with newspaper organizations at least on year in advance?
11. If yes, then what hope has a new paper at breaking into the market?
12. Anton Harber said "it would take tons of money and patience to run a paper of *ThisDay* magnitude", do you agree with his prediction/

Interview Questions (Independent Media Analysts)

- **Prof. Anton Harber (Wits University)**
- **Prof. Lizette Rabe (University of Stellenbosch)**

1. It is generally widely accepted that *ThisDay* was the best daily paper South Africa ever had, do you agree?
2. *ThisDay* management and staff spent one year in planning strategy, was this necessary?
3. Do you think these strategies were appropriate?
4. With the concentration of media ownership in South Africa, was it possible for *ThisDay* to break into the South African media landscape without being affiliated to the major groups?
5. Do you think *ThisDay* would have survived if it were in the stable of one of the major SA media companies?
6. What was the significance of *ThisDay's* pricing structure and its targeted market?
7. When it was revealed that *ThisDay's* circulation figures were inflated, did this have an immediate impact on advertising revenue?
8. When it became apparent that *ThisDay* was in serious distress, what steps do you think management should have taken to attract more investors or advertisers?
9. Do you think that the traditional 'Wait and See' attitude of the advertisers contribute to *ThisDay's* demise?
10. Was *ThisDay's* political editorial posturing a major factor at why advertisers stayed away?
11. Is there any hope for a quality newspaper in South Africa?
12. Is it possible to be that good and yet suffer the same fate as *ThisDay*?
13. What do you think this portends for South Africa's journalism?
14. In your candid opinion, can you tell us why *ThisDay* failed?
15. Can xenophobia be a reason for the negative media reports on *ThisDay*?

Interview Questions (*ThisDay* Staff)

- Charmeela Bhagowat (News editor)
 - Sumitra Cruz (Office Manager)
 - Louise McAuliffe (Administrative Assistant)
 - Kevin Davie (Business Editor)
 - Fred Khumalo (Senior Journalist)
 - Frank Nxhumalo (Journalist)
 - Charlotte Bauer (Features Editor)
 - Zinzi Mcefa (Journalist)
1. It is generally widely accepted that *ThisDay* was the best daily paper South Africa ever had, do you agree?
 2. Did you enjoy working at *ThisDay*?
 3. What were your strongest perceptions of the paper?
 4. How was the relationship between the management and staff?
 5. Was the staff supportive of management's strategy, did they contribute to overall strategy?
 6. How did you see *ThisDay*'s marketing drive? Serious / Lax / non-committal
 7. What was your perception of the relationship between the Editorial and the marketing Departments
 8. Do you think that media coverage of *ThisDay* was fair?
 9. Can xenophobia be a reason for the negative media reports on *ThisDay*?
 10. Why do you think *ThisDay* failed?
 11. What do you think this portends for South Africa's journalism?
 12. If *ThisDay* were to be repositioned for entry, would you like to be part of the Team?

Appendix C

Quantitative Data on Advertising in ThisDay

ThisDay Newspaper Advertisements Survey

No of Pages -32

Date Tuesday 7th, October 2003

Cover Price -R3.00

Pages	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement
1	Vodacom - 1/4 page		
2	Henley MBA – 1/9 th page		
3	Mobile Xpress – 1/6 th page		
4	None		
5	Vodacom – 1/2 page		
6	BG-Bowman Gilfillam -1/9 th page		
7	None		
8	House & Home -1/2 page		
9	Tiger (wheel & Tyre) - 1/2 page		
10	SK-Ster-Kinekor – 2/5 th page		
11	Vodacom – 1/5 th		
12	None		
13	Nu Metro – 2/5 th page		
14	None (Comment page)		
15	None (Opinion page)		
16	None (Couch critic)		
17	Business page QuickCut – 1/5 th page		
18	None		
19	Vodacom – ½ page		
20	None		
21	Glenrand MIB – ½ page		
22	None (Business page)		
23	None (Features page)		
24	None		
25	Digital View – 1/5 th page		
26	None (JSE listing)		
27	Classified – ½ page		
28	None		
29	None		
30	None		
31	None		
32	HIFI Corporation – 1/5 th page		

ThisDay Newspaper Advertisements Survey

No of Pages - 24⁶³

Date Wednesday 29th, October 2003

Cover Price - R3.00

Pages	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement
1	The Voice Clinic – ¼ page		
2	Peugeot – 2/6 th page	Ascot (Bedding& Furniture)- 1/6 th page	
3	Vodacom – 1/9 th		
4	<i>ThisDay</i> full page		
5	<i>ThisDay</i> 1/3 page		
6	Ster- Kinekor – ½ page* ⁶⁴		
7	Chrysler – ½ page		
8	None		
9	Nu Metro – 2/5 th page*		
10	None		
11	None		
12	En Garde Fencing – ¼ page		
13	Project Literacy – ¼ page		
14	BSP Seminars – 1/9 page		
15	I Pod – ¼ page		
16	None		
17	None		
18	None (JSE listing)		
19	Motor Companies – full page		
20	Motor Companies ½ page	Metropolitan power Group - ½ page	
21	Classified – full page		
22	Adobe Creative Suites – ¼ page		
23	None		
24	HangOva – ¼ page		
25			
26			
27			
28			
29			
30			
31			
32			

⁶³ *ThisDay* Reduced it pages from 32 – 24 starting on this edition.

⁶⁴ Malala (2005) noted that the movie company advertisements were not paid for; it was just a value added service from the paper. The movie companies reserved the refuse the newspaper the right to use their masthead, which they threatened to do severally.

***ThisDay* Newspaper Advertisements Survey**

No of Pages -24

Date Thursday 6th, November 2003

Cover Price -R3.00

Pages	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement
1	Nokia – ¼ page		
2	Ascot (Bedding& Furniture)- 1/6 th page		
3	Cell C – 1/9 th page		
4	Nu Metro – 1/2		
5	MTN – ½ page		
6	Ster Kinekor – ½ page		
7	Mobile Xpress – 1/8 th page		
8	Vodacom – 1/9 th page		
9	None		
10	None		
11	None		
12	The Voice Clinic – ¼ page		
13	UNISA – 1/5 th page		
14	None		
15	Tiscali – 1/6 th page		
16	None		
17	None		
18	None (JSE listing)		
19	Metropolitan Power Group – ½ page		
20	Classified full page		
21	Classified full page		
22	None		
23	None		
24	Quick Cut -1/4 page		

***ThisDay* Newspaper Advertisements Survey⁶⁵**

No of Pages -24

Date Tuesday 1st, June 2004

Cover Price -R3.00

Pages	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement
1	Nokia ½ page		
2	University of KZN – 1/6 th page	SEARCHSA.com – 1/24 th page	
3	Zulu Kingdom – 1/5 th page	SARS – 1/6 th page	
4	Ster Kinekor – ½ page		
5	Sasol – ½ page		
6	Dept. of Social development -1/2 page		
7	Joburg Metropolitan – ½ page	Moncosa MBA – 1/9 th page	
8	None		
9	Nu Metro – 1/3 page		
10	None		
11	None		
12	Dial Direct Insurance – ¼ page		
13	SEARCHSA.com – ¼ page		
14	None		
15	SEARCHSA.com – ¼ page		
16	<i>ThisDay</i> - ¼ page		
17	SEARCHSA.com – Full page		
18	None		
19	None (JSE listing)		
20	Classified – ½ page		
21	None		
22	None		
23	None		
24	SEARCHSA.com – ¼ page		

⁶⁵ This marks the eight month of *ThisDay*'s production.

ThisDay Newspaper Advertisements Survey

No of Pages -24

Date Friday 11th, June 2004

Cover Price -R3.00

MTN YELLOW PAPER

Pages	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement
1	MTN – ¼ page YP*		
2	None		
3	MTN – ½ page YP	SARS – 1/6 th page	
4	MTN - full page YP		
5	MTN - full page YP		
6	MTN – 3/4 page YP		
7	MTN – 1/4page YP	Moncosa MBA – 1/9 th page	
8	MTN – 2/5th page YP		
9	MTN - full page YP		
10	None		
11	None		
12	MTN – 1/4 page YP		
13	MTN – 1/4 page YP		
14	MTN – ¼ page		
15	MTN – 1/5th page YP		
16	MTN – 1/2 page YP		
17	MTN - full page YP		
18	None YP		
19	None (JSE listing) YP	MTN – 1/8 th page	
20	Classified – ½ page YP		
21	Saf Tote – 1/12 th YP		
22	None YP		

23	None		
24	MTN – 1/4 page YP		
	Weekend	Art	Review
1	Standard Bank – ¼ page		
2	None		
3	Dinokeng – 1/6 th page		
4	Randburg City Orchestra – 1/5 th page		
5	Nu Metro – 2/3 page		
6	Fine Music Radio – 1/6 th page		
7	Arrive Alive – 1/3 page		
8	None		
9	None		
10	Arrive Alive – 1/3 page		
11	Restaurants and Cafes -1/4 page		
12	Africa Vision – full page		
13	None		
14	Joseph Clark (Computicket) – 1/16 th page		
15	None		
16	Ster Kinekor full page		

* This means that the whole page was printed yellow

ThisDay Newspaper Advertisements Survey

No of Pages -24

Date Thursday 29th, June 2004

Cover Price -R3.00

Pages	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement
1	Cell C - 1/4 page		
2	Dale Carnegie- 1/6 th page	Municipal Finance – 1/8 th	
3	Cell C- 1/3 page		
4	Ster Kinekor – ½ page		
5	FNB – ½ page		
6	None		
7	Rain SA – 1/4 page		
8	None		
9	Nu Metro – 1/3 page		
10	None		
11	None		
12	SEARCHSA.com – 1/5 th page		
13	Quick Books – ¼ page		
14	<i>ThisDay</i> – ¼ page		
15	Moja – ¼ page		
16	<i>ThisDay</i> - ¼ page		
17	<i>ThisDay</i> – ¼ page		
18	None (JSE listing)		
19	SEARCHSA.Com – 1/3 page	University of Stellenbosch – 1/6 th page	
20	None		
21	None		
22	None		
23	None		
24	The Voice Clinic – 1/5 th page		