

Online papers cut newspaper sales

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More people are opting to read newspapers online with the latest economic survey indicating a drop of 6.5 million copies in circulation of English papers.



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The survey also shows that Swahili newspaper circulation dropped by 100,000 copies as the enactment of the VAT Act increased the price of newspapers hence denting circulation numbers.

"Majority of people are preferring to read newspaper via online than hard-copies and the enactment of the VAT Act 2013 that led to increase in the unit price of newspapers may have attributed to the decline," said the report.

The mainstream newspapers increased prices from Sh50 to Sh60.

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