

Newspapers ABC Q3 2021: Industry fails to show upward momentum

By Danette Breitenbach

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The Audit Bureau of Circulation (ABC) of South Africa called 2020 the print industry's "annus horribilis", and with the first two quarters of 2021 showing a better performance from newspapers, it hoped the industry was beginning to show some renewed life.



However, after a promising start to Q2, with a gain of 1% quarter on quarter, Q3 2021 has failed to continue this upward momentum, with little or no publications showing significant increases the previous quarter.

Daily newspapers

Only one daily showed an increase on the previous quarter (*Business Day* - 6.8%) out of 23. With 20 dailies showing a decrease on the previous quarter, the category had very little to celebrate. Unlike Q2 when the decreases were small, this quarter's decreases a bit more substantial. The hardest hit was *Isolezwe* (-17.3). *The Citizen (Daily)* and the *Son (Daily)* had decreases from 8.1% to 7.8%.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Daily Nation	MD, Mo-Sat	75,081		75,081	-3.6%	0.5%
Daily Sun	Mo-Fr	42,680	155	42,835	-7.8%	-25.9%
Isolezwe	MD, Mo-Fr	32,852	23	32,875	-17.3%	
Bukedde	MD, Mo-Sat	29,748		29,748	-0.1%	-15.7%
Burger, Die Daily	MD, Mo-Fr	29,522	657	30,179	-2.1%	-7.7%
Son (Daily)	MD, Mo-Fr	21,750	45	21,795	-8.1%	-11.2%
Beeld, Daily	MD, Mo-Fr	21,624	936	22,560	-4.1%	-7.8%
Citizen, The (Daily)	MD, Mo-Fr	20,949	6,366	27,315	-8.0%	-3.5%
Sowetan	Mo-Fr	19,642	10,592	30,234	-3.0%	10.8%
New Vision	MD, Mo-Fr	17,810	278	18,088	-5.3%	-8.0%
Times of Swaziland	MD, Mo-Fr	17,502		17,502	-1.7%	-3.7%
Star, The	MD, Mo-Fr	13,967	11,802	25,769	-5.5%	
Business Day	MD, Mo-Fr	12,009	3,499	15,508	6.8%	23.6%
Herald, The	MD, Mo-Fr	10,397	649	11,046	-3.4%	-5.6%
Daily Dispatch	MD, Mo-Fr	10,044	150	10,194	-6.5%	-7.6%

Mercury, The	MD, Mo-Fr	9,230	2,195	11,425	-4.4%	
Cape Times	MD, Mo-Fr	8,148	3,573	11,721	-2.8%	
Cape Argus	MD, Mo-Fr	7,549	3,527	11,076	-0.8%	
Witness, The	MD, Mo-Fr	7,159	153	7,312	-4.7%	-13.9%
Daily News	MD, Mo-Fr	7,141	2,355	9,496	-3.1%	
Pretoria News	MD, Mo-Fr	1,572	790	2,362	-1.0%	
Taifa Leo	MD, Mo-Sat	Resigned	Resigned	Resigned	798800.0%	
Volksblad - Daily	Mo-Fr	Digital Only	Digital Only	Digital Only	Digital Only	

Weekly Newspapers

The category had a better showing than the dailies. In a reversal of fortunes, the *Midweek Sun* increased 20.7% on the previous quarter after it was the biggest loser in the category in Q2.

The *Diamond Fields Advertiser* continued its good run from Q2 with an increase of 12.3% on the previous quarter. *Soccer Laduma* also increased by 4.1% on the previous quarter. Unfortunately, that was where the good news ended, as the rest of the category (only South African weeklies) showed losses.

On the upside the losses were in single figures, with *The Voice* the biggest loser with a decrease on the previous quarter of 6.5%.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Soccer Laduma	Wkly, Wed	96,517		96,517	4.1%	3.6%
Ilanga	2xW, Mb&Th	41,086		41,086	-6.1%	-11.0%
Post, The	Wkly, Wed	17,667	2,544	20,211	-6.3%	
Mail & Guardian	Wkly, Fr	10,132	1,333	11,465	-5.9%	2.1%
Voice, The	Wkly, Fr	9,570		9,570	-6.5%	-8.5%
Lesotho Times	Wkly, Th	6,553		6,553	-0.9%	0.9%
Diamond Fields Advertiser.	Wkly, Fr	5,945	66	6,011	12.3%	
BOTSWANA GUARDIAN	Wkly, Wed	5,876		5,876	0.9%	
The Midweek Sun	Wkly, Wed	5,057		5,057	20.7%	

Weekend newspapers

The trend of few gains and many declines continued in the weekend category, with only the *Sunday Vision* increasing on the previous quarter. *Sunday Times* increased on the prior year. The rest of the category showed declines on the previous quarter, with *Pretoria News Saturday*, *Isolezwe ngoMqibelo* and *Isolezwe ngeSonto* all showing double figures declines.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Sunday Times	Wknd	87,642	30,883	118,525	-0.8%	11.7%
Sunday Nation	Wkly, Sun	86,686		86,686	-1.6%	-5.1%

Rapport	Wknd	74,563	365	74,928	-1.7%	-11.8%
Burger, Die Saturday	Wkly, Sat	41,960	668	42,628	-1.5%	-7.2%
Beeld, Saturday	Wkly, Sat	29,343	198	29,541	-2.2%	-9.0%
Sunday World	Wknd	26,885	4,118	31,003	-5.5%	-3.0%
Isolezwe ngoMgqibelo	Wkly, Sat	25,523	3	25,526	-15.3%	
City Press	Wknd	22,755	286	23,041	-9.9%	-16.9%
Isolezwe ngeSonto	Wkly, Sun	21,418	4	21,422	-16.3%	
Ilanga Langesonto	Wknd	20,057		20,057	-5.5%	-12.2%
Sunday Tribune	Wkly, Sun	18,842	2,974	21,816	-2.6%	
Sunday Vision	Wkly, Sun	14,419	278	14,697	20.6%	-1.2%
Citizen, The (Saturday)	Wkly, Sat	12,253	36	12,289	-7.4%	-20.4%
Independent on Saturday	Wkly, Sat	11,934	2,951	14,885	-0.9%	
Weekend Argus	Wknd	10,300	2,763	13,063	-0.4%	
Daily Dispatch Weekend Edition (formerly Saturday Dispatch)	Wknd	8,997	484	9,481	1.2%	-0.4%
Weekend Post	Wknd	8,848	300	9,148	-1.6%	-7.1%
Weekend Witness	Wkly, Sat	6,746	126	6,872	-4.4%	-13.0%
Saturday Star, The	Wkly, Sat	5,983	3,265	9,248	0.2%	
Pretoria News Saturday	Wkly, Sat	916	18	934	-21.0%	
Taifa Jumapili	Wkly, Sun	Resigned	Resigned	Resigned	704200.0%	
Volksblad - Saturday	Wkly, Sat	Digital Only	Digital Only	Digital Only	Digital Only	

Local newspapers

This category fared a bit better with seven local newspapers increasing over the previous quarter. The standouts were *Witbank News* (Fri), *Middelburg Observer*, (Fri)> and *Mpumalanga News*.

Knysna Plett Herald, *Estcourt* and *Midlands News*, *Vryheid Herald* and *Streeknuus* all declined with double figures on the previous quarter.

Publication	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
African Reporter	Wkly, Fr	16,258		16,258	1.1%	-7.0%
Witbank News, Fri	Wkly, Fr	13,826		13,826	22.3%	67.7%
Middelburg Observer, Fri	Wkly, Fr	12,922		12,922	19.0%	63.2%
George Herald (Thursday)	Wkly, Th	10,453		10,453	-5.2%	1.4%
Paarl Post	Wkly, Th	7,071	10	7,081	-1.4%	7.6%
Mpumalanga News	Wkly, Wed	6,657		6,657	12.0%	106.9%
Weslander, The	Wkly, Th	6,102	24	6,126	-3.3%	-11.5%
Worcester Standard	Wkly, Th	5,722	3	5,725	-4.4%	7.5%
Zululand Observer Weekend (Formerly Friday)	Wkly, Fr	5,333		5,333	-5.6%	-10.8%
Mosselbay Advertiser	Wkly, Fr	4,887		4,887	-7.8%	-4.5%
Limpopo Mirror	Wkly, Fr	4,521		4,521	-10.3%	-16.0%
District Mail	Wkly, Th	3,543	21	3,564	-4.4%	-15.8%
Vaalweekblad	Wkly, Th	3,469	156	3,625	0.5%	16.3%
Zululand Observer Monday	Wkly, Mon	3,056		3,056	-9.5%	-15.4%
Representative	Wkly, Fr	2,454		2,454	-10.2%	-38.8%
Newcastle and District Advertiser	Wkly, Fr	2,305		2,305	-6.3%	-26.7%
South Cape Forum/Suid Kaap Forum	Wkly, Th	1,979		1,979	-8.3%	-19.7%
Northern Review Weekend	Wkly, Fr	1,738		1,738	5.3%	
Daller, Die	Wkly, Fr	1,604		1,604	4.7%	16.4%
Talk of the Town	Wkly, Fr	1,566		1,566	-10.8%	-22.0%
Knysna Plett Herald	Wkly, Th	1,370		1,370	-25.1%	-24.6%
Streeknuus	Wkly, Fr	1,347		1,347	-20.0%	44.2%
Bosvelders Review	Wkly, Fr	1,328		1,328	-11.5%	
Northern Natal Courier	Wkly, Fr	1,265		1,265	-7.8%	-3.4%
Ladysmith Gazette	Wkly, Fr	1,240		1,240	-12.7%	-17.2%
The Courier	Wkly, Fr	1,126		1,126	0.0%	0.0%
Oudtshoorn Courant	Wkly, Fr	1,051		1,051	-6.5%	-23.5%

Graaff Reinet Advertiser	Wkly, Th	1,029		1,029	-0.5%	-13.3%
Vryheid Herald	Wkly, Fr	695		695	-24.6%	-41.9%
Estcourt and Midlands News	Wkly, Fr	477		477	-22.7%	-32.1%
Streeknuus Delmas	Wkly, Fr	Resigned	Resigned	Resigned	Resigned	
Hermanus Times	Wkly, Th	Changed Sector	Changed Sector	Changed Sector	Changed Sector	

Free newspapers

By far the largest category, 35 free newspapers showed a decline on the previous quarter, with 18 showing a gain on the previous quarter. On the previous quarter the biggest decline came from *Umgungundlovu Eyetu*, which previously had the best gain in Q2. The biggest gain was from *Capricorn Voice* (7.7%).

Most of this category had a no increase and no decline on the previous quarter.

Publication	Frequency	Total circulation	%change quarter	%change year
PE Express	Wkly, Wed	119,961	0.0%	0.0%
Soweto Urban News	Wkly, Th	104,852		
Sedibeng Ster	Wkly, Th	90,980	0.0%	0.0%
Plainsman	Wkly, Wed	89,536	0.0%	-0.2%
Rekord East/Oos	Wkly, Tue	79,014	-0.1%	0.1%
Vukani	Wkly, Wed	78,056	0.0%	13.3%
Mthatha Express	Wkly, Wed	69,970	0.0%	0.0%
Tabletalk	Wkly, Wed	67,844	0.0%	17.5%
North Coast Rising Sun	Wkly, Wed	64,860	0.0%	8.4%
Rekord Centurion	Wkly, Wed	60,172	-0.1%	-0.1%
Randburg Sun	Wkly, Th	59,552	0.0%	35.5%
Phoenix Tabloid	Wkly, Tue	55,980	0.0%	0.0%
Highway Mail	Wkly, Fr	54,234	0.0%	7.0%
Athlone News	Wkly, Wed	54,151	0.0%	24.4%
Kathorus Mail	F	54,009	0.0%	0.7%
Chatsworth Tabloid	Wkly, Wed	52,480	0.0%	0.0%
The Springfield Weekly Gazette	Wkly, Th	52,480	0.0%	5.0%
Chatsworth Rising Sun	Wkly, Tue	51,550	0.0%	0.0%
City Vision (Khayalitsha)	Wkly, Th	50,587	0.1%	211.4%
People s Post Mitchells Plain	Wkly, Tue	50,000	0.0%	107.2%
Sandton Chronicle	Wkly, Wed	49,652	-0.5%	25.2%
Thembisan	F	49,635	-0.4%	
Southern Mail	Wkly, Wed	48,853	0.0%	19.8%
Kempton Express	Wkly, Th	48,466	-0.3%	5.8%
Southern Suburbs Tatler	Wkly, Wed	47,238	0.0%	18.3%
Roodepoort Record	Wkly, Th	46,342	-0.2%	-1.2%
Bloemfontein Courant (formerly Krant)	Wkly, Wed	44,889	0.0%	24.9%
Bedfordview & Edenvale News	Wkly, Wed	44,139	-0.6%	3.9%
Boksburg Advertiser	Wkly, Tue	43,494	0.0%	8.4%
Overport Rising Sun	Wkly, Th	42,350	0.0%	5.0%
Ster, South	Wkly, Tue	41,460	0.0%	0.0%
Ethekwini Times	Wkly, Fr	40,980	0.0%	0.0%
Umlazi Times	Wkly, Th	40,980	0.0%	0.0%
Bloemnuus	Wkly, Th	40,876	-0.5%	15.9%
Rosebank Killamey Gazette	Wkly, Tue	40,845	0.0%	3.1%
Rekord North/Noord	Wkly, Th	39,999	0.0%	0.0%
Benoni City Times	Wkly, Tue	38,832	0.0%	7.3%
Alberton Record	Wkly, Wed	37,577	-0.8%	2.5%
Go & Express	Wkly, Th	37,386	-7.5%	2.1%
Fourways Review	Wkly, Wed	36,778	-0.2%	5.8%
South Coast Fever	Wkly, Th	36,641	4.9%	4.9%
Vista	Wkly, Th	35,165	0.0%	0.6%

Noordkaap Bulletin	Wkly, Th	35,137	0.1%	
Tongaat & Verulam Tabloid (former Northern Star)	Wkly, Tue	34,980	0.0%	0.0%
Maseru Metro	Wkly, Th	34,908	0.7%	333.3%
Ridge Times	Wkly, Fr	34,400		-1.6%
Express	Wkly, Wed	33,969	0.0%	17.5%
Rekord Moot	Wkly, Th	33,570	0.0%	0.1%
Maritzburg Echo	Wkly, Th	33,361	-10.3%	-18.8%
Ster, North	Wkly, Tue	32,760	-0.4%	0.0%
Germiston City News	Wkly, Tue	32,519	7.5%	16.4%
City Vision (Langa/Gugulethu)	Wkly, Th	32,500	0.0%	100.0%
Southern Star	Wkly, Fr	31,980	0.0%	0.0%
Helderberg Gazette.	Wkly, Tue	31,676	0.1%	0.7%
Tygerburger Table View	Wkly, Wed	31,488	0.0%	0.3%
Constantiaberg Bulletin	Wkly, Wed	31,316	0.0%	20.0%
False Bay Echo	Wkly, Wed	30,879	0.0%	22.5%
Atlantic Sun	Wkly, Wed	30,794	0.0%	22.6%
Msunduzi Eyethu (former Edendale)	Wkly, Th	30,717	-12.1%	-12.1%
Bolander	Wkly, Wed	30,461	0.0%	20.3%
Northcliff & Melville Times	Wkly, Tue	30,096	-0.4%	23.0%
Eyethu Bay Watch (Formerly Baywatch)	Wkly, Wed	30,062	0.0%	0.0%
Komani Karoo Express	Mtly	29,980	0.0%	0.0%
UD Express	Wkly, Wed	29,975	0.0%	-0.1%
Dolphin Coast Mail	Wkly, Wed	29,960		0.0%
East Coast Mail	Wkly, Wed	29,960		0.0%
Public Eye	Wkly, Th	29,952	0.0%	0.0%
Rekord Mamelodi	Wkly, Fr	29,950	0.0%	3.8%
Rising Sun Lenasia	Wkly, Wed	29,925	0.0%	-2.3%
Issue Mangaung	Wkly, Wed	29,900	0.0%	0.0%
Umlazi Eyethu	Wkly, Fr	29,880	0.0%	23.4%
Polokwane Observer.	Wkly, Th	29,757	0.0%	
Rekord Noweto	Wkly, Fr	28,950	0.0%	189.8%
Coastal Weekly	Wkly, Th	28,786	-2.9%	-2.4%
North Coast Courier	Wkly, Wed	28,782	-3.8%	-4.0%
Maritzburg Sun	Wkly, Wed	28,417	-5.1%	-5.1%
Stanger Weekly	Wkly, Wed	28,083	-4.1%	-4.0%
Mdrand Reporter	Wkly, Th	28,071	-0.2%	22.9%
People s Post Athlone & Landsdowne	Wkly, Tue	28,000		
Tygerburger Eersterivier/Blue Downs	Wkly, Wed	27,751	-0.9%	-0.5%
Northglen News	Wkly, Fr	27,546	0.0%	2.2%
Berea Mail	Wkly, Fr	27,148	0.0%	6.9%
Roodepoort Northsider (Formerly Northside Chronicle	Wkly, Th	26,848	-0.3%	-0.2%
Krugersdorp News	Wkly, Wed	26,351	-1.0%	-0.9%
Springs Advertiser	Wkly, Wed	26,059	-0.1%	4.7%
Southern Courier	Wkly, Tue	25,353	-0.4%	-10.5%
People s Post Woodstock & City	Wkly, Tue	25,000		
People s Post Grassy Park & Retreat	Wkly, Tue	25,000		
Eikestadnuus.	Wkly, Th	23,832	0.6%	4.0%
Intshonalanga Eyethu	Wkly, Fr	23,780	0.0%	-0.1%
People s Post False Bay	Wkly, Tue	22,000	0.0%	0.5%
Xpress Times	Wkly, Wed	21,976	0.0%	4.9%
Issue, Eastern Free State	Wkly, Th	21,900	0.0%	0.0%
Tygerburger Durbanville	Wkly, Wed	20,927	0.0%	0.6%
Comaro Chronicle	Wkly, Wed	20,820	1.4%	4.3%
Hermanus Times.	Wkly, Wed	20,567	0.1%	
Rekord West News/Wes Nuus	Wkly, Fr	20,200	0.0%	81.4%
People s Post Claremont/Rondebosch	Wkly, Tue	20,000	0.0%	14.7%
People s Post Constantia/Wynberg	Wkly, Tue	20,000	0.0%	14.7%
Kouga Express	Wkly, Th	19,961	0.0%	0.0%
South Coast Sun	Wkly, Fr	19,921	0.0%	7.0%

Bonus Review	Wkly, Wed	19,850	-0.1%	
Merebank Rising Sun	Wkly, Tue	19,850	0.0%	0.1%
Mid South Coast Rising Sun	Wkly, Tue	19,850	0.0%	11.4%
UGU Eyethu	Wkly, Wed	19,850	0.0%	33.0%
Tygerburger Brackenfell	Wkly, Wed	19,407	0.1%	0.7%
Tygerburger Kuilsrivier	Wkly, Wed	19,334	0.0%	0.5%
Heidelberg/Nigel Heraut	Wkly, Wed	19,296	0.1%	
Tygerburger Bellville	Wkly, Wed	19,219	0.1%	0.5%
Swartland Gazette (formerly Swartland Monitor).	Wkly, Tue	19,184	-2.0%	47.1%
Brakpan Herald	Wkly, Tue	18,987	0.1%	6.2%
Tygerburger Kraaifontein	Wkly, Wed	18,683	0.0%	0.5%
TygerBurger De Grendel	Wkly, Wed	18,570	0.0%	0.5%
Rekord Central/Sentraal	Wkly, Fr	18,500	0.0%	123.2%
Tygerburger Minerton	Wkly, Wed	18,453	-1.4%	-0.9%
Randfontein / Westonaria Herald.	Wkly, Tue	18,195	-1.4%	-1.3%
Southlands Sun	Wkly, Fr	17,764	-0.1%	5.0%
Steelburger	Wkly, Th	17,700	0.0%	0.0%
TygerBurger Tyger Valley	Wkly, Wed	17,461	0.1%	0.7%
Potchefstroom Herald.	Wkly, Fr	16,938	0.0%	-0.2%
Tygerburger Elsiesrivier & Ravensmead	Wkly, Wed	16,020		
Umgungundlovu Eyethu (former Umngeni)	F	15,960	-20.0%	60.2%
Northern Eyethu	Mty	15,857	0.0%	0.0%
Eastern Cape Rising Sun	Wkly, Tue	14,996		41.0%
Weskus Nuus	F	14,980	0.0%	0.2%
AlexNews	F	14,810	0.0%	23.0%
Tygerburger Parow	Wkly, Wed	14,368	0.0%	0.7%
Tygerburger Goodwood	Wkly, Wed	14,091	0.0%	0.7%
Queensburgh News	F	13,039	-0.1%	1.5%
Vrystaat Kroon	F	12,202	-0.1%	
Carletonville Herald.	Wkly, Fr	11,970	0.0%	0.1%
Breederivier Gazette.	Wkly, Wed	11,967	0.4%	3.3%
Herrie	Wkly, Th	11,955	-6.0%	
Village Talk	Wkly, Wed	11,946	0.0%	0.0%
Zululand Eyethu (formerly Eshowe Watch)	Mty	11,849	0.0%	0.0%
Highvelder, The	Wkly, Fr	11,760	-0.7%	44.3%
Daily Sun On the GO - EC	Wkly, Th	10,995	0.0%	
City Vision (Lwandle / Nomzamo) former Kasi Vision Helderberg	Wkly, Th	10,000	0.0%	167.0%
Uthukela Eyethu	Wkly, Th	9,940	-0.4%	0.2%
Greytown Gazette	Wkly, Mon	9,900	0.0%	11.2%
Hazyview Herald	F	9,795	0.0%	0.0%
Corridor Gazette	F	9,710	-0.9%	-0.9%
Daily Sun On the GO - FS	Wkly, Th	7,995	0.0%	
Ystervark	Wkly, Th	7,900	0.0%	
Parys Gazette	Wkly, Fr	7,480	0.0%	-0.1%
Sentinel News	Wkly, Wed	7,145	0.0%	18.1%
Daily Sun On the GO - KZN	Wkly, Th	5,995	0.0%	
Capricorn Voice ..	Q	5,820	8.7%	
Daily Sun On the GO - WC	Wkly, Th	4,995	0.4%	
Inner City Gazette	Wkly, Th	4,975	0.8%	0.8%
The Hilton	Mty	4,960	0.0%	0.0%
Free State Sun	Wkly, Th	4,750	0.0%	0.0%
Standerton Advertiser.	Wkly, Fr	4,750		-18.8%
Maluti News	Wkly, Fr	2,495	0.0%	0.0%
Diepkloof Urban News	Wkly, Fr	Rebranded		
Eldorado Urban News	Wkly, Fr	Rebranded		
Kalahari Buletin (Formerly Kuruman Bulletin)	Wkly, Th	Rebranded		
Kroonnuus	Wkly, Tue	Rebranded		
Noordkaap	Wkly, Wed	Rebranded		
People s Post Athlone	Wkly, Tue	Rebranded		

People s Post City Edition	Wkly, Tue	Rebranded		
People s Post Grassy Park	Wkly, Tue	Rebranded		
People s Post Landsdowne	Wkly, Tue	Rebranded		
People s Post Retreat	Wkly, Tue	Rebranded		
People s Post Woodstock	Wkly, Tue	Rebranded		
Pimville Urban News	Wkly, Fr	Rebranded		
Protea Urban News	Wkly, Fr	Rebranded		
Tygerburger Elsie'srivier	Wkly, Wed	Rebranded		
Tygerburger Ravensmead/Belhar	Wkly, Wed	Rebranded		
Vrystaat Nuus/News	Wkly, Wed	Rebranded		
Soweto Express	Mtly	No audit report		
Tame Times - Weekly	Wkly, Tue	No Audit report		
Taxi Times	F	No audit report		
The Weekly Free State	Wkly, Th	No audit report		
The Rising Sun.	Wkly, Wed	Merged with Phoenix Sun		
The Olifants News	F	Fees outstanding		
Theewaterkloof Gazette (Formerly Kontreinuus Gaz.)	Wkly, Tue	Discontinued		
CXpress	Wkly, Wed	Ceased Publishing		
Tribune	Wkly, Tue	Ceased Publishing		

*Non-South African titles from Botswana, Kenya, Uganda, and Lesotho not included.

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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