

Annexure 3 :Profile of the mainstream commercial newspapers  
(October 2000)

Newspaper	Proprietor	Type and Language	Editor	AMPS (June 2000)
		Afrikaans daily (A-D) English daily (E-D) Afrikaans weekly (A-W) English weekly (E-W)	White male (W/M) White female (W/F) African Male (A/M) African female (A/F) Indian Male (I/M) Coloured Male (C/M)	
Sowetan	New Africa Publications (NAP)	E-D	Aggrey Klaaste (A/M)	2 145 000
Sowetan Sunday World	NAP/Times Media	E-W	Charles Mogale (A/M)	323 000
Post	ING	E-W	Brijlal Ramguthie (I/M)	314 000
Independent on Saturday	ING	E-W	Cyril Madlala (A/M)	338 000
Cape Argus	ING	E-D	Chris Whitfield (W/M)	351 000
Sunday Independent	ING	E-W	John Battersby (W/M)	184 000
Sat Argus Weekend	ING	E-W	Chris Whitfield (W/M)	397 000
Sun Argus Weekend	ING	E-W	Chris Whitfield (W/M)	304 000
Cape Times	ING	E-D	John Scott (W/M)	255 000
Sunday Tribune	ING	E-W	Peter Davis (W/M)	687 000
Saturday Star	ING	E-W	Paula Fray (C/F)	503 000
The Mercury	ING	E-D	Dennis Pather (I/M)	249 000
Daily News	ING	E-D	Kaizer Nyatumba (A/M)	367 000
Pretoria News	ING	E-D	Ivan Fynn (C/M)	202 000
PTA News Weekend	ING	E-D	Ivan Fynn (C/M)	73 000
The Star	ING	E-D	Peter Sullivan (W/M)	855 000
Ilanga	Mandla-Matla	Zulu-Tuesday	Sipho Ngobese (A/M)	1 440 000
Ilanga	Mandla-Matla	Zulu-Thursday	Sipho Ngobese (A/M)	1 313 000
Citizen	Caxton	E-D	Tim du Plessis (W/M)	897 000
Daily Dispatch	Dispatch Media	E-D	Gavin Stewart (W/M)	218 000
Business Day	Business Day Financial Mail (Times Media/Pearson Group)	E-D	Jim Jones (W/M)	146 000
E.P Herald	Times Media	E-D	Ric Wilson (W/M)	181 000
Sunday Times	Times Media	E-W	Mike Robertson (C/M)	2,3 m
Evening Post	Times Media	E-D	Lakela Kaunda (A/F)	116 000
Mail and Guardian	Mail and Guardian Media	E-W	Phillip Van Niekerk (W/M)	192 000
Die Volksblad	Naspers	A-D	J Crowther (W/M)	127 000
Die Burger	Naspers	A-D	Arrie Rossouw (W/M)	600 000
Rapport	Naspers	A-W	Johan de Wet (W/M)	1 762 000
Beeld	Naspers	A-D	Peet Kruger (W/M)	459 000
City Press	Naspers	E-W	Khulu Sibiyi (A/M)	2 381 000
Natal Witness	Natal Witness (Naspers)	E-D	John Cunningham (W/M)	141 000

Sources: Company websites, Financial Mail, Business Times, Business Report