



**Weekly Newspapers
Summary
July 2011 - September 2011**



Publication Name	Frequency	Cover Price	Sales at 50% and above								Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE	Back Issues			
			Individual	Business	Travel & Commercial								
Botswana Gazette , The	Wkly, Wed	Pula 5.00	5	791		20,825					0	21,621	25,942
Botswana Guardian	Wkly, Fr	Pula 7.00		2,066		18,730					0	20,796	21,661
lIanga	2xW, Mo&Th	R 2.50	347			135,359					0	135,706	116,477
Mail & Guardian	Wkly, Fr	R 23.50	5,074	5,177		35,324	117				0	45,692	41,233
Midweek Sun, The	Wkly, Wed	Pula 5.00		1,919		15,038					0	16,957	17,865
Mmegi Reporter, The	4xW, Tu-Fr	Pula 5.00/ 8.00	5	696		10,541					0	11,242	13,660
Motorsport World	F	R 9.95	42		500	2,344					0	2,886	3,308
Post, The	Wkly, Wed	R 5.80	17,506	76		25,831					0	43,413	44,062
Soccer Laduma	Wkly, Wed	R 3.50				345,088					0	345,088	263,978
Soccer Week	Wkly, Th	R 4.95										Terminated	14,597
The Monitor (Formerly Mmegi Monitor)	Wkly, Mon	Pula 6.00	6	728		14,281					0	15,015	17,784
UmAfrika	Wkly, Fr	R 3.00	49			14,312					0	14,361	18,744
Voice, The	Wkly, Fr	Pula 5.50		500		26,294					0	26,794	27,336
			23,034	11,953	500	663,967	117			0	0	699,571	626,647

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