



Buffalo City

October 2006 – March 2007

Requested by:

Intengu Communications

Prepared by:

Newsclip Media Monitoring

Information gathered by Newsclip Media Monitoring



Statistical Report

Oct 2006 – Mar 2007

SUMMARY:

For the statistical report for October 2006 to March 2007 there were 173 print media items relating to Buffalo City. These articles occupied a print space that generated an AVE of approximately R1.9 million. The bulk of coverage was achieved in the Eastern Cape media, with the second largest clip count emanating from the national press. Daily newspapers carried 71% of total coverage, while 13% was carried by the Saturday press. October 2006 saw the most number of media mentions, with 54 clips, followed by November 2006 with 41.

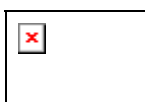
OBJECTIVE:

The objective of this report is to highlight the exposure of Tourism and Investment in the region of Buffalo City, King Williamstown, East London, IDZ and the Buffalo City Municipality (from here on referred to as 'Tourism in the Eastern Cape') from selected media for the period October 2006 to March 2007. This report has been automatically generated via a keyword sort.

DATA:

The data used to compile this report is as follows:

	Clip Count	Circulation	Area	AVE
Oct-06	54	1,748,946	16,095	568,373
Nov-06	41	904,216	14,543	464,104
Dec-06	4	191,931	1,368	50,465
Jan-07	20	984,055	5,252	221,385
Feb-07	21	389,901	7,104	244,414
Mar-07	33	487,604	11,587	341,421
Totals:	173	4,706,653	55,949	1,890,162



Buffalo City

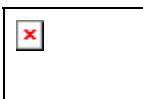
The following reads have been included in this report:

Buffalo City : BCK – 2880 004

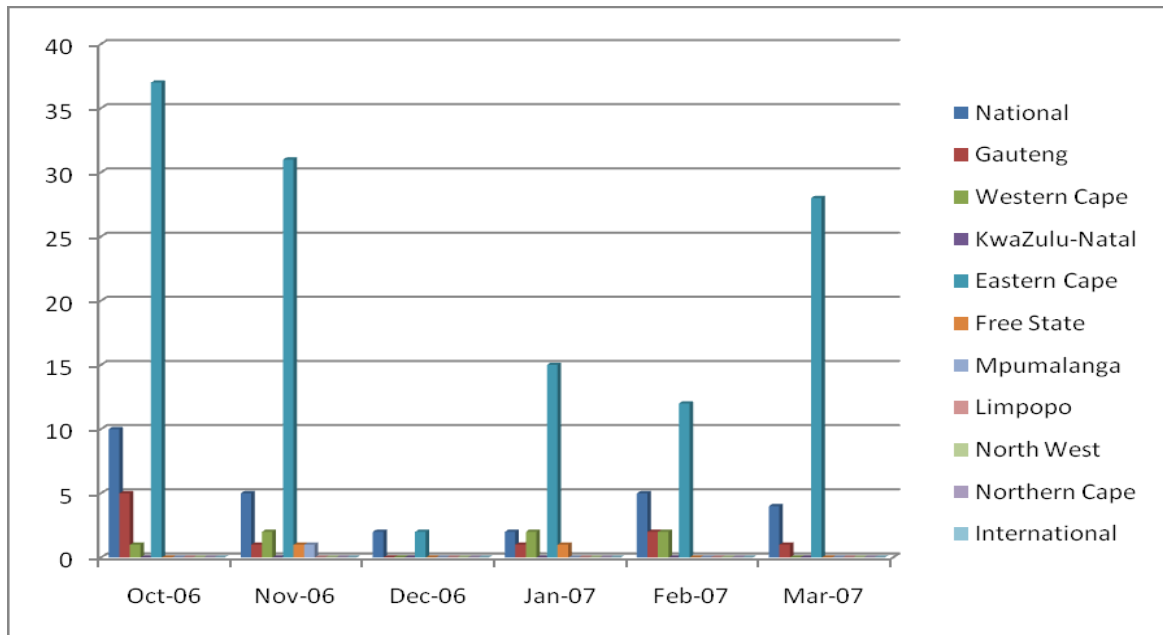
Summary:	Clip Count	Area	A.V.E.
	173	55,949	1,890,162

Region	Clip Count			Area			A.V.E.		
National	25	14	%	7,692	13	%	552,101	29	%
Gauteng	12	7	%	2,975	5	%	124,682	7	%
Western Cape	8	4	%	1,584	3	%	65,033	3	%
KwaZulu-Natal	-	-	%	-	-	%	-	-	%
Eastern Cape	126	73	%	43,334	77	%	1,130,734	60	%
Free State	1	1	%	159	1	%	4,109	0	%
Mpumalanga	1	1	%	205	1	%	13,503	1	%
Limpopo	-	-	%	-	-	%	-	-	%
North West	-	-	%	-	-	%	-	-	%
Northern Cape	-	-	%	-	-	%	-	-	%
International	-	-	%	-	-	%	-	-	%

Media Type	Clip Count			Area			A.V.E.		
Daily Newspaper	123	71	%	40,945	73	%	1,269,231	67	%
Sunday Newspaper	7	4	%	2,740	5	%	290,603	15	%
Saturday Newspaper	23	13	%	7,566	14	%	196,832	10	%
Weekly Newspaper	3	2	%	719	1	%	49,480	3	%
Consumer Magazine	-	-	%	-	-	%	-	-	%
Business to Business	1	1	%	575	1	%	7,269	1	%
Monthly Newspaper	4	2	%	1,013	2	%	46,076	2	%
Community Magazine	-	-	%	-	-	%	-	-	%
Community Insert	-	-	%	-	-	%	-	-	%
Custom Magazine	-	-	%	-	-	%	-	-	%
Other African Media	-	-	%	-	-	%	-	-	%
Rural Community Paper	4	2	%	943	2	%	8,344	1	%
Urban Community Paper	8	5	%	1,448	2	%	22,327	1	%



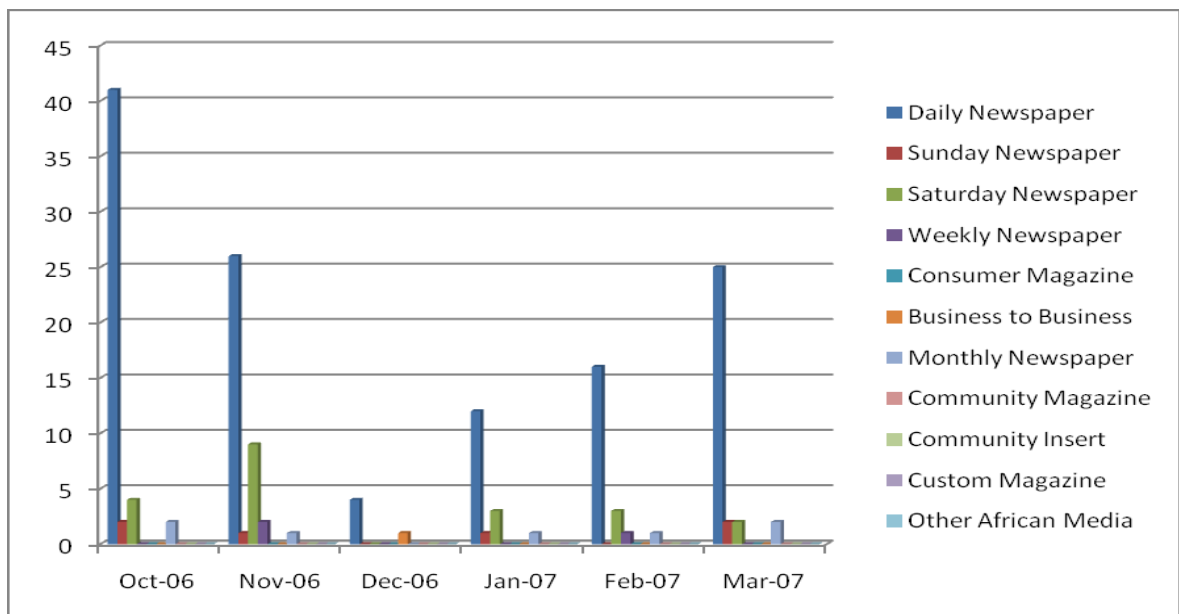
Region Report



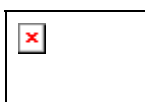
The above graph shows that Tourism in the Eastern Cape (EC) received most of its coverage in the Eastern Cape press between October 2006 and March 2007. The highest rate of exposure was picked up in the first month of analysis, i.e. October 2006.

Gauteng and Western Cape publications also made regular mention of Tourism in the EC. Interesting to note the spike in coverage in the the Gauteng press in October 2006, when Tourism in the EC received in the region of 10 clips.

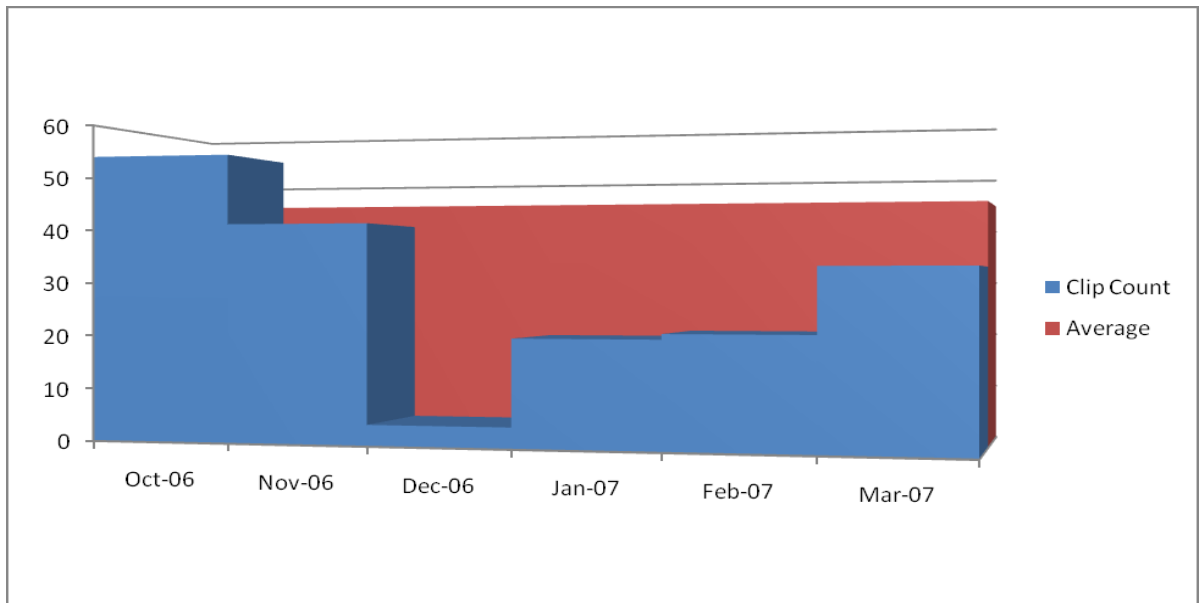
Media Type Report



Daily Newspapers dominated as the media type that made the most reference to Tourism in the EC. Saturday Newspapers were the second most popular platform.

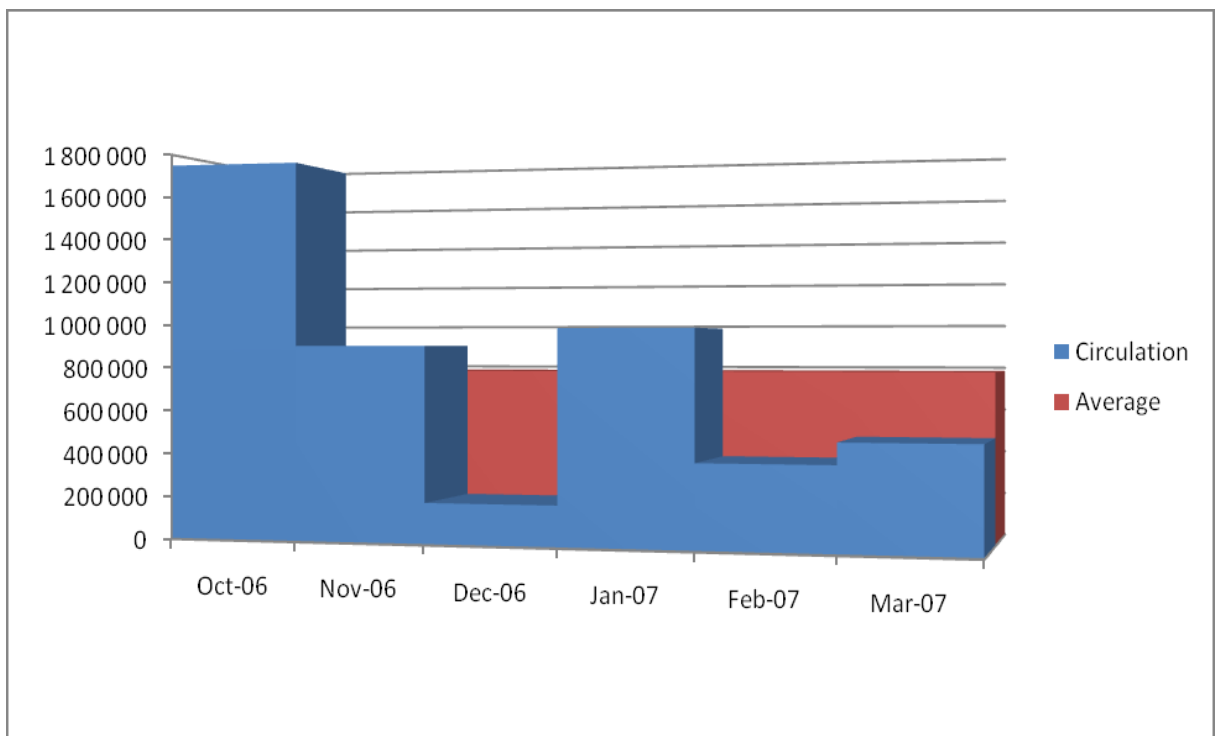


Clip Count Report

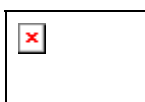


The above graph shows that exposure on Tourism in the EC had a downward trend from October 2006. The trend changed in January 2007 when it began to increase. This pattern continued through to March, the end of the current analysis period.

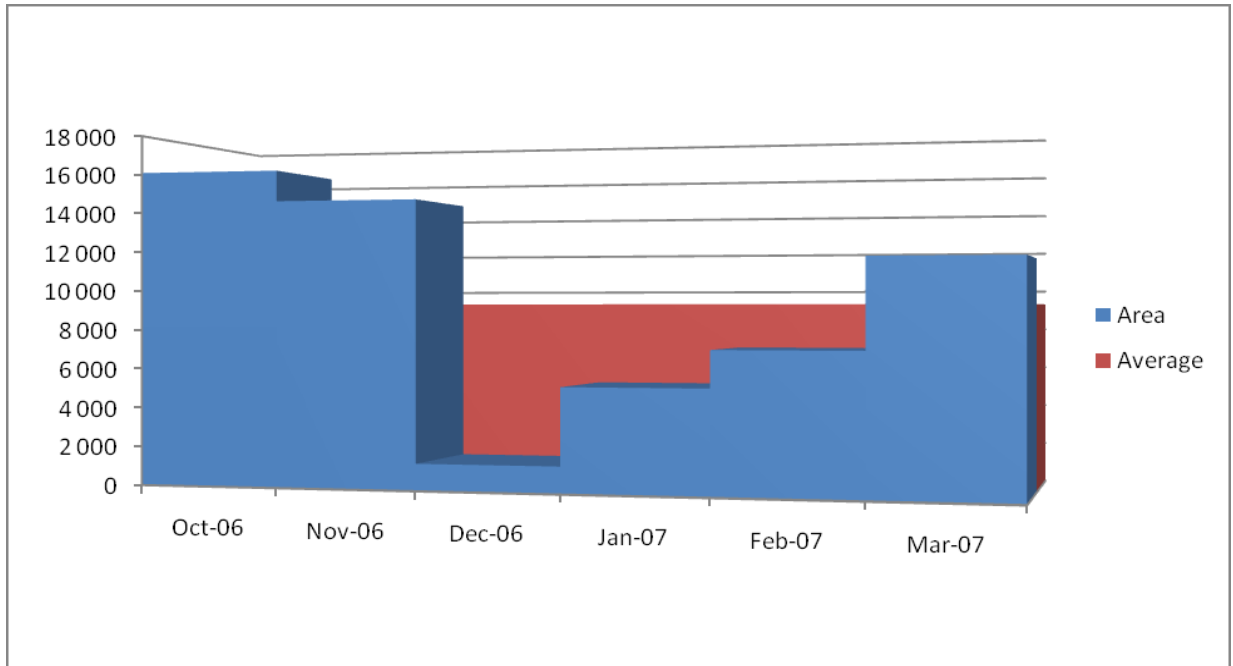
Circulation Report



The above graph shows that Tourism in the EC reached the most number of people in October 2006, when the total circulation was at its highest (just under 1.8 million). With the circulation at its peak in October 2006, it also had the highest AVE value. December was the lowest month in terms of circulation and reach.

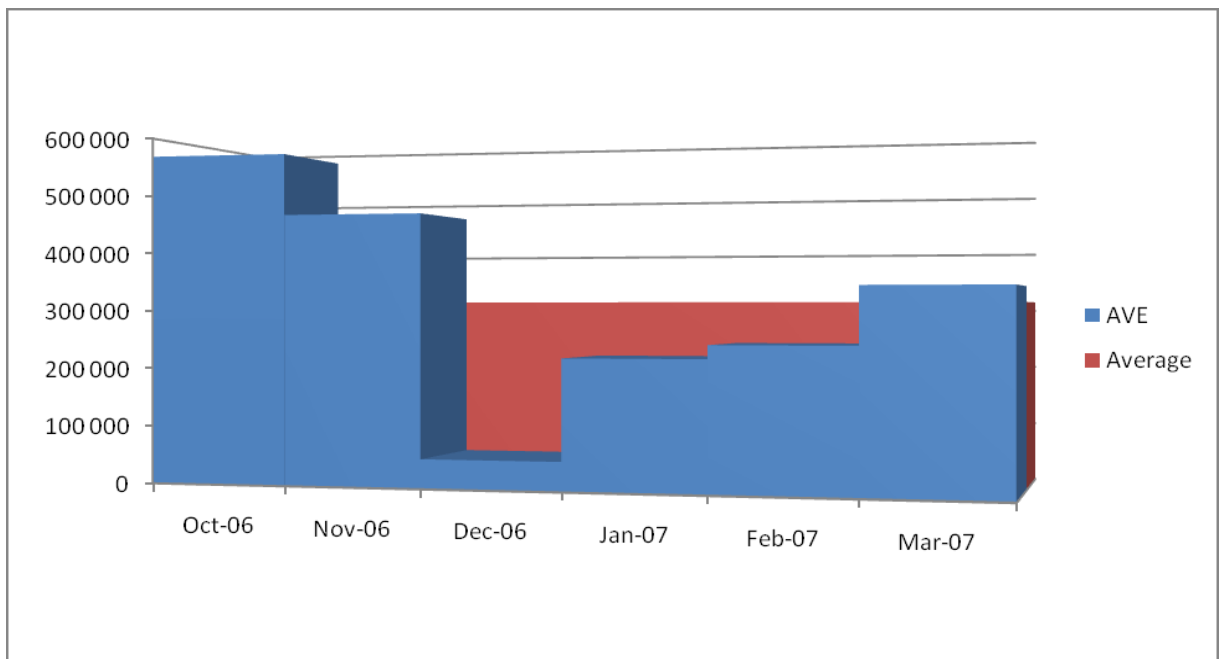


Area



The above graph shows the area space, in square column centimetres, that Tourism in the EC received in the period from October 2006 to March 2007. It can be seen that October and November 2006, as well as March 2007 were all above the average mark.

AVE



The above graph shows the total AVE in rands that Tourism in the EC received for the period October 2006 to March 2007. Interesting to note, a high AVE value does not necessarily mean the circulation was high. In this case, March 2007 AVE was above average, while the circulation was below the average calculated over the six month period. This is due to the nature of the publications in which Tourism in the EC was mentioned.

