

DailyDispatch

Eastern Cape's biggest selling daily newspaper. The Daily Dispatch primarily covers the Eastern Cape, including cities like East London, Mthatha, and Gqeberha.



Circulation
10 052



Regular readers
372 000



Follower Count
545 000



Follower Count
582



YouTube
(Subscribers)
6 320



Total Users
244 721



Follower Count
100 181



CPT: R89

30 X 6 FC cost: R33 120

Reach:
79% EC and GP.

76% Post Matric education

37% Male
63% Female

73% working

85% Black
15% White, Coloured, Indian

Average age:
38

61% SEM 7+

68% live in a household with more than one income earner

TOTAL AUDIENCE*
1 268 804

PSYCHOGRAPHICS

The Daily Dispatch audience care about their personal wellbeing and appearance. Friends are important to them, and they enjoy music, travel, movies and cooking. They also enjoy attending food markets, music and sports events. In line with caring for their wellbeing, this audience enjoys walking and exercising. They are also interested in several sports with soccer, rugby and cricket being the top three.

Average monthly income

Household	R36 315
Personal	R25 776



*Total audience = Readership + Web Users + Social Media followers.

Sources: BrandMapp 2025, ABC Oct - Dec 2025, Google Analytics Jan 2026 dailydispatch.co.za, Social media Jan 2026