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| **MINISTRY:COMMUNICATIONS**  **REPUBLIC OF SOUTH AFRICA**  Private Bag X 745, Pretoria, 0001, Tel: +27 12 473 0164 Fax: +27 12 473 0585  URL: [**http://www.gov.za**](http://www.gov.za/) |

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 2746 OF 2015**

**DATE OF PUBLICATION: 31 JULY 2015**

**Mr G R Davis (DA) to ask the Minister of Communications:**

With reference to her comments that the Government is slashing its advertising budget to mainstream newspapers (details furnished), (a) what is her department’s definition of mainstream newspapers and (b) what official publications does her department consider to be mainstream newspapers? NW3178E

**REPLY: MINISTER OF COMMUNICATIONS**

1. Mainstream newspapers are defined as the dominant or established newspapers in the South African media landscape. This reference is widely understood and used in the collaborative publication Media Landscape 2014, Celebrating 20 Years of South Africa’s Media.
2. Therefore the mainstream newspapers referred to are commercial newspapers that fall under the following stables: Times Media Group; Caxton, Independent News and Media SA, and Media24.

**MR D LIPHOKO**

**ACTING DIRECTOR-GENERAL**

**GCIS**

**DATE:**

**MS AF MUTHAMBI, MP**

**MINISTER OF COMMUNICATIONS**

**DATE:**