

Magazines ABC Q4 2017: Customs the biggest loser

By [Danette Breitenbach](#)

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Significant declines in Custom magazines and to a lesser extent in Consumer publications saw the overall decline in magazines edge to just over eight percent (8.1%) over Q3 and a 16.6% decline over the prior year. This is according to the Audit Bureau of Circulation (ABC) 4th quarter 2017 results.



A decline of nearly 12% (11.7%) over Q3 and over 30% (30.7%) over the prior year makes Custom Magazines the biggest loser in the Magazine category, followed by Free Magazines which declined by 7% over Q3 and by 21.5% over the prior year. Custom Magazines saw Single Copy Sales declined by 31.2%, while Free circulation decreased by 13.7%, compared to Q3.

While Consumer Magazines declined by 5.8% over Q3, they increased by 1.4% over the prior year with all major categories of sales declining, except PDF Replica copies and sales below 50%, which increased by 25% and 8.7% respectively, compared to Q3.

B2B Magazines saw a minimum decline of 0.5% over Q3 and an increase by 2.7% over the prior year, saw all categories of circulation decline, except sales below 50%, which increased by 17% off a small base.

The best three publications are *Top 500 SA's Best Managed Companies*, reporting annually, which increased its circulation considerably, with both *Business Brief* and *Supermarket and Retailer* increasing their circulation in digital by 70% and 56% over Q3. *Supermarket and Retailer* also increased circulation by 12.4% over the prior year.



Newspapers ABC Q4 2017: Losses across the board

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Consumer magazines

The home category, motoring category and the sports and hobbies category all declined in Q3, but increased over the prior year. On the flip side, showing an increase over Q3, but a decline over the prior year is the Consumer travel category and

the Consumer Women's General category.

The Consumer Home decreased by 8.4% over Q3, but increased by 6.7% over the prior year. In the category Real Estate had the strongest showing, with increases over Q3 and over the prior year. With a 23.5% increase over Q3, the publication's circulation rose from 20,845 to 25,748, overtaking its corresponding period circulation of 21,348. Both *Elle* and *My Kitchen* also increased over Q3. *Elle*, which showed a 7.6% increase, went to 17,086 from 15,885. It was still short of its corresponding period figure of 19,906. *My Kitchen* went from 98,017 to 103,338, an increase of 5.4% over Q3.

The Consumer Motoring Category declined by 4.4% over Q3, but increased by 5.7% over the prior year. *Bike SA* and *Motor* both increase by over four percent, with *Bike SA* moving from 17,183 to 17,946. This is also an increase over the prior year of 44% (from 12,478). *Motor* went from 41,035 to 42,789.

SA 4X4 increased by 2.7% over Q3 from 14,881 to 15,285 and by 10.1% over the prior year (13,882).

Consumer sports and hobbies decreased by 4.4% over Q3, but increased by 38.4% over the prior year. Two publications, *The Bass Angler* and *Runner's World*, showed an increase over Q3 and over the prior year.

The Bass Angler increased by 27.1% over Q3 (from 3,075 to 3,909) and by 31% over the prior year (3,075). *Runners World* achieved 15,956 an increase of 25.8% over Q3 (12,685) and rose 42% over the prior year (11,235).

Kick Off increased by 25.1% over Q3, taking it from 18,054 to 22,584. Unfortunately, it declined by 5.1% over the prior year (23 795).

The Consumer Travel Category increased by 12.6% over Q3, but declined by 3.3% over the prior year. *Weg Namibië/Go Namibia* increased by 13.9% over the prior year (34,827 vs 30,585) and *Wegsleep Oordgids* increased by 9.4% over the prior year (17,261 vs 15,777).

Increasing over Q3 and over the prior year, *Weg/Go* increased by 9% over Q3 (58,774 from 53,897) and by 6.7% over the prior year (55,072).

Despite an increase over Q3 of 1.2% Consumer Women's General Category, the category declined by double figures – 14.7% – over the prior year.

Staying with this trend, *True Love* increased by 15.3% over Q3, taking circulation from 27,693 to 31,925 but declined by 24.7% over the prior year (42,373). *Rooi Rose* also increased over Q3, by 10.5% (63,818 to 70,546), but declined by 3.9% over the prior year (73,446).

Bucking the trend was *Fairlady* which saw an increase over Q3 and over the prior year, with an increase of 13.5% over Q3, from 32,975 to 37,431 and by 8.3% over the prior year (34,571).

Arts, Culture and Heritage			
Publication	Circulation	%change quarter	%change year
Islam Today KZN	10,000	0.0%	0.5%
Jewish Life	12,679	-1.4%	-1.7%
Business and News			
Business Brief.	56,396	70.3%	
Entrepreneur	15,898	9.0%	-11.0%
Financial Mail	13,016	-1.9%	7.0%
Finweek	18,209	-2.9%	52.0%
Forbes Africa	17,733	-10.4%	-6.7%
Green Economy Journal (formerly Green Business Journal)	7,081	4.6%	7.6%
Noseweek	12,374	8.5%	-4.3%
Personal Finance	Changed Publisher		
SA Real Estate Investor Magazine	14,351	-3.4%	-14.0%
Your Business Magazine	8,520	-9.0%	-19.4%
Celebrity			
People	35,149	1.0%	-17.7%
Conservation and Wildlife			
African Birdlife	8,072	-6.5%	-6.0%
Entertainment			
Eat Out	20,959		
Hello Johannesburg	9,174	-24.1%	21.9%
TV Plus (Afrikaans)	28,057	-7.7%	-5.0%
TV Plus (English)	15,490	-7.6%	-36.9%
Family Interest			
Bona	62,676	-12.9%	8.4%
Drum	37,200	-8.6%	-30.1%
Huisgenoot	185,002	-2.9%	-10.9%
LIG	20,647	0.0%	-1.1%
Plus 50	5,862	-11.0%	27.2%
Taalgenoot.	69,111	1.0%	1.0%
The Big Issue	11,165	8.5%	-10.8%
The Crest	12,214	-0.1%	0.7%
The Ridge	20,416	-0.4%	0.4%
Things to do with kids Magazine	10,347	3.9%	3.9%
You	95,359	-2.2%	-13.7%
Farming			
Farmer's Weekly	11,334	-6.6%	-4.2%
Landbouweekblad	27,292	-4.5%	4.6%
Landbouweekblad Boereplanne	14,929	0.0%	-23.4%
Landbouweekblad Vee	9,384	-18.9%	-18.9%
Marktoe!	No submission		
Veeplaas.	7,657	-2.0%	-1.7%
Health			
Fatloss	22,172	13.5%	13.5%
Fitlife	27,806	25.7%	
Longevity.	16,841	0.0%	11.2%
Muscle Evolution Magazine	5,663	-13.3%	-13.8%
Home			
Conde Nast House & Garden	30,633	-6.0%	-7.9%
Easy DIY	11,618	0.0%	-7.8%
Elle Decoration	17,086	7.6%	-14.2%
Estate Living.	No Submission		
Food and Home Entertaining	23,004	-1.0%	-3.3%
Green Home	4,716	-28.1%	-30.7%
Habitat	12,883	-3.7%	4.8%
House & Leisure	18,397	-6.6%	-20.5%
Kuier Combo	70,539	0.0%	-2.5%

Landbouweekblad Boerekos	33,042	0.0%	-10.1%
Living Space.	68,341	-0.7%	
Lose It.	22,068	-19.3%	-24.3%
My Kitchen.	103,338	5.4%	
Plascon Spaces.	13,713	-23.1%	-23.1%
Real Estate.	25,748	23.5%	20.6%
SA Garden and Home	43,128	-8.8%	-17.2%
SA Home Owner	36,895	-4.3%	-1.1%
Sarie Kos.	Changed freq.		
Sarie Kreatief	No issue		
Sarie Woon	18,026	0.0%	-23.2%
The Gardener / Die Tuinier	34,205	-11.9%	-19.4%
Tuis Home	81,505	1.8%	3.9%
Tuis Kombuis / Home Kitchen	No issue		
Tuis Opknap / Home Renovations.	23,201	0.0%	-8.9%
Tuis Verf / Home Paint	26,007	0.0%	
Tuis Werf / Home Yard	No issue		
Visi	15,082	-4.0%	1.8%
Leisure			
African Green Elements	Only 1 issue		
Joburg Style	5,818	-21.3%	-21.3%
Prestige Magazine,	11,620	0.5%	
South Africa Deluxe	Suspended		
Southern Vines	12,779	20.4%	20.4%
The Coffee Mag	4,574	0.0%	43.4%
The Ultimate Braai	7,438	0.0%	-68.3%
Male			
Destiny Man.	9,230	-30.4%	-37.5%
GQ.	16,839	-7.4%	-20.1%
Men's Health	32,260	16.9%	0.5%
Men's Health Belly Off Guide	No issue		
Popular Mechanics	24,823	-9.7%	-19.1%
Stuff.	14,756	6.0%	9.6%
Tech.	65,302	-1.2%	
The Red Bulletin	Discontinued		
Very Interesting (former Braintainment)	18,140	-0.4%	19.3%
Motoring			
Auto Trader	Discontinued		
Auto Trader Exclusive	Discontinued		
Bakkie & Car (formerly Bakkie & Truck)	Resigned		
Bike SA	17,946	4.4%	43.8%
Car	61,662	-0.8%	-5.5%
Caravan & Outdoor Life / Kamp & Karavaan	16,136	-11.2%	-3.0%
Commercial Trader	Discontinued		
Drive Out Trail Guide / Wegry Roetegids.	13,545	0.0%	
Drive Out/WegRy.	Rebranded		
Driven Magazine	16,389	-8.5%	-10.9%
Land Rover AFRICA Magazine	Digital		
Leisure Wheels	14,409	0.2%	-2.3%
Motor.	42,789	4.3%	
SA4x4	15,285	2.7%	10.1%
Speed and Sound	23,940	-1.2%	-11.5%
Super Bike	9,428	-0.9%	-8.4%
Parenting			
Baba & Kleuter	Changed Frequency		
Baba & Kleuter.	15,834	1.8%	
Baby's and Beyond	15,271	-2.1%	-2.1%
Child Magazine - Cape Town	Changed Frequency		

Child Magazine - Cape Town.	47,817	0.0%	
Child Magazine - Durban	Changed Frequency		
Child Magazine - Durban.	40,026	0.0%	
Child Magazine - Johannesburg	Changed Frequency		
Child Magazine - Johannesburg.	55,350	0.2%	
Child Magazine Pretoria	Changed Frequency		
Child Magazine Pretoria.	40,173	0.3%	
Expectant Mothers Guide	55,647	0.0%	0.8%
Living and Loving	10,139	-8.2%	-9.5%
MamaMagic Milestones	50,000	-0.4%	-0.4%
Mamas & Papas.	17,663	28.5%	4.3%
Your Baby.	9,714	-18.2%	-18.8%
Your Pregnancy.	14,405	-26.2%	-24.0%
Pets			
Animaltalk	10,429	-5.5%	42.7%
Dog Directory	8,481	9.4%	9.4%
Sport and Hobby			
Amakhosi	Changed Publisher		
Bicycling	10,802	3.0%	10.8%
Compleat Golfer	9,681	-5.6%	0.9%
Fitness His Edition	8,051	-20.7%	-25.1%
Game & Hunt/Wild & Jag	6,375	-33.4%	-29.9%
Golf Digest	9,940	-18.1%	27.0%
Gun Africa	No submission		
HQ.	6,525	8.2%	14.5%
Kick Off	22,584	25.1%	-5.1%
Magnum	11,147	-5.4%	1.2%
Modern Athlete	69,391	1.1%	19.3%
Ride Magazine,	7,724	10.2%	21.9%
Rock Surf and Deep.	2,853	-4.4%	-12.4%
Runners World	15,956	25.8%	42.0%
SA Cricket.	12,037	16.9%	16.9%
SA Flyer	6,153	0.3%	2.6%
SA Hunter/Jagter	46,519	-2.9%	9.2%
SA Rugby	23,079	4.4%	-10.4%
Signature Golf	30,556	0.1%	0.1%
Sowetan Magazine	Discontinued		
Sports Club	153,586	-0.2%	
The Bank Angler / Die Oewerhengelaar	12,052	3.3%	-2.0%
The Bass Angler / Die Baarshengelaar	3,909	27.1%	31.0%
Wildland Magazine	6,174	-12.8%	-11.4%
Travel			
Cape Etc.	8,814	-2.5%	-2.5%
Getaway	38,677	-9.2%	2.2%
go! Drive & Camp and Weg! Ry & Sleep	39,357	5.2%	
SA Country Life	29,784	0.1%	-13.3%
The Great Outdoors Guide / Die Groot Buitelewegids	43,422	-0.1%	-0.1%
TravelIdeas.	No Submisison		
Weg / Go Photography	No issue		
Weg / Go Platteland	32,729	0.0%	-7.6%
Weg Kuierkos.	No issue		
Weg Namibië / Go Namibia	34,827	13.9%	13.9%
Weg! Kruger / Go! Kruger	30,090		
Weg/Go	58,774	9.0%	6.7%
Wegsleep Kampgids	10,726	0.0%	
Wegsleep Oordgids	17,261	9.4%	9.4%
Wegsleep.	Rebranded		
Welcome to South Africa	No Submission		

Wildside.	Resigned		
Woman's General			
Cosmopolitan	35,763	-3.7%	-12.7%
Destiny Magazine	23,017	-8.4%	-15.1%
Elle	21,510	-4.1%	-21.1%
Essays of Africa	Change Frequency		
Essays of Africa.	8,878		
Essentials	21,636	-16.4%	-12.2%
Fairlady	37,431	13.5%	8.3%
Finesse.	39,933	-13.1%	-8.0%
Fitness Magazine	18,037	-14.9%	-22.1%
Glamour	43,483	-4.4%	-2.0%
Good Housekeeping / Goeie Huishouding	37,891	0.4%	-16.4%
Ideas/Idees.	Changed Publisher		
Kuier	94,851	3.5%	-4.8%
Marie Claire	18,767	-15.0%	-10.3%
Move!	65,960	-5.9%	-16.8%
Rooi Rose	70,546	10.5%	-3.9%
Sarie	61,726	7.8%	-9.6%
True Love	31,925	15.3%	-24.7%
Vroue Keur	48,829	0.6%	-11.7%
Woman and Home	77,054	5.1%	-9.3%
Women's Health.	34,387	9.1%	-1.6%
Your Family	27,512	-7.8%	-22.0%
Woman's Special			
Bruidgids	16,522	0.3%	0.3%
Fairlady Bride	5,341	0.0%	-44.3%
Forbes Woman Africa	9,129	-21.2%	-9.5%
Idees/Ideas	18,423	7.4%	
Intiem.	Digital Only		
Nubian Bride	7,404	-16.9%	-16.9%
SA Wedding Album	14,203	-20.2%	-20.2%
Sarie Bruid	6,792	0.0%	-30.6%
True Love Bride	3,323	0.0%	-51.9%
Wedding Guide	12,889	0.0%	-33.5%
Wedding Inspirations	7,020	0.0%	-1.1%
Youth			
Barbie Magazine	11,939	-4.7%	13.0%
Kids Super Club	123,317	3.9%	
The Official Safeways K53 Learner's and Driver's Manual	66,703	-10.4%	

B2B

The Architecture category declined overall by 10.6% over Q3 and by 10.4% over the prior year. *SA Building Review* increased by 5% over the prior year (10,680 to 11,218) as did *To Build* which increased by 17.2% over the prior year (8,572 to 10,049).

In the B2B management category was similar to the Architecture category, with a decline in Q3 and over the prior year. The category declined by 1.5% over Q3 and by 12.3% over the prior year.

The highlight was *Top 500 SA's Best Managed Companies*, which increased significantly from 1,913 to 7,905. *South African Business Integrator* and *The South African Schools Collection* also increased over the prior year, with an 32.5% (20,071 from 15,151) and 19.9% (6,271 from 5,230) increase over the prior year respectively.

Agricultural			
Publication	Circulation	%change quarter	%change year
Agri Inc. Die Boer / The Farmer.	27,847	-2.9%	-1.9%

Auto Trader Agri	Discontinued		
Dairy Mail, The	Changed Sector		
Harvest SA	8,781	-3.9%	-3.1%
OVK Nuus/News	5,571	-1.2%	-1.2%
Pro Agri	38,993	-1.6%	-1.2%
Rooi Veis / Red Meat	Changed Sector		
SA Graan / Grain	16,677	-0.7%	-2.4%
SABI Magazine	4,763	-0.8%	-1.3%
Stockfarm	6,527	7.2%	24.6%
Wildlife Ranching..	7,834	9.0%	6.9%
Wineland	3,513	-6.0%	-26.7%
Wolboer / Wool Farmer	Changed Sector		
Architecture			
earthworks	Changed Publisher		
Floors in Africa	17,238	-2.0%	-1.9%
Leading Architect & Design	5,802	0.0%	0.2%
SA Building Review	11,218	5.0%	5.0%
SA Roofing	3,659	-1.5%	3.2%
Timber IQ	3,400	-2.6%	-3.5%
To Build	10,049	17.2%	17.2%
Walls & Roofs in Africa	17,259	-2.1%	-1.9%
Automotive			
Auto Forum,	6,519	-1.0%	-4.1%
Automobil.	8,385	2.4%	
Automotive Business Review,	11,379	-0.9%	-0.4%
Road Ahead, The	9,089	-2.2%	-2.2%
SA TREADS	6,950	0.0%	
Civil Construction			
Civil Engineering	10,924	-5.8%	-1.2%
Civil Engineering Contractor, The	3,188	-0.7%	-1.5%
Concrete Trends	3,445	5.8%	5.8%
Construction Review	1,822	-6.0%	-8.0%
Construction World	5,024	3.1%	6.0%
IMESA	4,481	6.8%	-8.1%
Plant Equipment & Hire	2,465	-0.2%	-7.3%
Precast	2,670	0.0%	-10.6%
Communications			
Media, The.	3,184	-2.4%	9.6%
Nex Media	4,153	0.0%	-0.7%
Screen Africa	Resigned		
The Gapp Magazine	4,183	0.8%	0.7%
Electrical Engineering			
Electricity & Control	4,563	0.6%	-3.7%
Energize	4,143	-0.1%	-2.5%
ESI Africa	4,622	0.0%	-2.0%
Sparks Electrical News	7,057	3.4%	4.1%
Vector Journal	3,927	-6.7%	-14.1%
WattNow.	14,095	10.5%	37.6%
Engineering - Other			
Capital Equipment News	3,793	3.4%	3.6%
Chemical Technology	Rebranded		
Dataweek	3,392	-0.1%	-3.4%
Engineer IT	3,875	-2.5%	-9.1%
Engineering News	10,903	-2.8%	3.6%
Mechanical Technology	Rebranded		
MechChem Africa	4,668	4.2%	
Motion Control	3,110	0.0%	-8.7%
Plumbing Africa	3,518	-0.5%	0.3%

Position IT.	4,145	0.0%	-1.0%
Refrigeration and Airconditioning	3,019	-0.8%	-5.3%
SA Instrumentation & Control	4,734	-0.5%	-1.1%
Transform SA	2,161		
Water & Sanitation Africa	3,988	-3.9%	-1.1%
Water Sewage & Effluent	3,085	3.4%	2.1%
Health and Wellbeing			
Fire Protection	1,402	3.1%	3.1%
Hi-Tech Security Solutions	4,762	-0.5%	1.3%
International Dentistry Africa Edition	4,213	0.9%	0.7%
LMS	4,467	0.5%	7.2%
MDR Medical Desk Reference	2,013	-31.9%	-31.9%
Medical Chronicle	10,332	1.7%	3.0%
MMS	3,439	-9.4%	-7.9%
MMS Guide to OTC Products	3,063	-5.0%	-5.0%
Modern Medicine Magazine	3,782	-4.6%	-2.5%
Occupational Health Southern Africa	2,424	9.1%	-1.9%
Professional Forum	1,394	0.0%	9.8%
SHEQ Management	5,474	-6.7%	-3.1%
South African Pharmaceutical & Cosmetic Review	1,812	4.1%	3.3%
The Specialist Forum Journal	5,528	-2.0%	-2.8%
Hospitality, Catering and Tourism			
Business Traveller Africa	3,704	-2.3%	
Conference Venues	2,859	0.0%	-36.5%
Explore South Africa.	8,249	-4.3%	-4.3%
Leading Venues	5,033	-26.2%	-26.2%
Meetings	3,801	-4.2%	0.6%
The Meetings & Event Planner (former SA Conference Directory)	13,441	-9.0%	-9.0%
Travel News Weekly	6,520	0.0%	11.9%
Industry			
Analytical Reporter	2,857	0.0%	0.0%
Cold Link Africa	3,013	-3.2%	-19.4%
Eastern Cape Business..	14,775	0.0%	
Eastern Cape Industrial & Business News	4,244	-2.0%	-2.1%
Free State Business,	9,805	2.2%	2.2%
Gauteng Companies..	14,719	0.0%	
Hire S.A (formerly Leading Equipment)	Discontinued		
Industrial Buyer	34,306	-13.9%	-12.3%
KwaZulu Natal Business..	14,629	0.0%	
KZN Industrial & Business News	6,561	-2.1%	-4.7%
Lighting in Design.	3,568	-3.0%	-3.0%
Limpopo Business..	9,655	0.0%	
Metering International.	5,222	23.5%	14.3%
Mpumalanga Business..	9,728	0.0%	
Nepad Annual	9,625	0.0%	0.8%
North West Business..	9,788		
Northern Cape Business..	9,790	0.0%	
Opportunity (Exploring Business Prospects in SA)	9,129	3.8%	3.3%
Resource.	3,388	-5.6%	-5.6%
RISKAFRICA		-100.0%	-100.0%
SA Affordable Housing	2,344	1.3%	
SA Jewellery News	1,292	-1.6%	-5.5%
Service (Leadership in Local Government)	7,652	-16.9%	-15.2%
South African Business.	19,700	2.1%	2.1%
South African Food Review	3,792	6.0%	0.9%
The Green Building Handbook	7,876	2.5%	2.5%
The Responsible & Sustainable Tourism Handbook	Changed Cycle		
The Sustainability & Intergrated Reporting Handbook.	No issue		

The Sustainable Energy Resource Handbook.	7,840	0.0%	3.3%
The Sustainable Infrastructure Handbook.	No issue		
The Sustainable Water Resource Handbook.	7,908	0.0%	17.1%
Western Cape Business,	9,731	-33.2%	-33.2%
Information and Computer Technology			
Brainstorm	11,028	22.9%	20.4%
The Margin	3,612	1.1%	1.1%
Management			
African Decisions	15,577	-1.7%	-1.7%
Afropolitan.	9,405	0.0%	-0.5%
Black Business Quarterly	8,423	2.6%	2.6%
Blue Chip,	8,903	2.0%	2.0%
Business Brief	Changed Sector		
Business Guide	1,181	-5.5%	-5.5%
Business In Durban	6,849	0.0%	-0.2%
Cape Business News	6,113	2.1%	1.7%
Careers SA	16,000	0.0%	-1.4%
FA News.	6,800	-26.0%	0.1%
Impumelelo SA's Top Empowerment Co.	No issue		
Infocom.	1,858	8.3%	8.3%
Leadership	8,069	1.8%	-2.8%
Money Marketing	6,873	-0.1%	-0.8%
Profiles Stock Exchange Handbook	5,129	-18.0%	-18.0%
Public Sector Manager	18,581	-5.8%	7.8%
Salga Voice of Local Government	9,778	-0.1%	-0.1%
South African Business Intergrator	20,071	32.5%	32.5%
The Project Manager SA	No issue		
The South African School Collection	6,271	19.9%	19.9%
Think Sales.	9,248	-20.7%	-20.7%
Top 500 SA's Best Companies,	7,905	313.2%	
Top Women in Business & Government	8,050	0.0%	7.4%
Vision 2030	8,777		
Mining & Quarrying			
African Mnes Handbook	1,940	24.3%	24.3%
African Mining	3,176	3.2%	6.4%
African Mining Brief	997	-10.6%	-30.0%
Earthbroker	5,147	-0.4%	-0.7%
Inside Mining..	3,642		
Mining & Minerals Product Review	4,104	-2.4%	-4.3%
Mining Decisions	6,794	-24.6%	-24.6%
Mining Mirror	3,162	-0.2%	-1.2%
Mining Prospectus	8,618	-0.5%	3.9%
Mining Review Africa.	4,646	0.5%	1.2%
Mining Weekly	10,462	-2.5%	3.5%
Modern Mining	4,509	5.6%	5.9%
Modern Quarrying	2,465	-1.7%	-1.7%
Quarry Southern Africa	2,662	2.0%	3.0%
SA Mining.	4,932	0.9%	1.9%
Property			
Seeff Property Pages - Atlantic Seaboard & City Bowl	15,900	6.7%	6.7%
The Greeff Magazine	45,566	-7.9%	-7.9%
Retail			
DIY And Industrial Trade News	4,223	-0.9%	1.6%
Frontshop Pharmacy Magazine	3,164	3.8%	-22.7%
Hardware Africa Magazine	1,724	-58.2%	-58.2%
International Independent Trader	8,056		
Pharmacy Retailer	7,210		
Spotong	11,279	1.0%	1.0%

Supermarket and Retailer	8,412	55.6%	12.4%
The International Convenience Store Retailer.	8,704	-7.0%	240.0%
The International FMCG Retailer.	9,048	-7.8%	284.7%
The International Hardware Retailer.	9,003	-6.1%	178.1%
Trader's Friend.	2,775	-1.9%	
Transport and Logistics			
Fleet.	897	0.7%	
Focus on Transport & Logistics	6,280	-2.5%	-7.3%
Freight & Trading Weekly	4,237	6.1%	0.9%
Future Trucking & Logistics.	897	0.9%	
Truck & Bus	3,993	-0.2%	-19.6%
Trucks and Heavy Equipment News..	7,046		

Custom

The Custom entertainment category declined by 45% over Q3 and by 76% over the prior year and saw DSTV Premium declined just short of 50% at 47% over Q3 and by 65% over the prior year, taking it to 277,189 from 526,548 (797,333 prior year).

Custom leisure followed the entertainment category, with declines over Q3 and the prior year. The Category declined by 6.6% over Q3 and by 6.4% over the prior year.

But not everyone followed the trends. *Taste* increased by 15.4% over Q3 (24,662 to 28,453) and by 3.9% over the prior year (27,376).

Despite *Equinox* increasing to 38,321 from 37,285 (+2.8%) over Q3, it declined by 2.8% over the prior year (39,435). *Team SA* increased by 1.5% over the prior year 10,955 vs 10,798).

Following suit, the Custom Retail Category declined by 13.2% over Q3 and by 35.8% over the prior year. *Clicks Club Card* increased 12.3% over the prior period (441,903 from 393,476) and by 1.4% over the prior year (436,014).

Soccer Club increased to 78,398 from 75,097 by 4.4% over Q3, however declined by 1% over the prior year (79,132). *Man* increased by 3.6% over Q3 (67,912 from 65,578), however declined marginally over the prior year (68,331).

Entertainment			
Publication	Circulation	%change quarter	%change year
DSTV Compact (formerly Dish Compact)	Discontinued		
DSTV Premium Mag / Tydskrif	277,189	-47.4%	-65.2%
M	Discontinued		
Magic	Discontinued		
Prive	25,963	0.0%	-41.9%
Industry Specific			
Crawford Times	10,410	2.1%	2.1%
Dairy Mail, The.	3,820	-3.0%	
Forum Tydskrif	140,941	-14.8%	-14.8%
J S E	17,760	-4.1%	-4.1%
Lifting Africa	3,706	-9.0%	-10.2%
Obrigado	Discontinued		
Rooi Veis / Red Meat,	12,256	1.9%	
SA Franchise Warehouse.	12,475	-16.9%	-16.5%
Sea Rescue	81,152	0.0%	8.6%
Servamus	12,914	-5.2%	-10.2%
Solidarity Magazine / Solidariteit Tydskrif	153,138	40.4%	55.7%
Sonke Magazine,	47,688	0.0%	
TAPPSA Journal.	528		

Trinitonian	5,850	12.9%	12.9%
Wolboer / Wool Farmer.	4,966	1.2%	
In-flight			
High Life SA	16,500	0.0%	0.0%
In Flight Magazine	15,509	2.1%	192.6%
Indwe	20,530	-4.7%	
Kulula Khuluma	20,922	-0.3%	-0.2%
Mango Juice	16,278	0.3%	0.7%
Sawubona	88,687	0.1%	-0.3%
Skyways	24,004	0.0%	0.0%
Leisure			
Cheers	34,800	-0.3%	4.7%
Equinox	38,321	2.8%	-2.8%
Fancourt Lifestyle and Leisure	4,901	-4.4%	-4.4%
Fresh Living / Kook en Kuier	466,375	1.0%	-0.4%
Good Taste	Discontinued		
Legacy Inspires	18,365	0.0%	
Nedbank Golf Challenge	17,700	0.0%	0.0%
onRoute	12,311	0.0%	0.9%
Private Edition	15,892	0.0%	-12.2%
Signature : Diners Club	52,582	-18.3%	-18.3%
Slow Magazine	13,423	-5.7%	164.2%
Taste.	28,453	15.4%	3.9%
Team SAformer (Road To Tokyo)	10,955	1.5%	1.5%
Toyota Zone.	Terminated		
Wild	64,895	0.0%	1.8%
Medical and Allied Health			
Bankmed	164,922	0.0%	54.5%
Medi - Clinic Family	59,325	0.0%	-21.9%
South African Medical Journal	14,612	-0.1%	-3.2%
Professional			
Accountancy SA	34,679	7.1%	-1.7%
Acumen,	14,775	0.0%	-2.4%
Architecture Journal of SA Institute of Architects	4,508	-1.6%	6.6%
De Rebus	23,179	0.7%	2.7%
Digest of South African Architecture	8,751	1.5%	1.5%
Strategic Marketing Africa	Discontinued		
Strategic Marketing Magazine.	5,865	-27.4%	-27.4%
TAXtalk	6,664	43.7%	
The Journal Of The SAIMM	3,763	-0.3%	43.8%
Retail			
Ackermans Club (formerly A-Plus)	207,778	-3.5%	-0.7%
Balanced Life	94,502	0.2%	0.7%
Clicks Club Card.	441,903	12.3%	1.4%
Club Magazine	481,759	-3.7%	-17.3%
ClubX	108,483	-0.9%	-10.2%
Edgars Club Magazine	386,079	-22.0%	-41.1%
Escapes	55,989	-0.6%	-4.4%
Foschini Living Space	Changed Sector		
Foschini Sports	Changed Sector		
Jet Club	453,728	-6.3%	-21.5%
Man	67,912	3.6%	-0.6%
Soccer Club	78,398	4.4%	-0.9%
Spur's Secret Tribe Magazine	Discontinued		
Super Club For Kids	Changed Sector		
Table	Discontinued		
TFG Motor	Changed Sector		
TFG My Kitchen	Changed Sector		

TFG Tech	Changed Sector		
Tourism and Hospitality			
AA Traveller	60,083	1.5%	1.5%
Best of Cape Town Central City.	59,795	0.0%	0.0%
Moments magazine	2,979		
Premier	15,480	-7.0%	206.5%

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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