

# Magazines ABC Q2 2018: Decline continues

By [Danette Breitenbach](#)

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The decline in magazine circulation continued unabated. Total Magazine circulation declined by 3.9% on the previous quarter, and by 15.1% on the prior year.



## Consumer magazines

Despite Consumer Magazines decreasing by 6.2% on the previous quarter and by 11.5% compared to the prior year, over 10 magazines showed increased on the prior quarter, with the majority of these also posting an increase over the prior year.



### Magazines ABC Q1 2018: A sad affair

Danette Breitenbach 9 May 2018



The biggest increases came from *The Ultimate Braai* (Annual submission) with a 53.7% increase over both the prior quarter and the prior year. Another annual submission, *Wedding Guide* increased over both the prior quarter and prior year by 35.7%.

Six monthly submission, *Your Pregnancy*, *Stuff* and *Bicycling* also showed good gains. *Your Pregnancy* increased by 31% over the prior quarter, but declined by 3.2% over the prior year. Following suit is *Stuff*, which also increased over the prior quarter (by 18.9%) but decline over the prior year by 6%. *Bicycling* had increases over the prior quarter and prior year, of 12% and 15.4% respectively.

*Game & Hunt/Wild & Jag* showed significant increases with an increase of 23.7% on the prior quarter and a massive 77.5% on the prior year. *Leisure Wheels, Visi, The Gardener/Die Tuinier, African Birdlife* and *Modern Athlete* all gained on the prior quarter and the prior year.

*African Birdlife* gained 12.3% on the prior quarter and 6.2% on the prior year, while *The Gardener/Die Tuinier* gained 16.1% on the prior quarter and 10.2% on the prior year.

*Modern Athlete, Visi* and *Leisure Wheels* increased by over 14% over the prior quarter (14.3%, 14.7% and 14.9% respectively). *Visi* had a good increase of just over 10% over the prior year (10.2%) while *Leisure Wheels* gained nearly 8% (7.9%) on the prior year. *Modern Athlete* gained 7% over the prior year.

The stand outs in the Business and News segment are *Business Brief* (49.4%) and *Entrepreneur* (1.3%) up on the prior year.

*Eat Out* (10.6%) was up on the prior year and static on the prior quarter in the Entertainment segment. With *Taalgenoot* (1%) and *Things to do with kids* (3.9%) up on the prior year in the Family Interest segment.

The highlights in the Farming segment was *Landbouweekblad Boereplanne*, up 7.3% on the prior quarter and the prior year, and *Marktoe!* up 8.1% on the prior quarter and 5% up on the prior year.

In the Health segment *Fatless* was static over the prior quarter, but up 13.5% on the prior year.

In the Home segment *Easy DIY* up 12.1% on the prior quarter and prior year as well as *Landbouweekblad Boerekos* which was up 5.6% over the prior quarter and prior year. *My Kitchen* was up 6.1% on the prior quarter and up over the prior year by 15.8%.

*Tuis/Home* also posted a good increase of 11.8% over the prior year.

*Southern Vines* posted a 20.4% increase over the prior year in the Leisure segment while the *Ultimate Braai* increased 53.7% on the prior quarter and prior year.

In the Woman's General segment, *Elle* increased by 38.3% on the prior year and *True Love* increased by 10.5% on the prior year.

| Arts, Culture and Heritage                              |                  |                  |                   |                 |              |
|---|------------------|------------------|-------------------|-----------------|--------------|
| Publication Name  | Paid Circulation | Free Circulation | Total Circulation | %change quarter | %change year |
| Islam Today KZN   |                  | 10,000           | 10,000            | 0.0%            | 0.0%         |
| Jewish Life   | 34               | 11,995           | 12,029            | -0.9%           | -5.9%        |
| Val de Vie Magazine                                     | 1,835            | 9,344            | 11,179            |                 |              |
| Business and News                                       |                  |                  |                   |                 |              |
| African Business Quarterly                              | 655              | 1,237            | 1,892             |                 |              |
| Business Brief.   | 49,256           | 214              | 49,470            | -12.3%          | 49.4%        |
| Entrepreneur  | 14,883           |                  | 14,883            | -6.8%           | 1.3%         |
| Financial Mail  | 13,080           |                  | 13,080            | -2.8%           | -1.3%        |
| Finweek   | 14,430           | 2,758            | 17,188            | -5.6%           | -4.5%        |
| Forbes Africa   | 7,574            | 7,341            | 14,915            | 1.0%            | -22.1%       |
| Green Economy Journal (formerly Green Business Journal) | 362              | 5,999            | 6,361             | -10.2%          | -6.0%        |
| Noseweek  | 11,940           |                  | 11,940            | -2.3%           | -0.3%        |

|                                  |         |        |                   |        |        |
|----------------------------------|---------|--------|-------------------|--------|--------|
| Personal Finance                 |         |        | Changed Publisher |        |        |
| SA Real Estate Investor Magazine | 543     | 14,011 | 14,554            | 2.7%   | -5.7%  |
| Your Business Magazine           | 6,268   | 1,304  | 7,572             | -11.1% | -19.2% |
| <b>Celebrity</b>                 |         |        |                   |        |        |
| People                           | 29,067  | 524    | 29,591            | -5.7%  | -22.9% |
| <b>Conservation and Wildlife</b> |         |        |                   |        |        |
| African Birdlife                 | 8,758   | 306    | 9,064             | 12.3%  | 5.0%   |
| <b>Entertainment</b>             |         |        |                   |        |        |
| Eat Out                          | 15,159  | 5,800  | 20,959            | 0.0%   | 10.6%  |
| Hello Johannesburg               |         | 5,724  | 5,724             | -17.1% | -28.2% |
| TV Plus (Afrikaans)              | 25,123  |        | 25,123            | -11.6% | -20.0% |
| TV Plus (English)                | 13,259  |        | 13,259            | -13.5% | -36.1% |
| <b>Family Interest</b>           |         |        |                   |        |        |
| Bona                             | 58,198  | 1,416  | 59,614            | -12.5% | -12.2% |
| Drum                             | 31,889  |        | 31,889            | -14.5% | -28.6% |
| Huisgenoot                       | 186,654 | 4      | 186,658           | -2.1%  | -5.1%  |
| LIG                              | 18,016  | 453    | 18,469            | -17.3% | -15.2% |
| Plus 50                          | 5,540   | 797    | 6,337             | 8.1%   | -3.8%  |
| Taalgenoot.                      | 69,059  | 52     | 69,111            | 0.0%   | 1.0%   |
| The Big Issue                    | 8,449   | 293    | 8,742             | -12.5% | -13.8% |
| The Crest                        |         | 12,070 | 12,070            | -1.2%  | -1.2%  |
| The Ridge                        |         | 19,051 | 19,051            | -6.7%  | -7.1%  |
| Things to do with kids Magazine  |         | 10,347 | 10,347            | 0.0%   | 3.9%   |
| You                              | 96,211  | 37     | 96,248            | 0.9%   | -6.5%  |
| <b>Farming</b>                   |         |        |                   |        |        |
| Farmer's Weekly                  | 10,710  | 263    | 10,973            | -5.1%  | -7.0%  |
| Landbouweekblad                  | 24,892  | 121    | 25,013            | -8.4%  | -14.8% |
| Landbouweekblad Boereplanne      | 15,599  | 420    | 16,019            | 7.3%   | 7.3%   |
| Landbouweekblad Vee              | 9,384   |        | 9,384             | 0.0%   | -18.9% |
| Marktoe!                         |         | 11,283 | 11,283            | 8.1%   | 5.0%   |
| Plaastoe Magazine                |         |        | Changed Frequency |        |        |
| Veeplaas.                        | 4,751   | 3,012  | 7,763             | 2.5%   | -0.8%  |
| <b>Health</b>                    |         |        |                   |        |        |
| Fatloss                          | 22,112  | 60     | 22,172            | 0.0%   | 13.5%  |
| Fitlife                          | 24,679  | 5,445  | 30,124            | -3.9%  | 85.0%  |
| Longevity.                       |         |        | Discontinued      |        |        |
| Muscle Evolution Magazine        |         |        | Resigned          |        |        |
| <b>Home</b>                      |         |        |                   |        |        |
| Conde Nast House & Garden        | 20,441  | 5,500  | 25,941            | -22.7% | -20.4% |
| Easy DIY                         | 6,878   | 6,142  | 13,020            | 12.1%  | 12.1%  |
| Elle Decoration                  |         |        | Changed Frequency |        |        |
| Elle Decoration.                 | 13,668  | 4,741  | 18,409            | 2.1%   |        |
| Estate Living.                   |         |        | No Submission     |        |        |
| Food and Home Entertaining       | 15,691  | 3,511  | 19,202            | -17.0% | -20.4% |
| Green Home                       |         |        | No issue          |        |        |
| Habitat                          | 12,880  | 379    | 13,259            | 2.9%   | -0.9%  |
| House & Leisure                  | 14,357  | 1,488  | 15,845            | -23.3% | -34.7% |
| Kuier Combo                      | 56,626  |        | 56,626            | -19.7% | -19.7% |
| Landbouweekblad Boerekos         | 34,200  | 696    | 34,896            | 5.6%   | 5.6%   |
| Living Space.                    | 59,678  | 5,120  | 64,798            | 0.1%   | -8.8%  |
| Lose It.                         | 20,765  |        | 20,765            | -5.9%  | -24.1% |
| My Kitchen.                      | 103,805 | 4,673  | 108,478           | 6.1%   | 15.8%  |
| Plascon Spaces.                  | 8,530   | 5,183  | 13,713            | 0.0%   | -23.1% |
| Real Estate.                     |         | 15,798 | 15,798            | -23.1% | -24.3% |
| SA Garden and Home               | 39,487  | 2,283  | 41,770            | -2.5%  | -19.4% |
| SA Home Owner                    | 26,001  | 6,487  | 32,488            | -11.6% | -16.1% |
| Sarie Kos,                       | 28,391  | 1,045  | 29,436            |        |        |
| Sarie Kos.                       |         |        | Changed Frequency |        |        |
| Sarie Woon                       | 16,795  | 860    | 17,655            | -2.1%  | -2.1%  |

|  |        |        |                   |        |        |
|--|--------|--------|-------------------|--------|--------|
| The Gardener / Die Tuinier               | 27,319 | 12,853 | 40,172            | 16.1%  | 17.7%  |
| Tuis Home                                | 76,837 | 6,695  | 83,532            | -2.1%  | 11.8%  |
| Tuis Kombuis / Home Kitchen              |        |        | No issue          |        |        |
| Tuis Opknop / Home Renovations.          | 24,803 |        | 24,803            | 6.9%   | 6.9%   |
| Tuis Verf / Home Paint                   | 22,222 |        | 22,222            | -14.6% | -14.6% |
| Tuis Werf / Home Yard                    | 25,647 |        | 25,647            |        |        |
| Visi                                     | 16,825 | 480    | 17,305            | 14.7%  | 10.2%  |
| <b>Leisure</b>                           |        |        |                   |        |        |
| African Green Elements                   |        |        | Only 1 issue      |        |        |
| Joburg Style                             | 607    | 5,211  | 5,818             | 0.0%   | -21.3% |
| Prestige Magazine,                       |        |        | Digital only      |        |        |
| South Africa Deluxe                      |        |        | Suspended         |        |        |
| Southern Vines                           |        | 12,779 | 12,779            | 0.0%   | 20.4%  |
| The Coffee Mag                           | 1,712  | 2,290  | 4,002             | -12.5% | -12.5% |
| The Ultimate Braai                       | 5,642  | 5,788  | 11,430            | 53.7%  | 53.7%  |
| <b>Male</b>                              |        |        |                   |        |        |
| Destiny Man,                             | 10,396 | 2,176  | 12,572            |        |        |
| Destiny Man.                             |        |        | Changed Frequency |        |        |
| GQ.                                      | 8,533  | 5,024  | 13,557            | -25.2% | -33.4% |
| Men's Health                             | 22,012 | 3,308  | 25,320            | -12.7% | -4.5%  |
| Men's Health Belly Off Guide             |        |        | No issue          |        |        |
| Popular Mechanics                        | 22,807 | 3,906  | 26,713            | -12.5% | -7.5%  |
| Stuff.                                   | 10,641 | 2,446  | 13,087            | 18.9%  | -6.0%  |
| Tech.                                    | 56,193 | 3,717  | 59,910            | -4.4%  | -9.9%  |
| Very Interesting (former Braintainment)  | 12,859 | 4,873  | 17,732            | -2.2%  | -2.6%  |
| <b>Motoring</b>                          |        |        |                   |        |        |
| Bakkie & Car (formerly Bakkie & Truck)   |        |        | Resigned          |        |        |
| Bike SA                                  |        |        | Changed Publisher |        |        |
| Car                                      | 58,548 | 6,066  | 64,614            | -5.0%  | 1.1%   |
| Caravan & Outdoor Life / Kamp & Karavaan | 16,773 | 356    | 17,129            | 5.3%   | 14.5%  |
| Drive Out Trail Guide / Wegry Roetegids. |        |        | No issue          |        |        |
| Drive Out/WegRy.                         |        |        | Rebranded         |        |        |
| Driven Magazine                          |        | 16,238 | 16,238            | 0.2%   | -12.4% |
| Land Rover AFRICA Magazine               |        |        | Digital Only      |        |        |
| Leisure Wheels                           | 15,101 | 2,113  | 17,214            | 14.9%  | 7.9%   |
| Motor.                                   | 33,321 | 5,313  | 38,634            | -7.8%  | -7.2%  |
| SA4x4                                    | 12,063 | 1,720  | 13,783            | -6.4%  | -15.2% |
| Speed and Sound                          | 22,012 | 2,429  | 24,441            | 8.7%   | -6.2%  |
| Super Bike                               | 5,791  | 2,441  | 8,232             | -2.2%  | -10.2% |
| <b>Parenting</b>                         |        |        |                   |        |        |
| Baba & Kleuter.                          | 12,320 | 2,818  | 15,138            | -4.4%  | -2.6%  |
| Baby's and Beyond                        |        | 15,271 | 15,271            | 0.0%   | -2.1%  |
| Child Magazine - Cape Town.              |        | 47,771 | 47,771            | -0.1%  | -0.1%  |
| Child Magazine - Durban.                 |        | 40,084 | 40,084            | 0.1%   | 0.1%   |
| Child Magazine - Johannesburg.           |        | 55,364 | 55,364            | 0.0%   | 0.2%   |
| Child Magazine Pretoria.                 |        | 40,052 | 40,052            | -0.3%  | 0.0%   |
| Expectant Mothers Guide                  |        |        | No submission     |        |        |
| Living and Loving                        | 6,836  | 2,353  | 9,189             | -9.7%  | -13.6% |
| MamaMagic Milestones                     |        | 50,000 | 50,000            | 0.0%   | -0.4%  |
| Mamas & Papas.                           | 7,181  | 4,774  | 11,955            | 1.5%   | -14.2% |
| Mother & Child                           | 666    |        | 666               |        |        |
| Your Baby.                               | 8,300  | 2,335  | 10,635            | 9.5%   | -10.5% |
| Your Pregnancy.                          | 13,844 | 5,038  | 18,882            | 31.1%  | -3.2%  |
| <b>Pets</b>                              |        |        |                   |        |        |
| Animaltalk                               | 6,955  | 3,330  | 10,285            | -1.0%  | 4.0%   |
| Dog Directory                            | 6,011  | 2,470  | 8,481             | 0.0%   | 9.4%   |
| <b>Sport and Hobby</b>                   |        |        |                   |        |        |
| Bicycling                                | 10,131 | 1,968  | 12,099            | 12.0%  | 15.4%  |
| Compleat Golfer                          | 6,626  | 3,334  | 9,960             | 1.5%   | -15.1% |

|  |         |        |                   |        |        |
|--|---------|--------|-------------------|--------|--------|
| Fitness His Edition                                |         |        | Resigned          |        |        |
| Game & Hunt/Wild & Jag                             | 19,716  | 114    | 19,830            | 23.7%  | 77.5%  |
| Golf Digest  | 10,901  | 1,743  | 12,644            | 1.4%   | 26.9%  |
| Gun Africa   |         |        | Discontinued      |        |        |
| HQ.  | 5,108   | 1,091  | 6,199             | -5.8%  | 10.1%  |
| Kick Off   | 23,511  | 1,825  | 25,336            | 7.7%   | 34.5%  |
| Magnum   | 11,463  | 193    | 11,656            | 8.8%   | -3.7%  |
| Modern Athlete                                     | 642     | 78,702 | 79,344            | 14.3%  | 7.1%   |
| Ride Magazine,                                     |         |        | Changed Frequency |        |        |
| Ride Magazine..                                    | 3,169   | 3,334  | 6,503             |        |        |
| Rock Surf and Deep.                                | 2,957   | 65     | 3,022             | 5.9%   | 1.2%   |
| Runners World                                      | 10,792  | 1,438  | 12,230            | -17.4% | -1.6%  |
| SACricket.   | 6,247   | 5,790  | 12,037            | 0.0%   | 16.9%  |
| SAFlyer  | 4,130   | 913    | 5,043             | -14.8% | -17.1% |
| SA Hunter/Jagter                                   | 45,122  |        | 45,122            | -0.6%  | -6.4%  |
| SARugby  | 19,810  | 2,917  | 22,727            | -4.2%  | -8.5%  |
| Signature Golf                                     |         | 30,556 | 30,556            | 0.0%   | 0.1%   |
| Sowetan Magazine                                   |         |        | Discontinued      |        |        |
| Sports Club  | 143,041 | 5,052  | 148,093           | -1.7%  | -8.0%  |
| The Bank Angler / Die Oewerhengelaar               | 7,791   | 3,766  | 11,557            | -8.2%  | -9.8%  |
| The Bass Angler / Die Baarshengelaar               | 1,621   | 1,470  | 3,091             | 5.1%   | 44.9%  |
| Wildland Magazine                                  | 27,725  | 266    | 27,991            | 342.8% | 288.3% |
| <b>Travel</b>                                      |         |        |                   |        |        |
| African Safaris                                    | 682     | 1,074  | 1,756             |        |        |
| Cape Etc.  | 888     | 7,926  | 8,814             | 0.0%   | -2.5%  |
| Getaway  | 35,330  | 5,702  | 41,032            | -7.7%  | -2.8%  |
| go! Drive & Camp and Weg! Ry & Sleep               | 30,912  | 3,742  | 34,654            | -6.9%  |        |
| SACountry Life                                     | 27,418  | 2,524  | 29,942            | -5.0%  | -11.3% |
| The Great Outdoors Guide / Die Groot Buitelewegids | 43,422  |        | 43,422            | 0.0%   | -0.1%  |
| Weg / Go Platteland                                | 29,176  |        | 29,176            | -10.9% | -10.9% |
| Weg Namibië / Go Namibia                           | 34,827  |        | 34,827            | 0.0%   | 13.9%  |
| Weg! Kruger / Go! Kruger                           | 30,090  |        | 30,090            | 0.0%   |        |
| Weg/Go   | 54,086  | 4,859  | 58,945            | -3.3%  | 6.1%   |
| Wegsleep Kampgids                                  |         |        | No issue          |        |        |
| Wegsleep Oordgids                                  | 17,261  |        | 17,261            | 0.0%   | 9.4%   |
| Wegsleep.  |         |        | Rebranded         |        |        |
| <b>Woman's General</b>                             |         |        |                   |        |        |
| Cosmopolitan                                       | 28,011  | 2,734  | 30,745            | -5.4%  | -11.3% |
| Destiny Magazine                                   | 18,230  | 7,902  | 26,132            | 1.6%   | -5.5%  |
| Elle   | 14,759  | 7,644  | 22,403            | -2.2%  | 38.3%  |
| Essays of Africa                                   |         |        | Change Frequency  |        |        |
| Essays of Africa.                                  |         |        | Digital only      |        |        |
| Essentials   | 17,359  | 2,038  | 19,397            | -7.3%  | -28.3% |
| Fairlady   | 29,555  | 2,345  | 31,900            | -14.2% | -0.8%  |
| Finesse.   |         |        | Resigned          |        |        |
| Fitness Magazine                                   | 14,385  | 1,708  | 16,093            | -10.8% | -24.1% |
| Glamour  |         |        | Changed Frequency |        |        |
| Glamour.   | 26,480  | 8,601  | 35,081            |        |        |
| Good Housekeeping / Goeie Huishouding              | 32,860  | 3,561  | 36,421            | -14.3% | -20.9% |
| Kuier  | 88,523  |        | 88,523            | -2.5%  | -10.3% |
| Marie Claire                                       | 12,863  | 1,361  | 14,224            | -27.6% | -36.8% |
| Move!  | 59,944  |        | 59,944            | -14.3% | -16.8% |
| Rooi Rose  | 53,150  | 5,200  | 58,350            | -13.1% | -15.6% |
| Sarie  | 58,111  | 7,328  | 65,439            | -8.5%  | 1.4%   |
| True Love  | 28,703  | 5,148  | 33,851            | -0.1%  | 10.5%  |
| Vroue Keur   | 45,079  | 609    | 45,688            | -5.7%  | -13.3% |
| Woman and Home                                     | 59,138  | 3,781  | 62,919            | -9.0%  | -18.2% |
| Women's Health.                                    | 25,459  | 4,207  | 29,666            | -25.6% | -9.3%  |
| Your Family  | 20,748  | 2,075  | 22,823            | -14.8% | -30.2% |



| Woman's Special   |         |         |                   |        |        |
|---|---------|---------|-------------------|--------|--------|
| Bruiddigs   | 11,642  | 4,880   | 16,522            | 0.0%   | 0.3%   |
| Fairlady Bride  |         |         | No issue          |        |        |
| Forbes Woman Africa                                     | 5,666   | 4,295   | 9,961             | 5.2%   | -14.1% |
| Idees/Ideas   | 19,417  | 80      | 19,497            | 5.8%   | 13.7%  |
| Intiem.   |         |         | Digital Only      |        |        |
| Nubian Bride  | 3,831   | 3,573   | 7,404             | 0.0%   | -16.9% |
| SA Wedding Album  | 8,740   | 5,463   | 14,203            | 0.0%   | -20.2% |
| Sarie Bruid   |         |         | No issue          |        |        |
| True Love Bride   |         |         | No issue          |        |        |
| Wedding Guide   | 11,391  | 6,098   | 17,489            | 35.7%  | 35.7%  |
| Wedding Inspirations                                    | 4,267   | 533     | 4,800             | -31.6% | -31.6% |
| Youth   |         |         |                   |        |        |
| Barbie Magazine   | 8,516   | 2,784   | 11,300            | -4.9%  | -11.9% |
| Kids Super Club   | 111,372 | 5,617   | 116,989           | -3.0%  | 5.5%   |
| Post Matric   |         | 131,095 | 131,095           | 0.0%   | -2.3%  |
| The Official Safeways K53 Learner's and Driver's Manual |         |         | Changed Frequency |        |        |

## B2B magazines

Business to Business magazines showed a small decline of 2.8% over the previous quarter, and by 5.1% over the prior year. Despite this, a number of publications showed double-figure increases on the prior quarter and prior year. An annual submission, *The Sustainable Water Resource Handbook*, increased by 25.1% over the prior quarter and prior year.

*Stockfarm* showed a significant increase of 22.9% over the prior quarter and 29.5% over the prior year. SA Mining increase 13.5% over the prior quarter and 14.5% on the prior year.

*Sabi Magazine*, a six-month submission, increased by 9.3% over the prior quarter and 8.5% over the prior year.

| Agricultural                     |                  |                  |                   |                 |              |
|----------------------------------|------------------|------------------|-------------------|-----------------|--------------|
| Publication Name                 | Paid Circulation | Free Circulation | Total Circulation | %change quarter | %change year |
| Agri Inc. Die Boer / The Farmer. |                  | 27,290           | 27,290            | -2.0%           | -4.8%        |
| Harvest SA                       | 288              | 7,694            | 7,982             | -9.1%           | -12.7%       |
| OVK Nuus/News                    |                  | 5,571            | 5,571             | 0.0%            | -1.2%        |
| Pro Agri                         |                  | 39,246           | 39,246            |                 | -1.3%        |
| SA Graan / Grain                 |                  | 16,590           | 16,590            | -0.8%           | -3.7%        |
| SABI Magazine                    | 70               | 5,136            | 5,206             | 9.3%            | 8.5%         |
| Stockfarm                        | 5,285            | 1,388            | 6,673             | 22.8%           | 29.5%        |
| Wildlife Ranching..              |                  |                  | No issue          |                 |              |
| Wineland                         | 119              | 3,429            | 3,548             | 1.7%            | -17.7%       |
| Architecture                     |                  |                  |                   |                 |              |
| earthworks                       |                  |                  | Only 1 issue      |                 |              |
| Floors in Africa                 |                  | 17,096           | 17,096            | -0.8%           | -2.8%        |
| Leading Architect & Design       | 76               | 5,686            | 5,762             | -0.7%           | -0.7%        |
| SABuilding Review                | 710              | 10,508           | 11,218            | 0.0%            | 5.0%         |
| SARoofing                        | 12               | 3,009            | 3,021             | -17.4%          | -18.6%       |
| Timber IQ                        | 16               | 3,299            | 3,315             | -2.5%           | -5.0%        |
| To Build                         |                  | 10,049           | 10,049            | 0.0%            | 17.2%        |
| Walls & Roofs in Africa          |                  | 17,004           | 17,004            | -1.5%           | -3.5%        |
| Automotive                       |                  |                  |                   |                 |              |
| Auto Forum,                      |                  | 6,877            | 6,877             | 5.5%            | 4.4%         |
| Automobil.                       |                  |                  | Resigned          |                 |              |
| Automotive Business Review,      |                  | 10,580           | 10,580            | -7.0%           | -7.8%        |
| Road Ahead, The                  | 1                | 9,088            | 9,089             | 0.0%            | -2.2%        |
| SA TREADS                        |                  | 6,954            | 6,954             | 0.1%            | 0.1%         |
| Civil Construction               |                  |                  |                   |                 |              |
| Civil Engineering                | 24               | 11,543           | 11,567            | 1.7%            | -1.6%        |

|   |       |        |                   |        |        |
|---|-------|--------|-------------------|--------|--------|
| Civil Engineering Contractor, The                             | 407   | 2,652  | 3,059             | -2.2%  | -3.5%  |
| Concrete Trends   |       | 3,445  | 3,445             | 0.0%   | 5.8%   |
| Construction Review   |       | 1,936  | 1,936             | 3.9%   | 22.1%  |
| Construction World  |       | 5,726  | 5,726             | 4.7%   | 20.8%  |
| IMESA   | 94    | 4,041  | 4,135             | -1.2%  | 0.2%   |
| Plant Equipment & Hire  | 197   | 2,254  | 2,451             | 4.0%   | 1.7%   |
| Precast   |       | 2,434  | 2,434             | -8.8%  | -8.8%  |
| <b>Communications</b>   |       |        |                   |        |        |
| Media, The.   |       |        | Changed freq.     |        |        |
| Nex Media   |       | 4,136  | 4,136             | -0.4%  | -0.4%  |
| The Gapp Magazine   |       | 4,096  | 4,096             | -2.1%  | -1.3%  |
| <b>Electrical Engineering</b>                                 |       |        |                   |        |        |
| Electricity & Control   |       | 4,733  | 4,733             | 2.2%   | 0.6%   |
| Energize  | 25    | 3,568  | 3,593             | -6.6%  | -11.7% |
| ESI Africa  | 8     | 4,661  | 4,669             | 1.0%   | 1.0%   |
| Sparks Electrical News  |       | 7,054  | 7,054             | -0.2%  | 3.7%   |
| Vector Journal  | 28    | 3,838  | 3,866             | -4.0%  | -17.2% |
| WattNow.  | 2,509 | 13,302 | 15,811            | 2.4%   | 18.9%  |
| <b>Engineering - Other</b>                                    |       |        |                   |        |        |
| Capital Equipment News  |       | 4,271  | 4,271             | 3.3%   | 15.8%  |
| Dataweek  |       | 3,386  | 3,386             | -1.2%  | -1.8%  |
| Energy Decisions  | 1,000 | 6,601  | 7,601             |        |        |
| Engineer IT   | 20    | 3,533  | 3,553             | -5.3%  | -17.6% |
| Engineering News  | 3,474 | 7,190  | 10,664            | 1.0%   | -5.8%  |
| MechChem Africa   |       | 4,979  | 4,979             | 3.4%   | 12.3%  |
| Motion Control  |       | 2,947  | 2,947             | -5.2%  | -5.2%  |
| Plumbing Africa   | 41    | 3,575  | 3,616             | 0.1%   | 7.4%   |
| Position IT,  | 7     | 3,634  | 3,641             |        |        |
| Position IT.  |       |        | Changed Frequency |        |        |
| Refrigeration and Airconditioning                             | 57    | 2,862  | 2,919             | -6.2%  | -1.2%  |
| SA Instrumentation & Control                                  |       | 4,815  | 4,815             | 2.5%   | 1.0%   |
| Transform SA  | 63    | 2,098  | 2,161             | 0.0%   |        |
| Water & Sanitation Africa                                     | 147   | 3,844  | 3,991             | 0.1%   | -3.9%  |
| Water Sewage & Effluent                                       | 318   | 2,773  | 3,091             | 0.2%   | 3.6%   |
| <b>Health and Wellbeing</b>                                   |       |        |                   |        |        |
| Fire Protection   | 723   | 679    | 1,402             | 0.0%   | 3.1%   |
| Hi-Tech Security Solutions                                    | 1     | 4,720  | 4,721             | -3.5%  | -2.5%  |
| International Dentistry Africa Edition                        |       | 4,204  | 4,204             | -0.2%  | 0.6%   |
| LMS   | 1     | 3,047  | 3,048             | -31.8% | -31.4% |
| MDR Medical Desk Reference                                    | 1,461 | 552    | 2,013             | 0.0%   | -31.9% |
| Medical Chronicle   | 4     | 10,906 | 10,910            | 5.1%   | 7.9%   |
| MIMS  | 3,948 | 337    | 4,285             | -21.7% | -0.3%  |
| MIMS Guide to OTC Products                                    | 167   | 2,896  | 3,063             | 0.0%   | -5.0%  |
| Modern Medicine Magazine                                      | 732   | 3,187  | 3,919             | -11.0% | -2.4%  |
| Occupational Health Southern Africa                           | 2,084 |        | 2,084             | -14.0% | -6.2%  |
| Professional Forum  |       |        | No submission     |        |        |
| SHEQ Management   | 160   | 5,515  | 5,675             | 3.7%   | -3.2%  |
| South African Pharmaceutical & Cosmetic Review                | 66    | 1,709  | 1,775             | -2.9%  | -3.3%  |
| The Specialist Forum Journal                                  | 1     | 6,425  | 6,426             | 7.0%   | 10.9%  |
| <b>Hospitality, Catering and Tourism</b>                      |       |        |                   |        |        |
| Business Traveller Africa                                     |       |        | Resigned          |        |        |
| Conference Venues   |       |        | Resigned          |        |        |
| Explore South Africa.   | 730   | 7,519  | 8,249             | 0.0%   | -4.3%  |
| Leading Venues  | 2,150 | 2,292  | 4,442             | 0.0%   | -34.9% |
| Meetings  | 34    | 3,845  | 3,879             | 2.1%   | -2.2%  |
| The Meetings & Event Planner (former SA Conference Directory) | 23    | 13,418 | 13,441            | 0.0%   | -9.0%  |
| Travel News Weekly  |       | 6,232  | 6,232             | -4.0%  | 9.9%   |
| <b>Industry</b>   |       |        |                   |        |        |

|  |       |        |               |        |        |
|--|-------|--------|---------------|--------|--------|
| Analytical Reporter                              | 1     | 2,775  | 2,776         | -2.8%  | -2.8%  |
| Cold Link Africa                                 | 24    | 2,902  | 2,926         | -2.9%  | -6.0%  |
| Eastern Cape Business..                          |       | 9,790  | 9,790         | -33.7% | -33.7% |
| Eastern Cape Industrial & Business News          |       | 4,264  | 4,264         | 0.5%   | -1.5%  |
| Free State Business,                             |       | 9,805  | 9,805         | 0.0%   | 2.2%   |
| Gauteng Companies..                              |       | 9,784  | 9,784         | -33.5% | -33.5% |
| Hire S.A (formerly Leading Equipment)            |       |        | Discontinued  |        |        |
| Industrial Buyer                                 | 34    | 31,061 | 31,095        | -9.4%  | -21.9% |
| KwaZulu Natal Business..                         |       | 9,783  | 9,783         | -33.1% | -33.1% |
| KZN Industrial & Business News                   |       | 6,535  | 6,535         | -0.4%  | -2.5%  |
| Lighting in Design.                              |       | 3,568  | 3,568         | 0.0%   | -3.0%  |
| Limpopo Business..                               |       | 9,923  | 9,923         | 2.8%   | 2.8%   |
| Metering International.                          | 10    | 5,308  | 5,318         | 1.8%   | 25.8%  |
| Mpumalanga Business..                            |       | 9,790  | 9,790         | 0.6%   | 0.6%   |
| Nepad Annual                                     |       | 9,435  | 9,435         | -2.0%  | -2.0%  |
| North West Business..                            |       | 9,788  | 9,788         | 0.0%   |        |
| Northern Cape Business..                         |       | 9,789  | 9,789         | 0.0%   | 0.0%   |
| Opportunity (Exploring Business Prospects in SA) |       |        | Only 1 issue  |        |        |
| Resource.  | 906   | 2,482  | 3,388         | 0.0%   | -5.6%  |
| RISKAFRICA                                       |       |        | No Submission |        |        |
| SA Affordable Housing                            | 17    | 2,282  | 2,299         | -1.9%  | -0.6%  |
| SA Jewellery News                                | 1,221 |        | 1,221         | -4.5%  | -8.5%  |
| Service (Leadership in Local Government)         |       |        | Only 1 issue  |        |        |
| South African Business.                          |       | 19,700 | 19,700        | 0.0%   | 2.1%   |
| South African Food Review                        | 139   | 3,644  | 3,783         | -1.1%  | -0.6%  |
| The Green Building Handbook                      | 2     | 7,874  | 7,876         | 0.0%   | 2.5%   |
| The Responsible & Sustainable Tourism Handbook   |       |        | Changed Cycle |        |        |
| The Responsible & Sustainable Tourism Handbook.  |       | 7,843  | 7,843         |        |        |
| The Sustainable Energy Resource Handbook.        |       | 7,818  | 7,818         | -0.3%  | -0.3%  |
| The Sustainable Water Resource Handbook.         |       | 9,896  | 9,896         | 25.1%  | 25.1%  |
| Western Cape Business,                           |       | 9,731  | 9,731         | 0.0%   | -33.2% |
| <b>Information and Computer Technology</b>       |       |        |               |        |        |
| Brainstorm                                       | 5,169 | 4,505  | 9,674         | 4.3%   | 1.9%   |
| The Margin                                       |       | 3,612  | 3,612         | 0.0%   | 1.1%   |
| <b>Management</b>                                |       |        |               |        |        |
| African Decisions                                | 216   | 15,361 | 15,577        | 0.0%   | -1.7%  |
| Afropolitan.                                     | 652   | 8,855  | 9,507         | 1.1%   | 1.1%   |
| Black Business Quarterly                         | 565   | 7,858  | 8,423         | 0.0%   | 2.6%   |
| Blue Chip,                                       | 2     | 8,901  | 8,903         | 0.0%   | 2.0%   |
| Business Guide                                   |       | 1,241  | 1,241         | 0.0%   | -0.7%  |
| Business In Durban                               |       |        | Rebranded     |        |        |
| Cape Business News                               | 32    | 6,042  | 6,074         | -0.4%  | 0.9%   |
| Careers SA                                       |       | 13,800 | 13,800        | -13.8% | -13.8% |
| FA News.   | 114   | 5,885  | 5,999         | -11.8% | -34.7% |
| Impumelelo SA's Top Empowerment Co.              |       |        | No issue      |        |        |
| Infocom.   |       | 1,861  | 1,861         | 0.0%   | 8.5%   |
| Leadership                                       | 783   | 7,258  | 8,041         | 0.6%   | -3.5%  |
| Money Marketing                                  | 13    | 6,830  | 6,843         | -1.0%  | -0.6%  |
| Profiles Stock Exchange Handbook                 | 2,806 | 2,323  | 5,129         | 0.0%   | -18.0% |
| Public Sector Manager                            | 976   | 18,558 | 19,534        | 5.1%   | 36.1%  |
| Salga Voice of Local Government                  |       | 9,778  | 9,778         | 0.0%   | -0.1%  |
| South African Business Intergrator               |       | 20,071 | 20,071        | 0.0%   | 32.5%  |
| The Project Manager SA                           |       |        | No issue      |        |        |
| The South African School Collection              | 344   | 5,927  | 6,271         | 0.0%   | 19.9%  |
| Think Sales.                                     | 1,192 | 8,056  | 9,248         | 0.0%   | -20.7% |
| Top 500 SA's Best Companies,                     | 1,858 | 6,047  | 7,905         | 0.0%   |        |
| Top Women in Business & Government               |       |        | Changed cycle |        |        |
| Vision 2030                                      | 1,604 | 7,173  | 8,777         | 0.0%   |        |



|  |       |        |                   |        |         |
|--|-------|--------|-------------------|--------|---------|
| <b>Mining &amp; Quarrying</b>                        |       |        |                   |        |         |
| African Mnes Handbook                                | 271   | 1,669  | 1,940             | 0.0%   | 24.3%   |
| African Mining                                       | 403   | 2,493  | 2,896             | -8.8%  | -5.9%   |
| African Mining Brief                                 |       | 958    | 958               | 8.2%   | -11.5%  |
| Earthbroker  |       | 5,128  | 5,128             | -2.4%  | -0.9%   |
| Inside Mning,  |       |        | Changed Frequency |        |         |
| Inside Mning..                                       | 58    | 3,521  | 3,579             | -1.7%  |         |
| Mning & Minerals Product Review                      | 9     | 3,836  | 3,845             | -6.3%  | -8.6%   |
| Mning Decisions                                      |       | 6,794  | 6,794             | 0.0%   | -24.6%  |
| Mning Mirror   | 351   | 2,642  | 2,993             | 1.0%   | -3.5%   |
| Mning Prospectus                                     | 1     | 8,599  | 8,600             | -0.2%  | -0.7%   |
| Mning Review Africa.                                 |       | 4,634  | 4,634             | 0.1%   | 0.0%    |
| Mning Weekly   | 3,294 | 6,977  | 10,271            | -5.1%  | -4.4%   |
| Modern Mining  |       | 4,929  | 4,929             | -1.9%  | 15.2%   |
| Modern Quarrying                                     |       | 2,465  | 2,465             | 0.0%   | -1.7%   |
| Quarry Southern Africa                               | 151   | 1,933  | 2,084             | -21.7% | -20.2%  |
| SAMining.  |       | 5,596  | 5,596             | 13.5%  | 14.5%   |
| <b>Property</b>                                      |       |        |                   |        |         |
| Seeff Property Pages - Atlantic Seaboard & City Bowl |       |        | Changed Frequency |        |         |
| The Greeff Magazine                                  |       | 45,566 | 45,566            | 0.0%   | -7.9%   |
| <b>Retail</b>  |       |        |                   |        |         |
| DIY And Industrial Trade News                        | 1     | 4,416  | 4,417             | 3.1%   | 3.1%    |
| Hardware Africa Magazine                             |       | 1,724  | 1,724             | 0.0%   | -58.2%  |
| International Independent Trader                     |       | 7,734  | 7,734             | -3.3%  |         |
| Pet Shop Pit Stop                                    |       | 534    | 534               |        |         |
| Pharmacy Magazine (former Frontshop)                 |       | 3,317  | 3,317             | 2.9%   | 3.9%    |
| Pharmacy Retailer                                    |       | 8,109  | 8,109             | -32.6% |         |
| Spotong  |       | 11,279 | 11,279            | 0.0%   | 1.0%    |
| Supermarket and Retailer                             | 184   | 13,616 | 13,800            | 337.3% | 83.4%   |
| The International Convenience Store Retailer.        |       | 12,434 | 12,434            | 47.5%  | 1235.6% |
| The International FMCG Retailer.                     |       | 8,714  | 8,714             | -2.6%  | 702.4%  |
| The International Hardware Retailer.                 |       | 8,782  | 8,782             | 0.5%   | 912.9%  |
| Trader's Friend,                                     |       | 3,945  | 3,945             | 0.5%   |         |
| Trader's Friend.                                     |       |        | Changed Frequency |        |         |
| <b>Transport and Logistics</b>                       |       |        |                   |        |         |
| Fleet.   |       |        | Resigned          |        |         |
| Focus on Transport & Logistics                       | 29    | 6,415  | 6,444             | 2.7%   | -4.9%   |
| Freight & Trading Weekly                             | 537   | 3,664  | 4,201             | -1.2%  | 2.9%    |
| Future Trucking & Logistics.                         |       |        | Resigned          |        |         |
| Truck & Bus  | 577   | 4,135  | 4,712             | 6.0%   | 10.7%   |
| Trucks and Heavy Equipment News..                    |       | 7,046  | 7,046             | 0.0%   |         |

## Custom magazines

The decline in this segment continued with a decline of 1.7% over the prior quarter and by 20.5% over the prior year.

Three publications increased over the prior quarter and prior year. *Jump*, an annual submission, showed an increase on the prior quarter and prior year by 9.4%. A six monthly submission, *Lifting Africa*, increased by 12.5% over the prior quarter and 23% over the prior year. The *Clicks Club Card* increased by 6% over the prior quarter and 22.1% over the prior year.

|                              |                         |                         |                    |                        |                     |
|------------------------------|-------------------------|-------------------------|--------------------|------------------------|---------------------|
| <b>Entertainment</b>         |                         |                         |                    |                        |                     |
| <b>Publication Name</b>      | <b>Paid circulation</b> | <b>Free circulation</b> | <b>Circulation</b> | <b>%change quarter</b> | <b>%change year</b> |
| DSTV/Premium Mag / Tydskrif  |                         | 302,846                 | 302,846            | 10.1%                  | -54.3%              |
| Prive                        |                         | 25,716                  | 25,716             | -1.0%                  | -1.0%               |
| Category Total               |                         | 328,562                 | 328,562            | 9.1%                   | -52.3%              |
| <b>Health and Wellbeing.</b> |                         |                         |                    |                        |                     |

|   |        |         |               |        |        |
|---|--------|---------|---------------|--------|--------|
| Journal of Endocrinology, Metabolism & Diabetes SA  |        | 1,534   | 1,534         | -13.9% | -13.9% |
| Jump  |        | 123,916 | 123,916       | 9.4%   | 9.4%   |
| Life Healthcare                                     |        | 85,714  | 85,714        | -1.1%  | -1.1%  |
| SA Family Practice.                                 | 4      | 2,387   | 2,391         | -1.3%  | 1.1%   |
| SA Journal of Gynaecological Oncology               |        | 1,075   | 1,075         | -5.9%  | -5.9%  |
| SA Pharmaceutical Journal.                          | 7      | 6,636   | 6,643         | 1.8%   | -0.8%  |
| SA Pharmacist's Assistant (SAPA)                    |        | 4,919   | 4,919         | 0.3%   | 0.3%   |
| South African Medical Journal                       | 484    | 14,084  | 14,568        | -0.9%  | -0.2%  |
| Southern African Journal of Anaesthesia & Analgesia | 1      | 2,151   | 2,152         | 4.4%   | -2.3%  |
| The South African Journal of Clinical Nutrition     | 4      | 1,793   | 1,797         | -5.8%  | -5.8%  |
| Wound Healing Southern Africa (WHSA)                | 2      | 1,687   | 1,689         | -10.1% | -10.1% |
| Category Total                                      | 502    | 245,896 | 246,398       | 3.9%   | 3.8%   |
| <b>Industry Specific</b>                            |        |         |               |        |        |
| Crawford Times                                      |        | 10,410  | 10,410        | 0.0%   | 2.1%   |
| Dairy Mail, The.                                    | 26     | 3,794   | 3,820         | 2.0%   | -7.8%  |
| Forum Tydskrif                                      |        | 140,941 | 140,941       | 0.0%   | -14.8% |
| J S E   | 678    | 17,082  | 17,760        | 0.0%   | -4.1%  |
| Lifting Africa                                      |        | 4,168   | 4,168         | 12.5%  | 2.3%   |
| Rooi Meis / Red Meat,                               | 2      | 12,141  | 12,143        | -0.9%  | 1.0%   |
| SA Franchise Warehouse.                             |        |         | Resigned      |        |        |
| Sea Rescue  |        | 84,010  | 84,010        | 3.5%   | 3.5%   |
| Servamus  | 12,317 | 93      | 12,410        | -1.7%  | -9.6%  |
| Solidarity Magazine / Solidariteit Tydskrif         |        | 158,891 | 158,891       | 3.8%   | 45.7%  |
| Sonke Magazine,                                     |        | 47,999  | 47,999        | 0.7%   | 0.7%   |
| TAPPSA Journal.                                     | 16     | 512     | 528           | 0.0%   |        |
| Trinitonian   |        | 5,850   | 5,850         | 0.0%   | 12.9%  |
| Wolboer / Wool Farmer.                              |        | 5,043   | 5,043         | 1.6%   | 2.8%   |
| Category Total                                      | 13,039 | 490,934 | 503,973       | -0.6%  | 2.6%   |
| <b>In-flight</b>                                    |        |         |               |        |        |
| High Life SA  |        | 16,490  | 16,490        | 0.0%   | -0.1%  |
| In Flight Magazine                                  |        | 14,944  | 14,944        | -3.0%  | -4.0%  |
| Indwe   |        | 19,785  | 19,785        | -0.6%  | -8.2%  |
| Kulula Khuluma                                      |        | 20,958  | 20,958        | 0.0%   | -0.1%  |
| Mango Juice   |        | 14,845  | 14,845        | -7.3%  | -7.1%  |
| Sawubona  |        | 88,514  | 88,514        | -0.3%  | -0.6%  |
| Skyways   | 24,004 |         | 24,004        | 0.0%   | 0.0%   |
| Category Total                                      | 24,004 | 175,536 | 199,540       | -1.0%  | -2.0%  |
| <b>Leisure</b>                                      |        |         |               |        |        |
| Cheers  |        | 34,750  | 34,750        | -0.1%  | -0.4%  |
| Equinox   |        | 36,328  | 36,328        | -5.2%  | -2.6%  |
| Fancourt Lifestyle and Leisure                      |        | 4,901   | 4,901         | 0.0%   | -4.4%  |
| Fresh Living / Kook en Kuier                        | 530    | 438,748 | 439,278       | -5.4%  | -2.3%  |
| Good Taste  |        |         | Discontinued  |        |        |
| Legacy Inspires                                     |        | 22,903  | 22,903        | 24.7%  | 24.7%  |
| Nedbank Golf Challenge                              |        | 15,800  | 15,800        | -10.7% | -10.7% |
| onRoute   |        | 12,283  | 12,283        | -0.2%  | -0.2%  |
| Pam Golding Properties: Imagine.                    |        |         | No Submission |        |        |
| Private Edition                                     |        | 14,494  | 14,494        | -8.8%  | -8.8%  |
| Signature : Diners Club                             |        | 52,582  | 52,582        | 0.0%   | -18.3% |
| Slow Magazine                                       |        | 12,019  | 12,019        | -2.9%  | -15.7% |
| Taste.  | 25,134 | 3,779   | 28,913        | -3.3%  | 7.1%   |
| Team SAformer (Road To Tokyo)                       | 4,120  | 6,835   | 10,955        | 0.0%   | 1.5%   |
| Wild  | 64,423 | 200     | 64,623        | -0.4%  | -0.4%  |
| Category Total                                      | 94,207 | 655,622 | 749,829       | -3.6%  | -9.0%  |
| <b>Medical and Allied Health</b>                    |        |         |               |        |        |
| Bounce (Formerly Bankmed)                           |        | 107,632 | 107,632       | -34.7% | -34.7% |
| Medi - Clinic Family                                |        | 64,843  | 64,843        | 9.3%   | 9.3%   |
| Category Total                                      |        | 172,475 | 172,475       | -23.1% | -23.1% |
| <b>Professional</b>                                 |        |         |               |        |        |

|  |         |           |              |        |        |
|--|---------|-----------|--------------|--------|--------|
| Accountancy SA                                     |         | 18,960    | 18,960       | 6.0%   | -43.4% |
| Acumen,  | 2       | 14,700    | 14,702       | -0.5%  | -0.5%  |
| Architecture Journal of SA Institute of Architects | 296     | 4,294     | 4,590        | 1.8%   | 0.2%   |
| De Rebus   | 147     | 22,478    | 22,625       | -0.6%  | -1.2%  |
| Digest of South African Architecture               | 1,476   | 7,275     | 8,751        | 0.0%   | 1.5%   |
| Strategic Marketing Magazine.                      | 208     | 5,657     | 5,865        | 0.0%   | -27.4% |
| TAXtalk  | 59      | 6,024     | 6,083        | -8.7%  | 31.2%  |
| The Journal Of The SAIMM                           | 31      | 3,742     | 3,773        | 2.5%   | 5.8%   |
| Category Total                                     | 2,219   | 83,130    | 85,349       | 0.5%   | -15.2% |
| <b>Retail</b>                                      |         |           |              |        |        |
| Ackermans Club (formerly A-Plus)                   |         | 181,677   | 181,677      | -12.6% | -15.7% |
| Balanced Life                                      | 76,682  | 7,881     | 84,563       | -6.4%  | -11.9% |
| Clicks Club Card.                                  | 15,546  | 452,795   | 468,341      | 6.0%   | 19.0%  |
| Club Magazine                                      | 439,924 | 8,025     | 447,949      | -3.0%  | -14.4% |
| ClubX  | 96,966  | 3,033     | 99,999       | -1.6%  | -10.0% |
| Edgars Club Magazine                               |         | 194,679   | 194,679      | 0.3%   | -63.0% |
| Escapes  | 44,277  | 5,721     | 49,998       | -4.1%  | -9.3%  |
| Jet Club   |         | 450,583   | 450,583      | -0.7%  | -7.0%  |
| Man  | 54,093  | 5,416     | 59,509       | -8.0%  | -12.2% |
| Soccer Club  | 68,697  | 4,808     | 73,505       | -2.0%  | -3.5%  |
| Spur's Secret Tribe Magazine                       |         |           | Discontinued |        |        |
| Category Total                                     | 796,185 | 1,314,618 | 2,110,803    | -1.5%  | -24.6% |
| <b>Tourism and Hospitality</b>                     |         |           |              |        |        |
| AA Traveller                                       | 58,016  | 2,067     | 60,083       | 0.0%   | 1.5%   |
| Best of Cape Town Central City.                    |         | 59,795    | 59,795       | 0.0%   | 0.0%   |
| Moments magazine                                   |         | 2,979     | 2,979        | 0.0%   |        |
| Premier  |         | 13,912    | 13,912       | -2.2%  | -17.0% |

## Free magazines

| Publication Name                 | Circulation | %change quarter | %change year |
|----------------------------------|-------------|-----------------|--------------|
| SANParks Times                   | 99,900      | 0.1%            | 0.1%         |
| Botswana Advertiser.             | 89,963      | 3.4%            | 0.0%         |
| Get It (Northern Suburbs Joburg) | 29,859      | 0.2%            | 0.2%         |
| Get It (Jo'burg South)           | 24,700      | 0.2%            | 0.5%         |
| Get It (Jo'burg West)            | 24,616      | -0.6%           | 2.5%         |
| Get It (Joburg East)             | 24,382      | 0.0%            | 0.0%         |
| Get It (Highway)                 | 19,621      | -0.8%           | -0.8%        |
| Get It (Ballito to Umhlanga)     | 19,494      | -0.3%           | -0.5%        |
| Get It (Pretoria)                | 19,331      | 3.2%            | 0.4%         |
| Get It (eMalahleni - Middelburg) | 14,917      | 0.2%            | 0.3%         |
| Get It (Northern KZN)            | 14,896      | 3.4%            | 32.8%        |
| Get It (Bloemfontein)            | 14,764      | 0.0%            | 0.0%         |
| Get It (Lowveld)                 | 14,325      | 0.0%            | 0.0%         |

## Other

Free magazines declined by 4.2% over the prior quarter, and by 10% on the prior year.

This quarter saw 107 titles submit their web traffic data and 40 titles submit their net deliver data for email newsletter net delivery.

| Title                        | Circulation | %change quarter | %change year |
|------------------------------|-------------|-----------------|--------------|
| Sarie                        | 113,096     | 6.9%            | -7.9%        |
| Getaway Magazine             | 89,447      | -1.2%           | -4.0%        |
| Fairlady                     | 78,561      | 6.7%            | 17.9%        |
| Homemakers Fair Johannesburg | 52,109      | -14.3%          | 2.1%         |

|                                      |                   |        |        |
|--------------------------------------|-------------------|--------|--------|
| Huisgenoot                           | 47,521            | -5.5%  | -5.3%  |
| Cosmopolitan                         | 44,413            | -1.5%  | 7.6%   |
| Sarie Kos,                           | 43746             |        |        |
| Weg / Go                             | 43,092            | -0.6%  | 2.4%   |
| Marie Claire                         | 41,964            | -6.0%  | -14.7% |
| go! Drive & Camp and Weg! Ry & Sleep | 41,791            | 17.3%  |        |
| Men's Health                         | 38,673            | 2.2%   | -20.6% |
| House and Leisure                    | 35,460            | 5.2%   | 21.0%  |
| Lose It                              | 34,004            | 95.2%  | 90.3%  |
| Runner's World                       | 30,928            | 0.4%   | 4.3%   |
| Women's Health                       | 29,309            | -6.4%  | -24.5% |
| Bicycling                            | 28,936            | -3.8%  | -11.4% |
| Essentials                           | 25,796            | 14.3%  | 10.1%  |
| Tuis / Home                          | 24,626            | 14.3%  | 41.0%  |
| Popular Mechanics                    | 24,185            | -2.2%  | -6.5%  |
| Destiny Magazine                     | 20,950            | 0.5%   | 23.8%  |
| Food and Home Entertaining           | 19,600            | 4.6%   | 79.9%  |
| SA Garden and Home                   | 18,235            | 7.8%   | 52.8%  |
| Your Family                          | 16,264            | 3.6%   | 72.6%  |
| ELLE                                 | 13,799            | 18.3%  | 53.3%  |
| Living and Loving                    | 13,264            | 10.2%  | 86.0%  |
| Woman and Home                       | 12,823            | -31.2% | 48.9%  |
| Good Housekeeping/Goeie Huishouding  | 12,573            | -44.4% | -30.5% |
| Landbouweekblad                      | 12,417            | -1.3%  | 7.5%   |
| SA Country Life                      | 11,976            | 16.6%  | 16.2%  |
| You                                  | 11636             | -0.7%  | 7.9%   |
| Car                                  | 11,258            | -1.5%  | -3.0%  |
| Farmers Weekly                       | 8,487             | -1.1%  | 82.6%  |
| Destiny Man,                         | 7,724             |        |        |
| Elle Decoration.                     | 6,297             | 5.6%   |        |
| Bona                                 | 5,412             | 1.6%   | 29.5%  |
| People                               | 4,899             | -8.9%  | 7.1%   |
| Vrouekeur                            | 4,320             | 23.5%  | 31.2%  |
| Leisure Wheels                       | 4,008             | -2.6%  | -4.3%  |
| Rooi Rose                            | 3,759             | 4.6%   | -38.8% |
| STUFF                                | 2,218             | 26.0%  | 100.2% |
| SA Home Owner                        | Resigned          |        |        |
| Voelgoed                             | Resigned          |        |        |
| DriveOut/Wegry                       | Rebranded         |        |        |
| Wegsleep                             | Rebranded         |        |        |
| Baba & Kleuter.                      | No issue          |        |        |
| Kick Off                             | No issue          |        |        |
| Good Taste                           | Discontinued      |        |        |
| LONGEVITY                            | Discontinued      |        |        |
| Destiny Man                          | Changed Frequency |        |        |
| ELLE DECORATION                      | Changed Frequency |        |        |
| Sarie Kos                            | Changed Frequency |        |        |



## Newspapers ABC Q2 2018: Static, with some highlights

Danette Breitenbach 14 Aug 2018



## 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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