

Magazines ABC Q3 2019: Improved or static decline for magazine sector

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8 Nov 2019

In a quarter once again characterised by the suspension of a number of titles, changing reporting cycles of some publications, a failure by some publications to submit data and a number of publications discontinued, the Audit Bureau of Circulations of South Africa (ABC) total magazine circulation declined by 3.2% on the previous quarter.



This is an improvement on the double-figure decline in Q2 (10.4%). However, the decline on the prior year continued to grow, with Q3 reflecting a decline of 20.9% (Q2: 18.7% and Q1: 13.1%).

As in Q1 and Q2, the B2B category is the only one to show any increase, with an increase on the prior year. All other categories declined on the prior quarter and prior year. Despite the declines, all categories either saw improved or static declines compared to the previous quarter. Declines on the prior year were also in line with the past quarters' trends.

Consumer Magazines

A decline of 5.4% on the previous quarter is a big improvement on the category's Q2's 12.8% decline on the previous quarter. The 20.1% decline on the prior year is slightly higher than Q2's 16.4% decline.

As in Q2 a number of publications made good gains both on the prior quarter and year. *People*, *Hello Pretoria*, *Living and Loving* and *SA Rugby* increased on the prior quarter by 10% or more. *People* also increased over the prior year. A standout in the category is *SuperBike* with a 29.1% increase on the prior quarter. *Wildland Magazine*, and *Essentials* also increased over the prior quarter and prior year.

B2B Magazines

Showing the same trend as Q2, the category decreased by 3.5% on the previous quarter but increased on the prior year. Its increase of 3.3% in Q3 is, however, almost half the increase in Q2 (6.3%).

Brainstorm built on the increases it gained in Q2 over the prior quarter and year, while *Pharmacy Magazine* (formally *FrontShop*) increased by 167.9% over the prior quarter and 120% over the prior year. *DIY* and *Industrial Trade News* is

another stand out with a 67.2% and 68% increase over the prior quarter and year respectively. Also showing good increases over the prior quarter and year are *Specialist Forum*, *Plumbing Africa*, *Construction World* and *Stockfarm*. *MIMS*, while showing positive gains over the prior quarter, declined over the prior year.

Custom Magazines

A better performance by the category with a decline of only 1.2% on the prior quarter, as opposed to over 8% in Q2. The performance in Q3 on the prior year is more or less static, with a decline 24.3% on the prior year (Q2: 23.7%).

InFlight Magazine continued its Q2's good showing with an increase over the prior quarter and prior year. It is joined by *Fresh Living/Kook & Kuier* and *Slow Magazine*. *Taste* increased by 6.7% on the prior quarter but marginally declined on the prior year.

Free Magazines

Free magazines declined by 7.6% on the prior quarter, an improvement on Q2 which saw the decline jump to double figures (38.5%) after one large circulating title was discontinued in the category. The decline on the prior year continued unabated with a 41.8% decline on the prior year, slightly up from Q2's 40.9% decline.

Digital Publications

One title reported under this sector, which previously reported under Consumer Magazines.

Web Traffic

94 titles submitted web traffic data.

Email newsletter net delivery

28 titles submitted net delivery data.

Consumer Magazines

Arts, Culture and Heritage							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Islam Today KZN	Jul -Sep	Mtly	0	0	Suspended		
Jewish Life	Jul -Sep	Mtly	37	12,525	12,562	4.6%	1.6%
Val de Vie Magazine	Jul -Jun	2xA	0	0	Changed cycle		
Business and News							
African Business Quarterly	Jul -Jun	Q	0	0	No submission		
Business Brief.	Jan -Jun	AltM	36,559	1,276	37,835	0%	-23.5%
Entrepreneur	Jul -Sep	Mtly	0	0	Suspended		
Financial Mail	Jul -Sep	Wkly, Fr	13,138	0	13,138	-5.0%	0%
Finweek	Jul -Sep	F	12,527	3,213	15,740	6.3%	-5.0%
Forbes Africa	Jul -Sep	Mtly	14,493	1,729	16,222	-12.4%	10.1%
Green Economy Journal (formerly Green Business Journal)	Jan -Jun	AltM	1,500	6,358	7,858	0%	23.5%
Noseweek	Jul -Sep	Mtly	8,052	0	8,052	-9.5%	-21.7%
Personal Finance	Jan -Dec	Q	6,402	459	6,861	0%	-17.8%
SARes Estate Investor Magazine	Jul -Sep	Mtly	409	15,749	16,158	2.8%	12.9%
Your Business Magazine	Jan -Jun	AltM	0	0	Discontinued		
Celebrity							
People	Jul -Sep	Wkly, Fr	28,632	234	28,866	10.1%	7.9%

Conservation and Wildlife							
African Birdlife	Jan -Jun	AltM	8,880	315	9,195	0%	1.4%
KRUGER MAGAZINE	Jan -Dec	4xA	6,994	520	7,514	0%	
Entertainment							
Eat Out	Jan -Dec	Ann	16,126	4,380	20,506	0%	-2.2%
Hello Johannesburg	Jul -Sep	Mtly	0	4,723	4,723	-1.2%	-17.7%
Hello Pretoria	Jul -Sep	Mtly	0	3,205	3,205	11.2%	
TVPlus (Afrikaans)	Jul -Sep	F	18,490	0	18,490	-5.2%	-23.3%
TVPlus (English)	Jul -Sep	F	7,825	0	7,825	-4.7%	-36.4%
Family Interest							
Bona	Jul -Sep	Mtly	55,869	1,771	57,640	-0.7%	-2.8%
Drum	Jul -Sep	Wkly, Fr	20,996	467	21,463	-6.8%	-25.6%
Huisgenoot	Jul -Sep	Wkly, Tue	159,955	6,151	166,106	0%	-6.4%
LIG	Jul -Sep	11xA	14,589	293	14,882	-14.2%	-15.0%
Plus 50	Jan -Jun	6xA	7,432	304	7,736	0%	22.1%
The Big Issue	Jul -Sep	Mtly	0	0	No submission		
The Crest	Jan -Jun	7xA	0	11,719	11,719	0%	-2.9%
The Ridge	Jan -Jun	8xA	0	13,499	13,499	0%	-29.1%
Things to do with kids Magazine	Jan -Dec	Q	0	11,051	11,051	0%	6.8%
You	Jul -Sep	Wkly, Wed	79,766	5,814	85,580	2.0%	-2.8%
Farming							
Farmer's Weekly	Jul -Sep	Wkly, Fr	9,396	100	9,496	-11.3%	-10.6%
Landbouweekblad	Jul -Sep	Wkly, Wed	21,532	22	21,554	2.2%	-11.2%
Landbouweekblad Boereplanne	Jul -Jun	Ann	13,570	0	13,570	0%	-15.3%
Landbouweekblad Vee	Jan -Dec	Ann	9,854	0	9,854	0%	5.0%
Marktoe!	Jul -Sep	Mtly	0	10,675	10,675	7.6%	-5.0%
Veeplaas.	Jul -Sep	11xA	4,413	4,309	8,722	-3.3%	0.1%
Health & Wellbeing							
Fatloss	Jan -Dec	Ann	0	0	Resigned		
Home							
REALlife Magazine	Jul -Jun	Q	0	21,364	21,364	0%	
Conde Nast House & Garden	Jul -Sep	Mtly	16,750	7,642	24,392	-14.9%	-11.2%
EasyDIY	Jul -Jun	Q	4,755	4,502	9,257	0%	-28.9%
Elle Decoration.	Jul -Sep	11xA	0	0	Discontinued		
Food and Home Entertaining	Jul -Sep	Mtly	13,523	2,769	16,292	-1.2%	-7.7%
Habitat	Jan -Jun	AltM	6,241	538	6,779	0%	-48.9%
House & Leisure	Jul -Sep	11xA	0	0	Changed freq.		
Idees/Ideas	Jan -Jun	AltM	16,721	166	16,887	0%	-13.4%
Kuier Combo	Jul -Jun	2xA	50,201	0	50,201	0%	-11.3%
Landbouweekblad Boerekos	Jul -Jun	2xA	31,869	310	32,179	0%	-7.8%
Lose It.	Jan -Jun	AltM	0	0	Changed freq.		
Plascon Spaces.	Jan -Dec	Q	0	0	Discontinued		
SA Garden and Home	Jul -Sep	Mtly	31,560	4,231	35,791	-2.6%	-13.3%
SA Home Owner	Jul -Sep	11xA	23,921	5,936	29,857	-4.1%	-1.9%
Sarie Kos,	Jul -Jun	Q	23,195	1,154	24,349	0%	-17.3%
Sarie Woon	Jul -Jun	Ann	14,436	0	14,436	0%	-18.2%
The Gardener / Die Tuinier	Jul -Sep	Mtly	21,269	11,091	32,360	-0.7%	-21.6%
Tuis Home	Jul -Sep	Mtly	70,614	5,690	76,304	-2.3%	-12.3%
Tuis Opknap / Home Renovations.	Jul -Jun	Ann	22,670	0	22,670	0%	-8.6%
Tuis Verf / Home Paint	Jul -Jun	Ann	20,425	0	20,425	0%	-8.1%
Tuis Werf / Home Yard	Jul -Jun	Ann	29,070	0	29,070	0%	13.3%
Visi	Jan -Jun	6xA	16,279	16	16,295	0%	-5.8%
Leisure							
Joburg Style	Jan -Dec	Q	855	4,560	5,415	0%	-6.9%
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	8,983	9,047	18,030	0%	60.6%
Southern Vines	Jan -Dec	Q	0	13,476	13,476	0%	5.5%
The Coffee Mag	Jul -Jun	Q	2,175	4,015	6,190	0%	58.1%
Male							

Destiny Man,	Jan -Jun	AltM	0	0	Discontinued		
GQ.	Jul -Sep	11xA	7,072	7,295	14,367	-4.1%	
Men's Health	Jul -Sep	Mily	15,704	843	16,547	-12.5%	-40.0%
Popular Mechanics	Jul -Sep	Mily	19,803	6,007	25,810	-19.2%	-13.2%
Stuff.	Jan -Jun	AltM	13,232	2,136	15,368	0%	24.4%
Very Interesting (former Braintainment)	Jan -Jun	AltM	14,541	3,277	17,818	0%	-1.9%
Motoring							
Bike SA	Jul -Sep	Mily	15,649	2,795	18,444	8.1%	-6.0%
Car	Jul -Sep	Mily	56,096	13,217	69,313	1.3%	6.7%
Caravan & Outdoor Life / Kamp & Karavaan	Jul -Sep	Mily	15,776	5,631	21,407	-1.0%	6.4%
Driven Magazine	Jul -Sep	Mily	0	16,004	16,004	-2.4%	-1.5%
Leisure Wheels	Jul -Sep	Mily	11,117	4,106	15,223	-18.4%	-11.9%
SA Hotrods Magazine	Jul -Sep	Mily	0	0	No submission		
SA4x4	Jul -Sep	Mily	11,965	4,916	16,881	0.9%	29.9%
Speed and Sound	Jul -Sep	Mily	0	0	Resigned		
Super Bike	Jul -Sep	Mily	5,620	2,796	8,416	29.1%	-4.9%
Parenting							
Baba & Kleuter.	Jan -Jun	AltM	11,383	980	12,363	0%	-18.3%
Baby's and Beyond	Jan -Dec	Q	0	14,867	14,867	0%	-2.6%
Child Magazine - Cape Town.	Jan -Jun	AltM	0	0	Changed Frequency		
Child Magazine - Durban.	Jan -Jun	AltM	0	0	Changed Frequency		
Child Magazine - Johannesburg.	Jan -Jun	AltM	0	0	Changed Frequency		
Child Magazine Pretoria.	Jan -Jun	AltM	0	0	Changed Frequency		
Living and Loving	Jul -Sep	Mily	6,991	1,425	8,416	11.6%	-17.8%
MamaMagic Milestones	Jan -Dec	Q	0	14,954	14,954	0%	-70.1%
Mamas & Papas.	Jul -Sep	Mily	2,100	0	2,100	-46.8%	-70.9%
Mother & Child	Jan -Jun	AltM	0	0	No Submission		
Your Baby.	Jan -Jun	AltM	7,325	1,883	9,208	0%	-13.4%
Your Pregnancy.	Jan -Jun	AltM	11,357	2,094	13,451	0%	-28.8%
Pets							
Animaltalk	Jul -Sep	Mily	6,967	2,886	9,853	-1.8%	-5.1%
Dog Directory	Jan -Dec	Ann	7,667	850	8,517	0%	0.4%
Sport and Hobby							
Africa's Sportsman Magazine	Jan -Dec	4xA	758	673	1,431	0%	
Bicycling	Jan -Jun	10xA	8,562	445	9,007	0%	-25.6%
Compleat Golfer	Jul -Sep	Mily	6,006	2,989	8,995	0.7%	-6.4%
Equestrian Life	Jul -Jun	Q	0	1,617	1,617	0%	
Game & Hunt/Wild & Jag	Jul -Sep	Mily	24,806	225	25,031	1.8%	2.7%
Golf Digest	Jul -Sep	Mily	0	0	Discontinued		
HQ.	Jul -Sep	Mily	0	0	Changed Frequency		
Kick Off	Jul -Sep	Mily	21,151	364	21,515	-3.4%	-15.4%
Magnum	Jul -Sep	Mily	10,083	0	10,083	-7.9%	-6.6%
Modern Athlete	Jul -Sep	Mily	0	0	Digital Only		
Ride Magazine..	Jan -Jun	AltM	0	0	Discontinued		
Rock Surf and Deep.	Jan -Jun	AltM	0	0	Changed Frequency		
Runners World	Jul -Sep	Mily	0	0	Changed Frequency		
Runners World.	Jan -Jun	AltM	10,334	258	10,592	0%	
SACricket.	Jan -Dec	Q	9,106	3,030	12,136	0%	0.8%
SACFlyer	Jul -Sep	Mily	3,757	741	4,498	-14.9%	-16.6%
SARugby	Jul -Sep	Mily	21,528	1,681	23,209	11.6%	-1.5%
Signature Golf	Jan -Dec	Ann	0	0	Discontinued		
The Bank Angler / Die Oewerhengelaar	Jul -Sep	Mily	0	0	Resigned		
The Bass Angler / Die Baarshengelaar	Jul -Sep	Mily	0	0	Discontinued		

Wildland Magazine	Jul -Sep	Mtly	32,923	0	32,923	7.0%	15.5%
Travel, Tourism & Hospitality							
African Safaris	Jul -Jun	Q	0	0	No submission		
Cape Etc.	Jan -Dec	3xA	1,648	7,596	9,244	0%	4.9%
Getaway	Jul -Sep	Mtly	28,024	10,072	38,096	-11.1%	-7.3%
go! Drive & Camp and Weg! Ry & Sleep	Jul -Sep	Mtly	28,864	480	29,344	-6.2%	-19.3%
SA Country Life	Jul -Sep	Mtly	21,493	2,749	24,242	-2.7%	-13.7%
The Great Outdoors Guide / Die Groot Buitelewegids	Jan -Dec	Ann	36,641	0	36,641	0%	-15.6%
Weg / Go Platteland	Jul -Jun	Q	26,821	55	26,876	0%	-7.9%
Weg Namibië / Go Namibia	Jan -Dec	Ann	28,833	0	28,833	0%	-17.2%
Weg! Kruger / Go! Kruger	Jan -Dec	Ann	0	0	No issue		
Weg! Ry & Sleep Oordgids.	Jan -Dec	Ann	12,431	0	12,431	0%	-28.0%
Weg/Go	Jul -Sep	Mtly	49,807	4,474	54,281	-2.2%	-8.8%
Woman's General							
Cosmopolitan	Jul -Sep	Mtly	0	0	Changed Frequency		
Destiny Magazine	Jul -Sep	Mtly	0	0	Discontinued		
Elle	Jul -Sep	Mtly	0	0	Discontinued		
Essentials	Jul -Sep	Mtly	16,914	3,007	19,921	6.4%	2.3%
Fairlady	Jul -Sep	Mtly	29,030	2,420	31,450	-2.8%	-9.5%
Fitness Magazine	Jan -Jun	AltM	0	0	Resigned		
Glamour,	Jul -Sep	11xA	15,423	13,137	28,560	-10.5%	
Glamour.	Jan -Jun	10xA	0	0	Changed Frequency		
Good Housekeeping	Jul -Sep	Mtly	0	0	Changed freq.		
Kuier	Jul -Sep	F	81,261	0	81,261	-5.5%	-6.9%
Marie Claire	Jul -Sep	Mtly	0	0	Discontinued		
Move!	Jul -Sep	Wkly, Th	35,736	440	36,176	-12.7%	-36.4%
Rooi Rose	Jul -Sep	Mtly	50,566	3,095	53,661	-2.8%	-6.9%
Sarie	Jul -Sep	Mtly	57,557	5,117	62,674	7.9%	-1.8%
True Love	Jul -Sep	Mtly	23,524	3,918	27,442	-11.9%	-17.2%
Vroue Keur	Jul -Sep	Wkly, Fr	39,216	239	39,455	-9.4%	-9.9%
Woman and Home	Jul -Sep	Mtly	59,174	4,142	63,316	3.5%	5.1%
Women's Health.	Jul -Sep	11xA	16,974	1,069	18,043	-10.8%	-36.5%
Your Family	Jul -Sep	Mtly	18,801	2,275	21,076	-1.2%	-8.9%
Woman's Special							
Bruidsgids	Jan -Dec	Ann	12,329	4,214	16,543	0%	0.1%
Forbes Woman Africa	Jan -Jun	6xA	0	0	Discontinued		
Nubian Bride	Jan -Dec	2xA	0	0	Changed Cycle		
Nubian Bride.	Jul -Jun	2xA	4,450	120	4,570	0%	
SA Wedding Album	Jan -Dec	2xA	14,133	2,275	16,408	0%	15.5%
Sarie Bruid	Jul -Jun	Ann	6,012	0	6,012	0%	
Troukoors	Jan -Dec	Ann	6,539	3,000	9,539	0%	
Wedding Guide	Jul -Jun	Ann	0	0	Changed cycle		
Wedding Inspirations	Jul -Jun	Q	0	0	No submission		
Youth							
Barbie Magazine	Jul -Sep	Mtly	0	0	Changed Frequency		
Post Matric	Jan -Dec	Ann	0	137,883	137,883	0%	5.2%
The Official Safeways K53 Learner's and Driver's Manual.	Jan -Dec	Ann	201,582	0	201,582	0%	
Total			2,316,110	550,130	2,866,240	-5.4%	-20.7%

B2B Magazines

Agricultural							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year

Agri Inc. Die Boer / The Farmer.	Jan -Jun	AltM	0	23,807	23,807	0%	-12.8%
Harvest SA	Jan -Jun	AltM	1,924	7,594	9,518	0%	19.2%
OVK Nuus/News	Jan -Dec	4xA	0	5,057	5,057	0%	-9.2%
Pro Agri	Jul -Sep	Mtly	8	39,253	39,261	0%	0.1%
SAGraan / Grain	Jul -Sep	Mtly	0	15,808	15,808	-0.8%	-2.6%
SABI Magazine	Jan -Jun	AltM	66	4,881	4,947	0%	-5.0%
Stockfarm	Jul -Sep	Mtly	5,480	2,235	7,715	7.2%	1.5%
Wildlife Ranching..	Jan -Jun	AltM	6,592	370	6,962	0%	
Wineland	Jul -Sep	Mtly	116	3,530	3,646	-0.6%	-0.1%
Architecture							
earthworks.	Jan -Dec	Q	8,497	256	8,753	0%	
Floors in Africa	Jan -Jun	6xA	0	17,679	17,679	0%	3.4%
Leading Architect & Design	Jan -Jun	AltM	19	9,131	9,150	0%	58.8%
SABuilding Review	Jan -Dec	Ann	479	11,517	11,996	0%	6.9%
SARoofing	Jan -Jun	10xA	0	0	Discontinued		
Timber IQ	Jan -Jun	AltM	19	3,655	3,674	0%	6.5%
To Build	Jan -Dec	3xA	0	10,178	10,178	0%	1.3%
Walls & Roofs in Africa	Jan -Jun	6xA	0	17,426	17,426	0%	2.5%
Automotive							
Auto Forum,	Jan -Jun	AltM	0	0	No submission		
Automotive Business Review,	Jan -Jun	10xA	0	8,826	8,826	0%	-16.6%
Road Ahead, The	Jan -Dec	Q	1	9,374	9,375	0%	3.1%
SA TREADS	Jul -Jun	Q	0	7,000	7,000	0%	0.7%
Civil Construction							
Civil Engineering	Jul -Sep	11xA	23	11,541	11,564	-7.3%	6.1%
Civil Engineering Contractor, The	Jul -Sep	Mtly	0	0	Discontinued		
Concrete Trends	Jan -Dec	Q	0	3,050	3,050	0%	-11.5%
Construction Review	Jul -Sep	Mtly	0	0	Changed Frequency		
Construction Review.	Jan -Jun	AltM	0	1,935	1,935	0%	
Construction World	Jul -Sep	Mtly	0	6,685	6,685	7.5%	9.7%
IMESA	Jul -Sep	11xA	34	4,667	4,701	0.9%	13.1%
Plant Equipment & Hire	Jul -Sep	Mtly	148	2,353	2,501	-2.3%	7.5%
Precast	Jul -Jun	3xA	0	2,303	2,303	0%	-5.4%
Communications							
Media, The.	Jan -Jun	8xA	0	1,729	1,729	0%	
Nex Media	Jul -Jun	4xA	0	3,999	3,999	0%	-3.3%
The Gapp Magazine	Jan -Jun	AltM	0	3,933	3,933	0%	-4.0%
Electrical Engineering							
Electricity & Control	Jul -Sep	Mtly	0	4,857	4,857	0.1%	-0.2%
Energize	Jul -Sep	11xA	14	2,241	2,255	-22.6%	-40.2%
ESI Africa	Jul -Jun	Q	0	4,491	4,491	0%	-3.8%
Sparks Electrical News	Jul -Sep	Mtly	0	6,508	6,508	-1.0%	-8.4%
Vector Journal	Jul -Sep	11xA	19	2,331	2,350	-29.4%	-38.5%
Engineering - Other							
Capital Equipment News	Jul -Sep	Mtly	0	4,908	4,908	1.7%	10.8%
Dataweek	Jul -Sep	F	0	3,142	3,142	-2.0%	-4.5%
Energy Decisions	Jul -Jun	Ann	1,000	6,725	7,725	0%	1.6%
Engineer IT	Jul -Sep	11xA	13	2,128	2,141	-21.8%	-36.9%
Engineering News	Jul -Sep	Wkly, Fr	3,044	7,090	10,134	-3.4%	-7.6%
MechChem Africa	Jul -Sep	Mtly	0	5,229	5,229	3.4%	4.0%
Motion Control	Jul -Jun	Q	0	2,755	2,755	0%	-6.5%
Plumbing Africa	Jul -Sep	Mtly	77	3,988	4,065	2.9%	26.7%
Position IT,	Jan -Jun	AltM	8	3,287	3,295	0%	-9.5%
Refrigeration and Airconditioning	Jul -Sep	Mtly	31	2,981	3,012	-2.3%	-4.6%
SA Instrumentation & Control	Jul -Sep	Mtly	0	4,421	4,421	-1.0%	-7.9%
Transform SA	Jan -Dec	Q	0	0	Non Payment		
Water & Sanitation Africa	Jan -Jun	AltM	73	4,095	4,168	0%	4.4%

Water Sewage & Effluent	Jan -Jun	AltM	214	2,858	3,072	0%	-0.6%
Health and Wellbeing							
Fire Protection	Jan -Dec	Q	713	741	1,454	0%	3.7%
Hi-Tech Security Solutions	Jul -Sep	11xA	0	4,579	4,579	-1.3%	-1.9%
International Dentistry Africa Edition	Jan -Jun	AltM	0	4,151	4,151	0%	-1.3%
LMS	Jan -Jun	AltM	0	0	Discontinued		
MDR Medical Desk Reference	Jan -Dec	Ann	2,294	261	2,555	0%	26.9%
Medical Chronicle	Jul -Sep	11xA	3	13,877	13,880	-7.5%	27.3%
MIMS	Jul -Sep	Mtly	4,397	239	4,636	27.9%	-11.4%
MIMS Guide to OTC Products	Jan -Dec	Ann	140	3,058	3,198	0%	4.4%
Modern Medicine Magazine.	Jan -Jun	AltM	716	3,592	4,308	0%	
Occupational Health Southern Africa	Jan -Jun	AltM	2,274	0	2,274	0%	9.1%
SHEQ Management	Jan -Jun	AltM	132	5,851	5,983	0%	5.4%
South African Pharmaceutical & Cosmetic Review	Jul -Sep	11xA	45	2,139	2,184	-26.3%	24.1%
The Specialist Forum Journal	Jul -Sep	11xA	0	9,048	9,048	15.2%	53.1%
Hospitality, Catering and Tourism							
Explore South Africa.	Jan -Dec	Q	1,402	7,667	9,069	0%	9.9%
Leading Venues	Jan -Dec	Ann	1,668	5,224	6,892	0%	55.2%
Meetings	Jan -Jun	AltM	22	3,583	3,605	0%	-7.1%
The Meetings & Event Planner (former SA Conference Directory)	Jan -Dec	Ann	32	14,639	14,671	0%	9.2%
Travel News Weekly	Jul -Sep	Wkly, Wed	0	6,438	6,438	0.8%	1.7%
Industry							
Analytical Reporter	Jan -Jun	AltM	1	3,723	3,724	0%	34.1%
Cold Link Africa	Jan -Jun	AltM	23	2,702	2,725	0.9%	-6.9%
Eastern Cape Business..	Jul -Jun	Ann	0	9,792	9,792	0%	0%
Eastern Cape Industrial & Business News	Jan -Jun	AltM	0	4,015	4,015	0%	-5.8%
Free State Business,	Jan -Dec	Ann	0	9,776	9,776	0%	-0.3%
Gauteng Companies..	Jul -Jun	Ann	0	9,938	9,938	0%	1.6%
Industrial Buyer	Jan -Jun	AltM	26	29,467	29,493	0%	-5.2%
Jewel Trader	Jul -Jun	Q	0	3,931	3,931	0%	
Jewellers' Network Directory	Jul -Jun	Ann	0	3,406	3,406	0%	
KwaZulu Natal Business..	Jul -Jun	Ann	0	9,808	9,808	0%	0.3%
KZN Industrial & Business News	Jan -Jun	AltM	0	6,253	6,253	0%	-4.3%
Lighting in Design.	Jan -Dec	Q	0	3,475	3,475	0%	-2.6%
Limpopo Business..	Jul -Jun	Ann	0	9,881	9,881	0%	-0.4%
Metering International.	Jan -Jun	AltM	0	5,651	5,651	0%	6.3%
Mpumalanga Business..	Jul -Jun	Ann	0	9,941	9,941	0%	1.5%
Nepad Annual	Jul -Jun	Ann	0	9,435	9,435	0%	0%
North West Business..	Jan -Dec	Ann	0	9,791	9,791	0%	0%
Northern Cape Business..	Jul -Jun	Ann	0	9,791	9,791	0%	0%
Opportunity (Exploring Business Prospects in SA)	Jan -Jun	AltM	2	9,558	9,560	0%	
Resource.	Jan -Dec	Q	991	2,424	3,415	0%	0.8%
SA Affordable Housing	Jan -Jun	AltM	18	2,852	2,870	0%	24.8%
SA Jewellery News	Jul -Sep	Mtly	849	0	849	-2.3%	-16.8%
South African Business.	Jan -Dec	2xA	0	19,766	19,766	0%	0.3%
South African Food Review	Jul -Sep	11xA	114	4,537	4,651	-6.1%	22.1%
The Green Building Handbook	Jan -Dec	Ann	0	9,898	9,898	0%	25.7%
The Responsible & Sustainable Tourism Handbook.	Jul -Jun	Ann	0	6,912	6,912	0%	-11.9%
The Sustainable Energy Resource Handbook.	Jul -Jun	Ann	0	6,922	6,922	0%	-11.5%
The Sustainable Water Resource Handbook.	Jul -Jun	Ann	0	9,914	9,914	0%	0.2%
Western Cape Business,	Jan -Dec	Ann	0	9,953	9,953	0%	2.3%
Information and Computer Technology							
Brainstorm	Jul -Sep	11xA	4,994	4,167	9,161	2.3%	39.6%
The Margin	Jan -Dec	Q	0	3,526	3,526	0%	-2.4%
Management							
African Decisions	Jan -Dec	Q	281	14,719	15,000	0%	-3.7%
Afropolitan.	Jul -Jun	Q	586	8,081	8,667	0%	-8.8%

Black Business Quarterly	Jan -Dec	Q	1,099	7,920	9,019	0%	7.1%
Blue Chip,	Jan -Dec	Q	2	8,957	8,959	0%	0.6%
Business Guide	Jan -Dec	Ann	0	1,135	1,135	0%	-8.5%
Cape Business News	Jul -Sep	Mtly	34	6,083	6,117	-0.1%	-0.2%
Careers SA	Jul -Jun	Ann	0	9,935	9,935	0%	-28.0%
FANews.	Jan -Jun	AltM	114	3,434	3,548	0%	-40.9%
Infocom.	Jan -Dec	Q	0	1,382	1,382	0%	-25.7%
KZN Invest	Jul -Jun	Q	0	0	Rebranded		
Leadership	Jul -Sep	Mtly	2,190	7,333	9,523	0%	3.0%
Money Marketing	Jul -Sep	Mtly	9	6,489	6,498	-2.9%	-5.1%
Profiles Stock Exchange Handbook	Jan -Dec	Q	2,416	4,594	7,010	0%	36.7%
Public Sector Manager	Jul -Sep	Mtly	8	19,665	19,673	-0.7%	2.3%
Salga Voice of Local Government	Jan -Dec	Q	0	9,896	9,896	0%	1.2%
South African Business Intergrator	Jan -Dec	2xA	0	19,722	19,722	0%	-1.7%
The South African School Collection	Jan -Dec	Ann	278	5,944	6,222	0%	-0.8%
Think Sales.	Jan -Dec	Q	0	0	No submission		
Top 500 SA's Best Companies,	Jan -Dec	Ann	0	0	No submission		
Top Women in Business & Government	Jul -Jun	Ann	1,012	7,614	8,626	0%	
Vision 2030	Jan -Dec	Ann	0	0	No submission		
Mining & Quarrying							
African Mnes Handbook	Jan -Dec	Ann	655	1,222	1,877	0%	-3.2%
African Mining	Jan -Jun	AltM	337	2,452	2,789	0%	-3.7%
African Mining Brief	Jan -Jun	AltM	0	863	863	0%	-9.9%
Earthbroker	Jul -Sep	Mtly	0	5,382	5,382	0%	5.0%
Inside Mining..	Jan -Jun	AltM	0	0	Discontinued		
Mining & Minerals Product Review	Jan -Jun	AltM	0	0	Discontinued		
Mining Decisions	Jan -Dec	2xA	0	7,896	7,896	0%	16.2%
Mining Mirror	Jul -Sep	Mtly	0	0	1 issue only		
Mining Prospectus	Jan -Jun	AltM	0	0	Re-branded		
Mining Review Africa.	Jul -Sep	11xA	0	4,717	4,717	-0.4%	2.6%
Mining Weekly	Jul -Sep	Wkly, Fr	2,931	7,113	10,044	0.3%	-5.4%
Modern Mining	Jul -Sep	Mtly	0	5,203	5,203	-3.3%	2.6%
Modern Quarrying	Jan -Dec	Q	0	2,467	2,467	0%	0.1%
Quarry Southern Africa	Jan -Jun	AltM	113	1,907	2,020	0%	-3.1%
SAMining.	Jan -Jun	AltM	0	5,526	5,526	0%	-1.3%
Property							
Blue - Atlantic Seaboard & City Bowl	Jan -Dec	Q	0	9,900	9,900	0%	
The Greeff Magazine	Jan -Dec	3xA	0	29,500	29,500	0%	-35.3%
Retail							
DIY And Industrial Trade News	Jul -Sep	Mtly	0	7,402	7,402	67.2%	68.0%
Hardware Africa Magazine	Jan -Dec	Ann	0	0	No Submission		
International Independent Trader	Jul -Sep	Mtly	0	7,293	7,293	-9.8%	
Pet Shop Pit Stop	Jul -Jun	Q	0	578	578	0%	
Pharmacy Magazine (former Frontshop)	Jul -Sep	Mtly	0	7,123	7,123	164.9%	120.0%
Pharmacy Retailer	Jul -Sep	Mtly	0	8,391	8,391	3.2%	
Spotong	Jan -Dec	Q	0	11,107	11,107	0%	-1.5%
Supermarket and Retailer	Jul -Sep	Mtly	0	8,158	8,158	-6.1%	76.7%
The International Convenience Store Retailer.	Jul -Sep	11xA	0	8,479	8,479	-7.6%	
The International FMCG Retailer.	Jul -Sep	11xA	0	8,722	8,722	-6.8%	
The International Hardware Retailer.	Jul -Sep	11xA	0	9,755	9,755	-9.0%	
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores	Jul -Sep	Mtly	0	0	Changed freq.		
Trader's Friend - Independent Retailers and Wholesalers	Jul -Sep	Mtly	0	0	Changed freq.		
Transport and Logistics							
Focus on Transport & Logistics	Jul -Sep	Mtly	20	6,758	6,778	0%	-0.1%
Freight & Trading Weekly	Jul -Sep	Wkly, Fr	441	4,132	4,573	2.3%	6.3%
Truck & Bus	Jul -Sep	11xA	0	0	Discontinued		
Trucks and Heavy Equipment News..	Jan -Dec	5xA	0	6,831	6,831	0%	-3.1%

Custom Magazines

Electrical Engineering							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
WattNow..	Jul -Sep	Mtly	2,296	10,958	13,254	-1.0%	-4.0%
Entertainment							
DSTV Premium Mag / Tydskrif	Jul -Sep	Mtly	0	0	Discontinued		
Prive	Jul -Jun	Q	0	0	Discontinued		
Family Interest							
Crawford Times	Jan -Dec	Q	0	10,471	10,471	0%	0.6%
Taalgenoot..	Jan -Dec	Q	68,244	36	68,280	0%	-1.2%
Trinitonian	Jan -Dec	Q	0	5,800	5,800	0%	-0.9%
Farming							
Dairy Mail, The.	Jul -Sep	Mtly	23	3,848	3,871	-2.9%	1.7%
Rooi Meis / Red Meat,	Jan -Jun	AltM	0	12,274	12,274	0%	1.1%
Wolboer / Wool Farmer.	Jan -Jun	AltM	0	4,949	4,949	0%	-1.9%
Health & Wellbeing							
Fitlife.	Jul -Sep	Mtly	25,768	2,623	28,391	-2.3%	-13.5%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	897	806	1,703	0%	11.0%
Jump	Jul -Jun	3xA	0	126,674	126,674	0%	2.2%
Life Healthcare	Jul -Jun	4xA	0	85,446	85,446	0%	-0.3%
SA Family Practice.	Jan -Jun	AltM	0	0	Resigned		
SA Journal of Gynaecological Oncology	Jul -Jun	2xA	0	0	Resigned		
SA Pharmaceutical Journal.	Jan -Jun	10xA	2	6,910	6,912	0%	4.0%
SA Pharmacist's Assistant (SAPA)	Jul -Jun	Q	4,619	255	4,874	0%	-0.9%
South African Medical Journal	Jul -Sep	Mtly	443	13,713	14,156	-2.1%	-3.7%
Southern African Journal of Anaesthesia & Analgesia	Jan -Jun	AltM	2	2,182	2,184	0%	1.5%
The South African Journal of Clinical Nutrition	Jul -Jun	Q	0	0	Discontinued		
Wound Healing Southern Africa (WHSA)	Jul -Jun	2xA	0	0	Resigned		
Home							
Fresh Living / Kook en Kuier	Jul -Sep	Mtly	342	446,002	446,344	5.4%	2.1%
Living Space..	Jul -Sep	Mtly	51,614	4,212	55,826	-3.8%	-14.1%
My Kitchen..	Jul -Sep	Mtly	94,018	5,693	99,711	-6.4%	-9.5%
Industry Specific							
Estate Living,	Jul -Sep	Mtly	0	19,422	19,422	6.5%	
Forum Tydskrif	Jan -Dec	Q	0	148,045	148,045	0%	5.0%
J S E	Jan -Dec	Q	2,170	15,475	17,645	0%	-0.6%
Lifting Africa	Jan -Jun	AltM	0	0	Discontinued		
Sea Rescue	Jul -Jun	2xA	0	88,173	88,173	0%	5.0%
Servamus	Jul -Sep	Mtly	10,983	83	11,066	-2.0%	-8.8%
Solidarity Magazine / Solidariteit Tydskrif	Jan -Jun	6xA	0	149,902	149,902	0%	-5.7%
Sonke Magazine,	Jul -Jun	3xA	0	0	Discontinued		
TAPPSA Journal.	Jan -Dec	Q	0	0	Discontinued		
In-flight							
High Life SA	Jul -Sep	Mtly	0	16,485	16,485	0%	0%
In Flight Magazine	Jul -Sep	Mtly	0	20,221	20,221	3.9%	28.3%
Indwe	Jul -Sep	Mtly	0	14,252	14,252	2.3%	
Kulula Khuluma	Jul -Sep	Mtly	0	20,956	20,956	0.6%	-0.1%
Mango Juice	Jul -Sep	Mtly	0	23,866	23,866	0.3%	16.4%
Sawubona	Jul -Sep	Mtly	0	65,879	65,879	-3.7%	-25.0%
Skyways	Jul -Sep	Mtly	2	24,000	24,002	0%	0%
Leisure							
Cheers	Jan -Jun	6xA	0	34,800	34,800	0%	0.1%
Equinox	Jan -Jun	AltM	0	0	Changed Frequency		

Fancourt Lifestyle and Leisure	Jan -Dec	2xA	0	0	Discontinued		
Legacy Inspires	Jul -Jun	3xA	0	24,511	24,511	0%	7.0%
Nedbank Golf Challenge	Jul -Jun	Ann	0	14,900	14,900	0%	-5.7%
onRoute	Jul -Jun	Q	0	0	Discontinued		
Private Edition	Jul -Jun	Q	0	13,695	13,695	0%	-5.5%
Signature : Diners Club	Jan -Dec	2xA	0	0	Discontinued		
Slow Magazine	Jul -Sep	Mtly	0	12,855	12,855	3.6%	6.6%
Taste.	Jul -Sep	11xA	26,788	2,042	28,830	6.7%	-1.2%
Team SAformer (Road To Tokyo)	Jan -Dec	Q	3,457	14,136	17,593	0%	60.6%
Wld	Jul -Jun	Q	65,746	2,345	68,091	0%	5.7%
Male							
Man	Jul -Sep	Mtly	52,609	2,556	55,165	-3.5%	-6.6%
Tech..	Jul -Sep	Mtly	48,938	4,893	53,831	-3.6%	-7.8%
Medical and Allied Health							
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	63,811	63,811	0%	-40.7%
Medi - Clinic Family	Jul -Jun	Q	0	64,865	64,865	0%	0%
Motoring							
Motor..	Jul -Sep	Mtly	30,905	3,450	34,355	-2.9%	-6.6%
Professional							
Accountancy SA	Jul -Sep	11xA	0	55,091	55,091	8.1%	249.9%
Acumen,	Jul -Jun	Q	43	14,580	14,623	0%	-0.5%
Architecture Journal of SA Institute of Architects	Jan -Jun	AltM	0	0	Discontinued		
De Rebus	Jul -Sep	11xA	102	9,872	9,974	22.5%	-55.8%
Digest of South African Architecture	Jan -Dec	Ann	1,232	7,330	8,562	0%	-2.2%
Strategic Marketing Magazine.	Jan -Dec	4xA	0	0	Non Payment		
TAXtalk	Jan -Jun	AltM	90	5,732	5,822	0%	-4.3%
The Journal Of The SAIMM	Jul -Sep	Mtly	30	3,916	3,946	-2.0%	4.6%
Retail							
Ackermans Club (formerly A-Plus)	Jan -Jun	8xA	0	0	Discontinued		
Clicks Club Card.	Jan -Jun	AltM	6,310	300,606	306,916	0%	-34.5%
Club Magazine	Jul -Sep	Mtly	373,805	10,890	384,695	-5.7%	-13.3%
Edgars Club Magazine	Jul -Sep	Mtly	0	0	Discontinued		
Jet Club	Jan -Jun	10xA	0	379,066	379,066	0%	-15.9%
Sport and Hobby							
SA Hunter/Jagter.	Jul -Sep	Mtly	40,397	56	40,453	-12.6%	-12.5%
Soccer Club	Jul -Sep	Mtly	66,920	3,412	70,332	-1.9%	-6.3%
Sports Club.	Jul -Sep	Mtly	113,649	5,242	118,891	-6.6%	-16.9%
Travel, Tourism & Hospitality							
AA Traveller	Jan -Dec	Q	56,591	871	57,462	0%	-4.4%
Best of Cape Town Central City.	Jan -Dec	Ann	0	55,075	55,075	0%	-7.9%
Escapes	Jul -Sep	Mtly	35,135	3,124	38,259	-4.8%	-21.4%
Moments magazine	Jan -Dec	6xA	0	3,305	3,305	0%	10.9%
Premier	Jul -Sep	Mtly	0	14,636	14,636	2.9%	5.6%
Woman's General							
Balanced Life	Jul -Sep	Mtly	61,683	3,405	65,088	-15.5%	-20.3%
Youth							
ClubX	Jul -Sep	Mtly	85,798	4,734	90,532	-6.3%	-10.6%
Kids Super Club.	Jul -Sep	Mtly	110,557	8,402	118,959	-3.9%	-5.4%

Free Magazines

Publication name						
Botswana Advertiser.	Jul -Sep	Wkly, Fr	94,041	1.2%	1.9%	
Get It (Ballito to Umhlanga)	Jul -Sep	Mtly	19,849	-0.1%	0.9%	
Get It (Bloemfontein)	Jul -Sep	Mtly	14,765	0%	0%	
Get It (eMalahleni - Middelburg)	Jul -Sep	Mtly	14,881	0.1%	-0.2%	
Get It (Highway)	Jul -Sep	Mtly	19,031	-4.2%	-3.7%	
Get It (Joburg East)	Jul -Sep	Mtly	19,333	0%	-20.7%	

Get It (Jo'burg South)	Jul -Sep	Mily	19,660	0%	-20.3%
Get It (Jo'burg West)	Jul -Sep	Mily	18,898	-3.0%	-22.1%
Get It (Lowveld)	Jul -Sep	Mily	14,750	0%	3.0%
Get It (Northern KZN)	Jul -Sep	Mily	Discontinued		
Get It (Northern Suburbs Joburg)	Jul -Sep	Mily	24,680	-0.5%	-17.1%
Get It (Pretoria)	Jul -Sep	Mily	19,515	0.1%	1.0%
SANParks Times	Jul -Jun	Q	Discontinued		

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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