

Magazines ABC Q4 2019: A subdued quarter for magazines

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13 Feb 2020

The final quarter of the 2019 Audit Bureau of Circulations of South Africa (ABC)'s magazine circulation results was a subdued affair, characterised by further decreases, with only a few publications able to boast good to excellent increases on the quarter and the prior year.



Despite this, total magazine circulation increased by 1.2% on the previous quarter. This increase on the previous quarter is an improvement on the 3.2% decline in Q3 on the previous quarter. However, the sector declined by 14.5% on the prior year (including Free Magazines). The prior year figure is slightly better than the Q3's 20.9% decline.

Consumer and Free magazines increased over the prior quarter and prior year, while Customer declined on the previous quarter but increased on the prior year and B2B increasing on the previous quarter but declining on the prior year.

Consumer magazines

An increase of 6.8% on the previous quarter, was good news for the Consumer Magazine sector in Q4. However, the sector still had a 12.3% decrease on the prior year, given it had experienced only declines in the past three quarters.

With a diverse range of categories falling under Consumer Magazines, the results for the quarter ranged from bad to excellent. The Women's Special, Youth, Pets, and Farming categories yielded no positive results, with all publications decreasing on the quarter and prior year. In the Parenting category, all publications also decreased on the quarter and prior year, except for *Mamas and Papas*, which increased on the quarter by 47.1%.

In the Male category only *Very Interesting* (former *Braintainment*) increased, and only by 0.1% on the prior year.

Standouts in Consumer Magazines include *Business Brief* (97.6% increase on the quarter and 72.4% on the prior year), *Things to do with kids Magazine* (118.3% increase on the quarter and prior year), *Wildland Magazine* (106.5% on the quarter and 145% on the prior year), and *SA Rugby* (26.8% increase on the quarter and 28.6% on the prior year).

Increasing on the quarter with double figures are *Your Family*, *LIG*, *People*, and *Cape etc*. Single figures increases under 10%, but over five percent, include *People*, *Kruger Magazine*, *Hello Pretoria*, the *Ridge*, *Food and Home Entertaining*, *Habitat*, *Driven Magazine*, *Rooi Rose*, *The Great Outdoors Guide / Die Groot Buitelewegids*, *SA Country Life* and *Kuier*.

Easy DIY, *Let's Braai/Kom ons Braai* (former *The Ultimate Braai*), *The Coffee Mag*, *Leisure Wheels* and *Tuis Werf/Home Yard* all showed good increases on the prior year.

Arts, Culture and Heritage							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Islam Today KZN	Oct -Dec	Mtly	0	0	Terminated		
Jewish Life	Oct -Dec	Mtly	85	11,799	11,884	-5.4%	-4.8%
Val de Vie Magazine	Jan -Dec	2xA	3,000	9,430	12,430		
Business and News							
African Business Quarterly	Jul -Jun	Q	0	0	No Submission		
Business Brief	Jul -Dec	AltM	74,335	417	74,752	97.6%	72.4%
Financial Mail	Oct -Dec	Wkly, Fr	13,380	0	13,380	1.8%	-3.8%
Finweek	Oct -Dec	F	11,605	3,349	14,954	-5.0%	-3.0%
Forbes Africa	Oct -Dec	Mtly	10,718	2,850	13,568	-16.4%	-9.2%
Green Economy Journal (formerly Green Business Journal)	Jul -Dec	AltM	1,957	5,180	7,137	-9.2%	-4.4%
Noseweek	Oct -Dec	Mtly	7,300	0	7,300	-9.3%	-26.1%
Personal Finance	Jan -Dec	Q	5,228	615	5,843	-14.8%	-14.8%
SA Real Estate Investor Magazine	Oct -Dec	Mtly	531	15,659	16,190	0.2%	4.7%
Celebrity							
People	Oct -Dec	F	31,518	785	32,303	11.9%	9.2%
Conservation and Wildlife							
African Birdlife	Jul -Dec	AltM	8,954	398	9,352	1.7%	1.6%
KRUGER MAGAZINE	Jan -Dec	4xA	7,939	70	8,009	6.6%	6.6%
Entertainment							
Eat Out	Jan -Dec	Ann	13,609	6,185	19,794	-3.5%	-3.5%
Hello Johannesburg	Oct -Dec	Mtly	0	4,884	4,884	4.8%	-9.4%
Hello Pretoria	Oct -Dec	Mtly	0	3,211	3,211	5.1%	
TV Plus (Afrikaans)	Oct -Dec	F	17,699	0	17,699	-4.3%	-21.6%
TV Plus (English)	Oct -Dec	F	7,100	0	7,100	-9.3%	-36.4%
Family Interest							
Bona	Oct -Dec	Mtly	47,215	2,933	50,148	-13.0%	-25.0%
Drum	Oct -Dec	Wkly, Fr	19,351	251	19,602	-8.7%	-28.2%
Huisgenoot	Oct -Dec	Wkly, Tue	157,185	5,122	162,307	-2.3%	-7.1%
LIG	Oct -Dec	11xA	16,606	300	16,906	13.6%	0.6%
Plus 50	Jul -Dec	6xA	5,761	238	5,999	-22.5%	-5.8%
The Big Issue	Oct -Dec	Mtly	6,178	211	6,389		-27.1%
The Crest	Jul -Dec	7xA	0	11,531	11,531	-1.6%	-2.9%
The Ridge	Jul -Dec	8xA	0	14,513	14,513	7.5%	0.1%
Things to do with kids Magazine	Jan -Dec	Q	0	24,128	24,128	118.3%	118.3%
You	Oct -Dec	Wkly, Wed	78,854	4,360	83,214	-2.8%	-5.8%

Farming

Farmbiz	Oct-Dec	Mtly	417	3,558	3,975		
Farmer's Weekly	Oct-Dec	Wkly, Fr	9,028	118	9,146	-3.7%	-12.2%
Grond tot Mond	Jan-Dec	Q	2,265	5,097	7,362		
Landbouweekblad	Oct-Dec	Wkly, Wed	20,612	80	20,692	-4.0%	-8.9%
Landbouweekblad Boereplanne	Jul-Jun	Ann	13,570	0	13,570	0.0%	-15.3%
Landbouweekblad Vee	Jan-Dec	Ann	7,801	0	7,801	-20.8%	-20.8%
Marktoe!	Oct-Dec	Mtly	0	10,482	10,482	-1.8%	-13.5%
Veeplaas.	Oct-Dec	11xA	4,541	4,124	8,665	-0.7%	-1.7%

Home

REAL life Magazine	Jul -Jun	Q	0	21,364	21,364	0.0%	
Conde Nast House & Garden	Oct -Dec	Mtly	15,255	11,805	27,060	-3.0%	5.0%
EasyDIY	Jul -Jun	Q	4,755	4,502	9,257	0.0%	-28.9%
Food and Home Entertaining	Oct -Dec	Mtly	13,313	4,515	17,828	9.4%	5.6%
Habitat	Jul -Dec	AltM	6,560	653	7,213	6.4%	-45.7%
House & Leisure	Oct -Dec	11xA	0	0	Changed Frequency		
House & Leisure.	Jul -Dec	AltM	20,187	847	21,034		
Idees/Ideas	Jul -Dec	AltM	14,692	279	14,971	-11.3%	-14.9%
Kuier Combo	Jul -Jun	2xA	50,201	0	50,201	0.0%	-11.3%
Landbouweekblad Boerekos	Jul -Jun	2xA	31,869	310	32,179	0.0%	-7.8%
Lose It,	Jan -Dec	Q	17,715	0	17,715		
Lose It.	Jul -Dec	AltM	0	0	Changed Frequency		
SA Garden and Home	Oct -Dec	Mtly	32,897	4,229	37,126	3.7%	-5.3%
SA Home Owner	Oct -Dec	11xA	23,329	6,828	30,157	1.4%	-7.6%
Sarie Kos,	Jul -Jun	Q	23,195	1,154	24,349	0.0%	-17.3%
Sarie Woon	Jul -Jun	Ann	14,436	0	14,436	0.0%	-18.2%
The Gardener / Die Tuinier	Oct -Dec	Mtly	19,675	10,759	30,434	-6.0%	-18.0%
Tuis Home	Oct -Dec	Mtly	66,015	3,097	69,112	-9.4%	-15.9%
Tuis Opknop / Home Renovations.	Jul -Jun	Ann	22,670	0	22,670	0.0%	-8.6%
Tuis Verf / Home Paint	Jul -Jun	Ann	20,425	0	20,425	0.0%	-8.1%
Tuis Werf / Home Yard	Jul -Jun	Ann	29,070	0	29,070	0.0%	13.3%
Visi	Jul -Dec	6xA	14,434	251	14,685	-9.9%	-3.7%

Leisure	Work	Household	Travel	Education	Health	Other
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56
57	58	59	60	61	62	63
64	65	66	67	68	69	70
71	72	73	74	75	76	77
78	79	80	81	82	83	84
85	86	87	88	89	90	91
92	93	94	95	96	97	98
99	100	101	102	103	104	105
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407	408	409	410	411	412	413

Joburg Style	Jan -Dec	Q	0	0	No Submission		
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	8,983	9,047	18,030	0.0%	60.6%
Silver Digest	Jan -Dec	4xA	0	10,312	10,312		
Southern Vines	Jan -Dec	Q	1,500	11,929	13,429	-0.3%	-0.3%
The Coffee Mag	Jul -Jun	Q	2,175	4,015	6,190	0.0%	58.1%

Male

GQ,	Jul -Dec	10xA	0	0	Changed Frequency		
GQ..	Oct -Dec	11xA	7,172	7,216	14,388	-3.3%	
Men's Health	Oct -Dec	Mtly	12,928	590	13,518	-18.3%	-42.4%
Popular Mechanics	Oct -Dec	Mtly	18,491	3,461	21,952	-14.9%	-27.7%
Stuff.	Jul -Dec	AltM	10,525	2,133	12,658	-17.6%	-43.9%
Very Interesting (former Braintainment)	Jul -Dec	AltM	12,577	5,005	17,582	-1.3%	0.1%

Motoring

Bike SA	Oct -Dec	Mily	14,044	2,765	16,809	-8.9%	-13.0%
Car	Oct -Dec	Mily	49,070	10,829	59,899	-13.6%	-8.2%
Caravan & Outdoor Life / Kamp & Karavaan	Oct -Dec	Mily	17,059	1,837	18,896	-11.7%	1.1%
Driven Magazine	Oct -Dec	Mily	0	17,371	17,371	8.5%	5.5%
Leisure Wheels	Oct -Dec	Mily	11,162	1,748	12,910	-15.2%	-28.1%
SA4x4	Oct -Dec	Mily	12,170	1,995	14,165	-16.1%	4.3%
Speed and Sound	Oct -Dec	Mily	0	0	Resigned		
Super Bike	Oct -Dec	Mily	5,638	1,564	7,202	-14.1%	-20.8%

Parenting

Baba & Kleuter.	Jul -Dec	AltM	10,984	242	11,226	-9.2%	-24.9%
Baby's and Beyond	Jan -Dec	Q	444	13,557	14,001	-5.8%	-5.8%
Child Magazine - Cape Town,	Jan -Dec	Q	0	47,765	47,765		
Child Magazine - Cape Town.	Jul -Dec	AltM	0	0	Changed Frequency		
Child Magazine - Durban,	Jan -Dec	Q	0	40,015	40,015		
Child Magazine - Durban.	Jul -Dec	AltM	0	0	Changed Frequency		
Child Magazine - Johannesburg,	Jan -Dec	Q	0	55,212	55,212		
Child Magazine - Johannesburg.	Jul -Dec	AltM	0	0	Changed Frequency		
Child Magazine Pretoria,	Jan -Dec	Q	0	40,078	40,078		
Child Magazine Pretoria.	Jul -Dec	AltM	0	0	Changed Frequency		
Living and Loving	Oct -Dec	Mtly	0	0	Discontinued		
MamaMagic Milestones	Jan -Dec	Q	0	10,169	10,169	-32.0%	-32.0%
Mamas & Papas.	Oct -Dec	Mtly	3,090	0	3,090	47.1%	-63.2%
Mother & Child	Jul -Dec	AltM	359	565	924		
Your Baby.	Jul -Dec	AltM	4,759	164	4,923	-46.5%	-49.4%
Your Pregnancy.	Jul -Dec	AltM	8,475	1,583	10,058	-25.2%	-34.9%
Pets							
Animaltalk	Oct -Dec	Mtly	6,718	2,628	9,346	-5.1%	-3.6%
Dog Directory	Jan -Dec	Ann	6,570	1,468	8,038	-5.6%	-5.6%
Sport and Hobby							
Africa's Sportsman Magazine	Jan -Dec	4xA	497	501	998	-30.3%	-30.3%
Bicycling	Jul -Dec	10xA	7,710	99	7,809	-13.3%	-23.1%
Compleat Golfer	Oct -Dec	Mtly	5,881	2,235	8,116	-9.8%	-7.5%
Equestrian Life	Jul -Jun	Q	0	1,617	1,617	0.0%	
Game & Hunt/Wild & Jag	Oct -Dec	Mtly	25,029	182	25,211	0.7%	-0.6%
HQ,	Jul -Dec	6Wk	4,907	770	5,677		
HQ.	Oct -Dec	Mtly	0	0	Changed Frequency		
Kick Off	Oct -Dec	Mtly	19,818	996	20,814	-3.3%	-11.7%
Magnum	Oct -Dec	Mtly	10,049	6	10,055	-0.3%	1.9%
Modern Athlete	Oct -Dec	Mtly	0	0	Digital Only		
Rock Surf and Deep.	Jul -Dec	AltM	0	0	Discontinued		
Runners World	Oct -Dec	Mtly	0	0	Changed Frequency		
Runners World.	Jul -Dec	AltM	9,188	181	9,369	-11.5%	
SACricket.	Jan -Dec	Q	8,678	1,940	10,618	-12.5%	-12.5%
SAFlyer	Oct -Dec	Mtly	3,664	679	4,343	-3.4%	-11.9%
SARugby	Oct -Dec	Mtly	27,419	2,018	29,437	26.8%	26.4%
The Bank Angler / Die Oewerhengelaar	Oct -Dec	Mtly	0	0	Resigned		
The Bass Angler / Die Baarshengelaar	Oct -Dec	Mtly	0	0	Discontinued		
Wildland Magazine	Oct -Dec	Mtly	67,989	0	67,989	106.5%	145.0%
Travel, Tourism & Hospitality							
African Safaris	Jul -Jun	Q	0	0	No Submission		
Cape Etc.	Jan -Dec	3xA	1,566	8,628	10,194	10.3%	10.3%
Getaway	Oct -Dec	Mtly	22,694	3,968	26,662	-30.0%	-35.3%
go! Drive & Camp and Weg! Ry & Sleep	Oct -Dec	Mtly	24,976	94	25,070	-14.6%	-23.7%
SA Country Life	Oct -Dec	Mtly	20,800	4,782	25,582	5.5%	-4.0%
The Great Outdoors Guide / Die Groot Buitelewegids	Jan -Dec	Ann	39,849	25	39,874	8.8%	8.8%
TravelIdeas.	Jul -Dec	AltM	3,615	810	4,425	-57.3%	-57.3%
Weg / Go Platteland	Jul -Jun	Q	26,821	55	26,876	0.0%	-7.9%
Weg Namibië / Go Namibia	Jan -Dec	Ann	0	0	Discontinued		
Weg! Ry & Sleep Oordgids.	Jan -Dec	Ann	0	0	Discontinued		
Weg/Go	Oct -Dec	Mtly	43,904	1,932	45,836	-15.6%	-19.5%
Woman's General							
Cosmopolitan	Oct -Dec	Mtly	0	0	Changed Frequency		

Cosmopolitan.	Jul -Dec	10xA	32,660	2,255	34,915		
Essentials	Oct -Dec	Mtly	15,996	2,624	18,620	-6.5%	1.3%
Fairlady	Oct -Dec	Mtly	24,515	2,547	27,062	-14.0%	-24.0%
Glamour,	Oct -Dec	11xA	15,716	13,017	28,733	-1.9%	
Glamour.	Jul -Dec	10xA	0	0	Changed Frequency		
Good Housekeeping	Oct -Dec	Mtly	0	0	Changed Frequency		
Good Housekeeping.	Jul -Dec	AltM	30,132	3,801	33,933		
Kuier	Oct -Dec	F	85,933	16	85,949	5.8%	-6.5%
Move!	Oct -Dec	Wkly, Th	31,998	813	32,811	-9.3%	-38.7%
Rooi Rose	Oct -Dec	Mtly	54,488	4,043	58,531	9.1%	-9.1%
Sarie	Oct -Dec	Mtly	48,726	5,822	54,548	-13.0%	-18.1%
True Love	Oct -Dec	Mtly	19,027	3,016	22,043	-19.7%	-39.3%
Vroue Keur	Oct -Dec	Wkly, Fr	38,393	230	38,623	-2.1%	-11.3%
Woman and Home	Oct -Dec	Mtly	60,230	4,804	65,034	2.7%	-4.0%
Women's Health.	Oct -Dec	11xA	14,782	388	15,170	-15.9%	-41.7%
Your Family	Oct -Dec	Mtly	19,833	4,438	24,271	15.2%	5.6%
Woman's Special							
Bruidsgids	Jan -Dec	Ann	11,144	2,683	13,827	-16.4%	-16.4%
Nubian Bride.	Jul -Jun	2xA	4,450	120	4,570	0.0%	
SA Wedding Album	Jan -Dec	2xA	11,505	935	12,440	-24.2%	-24.2%
Sarie Bruid	Jul -Jun	Ann	6,012	0	6,012	0.0%	
Troukoors	Jan -Dec	Ann	4,132	2,500	6,632	-30.5%	-30.5%
Wedding Guide	Jul -Jun	Ann	0	0	Changed Cycle		
Wedding Inspirations	Jul -Jun	Q	0	0	No Submission		
Youth							
Barbie Magazine	Oct -Dec	Mtly	0	0	Changed Frequency		
Barbie Magazine.	Jul -Dec	6Wk	8,908	2,469	11,377		
Post Matric	Jan -Dec	Ann	0	133,742	133,742	-3.0%	-3.0%
The Official Safeways K53 Learner's and Driver's Manual.	Jan -Dec	Ann	132,114	0	132,114	-34.5%	-34.5%

B2B magazines

A slight increase of 0.2% on the previous quarter was a good change of direction for B2B Magazines which saw a decrease of 3.5% in Q3. In a reversal of fortunes, its increase of 3.3% in Q3 was replaced by a decrease of 5.8% on the prior year.

The Automotive and Civil Construction categories publications all showed increases on the quarter and year except for the publication *Automotive*, *Business Review*, which decreased on the prior year and *SA Threads* that decreased on the quarter. In the Civil Construction category, *Precast* had no increase on the quarter and a 5.4% decrease on the prior year.

The Civil Construction category also saw *IMIESA* increase by 15.5% on the quarter and increase by 28.4% on the prior year.

The Electrical Engineering category had no increases. In Engineering – Other *Water & Sanitation* increased by 19.4% on the quarter and 21.7% on the prior year. *Refrigeration & Air-conditioning* also had good increases, up by 3.1% on the quarter and 125.5% on the prior year.

SA Pharmaceutical and Cosmetic Review and *Occupational Health Southern Africa* showed good increases in the Health & Well Being category. In the Hospitality, Catering and Tourism category, *Meetings* stood out increasing by 14.6% on the quarter and 11% on the year, while in the Industry category, *Analytical Reporter* shone with an increase of 41.4% on the quarter and 35.6% on the prior year.

There were only two publications in the Information and Communications Technology category, and both had positive increases. The Management, Mining & Quarrying and the Retail categories saw several publications increasing on the quarter and prior year.

Agricultural							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Agri Inc. Die Boer / The Farmer.	Jul -Dec	AltM	0	18,491	18,491	-22.3%	-31.3%
Harvest SA	Jul -Dec	AltM	1,689	7,896	9,585	0.7%	3.3%
OVK Nuus/News	Jan -Dec	4xA	0	4,854	4,854	-4.0%	-4.0%
Pro Agri	Oct -Dec	Mtly	10	39,297	39,307	0.1%	0.2%
SA Graan / Grain	Oct -Dec	Mtly	0	16,015	16,015	1.3%	-1.3%
SABI Magazine	Jul -Dec	AltM	14	4,863	4,877	-1.4%	-0.1%
Stockfarm	Oct -Dec	Mtly	5,308	1,779	7,087	-8.1%	0.2%
Wildlife Ranching..	Jul -Dec	AltM	0	0	Discontinued		
Wneland	Oct -Dec	Mtly	116	3,537	3,653	0.2%	0.1%
Architecture							
earthworks.	Jan -Dec	Q	7,834	700	8,534	-2.5%	-2.5%
Floors in Africa	Jul -Dec	6xA	0	19,118	19,118	8.1%	7.0%
Leading Architect & Design	Jul -Dec	AltM	57	8,638	8,695	-5.0%	-3.0%
Powered by Specfile	Jul -Dec	6xA	0	0	Discontinued		
SA Building Review	Jan -Dec	Ann	301	11,192	11,493	-4.2%	-4.2%
SA Roofing	Jul -Dec	10xA	0	0	Discontinued		
Timber IQ	Jul -Dec	AltM	18	4,247	4,265	2.7%	24.6%
To Build	Jan -Dec	3xA	0	9,799	9,799	-3.7%	-3.7%
Walls & Roofs in Africa	Jul -Dec	6xA	0	18,917	18,917	8.6%	5.9%
Automotive							
Auto Forum,	Jul -Dec	AltM	0	0	No Submission		
Automotive Business Review,	Jul -Dec	10xA	0	9,473	9,473	7.3%	-6.4%
Road Ahead, The	Jan -Dec	Q	0	9,770	9,770	4.2%	4.2%
SA TREADS	Jul -Jun	Q	0	7,000	7,000	0.0%	0.7%
Civil Construction							
Civil Engineering	Oct -Dec	11xA	22	13,160	13,182	14.0%	26.8%
Civil Engineering Contractor, The	Oct -Dec	Mtly	0	0	Discontinued		
Concrete Trends	Jan -Dec	Q	0	0	No Submission		
Construction Review	Oct -Dec	Mtly	0	0	Changed Frequency		
Construction Review.	Jul -Dec	AltM	0	1,940	1,940	0.3%	
Construction World	Oct -Dec	Mtly	0	7,083	7,083	6.0%	20.3%
IMESA	Oct -Dec	11xA	29	5,401	5,430	15.5%	28.4%
Plant Equipment & Hire	Oct -Dec	Mtly	206	3,770	3,976	0.3%	57.3%
Precast	Jul -Jun	3xA	0	2,303	2,303	0.0%	-5.4%
Communications							
Media, The.	Jul -Dec	8xA	0	1,873	1,873	8.3%	-26.1%
Nex Media	Jul -Jun	4xA	0	3,999	3,999	0.0%	-3.3%
SA Profile	Jan -Dec	Ann	0	29,878	29,878		
The Gapp Magazine	Jul -Dec	AltM	0	3,854	3,854	-2.0%	-6.9%
Electrical Engineering							
Electricity & Control	Oct -Dec	Mtly	0	4,185	4,185	-13.8%	-16.2%
Energize	Oct -Dec	11xA	0	0	Discontinued		
ESI Africa	Jul -Jun	Q	0	4,491	4,491	0.0%	-3.8%
Sparks Electrical News	Oct -Dec	Mtly	0	6,065	6,065	-6.8%	-8.8%
Vector Journal	Oct -Dec	11xA	0	0	Discontinued		
Engineering - Other							
Capital Equipment News	Oct -Dec	Mtly	0	4,377	4,377	-10.8%	-2.3%
Dataweek	Oct -Dec	F	0	3,129	3,129	-0.4%	-4.0%
Energy Decisions	Jul -Jun	Ann	1,000	6,725	7,725	0.0%	1.6%
Engineer IT	Oct -Dec	11xA	0	0	Discontinued		

Engineering News	Oct -Dec	Wkly, Fr	3,168	7,316	10,484	3.5%	0.0%
MechChem Africa	Oct -Dec	Mtly	0	4,144	4,144	-20.7%	-19.9%
Motion Control	Jul -Jun	Q	0	2,755	2,755	0.0%	-6.5%
Plumbing Africa	Oct -Dec	Mtly	77	5,851	5,928	-12.7%	57.6%
Position IT,	Jul -Dec	AltM	0	0	Discontinued		
Refrigeration and Airconditioning	Oct -Dec	Mtly	31	6,954	6,985	3.1%	125.5%
SA Instrumentation & Control	Oct -Dec	Mtly	0	4,521	4,521	2.3%	-5.3%
Water & Sanitation Africa	Jul -Dec	AltM	42	4,936	4,978	19.4%	21.7%
Water Sewage & Effluent	Jul -Dec	AltM	0	0	Discontinued		
Health and Wellbeing							
Fire Protection	Jan -Dec	Q	700	790	1,490	2.5%	2.5%
Hi-Tech Security Solutions	Oct -Dec	11xA	0	4,361	4,361	-4.8%	-6.6%
International Dentistry Africa Edition	Jul -Dec	AltM	0	4,032	4,032	-2.9%	-0.9%
LMS	Jul -Dec	AltM	0	0	Discontinued		
MDR Medical Desk Reference	Jan -Dec	Ann	958	178	1,136	-55.5%	-55.5%
Medical Chronicle	Oct -Dec	11xA	3	12,706	12,709	-8.4%	0.5%
MIMS	Oct -Dec	Mtly	2,556	270	2,826	-39.0%	-16.5%
MIMS Guide to OTC Products	Jan -Dec	Ann	122	2,979	3,101	-3.0%	-3.0%
Modern Medicine Magazine.	Jul -Dec	AltM	686	3,662	4,348	0.9%	-0.4%
Occupational Health Southern Africa	Jul -Dec	AltM	2,668	0	2,668	17.3%	13.2%
SHEQ Management	Jul -Dec	AltM	123	5,925	6,048	1.1%	5.8%
South African Pharmaceutical & Cosmetic Review	Oct -Dec	11xA	45	2,609	2,654	21.5%	-11.8%
The Specialist Forum Journal	Oct -Dec	11xA	0	7,578	7,578	-16.2%	-10.8%
Hospitality, Catering and Tourism							
Explore South Africa.	Jan -Dec	Q	1,866	7,719	9,585	5.7%	5.7%
Leading Venues	Jan -Dec	Ann	2,297	4,050	6,347	-7.9%	-7.9%
Meetings	Jul -Dec	AltM	4	4,128	4,132	14.6%	11.0%
The Meetings & Event Planner (former SA Conference Directory)	Jan -Dec	Ann	0	8,593	8,593	-41.4%	-41.4%
Travel News Weekly	Oct -Dec	Wkly, Wed	0	6,442	6,442	0.1%	1.7%
Industry							
Analytical Reporter	Jul -Dec	AltM	1	5,266	5,267	41.4%	35.6%
Cold Link Africa	Jul -Dec	AltM	21	2,798	2,819	-10.8%	-0.4%
Eastern Cape Business..	Jul -Jun	Ann	0	9,792	9,792	0.0%	0.0%
Eastern Cape Industrial & Business News	Jul -Dec	AltM	0	3,925	3,925	-2.2%	-4.7%
Free State Business,	Jan -Dec	Ann	0	9,943	9,943	1.7%	1.7%
Gauteng Companies..	Jul -Jun	Ann	0	9,938	9,938	0.0%	1.6%
Industrial Buyer	Jul -Dec	AltM	20	13,460	13,480	-54.3%	-58.0%
Jewel Trader	Jul -Jun	Q	0	3,931	3,931	0.0%	
Jewellers' Network Directory	Jul -Jun	Ann	0	3,406	3,406	0.0%	
KwaZulu Natal Business..	Jul -Jun	Ann	0	9,808	9,808	0.0%	0.3%
KZN Industrial & Business News	Jul -Dec	AltM	0	6,072	6,072	-2.9%	-4.7%
Lighting in Design.	Jan -Dec	Q	0	3,049	3,049	-12.3%	-12.3%
Limpopo Business..	Jul -Jun	Ann	0	9,881	9,881	0.0%	-0.4%
Mpumalanga Business..	Jul -Jun	Ann	0	9,941	9,941	0.0%	1.5%
Nepad Annual	Jul -Jun	Ann	0	9,435	9,435	0.0%	0.0%
North West Business..	Jan -Dec	Ann	0	9,943	9,943	1.6%	1.6%
Northern Cape Business..	Jul -Jun	Ann	0	9,791	9,791	0.0%	0.0%
Opportunity (Exploring Business Prospects in SA)	Jul -Dec	AltM	2	9,601	9,603	0.5%	2.6%
Resource.	Jan -Dec	Q	959	2,403	3,362	-1.6%	-1.6%
SA Affordable Housing	Jul -Dec	AltM	23	3,389	3,412	-12.1%	24.5%
SA Jewellery News	Oct -Dec	Mtly	837	0	837	-1.4%	-5.6%
Service (Leadership in Local Government)	Jul -Dec	AltM	0	0	Re-branded		
Smart Energy International	Jul -Dec	AltM	0	5,480	5,480	-3.0%	-9.7%
South African Business.	Jan -Dec	2xA	0	19,908	19,908	0.7%	0.7%
South African Food Review	Oct -Dec	11xA	108	4,482	4,590	-1.3%	-7.5%
The Green Building Handbook	Jan -Dec	Ann	0	4,918	4,918	-50.3%	-50.3%
The Responsible & Sustainable Tourism Handbook.	Jul -Jun	Ann	0	6,912	6,912	0.0%	-11.9%
The Sustainable Energy Resource Handbook.	Jul -Jun	Ann	0	6,922	6,922	0.0%	-11.5%

The Sustainable Water Resource Handbook.	Jul -Jun	Ann	0	9,914	9,914	0.0%	0.2%
Western Cape Business,	Jan -Dec	Ann	0	9,918	9,918	-0.4%	-0.4%
Information and Computer Technology							
Brainstorm	Oct -Dec	11xA	6,130	4,380	10,510	14.7%	11.7%
The Margin	Jan -Dec	Q	0	3,692	3,692	4.7%	4.7%
Management							
African Decisions	Jan -Dec	Q	219	14,293	14,512	-3.3%	-3.3%
Afropolitan.	Jul -Jun	Q	586	8,081	8,667	0.0%	-8.8%
Black Business Quarterly	Jan -Dec	Q	1,710	7,970	9,680	7.3%	7.3%
Blue Chip,	Jan -Dec	Q	1	9,631	9,632	7.5%	7.5%
Business Guide	Jan -Dec	Ann	0	784	784	-30.9%	-30.9%
Cape Business News	Oct -Dec	Mtly	25	6,072	6,097	-0.3%	-0.7%
Careers SA	Jul -Jun	Ann	0	9,935	9,935	0.0%	-28.0%
FA News.	Jul -Dec	AltM	175	2,693	2,868	-19.2%	-41.1%
Impumelelo SA's Top Empowerment Co.	Jan -Dec	Ann	58	9,476	9,534		
Infocom.	Jan -Dec	Q	0	1,447	1,447	4.7%	4.7%
KZN Invest	Jul -Jun	Q	0	0	Rebranded		
Leadership	Oct -Dec	Mtly	2,025	7,691	9,716	1.3%	11.2%
Money Marketing	Oct -Dec	Mtly	7	6,953	6,960	7.1%	1.9%
Profiles Stock Exchange Handbook	Jan -Dec	Q	2,038	2,347	4,385	-37.4%	-37.4%
Public Sector Manager	Oct -Dec	Mtly	0	19,360	19,360	-1.6%	0.7%
Salga Voice of Local Government	Jan -Dec	Q	0	0	Discontinued		
South African Business Intergrator	Jan -Dec	2xA	0	19,877	19,877	0.8%	0.8%
South Africa's Top Performing Companies,	Jan -Dec	Ann	386	5,811	6,197		
The South African School Collection	Jan -Dec	Ann	0	0	Discontinued		
Top 500 SA's Best Companies,	Jan -Dec	Ann	575	9,034	9,609		21.6%
Top Women in Business & Government	Jul -Jun	Ann	1,012	7,614	8,626	0.0%	
Vision 2030	Jan -Dec	Ann	37	8,309	8,346		
Mining & Quarrying							
African Mnes Handbook	Jan -Dec	Ann	803	1,082	1,885	0.4%	0.4%
African Mining	Jul -Dec	AltM	0	0	Rebranded		
African Mining Brief	Jul -Dec	AltM	3	907	910	5.4%	-5.9%
African Mining Inc. Mining Mirror	Oct -Dec	11xA	446	5,357	5,803		
Earthbroker	Oct -Dec	Mtly	0	5,382	5,382	0.0%	0.0%
Inside Mining..	Jul -Dec	AltM	0	0	Discontinued		
Mining & Minerals Product Review	Jul -Dec	AltM	0	0	Discontinued		
Mining Decisions	Jan -Dec	4xA	0	8,700	8,700	10.2%	10.2%
Mining Mirror	Oct -Dec	Mtly	0	0	Rebranded		
Mining Prospectus	Jul -Dec	AltM	0	0	Re-branded		
Mining Review Africa.	Oct -Dec	11xA	0	4,723	4,723	0.1%	1.7%
Mining Weekly	Oct -Dec	Wkly, Fr	3,023	7,020	10,043	0.0%	-0.4%
Modern Mining	Oct -Dec	Mtly	0	5,009	5,009	-3.7%	-0.8%
Modern Quarrying	Jan -Dec	Q	0	2,703	2,703	9.6%	9.6%
Quarry Southern Africa	Jul -Dec	AltM	0	0	Discontinued		
SAMining.	Jul -Dec	AltM	0	4,998	4,998	-9.6%	3.1%
Property							
Blue - Atlantic Seaboard & City Bowl	Jan -Dec	Q	0	0	No Submission		
The Greeff Magazine	Jan -Dec	3xA	0	14,500	14,500	-50.8%	-50.8%
Retail							
DIY And Industrial Trade News	Oct -Dec	Mtly	0	9,228	9,228	24.7%	-7.2%
International Independent Trader	Oct -Dec	Mtly	0	7,148	7,148	-2.0%	-6.4%
Pet Shop Pit Stop	Jul -Jun	Q	0	578	578	0.0%	
Pharmacy Magazine (former Frontshop)	Oct -Dec	Mtly	0	7,488	7,488	5.1%	173.2%
Pharmacy Retailer	Oct -Dec	Mtly	0	8,539	8,539	1.8%	10.6%
Spotong	Jan -Dec	Q	0	11,150	11,150	0.4%	0.4%
Supermarket and Retailer	Oct -Dec	Mtly	0	7,981	7,981	-2.2%	-33.0%
The International Convenience Store Retailer.	Oct -Dec	11xA	0	8,178	8,178	-3.5%	0.1%
The International FMCG Retailer.	Oct -Dec	11xA	0	8,364	8,364	-4.1%	10.4%

The International Hardware Retailer.	Oct -Dec	11xA	0	8,603	8,603	-11.8%	3.2%
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores	Oct -Dec	Mtly	0	0	Changed Frequency		
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores.	Jul -Dec	9xA	0	19,524	19,524		
Trader's Friend - Independent Retailers and Wholesalers	Oct -Dec	Mtly	0	0	Changed Frequency		
Trader's Friend - Independent Retailers and Wholesalers.	Jul -Dec	9xA	0	17,476	17,476		
Transport and Logistics							
Focus on Transport & Logistics	Oct -Dec	Mtly	19	6,757	6,776	0.0%	-0.1%
Freight & Trading Weekly	Oct -Dec	Wkly, Fr	430	4,202	4,632	1.3%	10.4%
Truck & Bus	Oct -Dec	11xA	0	0	Discontinued		
Trucks and Heavy Equipment News..	Jan -Dec	5xA	0	6,830	6,830	0.0%	0.0%

Custom magazines

The downward trend for the category continued to Q4 with a decrease of 2.8% - more than double the Q3 1.2% decrease. However, the decline on the prior year of 17.1% was cause for some celebration, following the decline of over 24% over the prior year in Q3.

A subdued quarter for most categories in in customer Magazines, with only the In-flight and the Travel, Tourism and Hospitality categories showing good increases. *Indwe* in the In-flight category had a 21.3% on the quarter and 40.6% on the prior year. *In Flight Magazine* continued its good run from Q2 and Q3 to increase on the quarter by 21.3% and 40.6% on the prior year.

Moments Magazine and *Premier* in the Travel, Tourism and Hospitality category had increases of 57.3% and 20.4% respectively on the quarter and 57.3% ad 26.3% on the prior year respectively

The other standout is *Slow Magazine* in the Leisure category with 10.3% on the quarter and 16.8% on the prior year.

Electrical Engineering							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
WattNow..	Oct -Dec	Mtly	2,057	11,439	13,496	1.8%	1.4%
Entertainment							
Prive	Jul -Jun	Q	0	0	Discontinued		
Family Interest							
Crawford Times	Jan -Dec	Q	0	10,705	10,705	2.2%	2.2%
Taalgenoot..	Jan -Dec	Q	63,570	1,530	65,100	-4.7%	-4.7%
Trinitonian	Jan -Dec	Q	0	5,749	5,749	-0.9%	-0.9%
Farming							
Dairy Mail, The.	Oct -Dec	Mtly	24	3,800	3,824	-1.2%	3.2%
Rooi Meis / Red Meat,	Jul -Dec	AltM	1	12,644	12,645	3.0%	1.8%
Wolboer / Wool Farmer.	Jul -Dec	AltM	0	4,951	4,951	0.0%	-0.3%
Health & Wellbeing							
Fitlife.	Oct -Dec	Mtly	25,631	1,515	27,146	-4.4%	-16.9%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	897	806	1,703	0.0%	11.0%
Jump	Jul -Jun	3xA	0	126,674	126,674	0.0%	2.2%
Life Healthcare	Jul -Jun	4xA	0	85,446	85,446	0.0%	-0.3%
SA Journal of Gynaecological Oncology	Jul -Jun	2xA	0	0	Resigned		
SAPharmaceutical Journal.	Jul -Dec	10xA	2	6,935	6,937	0.4%	4.2%
SAPharmacist's Assistant (SAPA)	Jul -Jun	Q	4,619	255	4,874	0.0%	-0.9%
South African Medical Journal	Oct -Dec	Mtly	444	13,714	14,158	0.0%	-3.4%
Southern African Journal of Anaesthesia & Analgesia	Jul -Dec	AltM	2	2,150	2,152	-1.5%	0.6%
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	Oct -Dec	Mtly	272	415,861	416,133	-6.8%	-7.8%
Living Space..	Oct -Dec	Mtly	51,253	1,467	52,720	-5.6%	-18.1%
My Kitchen..	Oct -Dec	Mtly	91,346	1,929	93,275	-6.5%	-16.1%
Industry Specific							
Estate Living,	Oct -Dec	Mtly	0	0	Changed Frequency		
Forum Tydskrif	Jan -Dec	Q	0	147,019	147,019	-0.7%	-0.7%
J S E	Jan -Dec	Q	1,194	16,753	17,947	1.7%	1.7%
Lifting Africa	Jul -Dec	AltM	0	0	Terminated		
Sea Rescue	Jul -Jun	2xA	0	88,173	88,173	0.0%	5.0%
Servamus	Oct -Dec	Mtly	10,753	88	10,841	-2.0%	-8.8%
Solidarity Magazine / Solidariteit Tydskrif	Jul -Dec	6xA	0	155,930	155,930	4.0%	-4.1%
Sonke Magazine,	Jul -Jun	3xA	0	0	Terminated		
In-flight							
High Life SA	Oct -Dec	Mtly	0	16,485	16,485	0.0%	0.0%
In Flight Magazine	Oct -Dec	Mtly	0	24,527	24,527	21.3%	40.6%
Indwe	Oct -Dec	Mtly	0	16,972	16,972	19.1%	75.7%
Kulula Khuluma	Oct -Dec	Mtly	0	20,957	20,957	0.0%	0.0%
Mango Juice	Oct -Dec	Mtly	0	24,000	24,000	0.6%	6.8%
Sawubona	Oct -Dec	Mtly	0	62,338	62,338	-5.4%	-9.5%
Skyways	Oct -Dec	Mtly	3	24,000	24,003	0.0%	0.0%
Leisure							
Cheers	Jul -Dec	6xA	0	34,800	34,800	0.0%	0.0%
Equinox	Jul -Dec	AltM	0	0	Changed Frequency		
Equinox	Jan -Dec	Q	0	30,118	30,118		
Legacy Inspires	Jul -Jun	3xA	0	24,511	24,511	0.0%	7.0%
Nedbank Golf Challenge	Jul -Jun	Ann	0	14,900	14,900	0.0%	-5.7%
onRoute	Jul -Jun	Q	0	0	Discontinued		
Private Edition	Jul -Jun	Q	0	13,695	13,695	0.0%	-5.5%
Slow Magazine	Oct -Dec	Mtly	0	14,178	14,178	10.3%	16.8%
Taste.	Oct -Dec	11xA	28,745	1,557	30,302	5.1%	1.9%
Team SA former (Road To Tokyo)	Jan -Dec	Q	0	0	Discontinued		
Wild	Jul -Jun	Q	65,746	2,345	68,091	0.0%	5.7%
Male							
Man	Oct -Dec	Mtly	53,332	3,139	56,471	2.4%	-5.4%
Tech..	Oct -Dec	Mtly	47,240	1,925	49,165	-8.7%	-18.8%
Medical and Allied Health							
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	63,811	63,811	0.0%	-40.7%
Medi - Clinic Family	Jul -Jun	Q	0	64,865	64,865	0.0%	0.0%
Motoring							
Motor..	Oct -Dec	Mtly	30,517	2,814	33,331	-3.0%	-18.0%
Professional							
Accountancy SA	Oct -Dec	11xA	0	54,886	54,886	-0.4%	3.0%
Acumen,	Jul -Jun	Q	43	14,580	14,623	0.0%	-0.5%
Architecture Journal of SA Institute of Architects	Jul -Dec	AltM	0	0	Discontinued		
De Rebus	Oct -Dec	11xA	109	10,618	10,727	7.5%	-52.9%
Digest of South African Architecture	Jan -Dec	Ann	0	0	Discontinued		
TAXtalk	Jul -Dec	AltM	0	0	No Submission		
The Journal Of The SAIMM	Oct -Dec	Mtly	34	3,460	3,494	-11.1%	-7.8%
Retail							
Clicks Club Card.	Jul -Dec	AltM	24,219	259,007	283,226	-7.7%	-24.6%
Club Magazine	Oct -Dec	Mtly	359,678	5,833	365,511	-5.0%	-18.2%
Edgars Club Magazine	Oct -Dec	Mtly	0	0	Discontinued		
Jet Club	Jul -Dec	10xA	0	387,186	387,186	2.1%	-3.6%
Sport and Hobby							
SA Hunter/Jagter.	Oct -Dec	Mtly	38,166	73	38,239	-5.5%	-15.8%

Soccer Club	Oct -Dec	Mtly	68,079	2,306	70,385	0.1%	-9.8%
Sports Club.	Oct -Dec	Mtly	111,535	2,567	114,102	-4.0%	-22.2%
Travel, Tourism & Hospitality							
AA Traveller	Jan -Dec	Q	51,340	581	51,921	-9.6%	-9.6%
Best of Cape Town Central City.	Jan -Dec	Ann	0	59,800	59,800	8.6%	8.6%
Escapes	Oct -Dec	Mtly	33,253	1,560	34,813	-9.0%	-26.9%
Moments magazine	Jan -Dec	6xA	0	5,200	5,200	57.3%	57.3%
Premier	Oct -Dec	Mtly	0	17,621	17,621	20.4%	26.3%
Woman's General							
Balanced Life	Oct -Dec	Mtly	60,529	1,461	61,990	-4.8%	-22.2%
Youth							
ClubX	Oct -Dec	Mtly	84,682	1,134	85,816	-5.2%	-18.5%
Kids Super Club.	Oct -Dec	Mtly	105,653	7,765	113,418	-4.7%	-17.6%

Free magazines

Free magazines surged by 4.5% on the previous quarter, but declined by 28.6% on the prior year, after declines on both the previous quarters and prior year in the Q3 and Q2.

There were no increases on the quarter over three percent and no increases on the prior year over 1.2% for Free Magazines.

Publication Name					
Botswana Advertiser.	Oct -Dec	Wkly, Fr	91,783	-2.4%	0.8%
Get It (Ballito to Umhlanga)	Oct -Dec	Mtly	19,887	0.2%	0.9%
Get It (Bloemfontein)	Oct -Dec	Mtly	14,765	0.0%	0.0%
Get It (eMalahleni - Middelburg)	Oct -Dec	Mtly	14,894	0.1%	0.1%
Get It (Highway)	Oct -Dec	Mtly	19,540	2.7%	-1.3%
Get It (Joburg East)	Oct -Dec	Mtly	19,333	0.0%	-20.7%
Get It (Jo'burg South)	Oct -Dec	Mtly	19,660	0.0%	-20.3%
Get It (Jo'burg West)	Oct -Dec	Mtly	19,436	2.8%	-15.5%
Get It (Lowveld)	Oct -Dec	Mtly	14,750	0.0%	3.0%
Get It (Northern KZN)	Oct -Dec	Mtly	Discontinued		
Get It (Northern Suburbs Joburg)	Oct -Dec	Mtly	24,680	0.0%	-17.3%
Get It (Pretoria)	Oct -Dec	Mtly	19,809	1.5%	1.1%
SANParks Times	Jul -Jun	Q	Discontinued		
STOKVEL VOICE MAGAZINE	Jan -Dec	Ann	13,371		

Web traffic

98 titles submitted web traffic data.

Email newsletter net delivery

24 titles submitted net delivery data.

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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