

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%
Celebrity					
People	29,067	524	29,591	-5.7%	-22.9%
Conservation and Wildlife					
African Birdlife	8,758	306	9,064	12.3%	5.0%
Entertainment					
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%
Family Interest					
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%
Farming					
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%
Health					
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		
Home					
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%
Leisure					
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%
Male					
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%
Motoring					
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%
Parenting					
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%
Pets					
Animaltalk	6,955	3,330	10,285	-1.0%	4.0%
Dog Directory	6,011	2,470	8,481	0.0%	9.4%
Sport and Hobby					
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%
Travel					
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		
Woman's General					
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%
Communications					
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%
Electrical Engineering					
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%
Engineering - Other					
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%
Health and Wellbeing					
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%
Hospitality, Catering and Tourism					
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%
Industry					

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%
Information and Computer Technology					
Brainstorm	5,169	4,505	9,674	4.3%	1.9%
The Margin		3,612	3,612	0.0%	1.1%
Management					
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%	

Mining & Quarrying					
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%
SAMning.		5,596	5,596	13.5%	14.5%
Property					
Seeff Property Pages - Atlantic Seaboard & City Bowl			Changed Frequency		
The Greeff Magazine		45,566	45,566	0.0%	-7.9%
Retail					
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		
Transport and Logistics					
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.

Entertainment					
Publication Name	Paid circulation	Free circulation	Circulation	%change quarter	%change year
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%
Health and Wellbeing.					

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%
Industry Specific					
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%
In-flight					
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%
Leisure					
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%
Medical and Allied Health					
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%
Professional					

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%
Retail					
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%
Tourism and Hospitality					
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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