

Magazines ABC Q4 2021: Signs of life for magazines?

By [Danette Breitenbach](#)

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From a shout in Q2, to a whisper in Q3, the Audit Bureau of Circulation (ABC) of South Africa's Q4 2021 figures for magazines are like the sound of a soft rain. And just maybe this rain will start to bring magazines back to life.



The figures may have remained static or at a minimum increase, but they are there, and consistently so, while the categories appear to have sorted themselves out after the bloodletting of the past year.

"After substantial declines in 2020, there appears to be some stabilisation in the consumer magazine category with distribution numbers from 1,361,613 in Q3 2021 to 1,312,636 in Q4 2021 - a difference of 48,977," says the ABC.

However, the *Clicks Clubcard* magazine has seized print in favour of digital, and this has drastically impacted the Custom Magazine distribution category's figures negatively.

But, says the ABC, this is balanced by some good news. "Business-to-business publications is the hero of this quarter with growth of 7% quarter-on-quarter from 808,407 to 867,338, while the Free Magazine category is also up with 1% from Q3 2021, a growth of 502 in distribution."

Consumer magazines

Unlike Q3 where consumer magazines reflected very little increases as many magazines changed their reporting status, Q4 had pockets of good news in nearly every sector in this category.

Often, as in Q3, where there were no increases, there was a reporting change. The best sector was Sport & Hobby sector with three magazines out of five showing an increase over the previous quarter.

Publications that had an increase over the previous quarter in excess of 10% include *The Big Issue*, *Farmer's Weekly*, *Marktoe*, *Visi*, *Bike SA*, *Magnum* and *Cape Etc*.

While there were some good gains in the prior year, most magazines showed a reporting change status.

Arts, Culture and Heritage						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Oct -Dec	Mtly	8,120	8,120	1.8%	36.0%
Val de Vie Magazine:	Oct -Dec	2xA	0	No Submission		Reporting Change
Business and News						
Business Brief:	Oct -Dec	AltM	2,513	32,088	0.3%	Reporting Change
Financial Mail	Oct -Dec	Wkly, Fr	2,500	12,759	1.6%	9.5%
Finweek	Oct -Dec	F	0	Ceased Publishing		
Forbes Africa:	Oct -Dec	AltM	4,548	10,304	Reporting Change	Reporting Change
SA Real Estate Investor Magazine	Oct -Dec	Mtly	16,720	16,720	-2.5%	8.3%
The Big Issue Magazine	Oct -Dec	Mtly	134	7,135	38.4%	New Member
Conservation and Wildlife						
African Birdlife:	Oct -Dec	AltM	846	6,084	Reporting Change	Reporting Change
Entertainment						
Eat Out	Jan -Dec	Ann	0	Reporting Change		
TV Plus (Afrikaans)	Oct -Dec	F	0	13,171	-0.9%	-12.3%
TV Plus (English)	Oct -Dec	F	0	3,439	-11.7%	-33.6%
Family Interest						
Huisgenoot	Oct -Dec	Wkly, Th	6,551	129,825	-0.4%	-7.0%
LIG	Oct -Dec	11xA	400	17,552	Changed Frequency	22.1%
Plus 50 :	Oct -Dec	6xA	716	5,783	Reporting Change	Reporting Change
The Crest:	Oct -Dec	7xA	12,763	12,763	2.6%	Reporting Change
The Ridge:	Oct -Dec	8xA	16,121	16,121	-1.0%	Reporting Change
You	Oct -Dec	Wkly, Th	6,753	68,911	1.4%	-5.3%
Farming						
Farmer's Weekly	Oct -Dec	Wkly, Fr	0	6,912	14.6%	-5.8%
Grond tot Mond:	Oct -Dec	Q	4,921	7,016	Reporting Change	Reporting Change
Landbouweekblad	Oct -Dec	Wkly, Th	0	12,559	-24.2%	-29.2%
Landbouweekblad Vee:	Oct -Dec	Ann	0	No Issue		Reporting Change
Marktoe!	Oct -Dec	Mtly	10,883	10,883	13.7%	6.4%
Veeplaas.	Oct -Dec	11xA	2,072	7,154	-7.2%	-1.8%
Health & Wellbeing						
Grow to Eat:	Oct -Dec	3xA	2,377	11,104	Reporting Change	Reporting Change
Odyssey Magazine.	Oct -Dec	Q	2,445	4,060	No Issue	Reporting Change
Home						
Conde Nast House & Garden	Oct -Dec	Mtly	3,271	11,923	-12.3%	-6.1%
Easy DIY:	Oct -Dec	Q	1,604	6,233	-12.0%	Reporting Change
Food&Home Magazine	Oct -Dec	Mtly	0	Resigned		New Member
Idees/Ideas	Jul -Dec	AltM	0	Reporting Change		
Lose It,:	Oct -Dec	Q	0	10,999	-29.4%	Reporting Change
SA Home Owner	Oct -Dec	11xA	3,308	22,528	-1.1%	-1.1%
Sarie Kos / Food:	Oct -Dec	Q	0	18,808	-2.5%	Reporting Change

The Gardener / Die Tuinier	Oct -Dec	Mty	3,837	22,415	-15.0%	-9.8%
Tuis Home:	Oct -Dec	8xA	1,961	73,088	-3.5%	Reporting Change
Vsi:	Oct -Dec	6xA	0	12,038	10.5%	Reporting Change
Leisure						
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	110	7,671	0.0%	-45.2%
Silver Digest :	Oct -Dec	4xA	5,915	5,915	-0.2%	Reporting Change
Male						
GQ:	Oct -Dec	5xA	1,639	4,917	-8.5%	Reporting Change
Popular Mechanics	Oct -Dec	Mty	904	12,139	-1.8%	-12.3%
Very Interesting (former Braintainment):	Oct -Dec	AltM	1,731	10,215	Reporting Change	Reporting Change
Motoring						
Bike SA	Oct -Dec	Mty	3,270	16,643	20.4%	33.8%
Car	Oct -Dec	Mty	9,623	43,067	-2.1%	-3.5%
Driven Magazine	Oct -Dec	Mty	14,112	14,112	1.6%	14.9%
TOPGEAR SOUTH AFRICA	Oct -Dec	Mty	0	No Submission		New Member
Parenting						
Baba & Kleuter	Oct -Dec	Q	190	11,375	New Member	New Member
Baba & Kleuter.	Dec -Dec	AltM	0	Reporting Change	Reporting Change	
Baby's and Beyond:	Oct -Dec	Q	6,892	9,149	Reporting Change	Reporting Change
Your Pregnancy and Baby	Oct -Dec	AltM	1,907	7,035	New Member	New Member
Your Pregnancy.	Jul -Dec	AltM	0	Reporting Change	Resigned	
Pets						
Animaltalk	Oct -Dec	Mty	70,496	73,783	8.5%	14.4%
Dog Directory	Jul -Jun	Ann	242	8,160	0.0%	Changed Cycle
Sport and Hobby						
Compleat Golfer	Oct -Dec	Mty	1,688	6,263	1.6%	12.1%
Kick Off	Oct -Dec	Mty	1,831	12,579	-3.6%	-19.3%
Magnum:	Oct -Dec	8xA	0	11,228	30.5%	Reporting Change
SA Rugby	Oct -Dec	Mty	1,381	13,255	-0.4%	-35.5%
Wildland Magazine	Oct -Dec	Mty	2,371	64,025	3.3%	28.0%
Travel, Tourism & Hospitality						
Cape Etc:	Oct -Dec	3xA	4,525	7,046	33.4%	Reporting Change
Getaway	Oct -Dec	Mty	2,439	16,250	-0.7%	-13.5%
go! Drive & Camp and Weg! Ry & Sleep:	Oct -Dec	AltM	0	30,871	-4.5%	Reporting Change
TravelIdeas.	Jul -Dec	AltM	0	Reporting Change	Resigned	
Weg / Go Platteland:	Oct -Dec	Q	0	20,309	-11.2%	Reporting Change
Weg/Go:	Oct -Dec	AltM	0	49,369	-2.0%	Reporting Change
Woman's General						
Fairlady:	Oct -Dec	AltM	1,817	35,916	-8.7%	Reporting Change
Garden & Home Magazine	Oct -Dec	Mty	2,511	15,504	New Member	New Member
Glamour,:	Oct -Dec	Q	4,212	12,197	-2.5%	Reporting Change
Kuier	Oct -Dec	F	0	69,226	3.8%	-11.7%
Sarie:	Oct -Dec	AltM	1,927	65,680	1.8%	Reporting Change
True Love:	Oct -Dec	AltM	0	16,877	-7.7%	Reporting Change
Women & Home Magazine	Oct -Dec	Mty	3,963	28,216	0.5%	New Member
Woman's Special						
Wedding Guide	Jul -Jun	Ann	0	Changed Cycle	Changed Cycle	
Youth						
Barbie Magazine	Oct -Dec	Mty	234	6,349	-2.8%	Reporting Change
Barbie Magazine.	Jul -Dec	6Wk	0	Reporting Change	Reporting Change	
Careers Magazine	Oct -Dec	Mty	0	No Submission		New Member
Very Interesting Junior	Oct -Dec	Mty	1,438	8,800	-23.2%	-58.1%

B2B magazines

As so often, this category is a shining light. Over half the magazines in this category had an increase in the previous quarter. The best performing sector was Engineering – other with six of its eight magazines reflecting an increase over the

Sectors that reflected no increases in the previous quarter were Architecture, Communications and Hospitality, Catering & Tourism.

Standouts include *SA Graan / Grain*, *The Specialist Forum Journal*, and *Pharmacy Magazine* (former *Frontshop*).

Agricultural						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
OVK Nuus/News:	Oct -Dec	4xA	5,125	5,125	Reporting Change	Reporting Change
SA Graan / Grain	Oct -Dec	Mtly	20,552	20,552	30.6%	29.4%
SABI Magazine:	Oct -Dec	AltM	831	831	-3.0%	Reporting Change
Stockfarm	Oct -Dec	Mtly	1,698	6,857	-10.7%	8.9%
Wineland	Oct -Dec	Mtly	3,141	3,229	0.6%	-0.6%
Architecture						
earthworks:	Oct -Dec	Q	6,995	7,374	Reporting Change	Reporting Change
Floors in Africa:	Oct -Dec	7xA	12,110	12,110	-2.5%	Reporting Change
Leading Architect & Design:	Oct -Dec	AltM	7,158	7,205	-4.8%	Reporting Change
SABuilding Review:	Oct -Dec	Ann	6,163	9,614	Reporting Change	Reporting Change
Timber IQ:	Oct -Dec	AltM	5,800	5,800	-3.8%	Reporting Change
To Build:	Oct -Dec	3xA	5,866	9,896	Reporting Change	Reporting Change
Walls & Roofs in Africa:	Oct -Dec	7xA	12,110	12,110	-2.5%	Reporting Change
Automotive						
Road Ahead, The	Jan -Dec	Q	0	Reporting Change	Resigned	
Civil Construction						
Civil Engineering	Oct -Dec	11xA	15,112	15,129	1.5%	-0.1%
Concrete Trends	Jan -Dec	Q	0	Reporting Change		
Construction Review.	Jul -Dec	AltM	0	Reporting Change		
Construction World	Oct -Dec	Mtly	13,825	13,825	6.0%	29.3%
IMESA	Oct -Dec	11xA	11,787	11,787	-0.6%	78.4%
Spec Handbooks:	Oct -Dec	Ann	7,992	7,995	Reporting Change	Reporting Change
Communications						
NexMedia	Jul -Jun	4xA	57,025	57,025	0.0%	33.4%
SAProfile:	Oct -Dec	Ann	7,474	9,511	Reporting Change	Reporting Change
Service	Oct -Dec	Q	4,946	4,946	New Member	New Member
The Gapp Magazine:	Oct -Dec	AltM	0	No issues		Reporting Change
Electrical Engineering						
Electricity & Control	Oct -Dec	Mtly	11,338	11,338	7.2%	29.8%
ESI Africa	Jul -Jun	Q	2,591	2,591	0.0%	No Submission
Sparks Electrical News	Oct -Dec	Mtly	12,072	12,072	8.3%	30.6%
Engineering - Other						

Capital Equipment News	Oct -Dec	Mly	10,753	10,753	9.1%	33.6%
Dataweek	Oct -Dec	Mly	2,820	2,820	11.6%	0.0%
MechChem Africa:	Oct -Dec	AltM	8,042	8,042	Reporting Change	Reporting Change
Motion Control:	Oct -Dec	Q	2,008	2,008	4.9%	Reporting Change
Plumbing Africa	Oct -Dec	Mly	9,621	9,732	12.7%	28.6%
Refrigeration and Airconditioning	Oct -Dec	Mly	6,986	7,004	6.6%	-5.2%
SA Instrumentation & Control	Oct -Dec	Mly	4,106	4,106	9.4%	0.7%
Water & Sanitation Africa:	Oct -Dec	AltM	6,929	6,929	Reporting Change	Reporting Change
Health and Wellbeing						
Fire Protection:	Oct -Dec	Q	223	830	-11.5%	Reporting Change
Hi-Tech Security Solutions	Oct -Dec	8xA	4,115	4,115	12.3%	6.2%
International Dentistry Africa Edition	Jul -Dec	AltM	0	Reporting Change	Resigned	
MDR Medical Desk Reference	Jan -Dec	Ann	0	Reporting Change		
Medical Chronicle	Oct -Dec	11xA	24,526	24,526	-6.1%	199.5%
MIMS	Oct -Dec	Mly	274	2,046	-52.4%	-25.6%
Modern Medicine Magazine:	Oct -Dec	AltM	3,512	4,123	Reporting Change	Reporting Change
SHEQ Management	Jul -Dec	AltM	0	Reporting Change	No Submission	
South African Pharmaceutical & Cosmetic Review	Oct -Dec	11xA	3,036	3,046	-5.1%	8.7%
The Specialist Forum Journal	Oct -Dec	11xA	21,611	21,611	48.8%	170.3%
Hospitality, Catering and Tourism						
Explore South Africa.	Jan -Dec	Q	0	Reporting Change	Resigned	
Meetings:	Oct -Dec	AltM	4,998	4,998	Reporting Change	Reporting Change
The Meetings & Event Planner (former SA Conference Directory):	Oct -Dec	Ann	5,319	5,319	Reporting Change	Reporting Change
Industry						
Analytical Reporter:	Oct -Dec	AltM	5,663	5,663	-9.7%	Reporting Change
Cold Link Africa:	Oct -Dec	AltM	4,208	4,221	-25.2%	Reporting Change
Eastern Cape Business..	Jul -Jun	Ann	4,942	4,942	0.0%	-48.5%
Free State Business, :	Oct -Dec	Ann	9,938	9,938	Reporting Change	Reporting Change
Gauteng Companies..	Jul -Jun	Ann	9,943	9,943	0.0%	1.1%
Industrial Buyer:	Oct -Dec	AltM	8,823	8,830	7.7%	Reporting Change
Jewellers' Network Directory :	Oct -Dec	Ann	3,267	3,267	Reporting Change	Reporting Change
KwaZulu Natal Business..	Jul -Jun	Ann	9,941	9,941	0.0%	1.8%
Lighting in Design:	Oct -Dec	Q	5,583	5,583	Reporting Change	Reporting Change
Limpopo Business.,:	Oct -Dec	Ann	9,937	9,937	Reporting Change	Reporting Change
LINKED by Jewellers Network	Jul -Jun	Q	2,926	2,926	0.0%	No Submission
Mpumalanga Business.,:	Oct -Dec	Ann	9,945	9,945	Reporting Change	Reporting Change
North West Business..	Jul -Jun	Ann	9,944	9,944	0.0%	No Submission
Northern Cape Business..	Jul -Jun	Ann	4,943	4,943	0.0%	-48.6%
Opportunity (Exploring Business Prospects in SA)	Jul -Jun	Q	9,926	9,926	0.0%	No Submission
Resource:	Oct -Dec	Q	5,356	5,365	Reporting Change	Reporting Change
SA Affordable Housing:	Oct -Dec	AltM	3,652	3,652	-0.8%	Reporting Change

Smart Energy International:	Oct -Dec	AltM	2,809	2,809	9.9%	Reporting Change
South African Business:	Oct -Dec	2xA	14,933	14,933	Reporting Change	Reporting Change
South African Food Review	Oct -Dec	11xA	4,610	4,640	-6.5%	1.3%
The Responsible & Sustainable Tourism Handbook:	Oct -Dec	Ann	2,800	2,800	Reporting Change	Reporting Change
Western Cape Business,:	Oct -Dec	Ann	9,944	9,944	Reporting Change	Reporting Change
Information and Computer Technology						
Brainstorm	Oct -Dec	11xA	3,693	8,458	-2.6%	7.2%
The Margin:	Oct -Dec	Q	3,571	3,571	1.1%	Reporting Change
Management						
African Decisions:	Oct -Dec	Q	10,365	10,510	4.7%	Reporting Change
Black Business Quarterly:	Oct -Dec	Q	102,696	103,446	0.2%	Reporting Change
Blue Chip,	Jul -Jun	Q	9,307	9,307	0.0%	No Submission
FANews:	Oct -Dec	AltM	2,730	2,890	-0.9%	Reporting Change
KZN Invest:	Oct -Dec	Q	5,661	5,661	6.7%	Reporting Change
Leadership:	Oct -Dec	Mly	47,913	48,978	No Submission	No Submission
MoneyMarketing	Oct -Dec	Mly	8,071	8,077	-6.5%	-5.9%
Top Women in Business & Government:	Oct -Dec	Ann	13,610	13,610	New Member	New Member
Mining & Quarrying						
African Mnes Handbook:	Oct -Dec	Ann	1,239	1,972	Reporting Change	Reporting Change
African Mning Brief:	Oct -Dec	AltM	0	Fees Outstanding	Fees Outstanding	Fees Outstanding
African Mning Inc. Mning Mirror	Oct -Dec	11xA	22,544	22,655	-4.2%	121.5%
Earthbroker	Oct -Dec	Mly	5,382	5,382	0.0%	0.0%
Engineering News & Mining Weekly	Oct -Dec	Wkly, Fr	8,770	11,896	16.8%	37.3%
Inside Mining	Jul -Jun	4xA	6,158	6,158	0.0%	No Submission
Mning Review Africa.	Oct -Dec	11xA	0	Resigned	Resigned	
Modern Mining	Oct -Dec	Mly	11,306	11,306	5.7%	43.8%
Modern Quarrying:	Oct -Dec	Q	4,884	4,884	Reporting Change	Reporting Change
Retail						
DIY And Industrial Trade News	Oct -Dec	Mly	10,046	10,046	3.8%	44.8%
Pharmacy Magazine (former Frontshop)	Oct -Dec	Mly	19,920	19,920	26.2%	425.3%
Supermarket and Retailer	Oct -Dec	Mly	10,478	10,478	-4.6%	19.8%
Traders Friend,	Oct -Dec	Mly	0	Ceased Publishing	Ceased Publishing	
Transport and Logistics						
Focus on Transport & Logistics	Oct -Dec	Mly	0	Resigned	Resigned	
Freight News Features	Oct -Dec	Mly	5,415	5,719	18.5%	6.8%

Custom magazines

The Customs magazines category was lacklustre, as in Q3, with little movement up or down on the previous quarter. Yet, of the 15 sectors in the category, eight had magazines that showed an increase in the previous quarter.

Jet Club is the only magazine with a double-figure increase. There were no other standouts with other increases very incremental, ranging from 0.1% to 2.4%.

There were some good showings on the prior year for *Premier*, *Game & Hunt/Wild & Jag*, *Taste*, and *In Flight Magazine*, with a good sprinkling of reporting change status.

Farming						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
Dairy Mail, The.	Oct -Dec	Mtly	2,248	2,253	-0.4%	-36.5%
Rooi Meis / Red Meat,	Jul -Dec	AltM	0	Reporting Change		
Wolboer / Wool Farmer:	Oct -Dec	AltM	4,864	4,866	0.0%	Reporting Change
Health & Wellbeing						
Fitlife.	Oct -Dec	Mtly	1,096	24,605	-6.6%	-20.0%
Journal of Endocrinology, Metabolism & Diabetes SA	Oct -Dec	3xA	1,226	1,226	Reporting Change	Reporting Change
SA Pharmaceutical Journal:	Oct -Dec	10xA	6,676	6,676	Reporting Change	Reporting Change
SA Pharmacist's Assistant (SAPA):	Oct -Dec	Q	4,909	4,909	Reporting Change	Reporting Change
South African Medical Journal	Oct -Dec	Mtly	8,953	9,277	2.0%	-2.0%
Southern African Journal of Anaesthesia & Analgesia:	Oct -Dec	AltM	2,183	2,183	Reporting Change	Reporting Change
Home						
Fresh Living :	Oct -Dec	Q	7,117	38,201	Reporting Change	Reporting Change
Living Space..	Oct -Dec	Mtly	1,828	34,860	-5.1%	-18.2%
My Kitchen..	Oct -Dec	Mtly	2,573	67,387	-2.2%	-13.9%
Industry Specific						
Forum Tydskrif:	Oct -Dec	Q	149,140	149,140	-0.4%	Reporting Change
J S E:	Oct -Dec	Q	13,570	14,415	2.4%	Reporting Change
Sea Rescue:	Oct -Dec	3xA	15,734	15,734	-6.6%	Reporting Change
Servamus	Oct -Dec	Mtly	75	9,018	-0.4%	-7.6%
In-flight						
In Flight Magazine	Oct -Dec	Mtly	28,584	28,584	1.1%	45.0%
Skyways	Oct -Dec	Mtly	26,466	26,468	-83.4%	-74.7%
Leisure						
Private Edition:	Oct -Dec	Q	7,997	7,997	0.1%	Reporting Change
Taste.	Oct -Dec	AltM	288	32,163	-4.5%	15.0%
Male						
Man	Oct -Dec	Mtly	2,016	42,207	-1.8%	-11.2%
Tech..	Oct -Dec	Mtly	1,916	32,318	-4.5%	-25.1%
Medical and Allied Health						
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	Resigned	Resigned	
Medi - Clinic Family	Jul -Jun	Q	0	Resigned	Resigned	
Motoring						
Motor..	Oct -Dec	Mtly	1,640	16,165	-7.6%	-37.8%
Professional						
Accountancy SA	Oct -Dec	11xA	58,426	58,426	0.9%	3.1%
De Rebus	Oct -Dec	11xA	18,836	18,855	-0.2%	-2.5%
The Journal Of The SAIMM	Oct -Dec	Mtly	0	Changed Sector	Changed Sector	Changed Sector
Retail						
Clicks Club Card:	Oct -Dec	AltM	0	Digital Only		Reporting Change
Club Magazine	Oct -Dec	Mtly	6,905	253,163	-2.3%	-15.3%
Jet Club:	Oct -Dec	7xA	276,094	276,094	12.4%	Reporting Change
Sport and Hobby						
Game & Hunt/Wild & Jag	Oct -Dec	Mtly	67,031	68,554	2.2%	24.9%
SA Hunter/Jagter:	Oct -Dec	8xA	0	33,565	-1.3%	Reporting Change
Soccer Club	Oct -Dec	Mtly	1,704	43,232	-1.5%	-25.9%
Sports Club.	Oct -Dec	Mtly	2,086	80,722	0.5%	-20.9%
Travel, Tourism & Hospitality						
Escapes	Oct -Dec	Mtly	893	19,396	-8.9%	-28.4%
Premier	Oct -Dec	Mtly	13,871	13,871	1.0%	29.6%
Rove SA:	Oct -Dec	2xA	4,258	9,484	Reporting Change	Reporting Change
Woman's General						
Balanced Life	Oct -Dec	Mtly	1,611	48,336	-5.2%	-19.1%
Youth						
ClubX	Oct -Dec	Mtly	2,301	73,544	-1.1%	0.0%
Kids Super Club.	Oct -Dec	Mtly	3,041	65,556	-5.9%	-17.4%

Free magazines

Get It (Jo'burg West), *Get It (Northern Suburbs Joburg)*, and *Get It (Pretoria)* all increased over the previous quarter, while *Get It (Jo'burg South)* was the only magazine in this category to show a decrease over the previous quarter. The remaining five magazines in the category all remained flat on 0.0%.

Get It (Bloemfontein) had an over 50% increase on the prior year. Three magazines also had an increase in the prior year, but these were slight, one magazine remained on 0.0% and the rest showed losses.

Publication					
Botswana Advertiser.	Oct -Dec	Wkly, Fr	94,965	0.0%	0.0%
Get It (Ballito to Umhlanga)	Oct -Dec	Mtly	9,965	0.0%	-3.2%
Get It (Bloemfontein)	Oct -Dec	Mtly	6,890	0.0%	50.0%
Get It (Highway)	Oct -Dec	Mtly	9,828	0.0%	-0.1%
Get It (Jo'burg South)	Oct -Dec	Mtly	14,671	-0.1%	-7.8%
Get It (Jo'burg West)	Oct -Dec	Mtly	14,816	3.1%	1.6%
Get It (Lowveld)	Oct -Dec	Mtly	6,200	0.0%	6.9%
Get It (Northern Suburbs Joburg)	Oct -Dec	Mtly	14,850	0.2%	0.3%
Get It (Pretoria)	Oct -Dec	Mtly	14,657	0.3%	-1.2%

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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- Media24 digital publishing audience dips in April - 22 May 2024
- First of its kind MACC Fund to raise R10.2bn to transform creative industry - 13 May 2024
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