

Magazines ABC Q1 2022: Finding the magic mix between print and digital distribution

By Danette Breitenbach

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With a steep increase from 4,510 to 125,912, the hero of the Audit Bureau of Circulations (ABC) of South Africa Q1 2022 is digital magazines.



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Contributing to the jump in digital magazine distribution are a number of titles that have changed sectors, including *The Fire Protection*, *Supermarket & Retailer*, *SA Real Estate Investor*, *Civil Engineering*, *Rooi Vleis / Redmeat*, and *Wool Farmer / Wolboer*, all of which changed sector from Business Print & Digital to Business Digital only.

Accountancy SA changed from Custom Print & Digital to Custom Digital only, and *Spotong* changed from Business Digital only to Business Print & Digital.



In the rest of the categories, Free magazines are stable with a slight increase of 907 copies from Q4 2021, while

Consumer, Custom and Business-to-Business magazines also remained relatively stable compared to Q1 2021.

“Whether this category can match 2021 like for like, quarter to quarter, increase numbers or stay stable remains to be seen,” says the ABC on the release of the figures.

“As publications find their magic mix between print and digital distribution, we might be in for some excitement and, who knows, maybe new ways of engaging consumers altogether,” says the ABC.



Newspapers ABC Q1 2022: Local is lekker but free is king

Danette Breitenbach 16 May 2022



Consumer magazines

This quarter Consumer magazines could have been a carbon copy of Q4 2021. With scatterings of good news between a plethora of reporting changes and changed frequencies, the odd changed sector and ceased publication, Q1 2022 showed a marginal decrease of 1.7%, compared to Q4 2021.

The highlights for the quarter are *Jewish Life*, *LIG*, and *VeepLaas*, all of which boast double-figure increases on the previous quarter.



The best-performing magazine group is Male with its only two publications, *GQ*, and *Popular Mechanics* - both with double

figure increases on the previous quarter.

The Woman's General group had three - *Fair Lady*, *Glamour* and *True Love* - out of its eight publications show increases on the previous quarter. *Rooi Rose* and *Women & Home Magazine* are new members in this group.

In the business and news group *Finweek* ceased publication.

Arts, Culture and Heritage						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Jan -Mar	Mtly	8,970	8,970	10.5%	12.3%
Val de Vie Magazine	Jan -Mar	2xA	8,900	9,348	No Submission	Reporting Change
Business and News						
Business Brief	Jan -Mar	AltM	0	No Issues		Reporting Change
Financial Mail	Jan -Mar	Wkly, Fr	2,441	12,907	1.2%	-0.8%
Finweek	Jan -Mar	F	0	Ceased Publishing	Ceased Publishing	
Forbes Africa	Jan -Mar	AltM	3,632	9,567	-7.2%	Reporting Change
SA Real Estate Investor Magazine	Jan -Mar	Mtly	0	Changed Sector		
The Big Issue Magazine	Jan -Mar	Mtly	266	6,662	-6.6%	Reporting Change
Conservation and Wildlife						
African Birdlife	Jan -Mar	AltM	0	No Issue		Reporting Change
Entertainment						
Eat Out	Jan -Dec	Ann	0	Reporting Change		
TV Plus (Afrikaans)	Jan -Mar	F	0	13,317	1.1%	-8.9%
TV Plus (English)	Jan -Mar	F	0	3,681	7.0%	-25.5%
Family Interest						
Huisgenoot	Jan -Mar	Wkly, Th	5,525	126,659	-2.4%	-9.7%
LIG	Jan -Mar	11xA	650	19,773	12.7%	-11.1%
Plus 50	Jan -Mar	6xA	769	5,559	-3.9%	Reporting Change
The Crest	Jan -Mar	7xA	12,410	12,410	-2.8%	Reporting Change
The Ridge	Jan -Mar	8xA	15,430	15,430	-4.3%	Reporting Change
You	Jan -Mar	Wkly, Th	4,117	67,392	-2.2%	-7.4%
Farming						
Farmer's Weekly	Jan -Mar	Wkly, Fr	0	6,680	-3.4%	-16.8%
Grond tot Mond	Jan -Mar	Q	0	No Issue		Reporting Change
Landbouweekblad	Jan -Mar	Wkly, Th	0	12,688	1.0%	-30.5%
Marktoe!	Jan -Mar	Mtly	9,900	9,900	-7.4%	0.0%
Veeplaas	Jan -Mar	11xA	2,368	7,833	30.6%	-8.8%
Health & Wellbeing						
Grow to Eat	Jan -Mar	3xA	0	No Issue		Reporting Change
Odyssey Magazine	Jan -Mar	Q	1,452	2,699	-31.0%	Reporting Change
Home						
Conde Nast House & Garden	Jan -Mar	Mtly	2,801	11,693	-1.9%	Only 1 Issue
Easy DIY	Jan -Mar	Q	2,966	5,390	-13.5%	Reporting Change
Idees/Ideas	Jul -Dec	AltM	0	Reporting Change		
Lose It,	Jan -Mar	Q	0	10,995	0.0%	Reporting Change
SA Home Owner	Jan -Mar	11xA	2,100	20,822	-7.6%	-9.6%
Sarie Kos / Food	Jan -Mar	Q	0	No Issue		Reporting Change
The Gardener / Die Tuinier	Jan -Mar	Mtly	4,118	21,163	-5.6%	-21.7%
Tuis Home	Jan -Mar	8xA	604	73,874	1.1%	Changed Frequency
Visi	Jan -Mar	6xA	0	11,966	-0.6%	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	Jan -Mar	4xA	0	No Issue		Reporting Change
Male						
GQ	Jan -Mar	5xA	2,191	5,452	10.9%	Reporting Change
Popular Mechanics	Jan -Mar	Mtly	1,959	14,592	20.2%	No Submission
Very Interesting (former Braintainment)	Jan -Mar	AltM	0	Resigned		Reporting Change

Motoring						
Bike SA	Jan -Mar	Mty	2,583	15,097	-9.3%	24.8%
Car	Jan -Mar	Mty	13,104	43,087	0.0%	-9.0%
Driven Magazine	Jan -Mar	Mty	6,815	6,815	-51.7%	No Submission
Parenting						
Baba & Kleuter	Jan -Mar	Q	0	7,265	-36.1%	Reporting Change
Baby's and Beyond	Jan -Mar	Q	0	No Issue		Reporting Change
Your Pregnancy and Baby	Jan -Mar	AltM	629	5,503	-21.8%	Reporting Change
Pets						
Animaltalk	Jan -Mar	Mty	0	Resigned		
Dog Directory	Jul -Jun	Ann	0	Resigned		
Sport and Hobby						
Compleat Golfer	Jan -Mar	Mty	1,977	5,951	-5.0%	6.2%
Kick Off	Jan -Mar	Mty	0	10,352	-17.7%	-33.8%
Magnum	Jan -Mar	8xA	0	10,459	-6.8%	No Submission
SA Rugby	Jan -Mar	Mty	2,435	12,462	-6.0%	-22.0%
Wildland Magazine	Jan -Mar	Mty	2,273	66,096	3.2%	12.6%
Travel, Tourism & Hospitality						
Cape Etc	Jan -Mar	3xA	3,201	6,806	-3.4%	Reporting Change
Getaway	Jan -Mar	Mty	3,154	16,111	-0.9%	-15.8%
go! Drive & Camp and Weg! Ry & Sleep	Jan -Mar	AltM	279	30,656	-0.7%	Changed Frequency
TravelIdeas	Jul -Dec	AltM	0	Reporting Change		
Weg/Go Platteland	Jan -Mar	Q	0	21,632	6.5%	Reporting Change
Weg/Go	Jan -Mar	AltM	371	50,208	1.7%	Changed frequency
Woman's General						
Fairlady	Jan -Mar	AltM	2,123	38,698	7.7%	Reporting Change
Garden & Home Magazine	Jan -Mar	Mty	2,213	15,117	-2.5%	Reporting Change
Glamour,	Jan -Mar	Q	4,491	12,878	4.3%	Reporting Change
Kuier	Jan -Mar	F	0	65,307	-5.7%	-12.5%
Rooi Rose Magazine	Jan -Mar	AltM	2,490	25,964		New Member
Sarie	Jan -Mar	AltM	669	62,348	-5.1%	Changed Frequency
True Love	Jan -Mar	AltM	75	17,587	4.2%	Changed Frequency
Women & Home Magazine	Jan -Mar	Mty	4,938	28,167	-0.2%	New Member
Woman's Special						
Wedding Guide	Jul -Jun	Ann	0	Changed Cycle		
Youth						
Barbie Magazine	Jul -Dec	6Wk	0	Reporting Change		
Careers Magazine	Jan -Mar	Mty	0	No Submission		
Very Interesting Junior	Jan -Mar	Mty	0	Resigned		

B2B magazines

Generally, in the past, this grouping has performed well, but this quarter was a different story. Following the pattern set by Consumer magazines, B2B has a sprinkling of highlights with many changed frequencies, changed sectors and no issue.

The Architecture titles had two decreases on the previous quarter, two no issues, two no submissions and one resignation. And this could be said of many of the other sectors.

Even the Agricultural titles, which had three of its five titles show an increase over the previous quarter, had increased under 5%. Engineering – Other is a mixed bag with half of the eight titles showing an increase over the previous quarter and the rest showing declines. The best of this group is *MechChem Africa* with just over 10% increase over the previous quarter.

MIMS under Health and Wellbeing had the best showing with a 79.2% increase over the previous quarter.

Other stand outs in the B2B group include *Resources*, *Lighting in Design*, *Construction World*, *Earthbroker*, *SA Business*

Agricultural						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
OVK Nuus/News	Jan -Mar	4xA		4,955	-3.3%	Reporting Change
SA Graan / Grain	Jan -Mar	Mtly		21,202	3.2%	34.0%
SABI Magazine	Jan -Mar	AltM		852	2.5%	Reporting Change
Stockfarm	Jan -Mar	Mtly		7,147	4.2%	-2.1%
Wineland	Jan -Mar	Mtly		3,228	0.0%	-0.5%
Architecture						
earthworks	Jan -Mar	Q		No Issue		Reporting Change
Floors in Africa	Jan -Mar	7xA		No Submission		Reporting Change
Leading Architect & Design	Jan -Mar	AltM		7,052	-2.1%	Reporting Change
SABuilding Review	Jan -Mar	Ann		9,228	-4.0%	Reporting Change
Timber IQ	Jan -Mar	AltM		Resigned		Reporting Change
To Build	Jan -Mar	3xA		No Issue		Reporting Change
Walls & Roofs in Africa	Jan -Mar	7xA		No Submission		Reporting Change
Automotive						
Road Ahead, The	Jan -Dec	Q		Reporting Change		
Taxi Guardian	Jan -Mar	Mtly		465		New Member
Civil Construction						
Civil Engineering	Jan -Mar	11xA		Changed Sector		
Concrete Trends	Jan -Dec	Q		Reporting Change		
Construction Review	Jul -Dec	AltM		Reporting Change		
Construction World	Jan -Mar	Mtly		14,739	6.6%	23.0%
IMESA	Jan -Mar	11xA		11,396	-3.3%	-12.7%
Spec Handbooks	Jan -Mar	Ann		No Issue		Reporting Change
Communications						
NexMedia	Jul -Jun	4xA		57,025	0.0%	33.4%
SAProfile	Jan -Mar	Ann		No Issue		Reporting Change
Service	Jan -Mar	Q		4,952	0.1%	New Member
The Gapp Magazine	Jan -Mar	AltM		10,753		Reporting Change
Electrical Engineering						
Electricity & Control	Jan -Mar	Mtly		12,232	7.9%	28.0%
ESI Africa	Jul -Jun	Q		2,591	0.0%	No Submission
Sparks Electrical News	Jan -Mar	Mtly		12,971	7.4%	27.8%
Engineering - Other						
Capital Equipment News	Jan -Mar	Mtly		11,694	8.8%	28.1%
Dataweek	Jan -Mar	Mtly		2,791	-1.0%	5.2%
MechChem Africa	Jan -Mar	AltM		8,881	10.4%	Reporting Change
Motion Control	Jan -Mar	Q		2,010	0.1%	Reporting Change
Plumbing Africa	Jan -Mar	Mtly		9,741	1.2%	16.4%
Refrigeration and Airconditioning	Jan -Mar	Mtly		6,720	-3.9%	-22.3%

SA Instrumentation & Control	Jan -Mar	Mtly		4,079	-0.7%	3.7%
Water & Sanitation Africa	Jan -Mar	AltM		6,857	-1.0%	Reporting Change
Health and Wellbeing						
Fire Protection	Jan -Mar	Q		Changed Sector		Reporting Change
Hi-Tech Security Solutions	Jan -Mar	8xA		4,055	-1.5%	11.2%
International Dentistry Africa Edition	Jul -Dec	AltM		Reporting Change		
MDR Medical Desk Reference	Jan -Dec	Ann		Reporting Change		
Medical Chronicle	Jan -Mar	11xA		23,901	-2.5%	74.0%
MMS	Jan -Mar	Mtly		3,666	79.2%	-3.0%
Modern Medicine Magazine	Jan -Mar	AltM		3,707	-10.1%	Reporting Change
SHEQ Management	Jul -Dec	AltM		Reporting Change		
South African Pharmaceutical & Cosmetic Review	Jan -Mar	11xA		2,913	-4.4%	-3.3%
The Specialist Forum Journal	Jan -Mar	11xA		20,023	-7.3%	40.3%
Hospitality, Catering and Tourism						
Explore South Africa	Jan -Dec	Q		Reporting Change		
Meetings	Jan -Mar	AltM		4,850	-3.0%	Reporting Change
The Meetings & Event Planner (former SA Conference Directory)	Jan -Mar	Ann		No Issue		Reporting Change
Industry						
Analytical Reporter	Jan -Mar	AltM		5,422	-4.3%	Reporting Change
Cold Link Africa	Jan -Mar	AltM		4,321	2.6%	Reporting Change
Eastern Cape Business	Jul -Jun	Ann		4,942	0.0%	-48.5%
Free State Business,	Jan -Mar	Ann		No Issue		Reporting Change
Gauteng Companies	Jul -Jun	Ann		9,943	0.0%	1.1%
Industrial Buyer	Jan -Mar	AltM		Resigned		Reporting Change
Jewellers' Network Directory	Jan -Mar	Ann		No Issue		Reporting Change
KwaZulu Natal Business	Jul -Jun	Ann		9,941	0.0%	1.8%
Lighting in Design	Jan -Mar	Q		6,313	13.1%	Reporting Change
Limpopo Business.,	Jan -Mar	Ann		No Issue		Reporting Change
LINKED by Jewellers Network	Jul -Jun	Q		2,926	0.0%	No Submission
Mpumalanga Business.,	Jan -Mar	Ann		No Issue		Reporting Change
North West Business	Jul -Jun	Ann		9,944	0.0%	No Submission
Northern Cape Business	Jul -Jun	Ann		4,943	0.0%	-48.6%
Opportunity (Exploring Business Prospects in SA)	Jan -Mar	Q		4,931		No Submission
Resource	Jan -Mar	Q		5,921	10.4%	Reporting Change
SA Affordable Housing	Jan -Mar	AltM		Resigned		Reporting Change
Smart Energy International	Jan -Mar	AltM		No Issue		Reporting Change
South African Business	Jan -Mar	2xA		No Issue		Reporting Change
South African Food Review	Jan -Mar	11xA		4,487	-3.3%	-14.4%
The Responsible & Sustainable Tourism Handbook	Jan -Mar	Ann		No Issue		Reporting Change
Western Cape Business,	Jan -Mar	Ann		No Issue		Reporting Change

Information and Computer Technology						
Brainstorm	Jan -Mar	11xA		8,832	4.4%	-0.3%
The Margin	Jan -Mar	Q		Merged		Reporting Change
Management						
African Decisions	Jan -Mar	Q		12,564	19.5%	Reporting Change
Black Business Quarterly	Jan -Mar	Q		45,050	-56.5%	Reporting Change
Blue Chip,	Jan -Mar	Q		7,417		Reporting Change
FA News	Jan -Mar	AltM		2,925	1.2%	Reporting Change
KZN Invest	Jan -Mar	Q		5,439	-3.9%	Reporting Change
Leadership	Jan -Mar	Mtly		45,632	-6.8%	Reporting Change
Money Marketing	Jan -Mar	Mtly		7,778	-3.7%	-10.5%
South African Business Intergrator	Jan -Mar	2xA		9,819	11.2%	Reporting Change
Top Women in Business & Government	Jan -Mar	Ann		No Issue		Reporting Change
Mining & Quarrying						
African Mnes Handbook	Jan -Mar	Ann		No Issue		Reporting Change
African Mning Brief	Jan -Mar	AltM		Resigned		Reporting Change
African Mning Inc. Mining Mirror	Jan -Mar	11xA		23,625	4.7%	4.4%
Earthbroker	Jan -Mar	Mtly		8,072	50.0%	50.0%
Engineering News & Mining Weekly	Jan -Mar	Wkly, Fr		13,428	12.9%	50.7%
Inside Mning	Jan -Mar	Q		6,686	No Issue	Reporting Change
Inside Mning	Jul -Jun	4xA		6,158	0.0%	Reporting Change
Mning Review Africa	Jan -Mar	11xA		Resigned		No Submission
Modern Mining	Jan -Mar	Mtly		12,150	7.5%	32.5%
Modern Quarrying	Jan -Mar	Q		5,568	14.0%	Reporting Change
Retail						
DIY And Industrial Trade News	Jan -Mar	Mtly		10,786	7.4%	14.6%
Pharmacy Magazine (former Frontshop)	Jan -Mar	Mtly		18,463	-7.3%	90.5%
Spotong:	Jan -Mar	AltM		56,883		Reporting Change
Supermarket and Retailer	Jan -Mar	Mtly		Changed Sector		
Transport and Logistics						
Freight News Features	Jan -Mar	Mtly		5,839	2.1%	10.8%



Magazines ABC Q4 2021: Signs of life for magazines?

Danette Breitenbach 11 Feb 2022



Custom magazines

If the B2B grouping is bleak for Q1 2022 then the Custom magazines group can only be described as depressing. The 15 sectors represent 41 titles in total and of these only 10 titles showed an increase over the previous quarter.

These increases ranged from 0.4% to 26.4%. However, most are below double figures, with many not even above the five per cent mark. *Clubx* with 10% and *Fresh Living* with 26.4% were lonely double figures in this grouping.

Farming						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
Dairy Mail, The	Jan -Mar	Mtly	2,211	2,216	-1.6%	-37.3%
Rooi Meis / Red Meat,	Jul -Dec	AltM		Reporting Change	Reporting Change	
Wolboer / Wool Farmer	Jan -Mar	AltM		Changed Sector		Reporting Change
Health & Wellbeing						
Fitlife	Jan -Mar	Mtly		23,259	-5.5%	-12.9%
Journal of Endocrinology, Metabolism & Diabetes SA	Jan -Mar	3xA		1,196	-2.4%	Reporting Change
SA Pharmaceutical Journal	Jan -Mar	10xA		5,473	-18.0%	Reporting Change
SA Pharmacist's Assistant (SAPA)	Jan -Mar	Q		No Issue		Reporting Change
South African Medical Journal	Jan -Mar	Mtly		9,297	0.2%	-4.2%
Southern African Journal of Anaesthesia & Analgesia	Jan -Mar	AltM		2,182	0.0%	Reporting Change
Home						
Fresh Living	Jan -Mar	Q		48,272	26.4%	Reporting Change
Living Space	Jan -Mar	Mtly		32,755	-6.0%	-11.3%
My Kitchen	Jan -Mar	Mtly		64,747	-3.9%	-6.1%
Industry Specific						
Forum Tydskrif	Jan -Mar	Q		No Issue		Reporting Change
J S E	Jan -Mar	Q		14,471	0.4%	Reporting Change
Sea Rescue	Jan -Mar	3xA		No Issue		Reporting Change
Servamus	Jan -Mar	Mtly		8,576	-4.9%	-9.1%
In-flight						
In Flight Magazine	Jan -Mar	Mtly		23,579	-17.5%	No Submission
Skyways	Jan -Mar	Mtly		Resigned		
Leisure						
Private Edition	Jan -Mar	Q		No Issue		Reporting Change
Taste	Jan -Mar	AltM		33,141	3.0%	3.6%
Male						
Man	Jan -Mar	Mtly		43,166	2.3%	9.7%
Tech	Jan -Mar	Mtly		30,998	-4.1%	-11.4%
Medical and Allied Health						
Bounce (Formerly Bankmed)	Jul -Jun	3xA		Resigned	Resigned	
Medi - Clinic Family	Jul -Jun	Q		Resigned	Resigned	
Motoring						
Motor	Jan -Mar	Mtly		14,665	-9.3%	-31.3%
Professional						
Accountancy SA	Jan -Mar	11xA		Changed Sector		
De Rebus	Jan -Mar	11xA		18,769	-0.5%	-1.3%
The Journal Of The SAIMM	Jan -Mar	Mtly		Changed Sector	Changed Sector	Changed Sector
Retail						
Clicks Club Card	Jul -Dec	AltM		Reporting Change	Reporting Change	
Club Magazine	Jan -Mar	Mtly		257,397	1.7%	0.1%
Jet Club	Jan -Mar	7xA		282,025	2.1%	Reporting Change
Sport and Hobby						
Game & Hunt/Wild & Jag	Jan -Mar	Mtly		71,983	5.0%	22.2%
SA Hunter/Jagter	Jan -Mar	8xA		31,984	-4.7%	No Submission
Soccer Club	Jan -Mar	Mtly		43,199	-0.1%	-8.2%
Sports Club	Jan -Mar	Mtly		82,849	2.6%	-0.6%
Travel, Tourism & Hospitality						
Escapes	Jan -Mar	Mtly		18,321	-5.5%	-18.2%
Premier	Jan -Mar	Mtly		6,875	-50.4%	No Audit
Rove SA	Jan -Mar	2xA		No Issue		New Member
Woman's General						
Balanced Life	Jan -Mar	Mtly		46,602	-3.6%	-3.7%

Youth						
ClubX	Jan -Mar	Mty		80,899	10.0%	27.3%
Kids Super Club	Jan -Mar	Mty		63,037	-3.8%	-4.7%

Free magazines

While free might be king in the newspaper category, this is not true for the Free magazines grouping. There are only nine titles in this grouping, of which four saw an increase over the prior quarter, with the rest either showing no movement or a decline. The upside is that the grouping held steady.



The best of the lot is *Get It (Ballito to Umhlanga)* by far with the other titles only managing increases under a per cent.

Publication	Period	Frequency	Total circulation	%change quarter	%change year
Botswana Advertiser.	Jan -Mar	Wkly, Fr	98,298	3.5%	3.5%
Get It (Ballito to Umhlanga)	Jan -Mar	Mty	10,926	9.6%	9.7%
Get It (Bloemfontein)	Jan -Mar	Mty	6,890	0.0%	0.0%
Get It (Highway)	Jan -Mar	Mty	9,800	-0.3%	-0.5%
Get It (Jo'burg South)	Jan -Mar	Mty	14,735	0.4%	0.6%
Get It (Jo'burg West)	Jan -Mar	Mty	14,740	-0.5%	0.6%
Get It (Lowveld)	Jan -Mar	Mty	6,200	0.0%	0.0%
Get It (Northern Suburbs Joburg)	Jan -Mar	Mty	14,825	-0.2%	0.0%
Get It (Pretoria)	Jan -Mar	Mty	14,668	0.1%	0.7%

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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