

Magazines ABC Q1 2023: Some good increases as magazines consolidate



23 May 2023

There are some good increases in the Audit Bureau of Circulations (ABC) of South Africa's Q1 2023 Consumers Magazines.



Image: Bizcommunity There were some good increases shown in the Audit Bureau of Circulations (ABC) of South Africa in some categories for Consumers Magazines in Q1 2023

Despite continuing shifts, with terminations, no submissions and resignations, the category is quietly starting to consolidate, with highlights from the Consumer and B2B categories as well as the Custom category showing up.

Consumer Magazines

There were several double-digit increases on the previous quarter in this category.

This includes *Financial Mail* in the Business and News sector, *Marktoe* in the Farming sector, *SA Home Owner* and *Visi* in the Home sector, *GQ* in the Male sector, *Compleat Golfer* in the Sport and Hobby sector and *Cape Etc.* in the Travel, Tourism and Hospitality sector.

Proving that there is still life in the Women's General sector, five publications (of 11, with five decreasing on the previous quarter) showed upward movement, with *Glamour* and *True Love*, in double figures.

Both TV Plus (Afrikaans) and TV Plus (English) have been discontinued. These are the only two publications that were left in the Entertainment sector.

Arts, Culture and Heritage					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Mtly	8,632	8,632	2.3%	-3.8%
Val de Vie Magazine	2xA	0	No Issue		
Business and News		1			
Financial Mail	Wkly, Fr	2,503	13,890	15.1%	7.6%
Forbes Africa	AtM	4,241	9,809	6.4%	2.5%
The Big Issue Magazine	Mtly	180	5,600	-24.5%	-15.9%
Conservation and Wildlife					
African Birdlife	AtM	0	No Submission		
Entertainment					
TV Plus (Afrikaans)	F	0	Discontinued		
TVPlus (English)	F	0	Discontinued		
Family Interest					
Huisgenoot	Wkly, Th	3,747	101,635	-3.5%	-19.8%
LIG	11xA	920	14,579	-2.7%	-26.3%
Plus 50	6xA	1,005	5,333	0.5%	-4.1%
The Crest	7xA	10,272	10,272	-0.2%	-17.2%
The Ridge	8xA	12,568	12,568	2.9%	-18.5%
You	Wkly, Th	1,943	51,682	-4.2%	-23.3%
Farming	viidy, iii	1,5 10	01,002	1.270	20.070
Farmer's Weekly	Wkly, Fr	104	5,807	-9.5%	-19.4%
Grond tot Mond	Q	30,406	30,406	No Issue	-13.470
Landbouweekblad	Wkly, Th	0	11,761	5.4%	-7.3%
Marktoe!	Mtly	15,922	15,922	24.5%	60.8%
Veeplaas	11xA	0	Changed Sector	24.570	00.070
Health & Wellbeing	111//		Changed Sector		
Grow to Eat	3xA	2,252	11,715	-0.1%	No Issue
	Q	0	Resigned	-0.176	NO ISSUE
Odyssey Magazine Home	Q	U	Resigned		
	N.AH.	2.504	11,558	2.20/	1.20/
Conde Nast House & Garden	Mtly	2,594	*	-2.2%	-1.2%
Easy DIY	Q Q	0	Resigned	0.2%	N. I. a. a. M. A. a. a. la a. a.
Food&Home Magazine		2,985	13,373 7,240		New Member
Lose It, SAHome Owner	Q 11xA	3,603	19,696	-24.7% 28.4%	-34.2% -5.4%
		-	-		
Sarie Kos / Food	Q N.M.	0	12,739	-3.6%	No Issue
The Gardener / Die Tuinier	Mtly	5,573	23,331	-9.6%	10.2%
Tuis Home Visi	8xA 6xA	0 2,265	62,273	-0.2% 17.7%	-15.7% 1.1%
·	OXA	2,205	12,103	17.7%	1.170
Leisure	Δ	0	No le cue		Demonting along the
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Ann	0	No Issue	2.40/	Reporting change New Member
Life & Style	4xA	4,700	4,700	-2.1%	New Ivember
Male GQ	5xA	2.400	5,431	10.2%	-0.4%
		2,408		10.2%	
Men's Health	6xA	3,892	15,100		New Member
Popular Mechanics	Mtly	U	Ceased Publishing		
Motoring Rite SA	N Au		Dublingting Olympia		
Bike SA	Mtly	0	Publication Closed	1.40/	6.00/
Car	Mtly	12,009	40,516	-1.4%	-6.0%
Driven Magazine	Mtly	7,647	7,647	-0.9%	12.2%
Parenting			10.440	I	0.5 00/
Baba & Kleuter	Q	0	9,148	No Issue	25.9%

Baby's and Beyond	Q	7,337	9,847	3.6%	No Issue
Things to do With Kids	2xA	0	Resigned		New Member
Your Pregnancy and Baby	AtM	1,576	5,667	-7.1%	3.0%
Pets					
Dog Directory	Ann	0	Resigned		
Sport and Hobby					
Compleat Golfer	Mtly	5,874	9,143	10.5%	53.6%
Kick Off	Mtly	0	Discontinued		
Magnum	8xA	0	Resigned		
SARugby	Mtly	1,637	9,489	-6.7%	-23.9%
Travel, Tourism & Hospitality					
Cape Etc	3xA	4,098	7,308	10.3%	7.4%
Getaway	Mtly	1,838	13,499	-10.8%	-16.2%
go! Drive & Camp and Weg! Ry & Sleep	AtM	0	25,234	2.0%	-17.7%
Weg / Go Platteland	Q	0	16,269	-9.0%	-24.8%
Weg/Go	AtM	0	40,347	-2.7%	-19.6%
Woman's General					
BONA Magazine	Mtly	2,786	16,014	11.2%	New Member
Fairlady	AtM	0	28,951	8.7%	-25.2%
Garden & Home Magazine	Mtly	4,113	15,118	-3.2%	0.0%
Glamour,	Q	6,597	14,188	22.1%	10.2%
Kuier	F	0	51,227	-6.4%	-21.6%
Rooi Rose Magazine	AtM	5,856	29,498	1.5%	13.6%
Sarie	AtM	872	54,991	-6.9%	-11.8%
True Love	AtM	0	10,812	29.0%	-38.5%
Women & Home Magazine	Mtly	7,887	29,099	-3.3%	3.3%
Women's Health	6xA	4,341	12,761		New Member
Total	_	197,183	953,928	-2.1%	-13.6%

B2B Magazines

As in previous quarters, the B2B category continues to deliver some good results.

Good gains came from the Agricultural sector, with *Veeplaas* and *Stockfarm* being the best in this sector. Engineering - Other, Health and Wellbeing (*MIMS* increasing on the previous quarter by 105.8%), Civil Construction, Management (*Black Management Quarterly* the highlight here) and Mining sector all had good increases.

The Industry sector was a mixed bag with three publications increasing on the previous quarter, one decrease, five no issues, one resignation, one termination and four reporting changes.

Agricultural					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
OVK Nuus/News	4xA	4,755	4,755	0.0%	-4.0%
SA Graan / Grain	Mtly	20,927	20,927	-1.9%	-1.3%
SABI Magazine	AltM	0	Resigned		
Stockfarm	Mtly	2,638	7,525	22.5%	16.7%
Veeplaas	11xA	3,725	8,612	22.3%	Changed Sector
Wineland	Mtly	3,125	3,196	0.2%	-1.0%
Architecture					
Leading Architect & Design	AtM	6,718	6,767	-1.4%	-4.0%
SA Building Review	Ann	8,536	9,411	No Issue	2.0%
To Build	3xA	8,507	9,749	-0.8%	Reporting Change
Automotive					
Taxi Guardian	Mtly	0	Terminated		
Civil Construction					
Construction World	Mtly	16,513	16,513	0.1%	12.0%

IMESA	11xA	12,635	12,635	4.3%	10.9%
Communications	1	.2,000	1.2,000		1010 70
Future SA	4xA	0	No Issue		New Member
Nex Media	4xA	0	Resigned		Trow (volition
SAProfile	Ann	8,693	9,767	No Issue	Reporting change
Service	Q	4,958	4,958	0.0%	0.1%
The Gapp Magazine	AtM	0	Resigned	0.076	0.170
Electrical Engineering	Auvi		rtesigned		
Electricity & Control	Mtly	13,440	13,440	0.2%	9.9%
ESI Africa	Q	0	No Issue	0.2 /6	Reporting change
Sparks Electrical News	Mtly	14,159	14,159	-0.1%	9.2%
-	IVLIY	14,159	14,159	-0.176	9.270
Engineering - Other	N.AH.	12,826	12,826	0.4%	9.7%
Capital Equipment News	Mtly	-			
Dataweek	Mtly	2,800	2,800	0.3%	0.3%
MechChem Africa	AtM	10,217	10,217	4.0%	15.0%
Motion Control	Q	2,111	2,111	0.9%	5.0%
Plumbing Africa	Mtly	11,200	11,292	4.0%	17.1%
Refrigeration and Airconditioning	Mtly	6,942	6,956	-0.5%	3.7%
SA Instrumentation & Control	Mtly	4,411	4,411	3.5%	8.1%
Water & Sanitation Africa	AtM	7,990	7,990	4.9%	16.5%
Health and Wellbeing					
Hi-Tech Security Solutions	8xA	4,275	4,275	0.9%	5.4%
Medical Chronicle	11xA	27,483	27,483	2.5%	15.0%
MMS	Mtly	245	3,709	105.8%	1.2%
Modern Medicine Magazine	AtM	3,340	3,814	11.0%	2.9%
South African Pharmaceutical & Cosmetic Review	11xA	2,902	2,922	-2.3%	0.3%
The Specialist Forum Journal	11xA	11,645	11,645	-46.7%	-41.8%
Hospitality, Catering and Tourism					
Meetings	AtM	4,709	4,709	2.0%	Reporting Change
Meetings	AtM	0	Changed Sector		
Industry					
Analytical Reporter	AtM	5,525	5,525	0.0%	1.9%
Cold Link Africa	AtM	4,101	4,108	-1.7%	-4.8%
Free State Business,	Ann	0	No Issue		Reporting Change
Gauteng Companies	Ann	0	No Issue		Reporting Change
KwaZulu Natal Business	Ann	0	Reporting Change		
Lighting in Design	Q	7,400	7,400	3.3%	17.2%
Limpopo Business.,	Ann	0	No Issue		Reporting Change
LINKED by Jewellers Network	Q	0			
North West Business		U	Resigned	Resigned	
	Ann	-	Resigned Reporting Change	Resigned	
	Ann	0	Reporting Change	Resigned	
Northern Cape Business	Ann	0	Reporting Change Reporting Change	Resigned	
Northern Cape Business Opportunity (Exploring Business Prospects in SA)	Ann Q	0 0	Reporting Change Reporting Change Reporting Change		0.0%
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA)	Ann Q Q	0 0 0 0 4,929	Reporting Change Reporting Change Reporting Change 4,929	0.2%	0.0%
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource	Ann Q Q Q	0 0 0 4,929 6,350	Reporting Change Reporting Change Reporting Change 4,929 6,350		7.2%
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business	Ann Q Q Q Q 2xA	0 0 0 4,929 6,350	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue	0.2%	7.2% Reporting change
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review	Ann Q Q Q Q 2xA 11xA	0 0 0 4,929 6,350 0 3,705	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749	0.2%	7.2% Reporting change -16.4%
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business	Ann Q Q Q Q 2xA 11xA Q	0 0 0 4,929 6,350 0 3,705	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue	0.2%	7.2% Reporting change
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook	Ann Q Q Q 2xA 11xA Q Ann	0 0 0 4,929 6,350 0 3,705 0	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated	0.2%	7.2% Reporting change -16.4% New Member
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business,	Ann Q Q Q Q 2xA 11xA Q	0 0 0 4,929 6,350 0 3,705	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue	0.2%	7.2% Reporting change -16.4%
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business, Information and Computer Technology	Ann Q Q Q 2xA 11xA Q Ann Ann	0 0 0 4,929 6,350 0 3,705 0 0	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated No Issue	0.2% -1.9% 29.1%	7.2% Reporting change -16.4% New Member Reporting Change
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business, Information and Computer Technology Brainstorm	Ann Q Q Q 2xA 11xA Q Ann	0 0 0 4,929 6,350 0 3,705 0	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated	0.2%	7.2% Reporting change -16.4% New Member
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business, Information and Computer Technology Brainstorm Management	Ann Q Q Q 2xA 11xA Q Ann Ann	0 0 0 4,929 6,350 0 3,705 0 0 0	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated No Issue	0.2% -1.9% 29.1%	7.2% Reporting change -16.4% New Member Reporting Change
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business, Information and Computer Technology Brainstorm Management African Decisions	Ann Q Q Q 2xA 11xA Q Ann Ann	0 0 0 4,929 6,350 0 3,705 0 0 0	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated No Issue 9,235	0.2% -1.9% 29.1% 0.7%	7.2% Reporting change -16.4% New Member Reporting Change 4.6%
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business, Information and Computer Technology Brainstorm Management African Decisions Black Business Quarterly	Ann Q Q Q 2xA 11xA Q Ann Ann 11xA	0 0 0 4,929 6,350 0 3,705 0 0 0 4,755	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated No Issue 9,235	0.2% -1.9% 29.1%	7.2% Reporting change -16.4% New Member Reporting Change
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business, Information and Computer Technology Brainstorm Management African Decisions Black Business Quarterly Blue Chip,	Ann Q Q Q 2xA 11xA Q Ann Ann 11xA	0 0 0 4,929 6,350 0 3,705 0 0 0 4,755	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated No Issue 9,235 11,765 44,692 No Issue	0.2% -1.9% 29.1% 0.7%	7.2% Reporting change -16.4% New Member Reporting Change 4.6% -6.4% -0.7%
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business, Information and Computer Technology Brainstorm Management African Decisions Black Business Quarterly Blue Chip, Business Day Earth	Ann Q Q Q 2xA 11xA Q Ann Ann 11xA	0 0 0 4,929 6,350 0 3,705 0 0 0 4,755	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated No Issue 9,235 11,765 44,692 No Issue No Issue	0.2% -1.9% 29.1% 0.7%	7.2% Reporting change -16.4% New Member Reporting Change 4.6% -6.4% -0.7% New Member
Northern Cape Business Opportunity (Exploring Business Prospects in SA) Opportunity (Exploring Business Prospects in SA) Resource South African Business South African Food Review The Journal of African Business The Responsible & Sustainable Tourism Handbook Western Cape Business, Information and Computer Technology Brainstorm Management African Decisions Black Business Quarterly Blue Chip,	Ann Q Q Q 2xA 11xA Q Ann Ann 11xA	0 0 0 4,929 6,350 0 3,705 0 0 0 4,755	Reporting Change Reporting Change Reporting Change 4,929 6,350 No Issue 3,749 No Issue Terminated No Issue 9,235 11,765 44,692 No Issue	0.2% -1.9% 29.1% 0.7%	7.2% Reporting change -16.4% New Member Reporting Change 4.6% -6.4% -0.7%

KZN Invest	Q	0	No Issue				
Leadership	Mtly	42,258	42,428	6.5%	-7.0%		
Money Marketing	Mtly	7,671	7,674	3.2%	-1.3%		
South African Business Intergrator	2xA	8,578	9,883	0.7%	0.7%		
Mining & Quarrying							
African Mines Handbook	Ann	0	No Issue		Reporting Change		
African Mining Inc. Mining Mirror	11xA	20,976	21,061	-0.2%	-10.5%		
Earthbroker	Mtly	5,382	5,382	0.0%	0.0%		
Engineering News & Mining Weekly	Wkly, Fr	10,066	12,703	0.1%	-5.4%		
Inside Mning	Q	9,118	9,118	0.3%	36.4%		
Mining Review Africa	11xA	0	No Issue		Reporting Change		
Modern Mining	Mtly	13,974	13,974	2.5%	15.0%		
Modern Quarrying	Q	6,805	6,805	5.0%	22.2%		
Retail							
DIY And Industrial Trade News	Mtly	10,108	10,108	-1.5%	-6.3%		
Pharmacy Magazine (former Frontshop)	Mtly	16,725	16,725	5.9%	-9.4%		
Spotong	AtM	0	Changed Sector				
Transport and Logistics							
Freight News Features	Mtly	5,749	5,950	-3.4%	1.9%		



Magazines ABC Q4 2022: Magazine category looks up

Danette Breitenbach 22 Feb 2023

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Custom Magazines

This category showed some good increases on the previous quarter. The highlight being *Jet Club* in the Retail sector. It is also the only magazine to show double-figure increases.

Despite this, while there were a few decreases on the previous quarter, the culling of the category continued, with four resignations, two no submissions, three changed publishers, two no issues, and one changed sector and one digital only.

Farming					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Dairy Mail, The	Mtly	1,207	1,211	4.3%	-45.4%
Health & Wellbeing					
Fitlife	Mtly	0	Changed Publisher		
Journal of Endocrinology, Metabolism & Diabetes SA	3xA	0	Resigned		
SAPharmaceutical Journal	10xA	0	No Submission		
South African Medical Journal	Mtly	8,581	8,818	1.1%	-5.2%
Southern African Journal of Anaesthesia &Analgesia	AtM	0	Resigned		
Home					
Fresh Living	Q	0	Resigned		
Living Space	Mtly	124	38,540	1.9%	17.7%
My Kitchen	Mtly	700	76,995	2.8%	18.9%
Industry Specific					
Forum Tydskrif	Q	0	No Submission		Reporting Change
JSE	Q	12,666	14,471	1.7%	0.0%
Sea Rescue	3xA	0	No Issue		No Issue
Servamus	Mtly	45	7,603	-6.6%	-11.3%
In-flight					
In Flight Magazine	Mtly	34,852	34,852	7.3%	47.8%
Leisure	-				
Private Edition	Q	0	No Issue		No Issue

Taste	AtM	683	34,358	-0.6%	3.7%		
Male							
Man	Mtly	500	59,802	5.1%	38.5%		
Tech	Mtly	500	33,590	4.0%	8.4%		
Motoring							
Motor	Mtly	0	Changed Publisher				
Professional							
De Rebus	11xA	0	Digital only				
Retail			·				
Club Magazine	Mtly	6,666	262,228	-2.6%	1.9%		
Jet Club	7xA	0	262,650	12.7%	-6.9%		
Sport and Hobby			·				
Game & Hunt/Wild & Jag	Mtly	66,871	68,443	0.5%	-4.9%		
SA Hunter/Jagter	8xA	0	Resigned				
Soccer Club	Mtly	500	50,348	3.8%	16.5%		
Sports Club	Mtly	570	103,461	6.3%	24.9%		
Wildland Magazine	Mtly	0	Changed Sector				
Travel, Tourism & Hospitality							
Escapes	Mtly	0	Changed Publisher				
Premier	Mtly	8,513	8,513	1.7%	23.8%		
Rove SA	2xA	8,089	9,707	5.4%	No Issue		
Woman's General							
Balanced Life	Mtly	266	49,986	0.5%	7.3%		
Youth							
ClubX	Mtly	466	109,156	7.8%	34.9%		
Kids Super Club	Mtly	490	73,516	4.7%	16.6%		
Total		152,289	1,308,248	-12.4%	-8.8%		

Free magazines

This category continues to quietly go about its business with Q1 2023 showing better results than the previous quarter, when there was only one increase on the previous quarter. Q1 2023 had three publications show an increase on the previous quarter, with three 0% increases/decreases and one decrease on the previous quarter.

Publication	Frequency	Total circulation	%change quarter	%change year
Botswana Advertiser.	F	99,965	0.0%	1.7%
Get It (Ballito to Umhlanga)	Mtly	11,965	0.0%	9.5%
Get It (Bloemfontein)	Mtly	6,890	0.0%	0.0%
Get lt (Highway)	Mtly	11,779	-0.3%	20.2%
Get It (Jo'burg South)	Mtly	14,750	0.0%	0.1%
Get It (Jo'burg West)	Mtly	14,500	9.2%	-1.6%
Get It (Lowveld)	Mtly	6,200	0.0%	0.0%
Get It (Northern Suburbs Joburg)	Mtly	14,800	0.3%	-0.2%
Get It (Pretoria)	Mtly	14,673	0.1%	0.0%

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 Wts.

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