

# Magazines ABC Q1 2018: A sad affair

By [Danette Breitenbach](#)

9 May 2018

The decline in Audit Bureau of Circulation (ABC) circulation in the 4th quarter that magazines experienced has continued unabated in quarter 1, 2018 with Total Magazine circulation declining by 2.9% on the previous quarter and by 16.1% on the prior year. All categories - Consumer, B2B, Custom and Free magazines declined on the prior year. All the categories also declined on the prior quarter, except for Free Magazines which remained static.



## Consumer magazines

While the category decreased by 0.5% on the previous quarter, a number of publications increased over the prior quarter by over 10%. *Golf Digest* and *Popular Mechanics* increased by 25.4% and 22% respectively. *Women's Health* and *Sarie* both increased by 15.9% and *Getaway* by 15%.



## Magazines ABC Q4 2017: Customs the biggest loser

Danette Breitenbach 14 Feb 2018



The category increased by 4.8% on the prior year. The highlight is *Golf Digest* which increased by 48.4% over the prior year. The only other publication to increase its percentage over the prior year is *Sarie* with a 0.6% increase.

Arts, Culture and Heritage			
Publication	Circulation	%change quarter	%change year
Islam Today KZN	9,950	-0.5%	16.7%
Jewish Life	12,145	-4.2%	-5.8%
Business and News			
Business Brief.	56,396	0.0%	
Entrepreneur	15,973	0.5%	-5.7%
Financial Mail	13,454	3.4%	6.2%
Finweek	18,203	0.0%	5.0%
Forbes Africa	14,762	-23.5%	-27.6%
Green Economy Journal (formerly Green Business Journal)	7,081	0.0%	7.6%

Noseweek	12,223	-1.2%	-3.4%
Personal Finance	Changed Publisher		
SA Real Estate Investor Magazine	14,165	-1.3%	-10.2%
Your Business Magazine	8,520	0.0%	-19.4%
<b>Celebrity</b>			
People	31,388	-10.7%	-17.7%
<b>Conservation and Wildlife</b>			
African Birdlife	8,072	0.0%	-6.0%
<b>Entertainment</b>			
Eat Out	20,959	0.0%	10.6%
Hello Johannesburg	6,908	-24.7%	0.0%
TV Plus (Afrikaans)	28,428	1.3%	-18.5%
TV Plus (English)	15,323	-1.1%	-39.3%
<b>Family Interest</b>			
Bona	68,143	8.7%	-12.7%
Drum	37,305	0.3%	-27.2%
Huisgenoot	190,613	3.0%	-8.5%
LIG	22,326	8.1%	1.1%
Plus 50	5,862	0.0%	27.2%
Taalgenoot.	69,111	0.0%	1.0%
The Big Issue	9,994	-10.5%	-1.5%
The Crest	12,214	0.0%	0.7%
The Ridge	20,416	0.0%	0.4%
Things to do with kids Magazine	10,347	0.0%	3.9%
You	95,421	0.1%	-10.9%
<b>Farming</b>			
Farmer's Weekly	11,557	2.0%	-6.1%
Landbouweekblad	27,307	0.1%	-11.9%
Landbouweekblad Boereplanne	14,929	0.0%	-23.4%
Landbouweekblad Vee	9,384	0.0%	-18.9%
Marktoe!	10,441		5.9%
Plaastoe Magazine	Changed Frequency		
Veeplaas.	7,573	-1.1%	-13.4%
<b>Health</b>			
Fatloss	22,172	0.0%	13.5%
Fitlife	31,356	12.8%	152.0%
Longevity.	16,841	0.0%	11.2%
Muscle Evolution Magazine	5,663	0.0%	-13.8%
<b>Home</b>			
Conde Nast House & Garden	33,544	9.5%	1.7%
Easy DIY	11,618	0.0%	-7.8%
Elle Decoration	17,086	0.0%	-14.2%
Elle Decoration.	18,034		
Estate Living.	No Submission		
Food and Home Entertaining	23,125	0.5%	3.5%
Green Home	4,716	0.0%	-30.7%
Habitat	12,883	0.0%	4.8%
House & Leisure	20,653	12.3%	-20.3%
Kuier Combo	70,539	0.0%	-2.5%
Landbouweekblad Boerekos	33,042	0.0%	-10.1%
Living Space.	64,763	-5.2%	-8.8%
Lose It.	22,068	0.0%	-24.3%
My Kitchen.	102,477	-0.8%	13.4%
Plascon Spaces.	13,713	0.0%	-23.1%
Real Estate.	20,549	-20.2%	-1.1%
SA Garden and Home	42,842	-0.7%	-19.3%
SA Home Owner	36,736	-0.4%	-12.8%
Sarie Kos.	Changed freq.		

Sarie Kreatief	No issue		
Sarie Woon	18,026	0.0%	-23.2%
The Gardener / Die Tuinier	34,598	1.1%	-10.4%
Tuis Home	85,296	4.7%	9.4%
Tuis Kombuis / Home Kitchen	No issue		
Tuis Opknop / Home Renovations.	23,201	0.0%	-8.9%
Tuis Verf / Home Paint	26,007	0.0%	
Tuis Werf / Home Yard	No issue		
Visi	15,082	0.0%	1.8%
<b>Leisure</b>			
African Green Elements	Only 1 issue		
Joburg Style	5,818	0.0%	-21.3%
Prestige Magazine,	11,620	0.0%	
South Africa Deluxe	Suspended		
Southern Vines	12,779	0.0%	20.4%
The Coffee Mag	4,574	0.0%	43.4%
The Ultimate Braai	7,438	0.0%	-68.3%
<b>Male</b>			
Destiny Man.	Changed Frequency		
GQ.	18,128	7.7%	-12.2%
Men's Health	29,002	-10.1%	-1.0%
Men's Health Belly Off Guide	No issue		
Popular Mechanics	30,540	23.0%	-6.8%
Stuff.	11,006	0.0%	-18.3%
Tech.	62,659	-4.0%	-2.7%
The Red Bulletin	Discontinued		
Very Interesting (former Braintainment)	18,140	0.0%	19.3%
<b>Motoring</b>			
Bakkie & Car (formerly Bakkie & Truck)	Resigned		
Bike SA	Changed Publisher		
Car	68,032	10.3%	-5.6%
Caravan & Outdoor Life / Kamp & Karavaan	16,266	0.8%	-19.2%
Drive Out Trail Guide / Wegry Roetegids.	13,545	0.0%	
Drive Out/WegRy.	Rebranded		
Driven Magazine	16,200	-1.2%	-13.0%
Land Rover AFRICA Magazine	Digital Only		
Leisure Wheels	14,977	3.9%	-21.5%
Motor.	41,916	-2.0%	5.2%
SA4x4	14,733	-3.6%	-19.8%
Speed and Sound	22,061	-7.8%	-16.7%
Super Bike	8,666	-8.1%	-5.1%
<b>Parenting</b>			
Baba & Kleuter.	15,834	0.0%	
Baby's and Beyond	15,271	0.0%	-2.1%
Child Magazine - Cape Town.	47,817	0.0%	
Child Magazine - Durban.	40,026	0.0%	
Child Magazine - Johannesburg.	55,350	0.0%	
Child Magazine Pretoria.	40,173	0.0%	
Expectant Mothers Guide	55,647	0.0%	0.8%
Living and Loving	10,181	0.4%	3.9%
MamaMagic Milestones	50,000	0.0%	-0.4%
Mamas & Papas.	13,815	-21.8%	-21.6%
Your Baby.	9,714	0.0%	-18.8%
Your Pregnancy.	14,405	0.0%	-24.0%
<b>Pets</b>			
Animaltalk	10,391	3.4%	15.7%
Dog Directory	8,481	0.0%	9.4%
<b>Sport and Hobby</b>			
Amakhosi	Changed Publisher		

Bicycling	10,802	0.0%	10.8%
Compleat Golfer	9,810	1.3%	-9.1%
Fitness His Edition	8,051	0.0%	-25.1%
Game & Hunt/Wild & Jag	16,036	151.5%	71.9%
Golf Digest	12,469	25.4%	48.4%
Gun Africa	No Submission		
HQ.	6,578	0.8%	13.6%
Kick Off	23,534	4.2%	8.6%
Magnum	10,718	-3.8%	-10.1%
Modern Athlete	69,425	0.0%	15.5%
Ride Magazine,	Changed Frequency		
Rock Surf and Deep.	2,853	0.0%	-12.4%
Runners World	14,813	-7.2%	2.6%
SACricket.	12,037	0.0%	16.9%
SACFlyer	5,918	-3.8%	-12.8%
SA Hunter/Jagter	45,407	-2.4%	-3.3%
SARugby	23,714	2.8%	-4.7%
Signature Golf	30,556	0.0%	0.1%
Sowetan Magazine	Discontinued		
Sports Club	150,659	-1.9%	-8.7%
The Bank Angler / Die Oewerhengelaar	12,594	4.5%	-5.0%
The Bass Angler / Die Baarshengelaar	2,940	-24.8%	-18.5%
Wildland Magazine	6,322	2.4%	-5.6%
<b>Travel</b>			
Cape Etc.	8,814	0.0%	-2.5%
Getaway	44,474	15.0%	-0.7%
go! Drive & Camp and Weg! Ry & Sleep	37,231	-5.4%	
SACountry Life	31,523	5.8%	-5.2%
The Great Outdoors Guide / Die Groot Buitelewegids	43,422	0.0%	-0.1%
TravelIdeas.	No Submisison		
Weg / Go Photography	No issue		
Weg / Go Platteland	32,729	0.0%	-7.6%
Weg Kuierkos.	No issue		
Weg Namibië / Go Namibia	34,827	0.0%	13.9%
Weg! Kruger / Go! Kruger	30,090	0.0%	
Weg/Go	60,944	3.7%	5.6%
Wegsleep Kampgids	10,726	0.0%	
Wegsleep Oordgids	17,261	0.0%	9.4%
Wegsleep.	Rebranded		
Welcome to South Africa	No Submission		
Wildside.	Resigned		
<b>Woman's General</b>			
Cosmopolitan	32,490	-9.2%	-12.4%
Destiny Magazine	25,709	11.7%	-6.7%
Elle	22,907	6.5%	30.7%
Essays of Africa	Change Frequency		
Essays of Africa.	8,878	0.0%	
Essentials	20,920	-2.5%	-18.5%
Fairlady	37,171	-0.7%	-8.5%
Finesse.	39,933	0.0%	-8.0%
Fitness Magazine	18,037	0.0%	-22.1%
Glamour	Changed Frequency		
Good Housekeeping / Goeie Huishouding	42,500	12.2%	1.7%
Kuier	90,769	-4.3%	-9.4%
Marie Claire	19,643	4.7%	-18.3%
Mbve!	69,943	6.0%	-15.1%
Rooi Rose	67,138	-4.8%	-11.4%
Sarie	71,509	15.8%	0.1%
True Love	33,896	6.2%	2.0%

Vroue Keur	48,431	-0.8%	-9.0%
Woman and Home	69,148	-10.3%	-14.8%
Women's Health.	39,864	15.9%	-0.5%
Your Family	26,798	-2.6%	-19.0%
<b>Woman's Special</b>			
Bruidgids	16,522	0.0%	0.3%
Fairlady Bride	5,341	0.0%	-44.3%
Forbes Woman Africa	9,473	0.0%	-6.1%
Idees/Ideas	18,423	0.0%	
Intiem.	Digital Only		
Nubian Bride	7,404	0.0%	-16.9%
SA Wedding Album	14,203	0.0%	-20.2%
Sarie Bruid	6,792	0.0%	-30.6%
True Love Bride	3,323	0.0%	-51.9%
Wedding Guide	12,889	0.0%	-33.5%
Wedding Inspirations	7,020	0.0%	-1.1%
<b>Youth</b>			
Barbie Magazine	11,880	0.8%	3.0%
Kids Super Club	120,630	-2.2%	6.0%
Post Matric	131,095	0.0%	-2.3%
The Official Safeways K53 Learner's and Driver's Manual	66,703		

## B2B magazines

Despite only a minimum decline in the 4th quarter 2017, quarter 1, 2018's decline is over three percent – 3.3% – on the previous quarter. This category also lost out on the prior year, with a decline of 0.8% on the prior year.

New member, *Pharmacy Retailer* saw a 66.8% change over the prior quarter. *Mims*, *Modern Medicine Magazine* and *Modern Mining* also saw positive movement over the prior quarter and prior year.

*Mims* gained 59.2 over the prior quarter and 38.2% over the prior year. While their gains were not as high, *Modern Medicine Magazine* gained 16.5% over the prior quarter and 15.5% over the prior year and *Modern Mining* 11.5 over the prior quarter and 14.9% over the prior year

<b>Agricultural</b>			
<b>Publication</b>	<b>Circulation</b>	<b>%change quarter</b>	<b>%change year</b>
Agri Inc. Die Boer / The Farmer.	27,847	0.0%	-1.9%
Harvest SA	8,781	0.0%	-3.1%
OVK Nuus/News	5,571	0.0%	-1.2%
Pro Agri	No submission		
Rooi Veis / Red Meat.	Changed Sector		
SA Graan / Grain	16,732	0.3%	-2.9%
SABI Magazine	4,763	0.0%	-1.3%

Stockfarm	5,432	-16.8%	0.1%
Wildlife Ranching..	7,834	0.0%	6.9%
Wineland	3,488	-0.7%	-26.1%
Wolboer / Wool Farmer	Changed Sector		
<b>Architecture</b>			
earthworks	Changed Publisher		
Floors in Africa	17,238	0.0%	-1.9%
Leading Architect & Design	5,802	0.0%	0.2%
SABuilding Review	11,218	0.0%	5.0%
SARoofing	3,659	0.0%	3.2%
Timber IQ	3,400	0.0%	-3.5%
To Build	10,049	0.0%	17.2%
Walls & Roofs in Africa	17,259	0.0%	-1.9%
<b>Automotive</b>			
Auto Forum,	6,519	0.0%	-4.1%
Automobil.	8,350	-0.4%	-2.0%
Automotive Business Review,	11,379	0.0%	-0.4%
Road Ahead, The	9,089	0.0%	-2.2%
SA TREADS	6,950	0.0%	
<b>Civil Construction</b>			
Civil Engineering	11,374	4.1%	-0.8%
Civil Engineering Contractor, The	3,127	-1.9%	-2.3%
Concrete Trends	3,445	0.0%	5.8%
Construction Review	1,864	0.2%	-4.5%
Construction World	5,470	8.9%	14.9%
IMESA	4,187	-6.6%	-0.7%
Plant Equipment & Hire	2,357	-4.4%	-10.4%
Precast	2,670	0.0%	-10.6%
<b>Communications</b>			
Media, The.	3,184	0.0%	9.6%
NexMedia	4,153	0.0%	-0.7%
The Gapp Magazine	4,183	0.0%	0.7%
<b>Electrical Engineering</b>			
Electricity & Control	4,629	1.4%	-1.6%
Energize	3,848	-7.1%	-9.0%
ESI Africa	4,622	0.0%	-2.0%
Sparks Electrical News	7,069	0.2%	3.9%
Vector Journal	4,026	2.5%	-15.0%
WattNow.	15,447	9.6%	0.1%
<b>Engineering - Other</b>			
Capital Equipment News	4,136	9.0%	12.8%
Dataweek	3,428	1.1%	-1.4%
Engineer IT	3,752	-3.2%	-10.1%
Engineering News	10,562	-3.1%	-2.2%
MechChem Africa	4,815	3.1%	1.0%
Motion Control	3,110	0.0%	-8.7%
Plumbing Africa	3,614	2.7%	8.6%
Position IT.	Changed Frequency		
Refrigeration and Airconditioning	3,113	3.1%	-1.4%
SA Instrumentation & Control	4,699	-0.7%	-1.5%
Transform SA	2,161	0.0%	
Water & Sanitation Africa	3,988	0.0%	-1.1%
Water Sewage & Effluent	3,085	0.0%	2.1%
<b>Health and Wellbeing</b>			
Fire Protection	1,402	0.0%	3.1%
Hi-Tech Security Solutions	4,891	2.7%	2.7%
International Dentistry Africa Edition	4,213	0.0%	0.7%
LMS	4,467	0.0%	7.2%
MDR Medical Desk Reference	2,013	0.0%	-31.9%



Medical Chronicle	10,378	0.4%	-4.3%
MMS	5,474	59.2%	38.2%
MMS Guide to OTC Products	3,063	0.0%	-5.0%
Modern Medicine Magazine	4,401	16.4%	15.5%
Occupational Health Southern Africa	2,424	0.0%	-1.9%
Professional Forum	1,394	0.0%	9.8%
SHEQ Management	5,474	0.0%	-3.1%
South African Pharmaceutical & Cosmetic Review	1,828	0.9%	-0.7%
The Specialist Forum Journal	6,004	8.6%	6.7%
<b>Hospitality, Catering and Tourism</b>			
Business Traveller Africa	3,974	7.3%	-39.6%
Conference Venues	2,859	0.0%	-36.5%
Explore South Africa.	8,249	0.0%	-4.3%
Leading Venues	4,442	0.0%	-34.9%
Meetings	3,801	0.0%	0.6%
The Meetings & Event Planner (former SA Conference Directory)	13,441	0.0%	-9.0%
Travel News Weekly	6,494	-0.4%	13.7%
<b>Industry</b>			
Analytical Reporter	2,857	0.0%	0.0%
Cold Link Africa	3,013	0.0%	-19.4%
Eastern Cape Business..	14,775	0.0%	
Eastern Cape Industrial & Business News	4,244	0.0%	-2.1%
Free State Business,	9,805	0.0%	2.2%
Gauteng Companies..	14,719	0.0%	
Hire S.A (formerly Leading Equipment)	Discontinued		
Industrial Buyer	34,306	0.0%	-12.3%
KwaZulu Natal Business..	14,629	0.0%	
KZN Industrial & Business News	6,561	0.0%	-4.7%
Lighting in Design.	3,568	0.0%	-3.0%
Limpopo Business..	9,655	0.0%	
Metering International.	5,222	0.0%	14.3%
Mpumalanga Business..	9,728	0.0%	
Nepad Annual	9,625	0.0%	0.8%
North West Business..	9,788	0.0%	
Northern Cape Business..	9,790	0.0%	
Opportunity (Exploring Business Prospects in SA)	9,129	0.0%	3.3%
Resource.	3,388	0.0%	-5.6%
RISKAFRICA	No Submission		
SA Affordable Housing	2,344	0.0%	
SA Jewellery News	1,279	-1.0%	-6.2%
Service (Leadership in Local Government)	7,652	0.0%	-15.2%
South African Business.	19,700	0.0%	2.1%
South African Food Review	3,827	0.9%	0.4%
The Green Building Handbook	7,876	0.0%	2.5%
The Responsible & Sustainable Tourism Handbook	Changed Cycle		
The Sustainability & Intergrated Reporting Handbook.	No issue		
The Sustainable Energy Resource Handbook.	7,840	0.0%	3.3%
The Sustainable Infrastructure Handbook.	No issue		
The Sustainable Water Resource Handbook.	7,908	0.0%	17.1%
Western Cape Business,	9,731	0.0%	-33.2%
<b>Information and Computer Technology</b>			
Brainstorm	9,274	-15.9%	-1.7%
The Margin	3,612	0.0%	1.1%
<b>Management</b>			
African Decisions	15,577	0.0%	-1.7%
Afropolitan.	9,405	0.0%	-0.5%
Black Business Quarterly	8,423	0.0%	2.6%
Blue Chip,	8,903	0.0%	2.0%
Business Brief	Changed Sector		

Business Guide	1,241	0.0%	-0.7%
Business In Durban	6,849	0.0%	-0.2%
Cape Business News	6,099	-0.2%	1.7%
Careers SA	16,000	0.0%	-1.4%
FA News.	6,800	0.0%	0.1%
Impumelelo SA's Top Empowerment Co.	No issue		
Infocom.	1,861	0.0%	8.5%
Leadership	7,995	-0.9%	-1.2%
Money Marketing	6,910	0.5%	0.3%
Profiles Stock Exchange Handbook	5,129	0.0%	-18.0%
Public Sector Manager	18,586	0.0%	6.9%
Salga Voice of Local Government	9,778	0.0%	-0.1%
South African Business Intergrator	20,071	0.0%	32.5%
The Project Manager SA	No issue		
The South African School Collection	6,271	0.0%	19.9%
Think Sales.	9,248	0.0%	-20.7%
Top 500 SA's Best Companies,	7,905	0.0%	
Top Women in Business & Government	8,050	0.0%	7.4%
Vision 2030	8,777	0.0%	
<b>Mining &amp; Quarrying</b>			
African Mines Handbook	1,940	0.0%	24.3%
African Mining	3,176	0.0%	6.4%
African Mining Brief	885	0.0%	-37.9%
Earthbroker	5,255	2.1%	1.4%
Inside Mining,	Changed Frequency		
Inside Mining..	3,642	0.0%	
Mining & Minerals Product Review	4,104	0.0%	-4.3%
Mining Decisions	6,794	0.0%	-24.6%
Mining Mirror	2,962	-6.3%	-4.4%
Mining Prospectus	8,618	0.0%	3.9%
Mining Review Africa.	4,630	-0.3%	0.1%
Mining Weekly	10,827	3.5%	4.6%
Modern Mining	5,026	11.5%	14.9%
Modern Quarrying	2,465	0.0%	-1.7%
Quarry Southern Africa	2,662	0.0%	3.0%
SA Mining.	4,932	0.0%	1.9%
<b>Property</b>			
Seeff Property Pages - Atlantic Seaboard & City Bowl	15,900	0.0%	6.7%
The Greeff Magazine	45,566	0.0%	-7.9%
<b>Retail</b>			
DIY And Industrial Trade News	4,285	1.5%	1.5%
Hardware Africa Magazine	1,724	0.0%	-58.2%
International Independent Trader	8,000	-0.7%	
Pharmacy Magazine (former Frontshop)	3,225	1.9%	4.9%
Pharmacy Retailer	12,025	66.8%	
Spotong	11,279	0.0%	1.0%
Supermarket and Retailer	3,156	-62.5%	-58.8%
The International Convenience Store Retailer.	8,429	-3.2%	
The International FMCG Retailer.	8,950	-1.1%	
The International Hardware Retailer.	8,738	-2.9%	
Trader's Friend,	3,925		
Trader's Friend.	2,775	0.0%	
<b>Transport and Logistics</b>			
Fleet.	900	0.3%	-71.0%
Focus on Transport & Logistics	6,273	-0.1%	-7.5%
Freight & Trading Weekly	4,250	0.3%	2.5%
Future Trucking & Logistics.	Changed freq.		
Truck & Bus	4,445	11.3%	-10.9%
Trucks and Heavy Equipment News.	Changed Frequency		



Trucks and Heavy Equipment News..	7,046	0.0%	0%
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## Custom magazines

After significant declines in the 4th quarter 2017, this category declined by 5.3% on the prior quarter. The 27.1% decline on the prior year in quarter 1, 2018 is the result of the discontinuation of several large titles.

Only *Taste* saw a 5.1% increase over the prior quarter (with a decrease of 0/8% over the prior year).

Entertainment			
Publication	Circulation	%change quarter	%change year
DSTV Compact (formerly Dish Compact)	Discontinued		
DSTV Premium Mag / Tydskrif	275,184	-0.7%	-59.2%
M	Discontinued		
Magic	Discontinued		
Prive	25,963	0.0%	-41.9%
Health and Wellbeing.			
Journal of Endocrinology, Metabolism & Diabetes SA	1,782	0.0%	-1.8%
Jump	113,296	0.0%	6.3%
Life Healthcare	86,647	0.0%	-2.0%
SA Family Practice.	2,422	0.0%	3.0%
SA Journal of Gynaecological Oncology	1,142	0.0%	-38.5%
SA Pharmaceutical Journal.	6,523	0.0%	-0.2%
SA Pharmacist's Assistant (SAPA)	4,904	0.0%	-0.5%
South African Medical Journal	14,698	0.6%	-1.8%
Southern African Journal of Anaesthesia & Analgesia	2,062	0.0%	3.3%
The South African Journal of Clinical Nutrition	1,908	0.0%	7.1%
Wound Healing Southern Africa (WHSA)	1,878	0.0%	-28.7%
Industry Specific			
Crawford Times	10,410	0.0%	2.1%
Dairy Mail, The.	3,744	-2.0%	-11.5%
Forum Tydskrif	140,941	0.0%	-14.8%
J S E	17,760	0.0%	-4.1%
Lifting Africa	3,706	0.0%	-10.2%
Obrigado	Discontinued		
Rooi Meis / Red Meat,	12,256	0.0%	
SA Franchise Warehouse.	12,475	0.0%	-16.5%
Sea Rescue	81,152	0.0%	8.6%
Servamus	12,624	-2.2%	-11.3%
Solidarity Magazine / Solidariteit Tydskrif	153,138	0.0%	55.7%
Sonke Magazine,	47,688	0.0%	
TAPPSA Journal	Changed Frequency		
TAPPSA Journal.	528	0.0%	
Trinitonian	5,850	0.0%	12.9%
Wolboer / Wool Farmer.	4,966	0.0%	
In-flight			
High Life SA	16,493	0.0%	0.0%
In Flight Magazine	15,413	-0.6%	8.7%
Indwe	19,895	-3.1%	11.8%
Kulula Khuluma	20,957	0.2%	-0.1%
Mango Juice	16,011	-1.6%	-2.3%
Sawubona	88,768	0.1%	-0.2%
Skyways	24,003	0.0%	0.0%
Leisure			
Cheers	34,800	0.0%	4.7%
Equinox	38,321	0.0%	-2.8%
Fancourt Lifestyle and Leisure	4,901	0.0%	-4.4%

Fresh Living / Kook en Kuier	464,418	-0.4%	-2.2%
Good Taste	Discontinued		
Legacy Inspires	18,365	0.0%	
Nedbank Golf Challenge	17,700	0.0%	0.0%
onRoute	12,311	0.0%	0.9%
Pam Golding Properties: Imagine.	No Submission		
Private Edition	15,892	0.0%	-12.2%
Signature : Diners Club	52,582	0.0%	-18.3%
Slow Magazine	12,384	-7.7%	-13.5%
Taste.	29,904	5.1%	-0.8%
Team SAformer (Road To Tokyo)	10,955	0.0%	1.5%
Toyota Zone.	Terminated		
Wild	64,895	0.0%	1.8%
<b>Medical and Allied Health</b>			
Bankmed	164,922	0.0%	54.5%
Medi - Clinic Family	59,325	0.0%	-21.9%
<b>Professional</b>			
Accountancy SA	17,891	-48.4%	-51.6%
Acumen,	14,775	0.0%	-2.4%
Architecture Journal of SA Institute of Architects	4,508	0.0%	6.6%
De Rebus	22,771	-1.8%	-1.1%
Digest of South African Architecture	8,751	0.0%	1.5%
Strategic Marketing Africa	Discontinued		
Strategic Marketing Magazine.	5,865	0.0%	-27.4%
TAXtalk	6,664	0.0%	
The Journal Of The SAIMM	3,682	-2.2%	52.1%
<b>Retail</b>			
Ackermans Club (formerly A-Plus)	207,778	0.0%	-0.7%
Balanced Life	90,377	-4.4%	-4.9%
Clicks Club Card.	441,903	0.0%	1.4%
Club Magazine	461,663	-4.2%	-16.2%
ClubX	101,616	-6.3%	-10.4%
Edgars Club Magazine	194,130	-49.7%	-68.1%
Escapes	52,136	-6.9%	-4.6%
Foschini Sports	Changed Sector		
Jet Club	453,728	0.0%	-21.5%
Man	64,698	-4.7%	-6.5%
Soccer Club	75,015	-4.3%	-4.5%
Spur's Secret Tribe Magazine	Discontinued		
Table	Discontinued		
TFG Tech	Changed Sector		
<b>Tourism and Hospitality</b>			
AA Traveller	60,083	0.0%	1.5%
Best of Cape Town Central City.	59,795	0.0%	0.0%
Moments magazine	2,979	0.0%	
Premier	14,226	-8.1%	-15.1%
Total	4,613,896	-5.3%	-27.1%

## Free magazines

While this category was static compared to the previous quarter, it declined by 21.7% on the prior year, the result of a large circulating title whose membership was terminated.

Publication	Circulation	%change quarter	%change year
SANParks Times	99,835	0.0%	-36.4%
Botswana Advertiser.	87,045	0.5%	0.8%
Get It (Northern Suburbs Joburg)	29,800	0.1%	0.0%

Get It (Jo'burg West)	24,765	1.7%	1.9%
Get It (Jo'burg South)	24,660	0.0%	0.8%
Get It (Joburg East)	24,383	0.0%	0.0%
Get It (Highway)	19,783	0.1%	-0.3%
Get It (Ballito to Umhlanga)	19,555	0.0%	-1.3%
Get It (Pretoria)	18,736	-4.6%	-5.2%
Get It (eMalahleni - Middelburg)	14,890	-0.2%	0.4%
The Bay Magazine	14,800	0.0%	0.0%
Get It (Bloemfontein)	14,764	0.0%	0.4%
Get It (Lowveld)	14,325	0.0%	0.0%
Get It (Northern KZN)	11,880	-0.3%	6.3%

## Web traffic

105 titles submitted web traffic data.

## Email newsletter net delivery

Forty-three (43) titles have submitted net delivery data.

Publication	Circulation	%change quarter	%change year
Sarie	105823	2.4%	-18.0%
Getaway Magazine	90,571	-1.3%	-3.3%
Fairlady	73,660	-2.4%	10.7%
Homemakers Fair Johannesburg	60832	3.3%	26.7%
Good Taste	50,796	0.0%	
Huisgenoot	50,313	-4.4%	-3.6%
Sarie Kos	45,844	0.0%	-47.3%
Cosmopolitan	45,096	-4.2%	9.4%
Marie Claire	44,639	-1.6%	4.5%
Weg / Go	43348	1.4%	5.6%
Kick Off	40,543	0.0%	-0.5%
Men's Health	37,840	-2.8%	-48.7%
go! Drive & Camp and Weg! Ry & Sleep	35637	23.6%	
House and Leisure	33,709	2.1%	13.6%
Women's Health	31317	-8.9%	-48.4%
Runner's World	30,793	-4.6%	3.3%
Bicycling	30,075	0.0%	
Voelgoed	26,503	0.0%	-1.6%
Popular Mechanics	24,730	-1.5%	-3.8%
Good Housekeeping/Goeie Huishouding	22,604	-0.3%	36.3%
Essentials	22,570	-22.5%	5.0%
Tuis / Home	21,548	0.6%	37.6%
Destiny Magazine	20,845	0.6%	27.8%
Food and Home Entertaining	18,747	18.2%	89.2%
Woman and Home	18,641	-2.8%	178.4%
Lose It	17,423	0.0%	17.1%
SA Garden and Home	16,922	14.6%	54.1%
Your Family	15,706	61.0%	72.6%
Landbouweekblad	12,577	0.8%	6.5%
Living and Loving	12031	34.4%	107.8%
You	11,714	-2.6%	6.4%
ELLE	11,664	4.8%	39.9%
Car	11,429	-1.0%	1.4%
SA Country Life	10,270	16.2%	-1.8%
Farmers Weekly	8578	18.1%	111.0%
Elle Decoration.	5,963		

People	5,376	8.5%	31.3%
Bona	5329	13.6%	29.1%
Leisure Wheels	4,115	-2.1%	3.9%
Rooi Rose	3,592	-26.8%	-42.6%
Vrouekeur	3,498	4.4%	12.7%
LONGEVITY	3,059	0.0%	10.8%
STUFF	1,760	0.0%	90.5%



## Newspapers ABC Q1 2018: Some positives for press

Danette Breitenbach 9 May 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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