

Magazines ABC Q2 2019: Magazine declines shift to double figures

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All Magazine categories declined on the previous quarter and the prior year in Q2 2019. Once again, the B2B category was the only category to show an increase on the prior year, as it did in Q1 2019.



Total Circulation declined for Q2 2019 on the previous quarter and shifted into double figures, with total circulation of all categories declining by 10.4% (Q1 2019: 3.0%). The decline in circulation on the prior year in Q2 2109 grew to 18.7% (Q1 2019: 13.1%)

It should be noted that several titles were suspended, changed reporting cycles, did not submit data, or were discontinued.

Consumer Magazines

In stark contrast to Q1 2019's slight decrease over the previous quarter, the category declined by 12.8% on the previous quarter. It also decreased by 16.4% on the prior year.

Despite this, as in Q1 2019, there were some good increases over the previous quarter and prior year by individual publications.

Let's Braai/Kom ons Braai (formerly *The Ultimate Braai*) increased by 60.6% on the previous quarter and prior year, *The Coffee Mag* increased by 58.1% in both timeframes and *Car* saw its circulation increase by 53.9% over the previous quarter and 58.9% over the prior year.

Caravan & Outdoor Life, *Mamas and Papas* and *Plus 50* all showed positive increases, as did *Forbes Africa*, *SA 4x4*, *Conde Nast House & Garden*, and *Popular Mechanics*.

B2B Magazines

This category's Q1 2019 decrease of only 0.3% moved up to 3.3% on the previous quarter in Q2 2019, but the category increased its figures on the prior year, up in Q2 2019 by 6.3%.

Trader's Friend - Convenience Stores, *FMCG Franchises* and *Chain Stores* increased by over 69% on the previous quarter and 1838.3% on the prior year.

Brainstorm increased by 34% over the previous quarter and 25.4% over the prior year. *Medical Chronicle* increased by 14% and 37.5% over the previous quarter and prior year respectively.

Other standouts include *IMESA* and *Civil Engineering Contractor*.

Custom Magazines

After taking a heavy beating in Q1 2019, this category's decline continued unabated with 8.4% on the prior quarter and 23.7% on the prior year.

In a category with a general lacklustre performance, Q1 2019 star performers *In Flight Magazine* and *Mango Juice* still managed increases over the previous quarter and prior year. They were joined by *The Dairy Mail* and *SA Pharmaceutical Journal*, all of which had increases on the previous quarter and prior year.

Free magazines

With one large circulating title discontinued in the category, the decline on the previous quarter and prior year jumped into double figures in Q2 2019. The category saw a 38.5% on the previous quarter, and by 40.9% on the prior year.

Digital Publications

One title reported under this sector, which previously reported under Consumer Magazines.

Web Traffic

98 titles submitted web traffic data.

Email newsletter net delivery

35 titles submitted net delivery data.

Consumer magazines

Arts, Culture and Heritage							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Islam Today KZN	Apr -Jun	Mtly	0	0	Suspended		

Jewish Life	Apr -Jun	Mtly	80	11,927	12,007	-0.5%	-0.2%
Val de Vie Magazine	Jul -Jun	2xA	0	0	Changed cycle		
Business and News							
African Business Quarterly	Jul -Jun	Q	0	0	No submission		
Business Brief.	Jan -Jun	AltM	36,559	1,276	37,835	-12.7%	-23.5%
Entrepreneur	Apr -Jun	Mtly	0	0	Suspended		
Financial Mail	Apr -Jun	Wkly, Fr	13,836	0	13,836	0.3%	5.8%
Finweek	Apr -Jun	F	12,907	1,905	14,812	-7.3%	-13.8%
Forbes Africa	Apr -Jun	Mtly	15,223	3,213	18,436	1.2%	23.6%
Green Economy Journal (formerly Green Business Journal)	Jan -Jun	AltM	1,500	6,358	7,858	5.3%	23.5%
Noseweek	Apr -Jun	Mtly	8,895	0	8,895	-4.2%	-25.5%
Personal Finance	Jan -Dec	Q	0	0	Changed Publisher		
SAReal Estate Investor Magazine	Apr -Jun	Mtly	480	15,232	15,712	2.8%	8.0%
Your Business Magazine	Jan -Jun	AltM	0	0	Discontinued		
Celebrity							
People	Apr -Jun	Wkly, Fr	26,013	207	26,220	-9.7%	-11.4%
Conservation and Wildlife							
African Birdlife	Jan -Jun	AltM	8,880	315	9,195	-0.1%	1.4%
KRUGER MAGAZINE	Jan -Dec	4xA	6,994	520	7,514	0%	
Entertainment							
Eat Out	Jan -Dec	Ann	16,126	4,380	20,506	0%	-2.2%
Hello Johannesburg	Apr -Jun	Mtly	0	4,782	4,782		-16.5%
Hello Pretoria	Apr -Jun	Mtly	0	2,883	2,883	New Member	
TV Plus (Afrikaans)	Apr -Jun	F	19,513	0	19,513	-7.4%	-22.3%
TV Plus (English)	Apr -Jun	F	8,211	0	8,211	-21.8%	-38.1%
Family Interest							
Bona	Apr -Jun	Mtly	56,548	1,523	58,071	-22.8%	-2.4%
Drum	Apr -Jun	Wkly, Fr	22,830	203	23,033	-12.6%	-27.8%
Huisgenoot	Apr -Jun	Wkly, Tue	164,406	1,661	166,067	-4.8%	-11.0%
LIG	Apr -Jun	11xA	16,902	450	17,352	-3.9%	-6.0%
Plus 50	Jan -Jun	6xA	7,432	304	7,736	21.5%	22.1%
The Big Issue	Apr -Jun	Mtly	0	0	Changed publisher		
The Crest	Jan -Jun	7xA	0	11,719	11,719	-1.3%	-2.9%
The Ridge	Jan -Jun	8xA	0	13,499	13,499	-6.9%	-29.1%
Things to do with kids Magazine	Jan -Dec	Q	0	11,051	11,051	0%	6.8%
You	Apr -Jun	Wkly, Wed	82,266	1,674	83,940	-1.7%	-12.8%
Farming							
Farmer's Weekly	Apr -Jun	Wkly, Fr	10,579	125	10,704	2.0%	-2.5%
Landbouweekblad	Apr -Jun	Wkly, Wed	21,078	3	21,081	-5.7%	-15.7%
Landbouweekblad Boereplanne	Jul -Jun	Ann	13,570	0	13,570	-15.3%	-15.3%
Landbouweekblad Vee	Jan -Dec	Ann	9,854	0	9,854	0%	5.0%
Marktoe!	Apr -Jun	Mtly	0	9,920	9,920	0.7%	-12.1%
Veeplaas.	Apr -Jun	11xA	4,270	4,751	9,021	7.4%	17.0%
Health & Wellbeing							
Fatloss	Jan -Dec	Ann	0	0	Resigned		
Home							
REALlife Magazine	Jul -Jun	Q	0	21,364	21,364	New Member	
Conde Nast House & Garden	Apr -Jun	Mtly	23,742	4,931	28,673	2.9%	10.5%
EasyDIY	Jul -Jun	Q	4,755	4,502	9,257	-28.9%	-28.9%
Elle Decoration.	Apr -Jun	11xA	0	0	Discontinued		
Food and Home Entertaining	Apr -Jun	Mtly	14,560	1,932	16,492	-4.3%	-13.7%
Habitat	Jan -Jun	AltM	6,241	538	6,779	-49.0%	-48.9%
House & Leisure	Apr -Jun	11xA	19,877	2,209	22,086	-14.0%	39.4%
Idees/Ideas	Jan -Jun	AltM	16,721	166	16,887	-4.0%	-13.4%
Kuier Combo	Jul -Jun	2xA	50,201	0	50,201	-11.3%	-11.3%
Landbouweekblad Boerekos	Jul -Jun	2xA	31,869	310	32,179	-7.8%	-7.8%

Lose It.	Jan -Jun	AtM	0	0	Changed freq.		
Plascon Spaces.	Jan -Dec	Q	0	0	Discontinued		
Real Estate.	Apr -Jun	Mily	0	0	Changed Frequency		
SA Garden and Home	Apr -Jun	Mily	34,620	2,122	36,742	-6.8%	-12.0%
SA Home Owner	Apr -Jun	11xA	24,168	6,963	31,131	-3.8%	-4.2%
Sarie Kos,	Jul -Jun	Q	23,195	1,154	24,349	-17.3%	-17.3%
Sarie Woon	Jul -Jun	Ann	14,436	0	14,436	-18.2%	-18.2%
The Gardener / Die Tuinier	Apr -Jun	Mily	22,456	10,137	32,593	-5.7%	-18.9%
Tuis Home	Apr -Jun	Mily	73,807	4,331	78,138	-2.6%	-6.5%
Tuis Opknep / Home Renovations.	Jul -Jun	Ann	22,670	0	22,670	-8.6%	-8.6%
Tuis Verf / Home Paint	Jul -Jun	Ann	20,425	0	20,425	-8.1%	-8.1%
Tuis Werf / Home Yard	Jul -Jun	Ann	29,070	0	29,070	13.3%	13.3%
Visi	Jan -Jun	6xA	16,279	16	16,295	6.8%	-5.8%
Leisure							
Joburg Style	Jan -Dec	Q	855	4,560	5,415	0%	-6.9%
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	8,983	9,047	18,030	60.6%	60.6%
Southern Vines	Jan -Dec	Q	0	13,476	13,476	0%	5.5%
The Coffee Mag	Jul -Jun	Q	2,175	4,015	6,190	58.1%	58.1%
Male							
Destiny Man,	Jan -Jun	AtM	0	0	Discontinued		
GQ,	Jan -Jun	10xA	0	0	Changed Frequency		
GQ.	Apr -Jun	11xA	0	0	Changed Frequency		
GQ..	Apr -Jun	11xA	11,935	3,047	14,982	19.8%	
Men's Health	Apr -Jun	Mily	17,927	978	18,905	-11.4%	-25.3%
Popular Mechanics	Apr -Jun	Mily	23,825	8,125	31,950	2.1%	19.6%
Stuff.	Jan -Jun	AtM	13,711	1,188	14,899	-33.9%	20.6%
Very Interesting (former Braintainment)	Jan -Jun	AtM	14,541	3,277	17,818	1.5%	-1.9%
Motoring							
Bike SA	Apr -Jun	Mily	0	0	No submission		
Car	Apr -Jun	Mily	86,262	16,376	102,638	53.9%	58.8%
Caravan & Outdoor Life / Kamp & Karavaan	Apr -Jun	Mily	18,589	3,032	21,621	20.7%	26.2%
Driven Magazine	Apr -Jun	Mily	0	16,403	16,403	1.2%	1.0%
Leisure Wheels	Apr -Jun	Mily	14,427	4,221	18,648	2.1%	8.3%
SA Hotrods Magazine	Apr -Jun	Mily	3,853	0	3,853	New Member	
SA4x4	Apr -Jun	Mily	11,402	5,325	16,727	1.3%	21.4%
Speed and Sound	Apr -Jun	Mily	0	0	Resigned		
Super Bike	Apr -Jun	Mily	5,122	1,396	6,518	-17.5%	-20.8%
Parenting							
Baba & Kleuter.	Jan -Jun	AtM	11,383	980	12,363	-17.3%	-18.3%
Baby's and Beyond	Jan -Dec	Q	0	14,867	14,867	0%	-2.6%
Child Magazine - Cape Town.	Jan -Jun	AtM	0	0	Changed Frequency		
Child Magazine - Durban.	Jan -Jun	AtM	0	0	Changed Frequency		
Child Magazine - Johannesburg.	Jan -Jun	AtM	0	0	Changed Frequency		
Child Magazine Pretoria.	Jan -Jun	AtM	0	0	Changed Frequency		
Living and Loving	Apr -Jun	Mily	6,587	1,288	7,875	-14.7%	-14.2%
MamaMagic Milestones	Jan -Dec	Q	0	14,954	14,954	0%	-70.1%
Mamas & Papas.	Apr -Jun	Mily	4,947	3,052	7,999	1.2%	30.6%
Mother & Child	Jan -Jun	AtM	0	0	No submission		
Your Baby.	Jan -Jun	AtM	7,325	1,883	9,208	-5.3%	-13.4%
Your Pregnancy.	Jan -Jun	AtM	11,357	2,094	13,451	-12.9%	-28.8%
Pets							
Animaltalk	Apr -Jun	Mily	6,678	3,360	10,038	-1.6%	-2.4%

Dog Directory	Jan -Dec	Ann	7,667	850	8,517	0%	0.4%
Sport and Hobby							
Africa's Sportsman Magazine	Jan -Dec	4xA	758	673	1,431	0%	New member
Bicycling	Jan -Jun	10xA	8,562	445	9,007	-11.3%	-25.6%
Compleat Golfer	Apr -Jun	Mtly	6,457	2,472	8,929	1.2%	-10.4%
Equestrian Life	Jul -Jun	Q	0	1,617	1,617		
Game & Hunt/Wild & Jag	Apr -Jun	Mtly	24,356	228	24,584	-4.2%	24.0%
Golf Digest	Apr -Jun	Mtly	0	0	Discontinued		
HQ.	Apr -Jun	Mtly	4,955	950	5,905	-3.6%	-6.6%
Kick Off	Apr -Jun	Mtly	21,140	1,123	22,263	-4.1%	-12.1%
Magnum	Apr -Jun	Mtly	10,913	33	10,946	15.0%	-6.1%
Modern Athlete	Apr -Jun	Mtly	0	0	Digital Only		
Ride Magazine..	Jan -Jun	AltM	0	0	Discontinued		
Rock Surf and Deep.	Jan -Jun	AltM	0	0	Changed Frequency		
Runners World	Apr -Jun	Mtly	0	0	Changed Frequency		
Runners World.	Jan -Jun	AltM	10,334	258	10,592		
SACricket.	Jan -Dec	Q	9,106	3,030	12,136	0%	0.8%
SAFlyer	Apr -Jun	Mtly	4,526	759	5,285	-6.9%	4.8%
SARugby	Apr -Jun	Mtly	19,128	1,674	20,802	-5.5%	-8.5%
Signature Golf	Jan -Dec	Ann	0	0	Discontinued		
The Bank Angler / Die Oewerhengelaar	Apr -Jun	Mtly	6,392	2,183	8,575	-10.9%	-25.8%
The Bass Angler / Die Baarshengelaar	Apr -Jun	Mtly	0	0	Discontinued		
Wildland Magazine	Apr -Jun	Mtly	30,779	0	30,779	15.0%	10.0%
Travel, Tourism & Hospitality							
African Safaris	Jul -Jun	Q	0	0	No submission		
Cape Etc.	Jan -Dec	3xA	1,648	7,596	9,244	0%	4.9%
Getaway	Apr -Jun	Mtly	36,466	6,392	42,858	3.8%	4.5%
go! Drive & Camp and Weg! Ry & Sleep	Apr -Jun	Mtly	29,938	1,341	31,279	-0.5%	-9.7%
SACountry Life	Apr -Jun	Mtly	22,793	2,117	24,910	-10.8%	-15.7%
The Great Outdoors Guide / Die Groot Buitelewegids	Jan -Dec	Ann	36,641	0	36,641	0%	-15.6%
TravelIdeas.	Jan -Jun	AltM	0	0	No submission		
Weg / Go Platteland	Jul -Jun	Q	26,821	55	26,876	-7.9%	-7.9%
Weg Namibië / Go Namibia	Jan -Dec	Ann	28,833	0	28,833	0%	-17.2%
Weg! Kruger / Go! Kruger	Jan -Dec	Ann	0	0	No issue		
Weg! Ry & Sleep Oordgids.	Jan -Dec	Ann	12,431	0	12,431	0%	-28.0%
Weg/Go	Apr -Jun	Mtly	52,720	2,787	55,507	-4.1%	-5.8%
Woman's General							
Cosmopolitan	Apr -Jun	Mtly	31,401	3,488	34,889	-18.6%	13.5%
Destiny Magazine	Apr -Jun	Mtly	0	0	Discontinued		
Elle	Apr -Jun	Mtly	0	0	Discontinued		
Essentials	Apr -Jun	Mtly	16,949	1,765	18,714	-3.1%	-5.9%
Fairlady	Apr -Jun	Mtly	29,740	2,624	32,364	-4.8%	1.5%
Fitness Magazine	Jan -Jun	AltM	0	0	Resigned		
Glamour,	Apr -Jun	11xA	25,443	6,484	31,927	-7.3%	
Glamour.	Jan -Jun	10xA	0	0	Changed Frequency		
Good Housekeeping	Apr -Jun	Mtly	29,487	3,282	32,769	-36.8%	-10.0%
Kuier	Apr -Jun	F	85,978	0	85,978	-2.2%	-2.9%
Marie Claire	Apr -Jun	Mtly	0	0	Discontinued		
Move!	Apr -Jun	Wkly, Th	41,382	75	41,457	-18.8%	-30.8%
Rooi Rose	Apr -Jun	Mtly	53,611	1,423	55,034	-10.8%	-5.8%
Sarie	Apr -Jun	Mtly	54,575	3,517	58,092	-11.8%	-11.2%
True Love	Apr -Jun	Mtly	27,428	3,722	31,150	-1.7%	-8.0%
Vroue Keur	Apr -Jun	Wkly, Fr	43,351	203	43,554	-1.2%	-4.7%
Woman and Home	Apr -Jun	Mtly	57,019	4,138	61,157	8.8%	-2.8%
Women's Health.	Apr -Jun	11xA	19,139	1,096	20,235	-13.1%	-31.8%
Your Family	Apr -Jun	Mtly	19,557	1,767	21,324	-10.8%	-6.6%

Woman's Special							
Bruidsgids	Jan -Dec	Ann	12,329	4,214	16,543	0%	0.1%
Forbes Woman Africa	Jan -Jun	6xA	0	0	Discontinued		
Nubian Bride	Jan -Dec	2xA	0	0	Changed Cycle		
Nubian Bride.	Jul -Jun	2xA	4,450	120	4,570		
SA Wedding Album	Jan -Dec	2xA	14,133	2,275	16,408	0%	15.5%
Sarie Bruid	Jul -Jun	Ann	6,012	0	6,012		
Troukoors	Jan -Dec	Ann	6,539	3,000	9,539	0%	New Member
Wedding Guide	Jul -Jun	Ann	0	0	Changed cycle		
Wedding Inspirations	Jul -Jun	Q	0	0	No submission		
Youth							
Barbie Magazine	Apr -Jun	Mtly	8,980	2,619	11,599	-1.0%	0%
Post Matric	Jan -Dec	Ann	0	137,883	137,883	0%	5.2%
The Official Safeways K53 Learner's and Driver's Manual.	Jan -Dec	Ann	201,582	0	201,582	0%	Changed freq.

B2B magazines

Agricultural							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	% change quarter	% change year
Agri Inc. Die Boer / The Farmer.	Jan -Jun	AltM	0	23,807	23,807	-11.5%	-12.8%
Harvest SA	Jan -Jun	AltM	1,924	7,594	9,518	2.6%	19.2%
OVK Nuus/News	Jan -Dec	4xA	0	5,057	5,057	0%	-9.2%
Pro Agri	Apr -Jun	Mtly	8	39,244	39,252	-0.1%	0%
SA Graan / Grain	Apr -Jun	Mtly	0	15,928	15,928	-1.4%	-4.0%
SABI Magazine	Jan -Jun	AltM	66	4,881	4,947	1.4%	-5.0%
Stockfarm	Apr -Jun	Mtly	5,421	1,776	7,197	-6.4%	7.9%
Wildlife Ranching..	Jan -Jun	AltM	6,592	370	6,962	-4.4%	No issue
Wineland	Apr -Jun	Mtly	121	3,548	3,669	0.2%	3.4%
Architecture							
earthworks.	Jan -Dec	Q	8,497	256	8,753	0%	Changed publisher
Floors in Africa	Jan -Jun	6xA	0	17,679	17,679	-1.0%	3.4%
Leading Architect & Design	Jan -Jun	AltM	19	9,131	9,150	2.0%	58.8%
Powered by Specfile	Jan -Jun	6xA	0	0	Discontinued		
SA Building Review	Jan -Dec	Ann	479	11,517	11,996	0%	6.9%
SA Roofing	Jan -Jun	10xA	0	0			
Timber IQ	Jan -Jun	AltM	19	3,655	3,674	7.3%	6.5%
To Build	Jan -Dec	3xA	0	10,178	10,178	0%	1.3%
Walls & Roofs in Africa	Jan -Jun	6xA	0	17,426	17,426	-2.4%	2.5%
Automotive							
Auto Forum,	Jan -Jun	AltM	0	0	No submission		
Automotive Business Review,	Jan -Jun	10xA	0	8,826	8,826	-12.8%	-16.6%
Road Ahead, The	Jan -Dec	Q	1	9,374	9,375	0%	3.1%
SA TREADS	Jul -Jun	Q	0	7,000	7,000	0.7%	0.7%
Civil Construction							
Civil Engineering	Apr -Jun	11xA	23	12,448	12,471	-3.3%	7.8%
Civil Engineering Contractor, The	Apr -Jun	Mtly	311	3,092	3,403	12.8%	11.2%
Concrete Trends	Jan -Dec	Q	0	3,050	3,050	0%	-11.5%
Construction Review	Apr -Jun	Mtly	0	0	Changed Frequency		
Construction Review.	Jan -Jun	AltM	0	1,935	1,935	Changed Frequency	
Construction World	Apr -Jun	Mtly	0	6,218	6,218	4.1%	8.6%
IMESA	Apr -Jun	11xA	54	4,604	4,658	15.5%	12.6%
Plant Equipment & Hire	Apr -Jun	Mtly	146	2,413	2,559	9.0%	4.4%
Precast	Jul -Jun	3xA	0	2,303	2,303	-5.4%	-5.4%

Communications							
Media, The.	Jan -Jun	8xA	0	1,729	1,729	-31.8%	Changed freq.
Nex Media	Jul -Jun	4xA	0	3,999	3,999	-3.3%	-3.3%
The Gapp Magazine	Jan -Jun	AltM	0	3,933	3,933	-5.0%	-4.0%
Electrical Engineering							
Electricity & Control	Apr -Jun	Mtly	0	4,852	4,852	-6.5%	2.5%
Energize	Apr -Jun	11xA	16	2,897	2,913	-11.0%	-18.9%
ESI Africa	Jul -Jun	Q	0	4,491	4,491	-3.8%	-3.8%
Sparks Electrical News	Apr -Jun	Mtly	0	6,575	6,575	-0.3%	-6.8%
Vector Journal	Apr -Jun	11xA	18	3,312	3,330	-10.9%	-13.9%
Engineering - Other							
Capital Equipment News	Apr -Jun	Mtly	0	4,826	4,826	5.0%	13.0%
Dataweek	Apr -Jun	F	0	3,206	3,206	-0.7%	-5.3%
Energy Decisions	Jul -Jun	Ann	1,000	6,725	7,725	1.6%	1.6%
Engineer IT	Apr -Jun	11xA	13	2,725	2,738	-12.4%	-22.9%
Engineering News	Apr -Jun	Wkly, Fr	3,225	7,269	10,494	1.1%	-1.6%
MechChem Africa	Apr -Jun	Mtly	0	5,057	5,057	-2.1%	1.6%
Motion Control	Jul -Jun	Q	0	2,755	2,755	-6.5%	-6.5%
Plumbing Africa	Apr -Jun	Mtly	59	3,893	3,952	3.2%	10.1%
Position IT,	Jan -Jun	AltM	8	3,287	3,295	-13.3%	-9.5%
Refrigeration and Airconditioning	Apr -Jun	Mtly	33	3,050	3,083	2.4%	5.6%
SA Instrumentation & Control	Apr -Jun	Mtly	0	4,464	4,464	-5.1%	-7.3%
Transform SA	Jan -Dec	Q	0	0	Non Payment		
Water & Sanitation Africa	Jan -Jun	AltM	73	4,095	4,168	1.9%	4.4%
Water Sewage & Effluent	Jan -Jun	AltM	214	2,858	3,072	16.9%	-0.6%
Health and Wellbeing							
Fire Protection	Jan -Dec	Q	713	741	1,454	0%	3.7%
Hi-Tech Security Solutions	Apr -Jun	11xA	0	4,638	4,638	-1.7%	-1.8%
International Dentistry Africa Edition	Jan -Jun	AltM	0	4,151	4,151	2.0%	-1.3%
LMS	Jan -Jun	AltM	0	0	Discontinued		
MDR Medical Desk Reference	Jan -Dec	Ann	2,294	261	2,555	0%	26.9%
Medical Chronicle	Apr -Jun	11xA	3	15,000	15,003	14.0%	37.5%
MIMS	Apr -Jun	Mtly	3,329	295	3,624	-25.4%	-14.9%
MIMS Guide to OTC Products	Jan -Dec	Ann	140	3,058	3,198	0%	4.4%
Modern Medicine Magazine	Apr -Jun	11xA	0	0	Changed Frequency		
Modern Medicine Magazine.	Jan -Jun	AltM	716	3,592	4,308	-1.3%	Changed freq.
Occupational Health Southern Africa	Jan -Jun	AltM	2,274	0	2,274	-3.5%	9.1%
SHEQ Management	Jan -Jun	AltM	132	5,851	5,983	4.7%	5.4%
South African Pharmaceutical & Cosmetic Review	Apr -Jun	11xA	49	2,915	2,964	-1.3%	67.0%
The Specialist Forum Journal	Apr -Jun	11xA	0	7,851	7,851	-13.2%	22.2%
Hospitality, Catering and Tourism							
Explore South Africa.	Jan -Dec	Q	1,402	7,667	9,069	0%	9.9%
Leading Venues	Jan -Dec	Ann	1,668	5,224	6,892	0%	55.2%
Meetings	Jan -Jun	AltM	22	3,583	3,605	-3.2%	-7.1%
The Meetings & Event Planner (former SA Conference Directory)	Jan -Dec	Ann	32	14,639	14,671	0%	9.2%
Travel News Weekly	Apr -Jun	Wkly, Wed	0	6,386	6,386	1.8%	2.5%
Industry							
Analytical Reporter	Jan -Jun	AltM	1	3,723	3,724	-4.1%	34.1%
Cold Link Africa	Jan -Jun	AltM	23	2,702	2,725	-3.7%	-6.9%
Eastern Cape Business..	Jul -Jun	Ann	0	9,792	9,792	0%	0%
Eastern Cape Industrial & Business News	Jan -Jun	AltM	0	4,015	4,015	-2.5%	-5.8%
Free State Business,	Jan -Dec	Ann	0	9,776	9,776	0%	-0.3%
Gauteng Companies..	Jul -Jun	Ann	0	9,938	9,938	1.6%	1.6%
Industrial Buyer	Jan -Jun	AltM	26	29,467	29,493	-8.1%	-5.2%
Jewel Trader	Jul -Jun	Q	0	3,931	3,931	New Member	
Jewellers' Network Directory	Jul -Jun	Ann	0	3,406	3,406	New Member	
KwaZulu Natal Business..	Jul -Jun	Ann	0	9,808	9,808	0.3%	0.3%

KZN Industrial & Business News	Jan -Jun	AltM	0	6,253	6,253	-1.8%	-4.3%
Lighting in Design.	Jan -Dec	Q	0	3,475	3,475	0%	-2.6%
Limpopo Business..	Jul -Jun	Ann	0	9,881	9,881	-0.4%	-0.4%
Metering International.	Jan -Jun	AltM	0	5,651	5,651	-6.9%	6.3%
Mpumalanga Business..	Jul -Jun	Ann	0	9,941	9,941	1.5%	1.5%
Nepad Annual	Jul -Jun	Ann	0	9,435	9,435	0%	0%
North West Business..	Jan -Dec	Ann	0	9,791	9,791	0%	0%
Northern Cape Business..	Jul -Jun	Ann	0	9,791	9,791	0%	0%
Opportunity (Exploring Business Prospects in SA)	Jan -Jun	AltM	2	9,558	9,560	2.1%	
Resource.	Jan -Dec	Q	991	2,424	3,415	0%	0.8%
SA Affordable Housing	Jan -Jun	AltM	18	2,852	2,870	4.7%	24.8%
SA Jewellery News	Apr -Jun	Mtly	869	0	869	-0.2%	-28.8%
Service (Leadership in Local Government)	Jan -Jun	AltM	0	0	Re-branded		
South African Business.	Jan -Dec	2xA	0	19,766	19,766	0%	0.3%
South African Food Review	Apr -Jun	11xA	120	4,834	4,954	8.7%	31.0%
The Green Building Handbook	Jan -Dec	Ann	0	9,898	9,898	0%	25.7%
The Responsible & Sustainable Tourism Handbook.	Jul -Jun	Ann	0	6,912	6,912	-11.9%	-11.9%
The Sustainable Energy Resource Handbook.	Jul -Jun	Ann	0	6,922	6,922	-11.5%	-11.5%
The Sustainable Water Resource Handbook.	Jul -Jun	Ann	0	9,914	9,914	0.2%	0.2%
Western Cape Business,	Jan -Dec	Ann	0	9,953	9,953	0%	2.3%
Information and Computer Technology							
Brainstorm	Apr -Jun	11xA	4,711	4,241	8,952	3.1%	25.4%
The Margin	Jan -Dec	Q	0	3,526	3,526	0%	-2.4%
Management							
African Decisions	Jan -Dec	Q	281	14,719	15,000	0%	-3.7%
Afropolitan.	Jul -Jun	Q	586	8,081	8,667	-8.8%	-8.8%
Black Business Quarterly	Jan -Dec	Q	1,099	7,920	9,019	0%	7.1%
Blue Chip,	Jan -Dec	Q	2	8,957	8,959	0%	0.6%
Business Guide	Jan -Dec	Ann	0	1,135	1,135	0%	-8.5%
Cape Business News	Apr -Jun	Mtly	31	6,094	6,125	-0.1%	0.8%
Careers SA	Jul -Jun	Ann	0	9,935	9,935	-28.0%	-28.0%
FANews.	Jan -Jun	AltM	114	3,434	3,548	-27.1%	-40.9%
Infocom.	Jan -Dec	Q	0	1,382	1,382	0%	-25.7%
KZN Invest	Jul -Jun	Q	0	0	Rebranded		
Leadership	Apr -Jun	Mtly	2,254	7,314	9,568	4.3%	19.0%
Money Marketing	Apr -Jun	Mtly	9	6,682	6,691	-1.8%	-2.2%
Profiles Stock Exchange Handbook	Jan -Dec	Q	2,416	4,594	7,010	0%	36.7%
Public Sector Manager	Apr -Jun	Mtly	126	19,693	19,819	2.1%	1.5%
Salga Voice of Local Government	Jan -Dec	Q	0	9,896	9,896	0%	1.2%
South African Business Intergrator	Jan -Dec	2xA	0	19,722	19,722	0%	-1.7%
The South African School Collection	Jan -Dec	Ann	278	5,944	6,222	0%	-0.8%
Think Sales.	Jan -Dec	Q	0	0	No submission		
Top 500 SA's Best Companies,	Jan -Dec	Ann	0	0	No submission		
Top Women in Business & Government	Jul -Jun	Ann	1,012	7,614	8,626		
Vision 2030	Jan -Dec	Ann	0	0	No submission		
Mining & Quarrying							
African Mnes Handbook	Jan -Dec	Ann	655	1,222	1,877	0%	-3.2%
African Mning	Jan -Jun	AltM	337	2,452	2,789	12.2%	-3.7%
African Mning Brief	Jan -Jun	AltM	0	863	863	-10.8%	-9.9%
Earthbroker	Apr -Jun	Mtly	0	5,382	5,382	0%	5.0%
Inside Mning..	Jan -Jun	AltM	0	0	Discontinued		
Mning & Minerals Product Review	Jan -Jun	AltM	0	0	Discontinued		
Mning Decisions	Jan -Dec	2xA	0	7,896	7,896	0%	16.2%
Mning Mirror	Apr -Jun	Mtly	248	2,542	2,790	-1.6%	-6.8%
Mning Prospectus	Jan -Jun	AltM	0	0	Re-branded		
Mning Review Africa.	Apr -Jun	11xA	0	4,736	4,736	1.3%	2.2%

Mining Weekly	Apr -Jun	Wkly, Fr	3,051	6,965	10,016	-4.8%	-2.5%
Modern Mining	Apr -Jun	Mtly	0	5,382	5,382	0.8%	9.2%
Modern Quarrying	Jan -Dec	Q	0	2,467	2,467	0%	0.1%
Quarry Southern Africa	Jan -Jun	AltM	113	1,907	2,020	0.4%	-3.1%
SAMning.	Jan -Jun	AltM	0	5,526	5,526	14.0%	-1.3%
Property							
Blue - Atlantic Seaboard & City Bowl	Jan -Dec	Q	0	9,900	9,900	0%	Changed freq.
The Greeff Magazine	Jan -Dec	3xA	0	29,500	29,500	0%	-35.3%
Retail							
DIY And Industrial Trade News	Apr -Jun	Mtly	0	4,428	4,428	-54.8%	0.2%
Hardware Africa Magazine	Jan -Dec	Ann	0	0	No Submission		
International Independent Trader	Apr -Jun	Mtly	0	8,083	8,083	9.8%	Certificate Withdrawn
Pet Shop Pit Stop	Jul -Jun	Q	0	578	578	New Member	
Pharmacy Magazine (former Frontshop)	Apr -Jun	Mtly	0	2,689	2,689	-2.0%	-18.9%
Pharmacy Retailer	Apr -Jun	Mtly	0	8,130	8,130	0%	
Spotong	Jan -Dec	Q	0	11,107	11,107	0%	-1.5%
Supermarket and Retailer	Apr -Jun	Mtly	182	8,506	8,688		79.0%
The International Convenience Store Retailer.	Apr -Jun	11xA	0	9,175	9,175	11.8%	Certificate Withdrawn
The International FMCG Retailer.	Apr -Jun	11xA	0	9,354	9,354	11.8%	Certificate Withdrawn
The International Hardware Retailer.	Apr -Jun	11xA	0	10,718	10,718	14.2%	Certificate Withdrawn
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores	Apr -Jun	Mtly	0	18,608	18,608	69.8%	1838.3%
Trader's Friend - Independent Retailers and Wholesalers	Apr -Jun	Mtly	0	13,617	13,617	-32.9%	362.4%
Transport and Logistics							
Focus on Transport & Logistics	Apr -Jun	Mtly	19	6,757	6,776	-0.1%	5.2%
Freight & Trading Weekly	Apr -Jun	Wkly, Fr	437	4,035	4,472	2.4%	6.5%
Truck & Bus	Apr -Jun	11xA	0	0	Discontinued		
Trucks and Heavy Equipment News..	Jan -Dec	5xA	0	6,831	6,831	0%	-3.1%

Custom magazines

Electrical Engineering							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
WattNow..	Apr -Jun	Mtly	2,359	11,032	13,391	-0.5%	-15.3%
Entertainment							
DSTV/Premium Mag / Tydskrif	Apr -Jun	Mtly	0	0	Discontinued		
Prive	Jul -Jun	Q	0	0	Discontinued		
Family Interest							
Crawford Times	Jan -Dec	Q	0	10,471	10,471	0%	0.6%
Taalgenoot..	Jan -Dec	Q	68,244	36	68,280	0%	-1.2%
Trinitonian	Jan -Dec	Q	0	5,800	5,800	0%	-0.9%
Farming							
Dairy Mail, The.	Apr -Jun	Mtly	24	3,961	3,985	7.6%	4.3%
Rooi Veis / Red Meat,	Jan -Jun	AltM	0	12,274	12,274	-1.2%	1.1%
Wolboer / Wool Farmer.	Jan -Jun	AltM	0	4,949	4,949	-0.3%	-1.9%
Health & Wellbeing							
Fitlife.	Apr -Jun	Mtly	25,731	3,324	29,055	-6.5%	-3.5%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	897	806	1,703	11.0%	11.0%
Jump	Jul -Jun	3xA	0	126,674	126,674	2.2%	2.2%
Life Healthcare	Jul -Jun	4xA	0	85,446	85,446	-0.3%	-0.3%
SA Family Practice.	Jan -Jun	AltM	0	0	Resigned		
SA Journal of Gynaecological Oncology	Jul -Jun	2xA	0	0	Resigned		

SA Pharmaceutical Journal.	Jan -Jun	10xA	2	6,910	6,912	3.8%	4.0%
SA Pharmacist's Assistant (SAPA)	Jul -Jun	Q	4,619	255	4,874	-0.9%	-0.9%
South African Medical Journal	Apr -Jun	Mtly	457	14,008	14,465	0%	-0.7%
Southern African Journal of Anaesthesia & Analgesia	Jan -Jun	AltM	2	2,182	2,184	2.1%	1.5%
The South African Journal of Clinical Nutrition	Jul -Jun	Q	0	0	Discontinued		
Wound Healing Southern Africa (WHSA)	Jul -Jun	2xA	0	0	Resigned		
Home							
Fresh Living / Kook en Kuier	Apr -Jun	Mtly	495	422,999	423,494	-5.3%	-3.6%
Living Space..	Apr -Jun	Mtly	54,619	3,405	58,024	-6.1%	-10.5%
My Kitchen..	Apr -Jun	Mtly	100,636	5,839	106,475	-3.1%	-1.8%
Industry Specific							
Estate Living,	Apr -Jun	Mtly	0	18,243	18,243	No submission	
Forum Tydskrif	Jan -Dec	Q	0	148,045	148,045	0%	5.0%
J S E	Jan -Dec	Q	2,170	15,475	17,645	0%	-0.6%
Lifting Africa	Jan -Jun	AltM	0	0	Suspended		
Sea Rescue	Jul -Jun	2xA	0	88,173	88,173	5.0%	5.0%
Servamus	Apr -Jun	Mtly	11,203	90	11,293	-2.9%	-9.0%
Solidarity Magazine / Solidariteit Tydskrif	Jan -Jun	6xA	0	149,902	149,902	-7.8%	-5.7%
Sonke Magazine,	Jul -Jun	3xA	0	0	Suspended		
TAPPSA Journal.	Jan -Dec	Q	0	0	Discontinued		
In-flight							
High Life SA	Apr -Jun	Mtly	0	16,485	16,485	0%	0%
In Flight Magazine	Apr -Jun	Mtly	0	19,454	19,454	7.3%	30.2%
Indwe	Apr -Jun	Mtly	0	13,927	13,927	2.1%	-29.6%
Kulula Khuluma	Apr -Jun	Mtly	0	20,824	20,824	-0.5%	-0.6%
Mango Juice	Apr -Jun	Mtly	0	23,800	23,800	1.4%	60.3%
Sawubona	Apr -Jun	Mtly	0	68,416	68,416	-0.7%	-22.7%
Skyways	Apr -Jun	Mtly	2	24,000	24,002	0%	0%
Leisure							
Cheers	Jan -Jun	6xA	0	34,800	34,800	0%	0.1%
Equinox	Jan -Jun	AltM	0	0	Changed freq.		
Fancourt Lifestyle and Leisure	Jan -Dec	2xA	0	0	Discontinued		
Legacy Inspires	Jul -Jun	3xA	0	24,511	24,511	7.0%	7.0%
Nedbank Golf Challenge	Jul -Jun	Ann	0	14,900	14,900	-5.7%	-5.7%
onRoute	Jul -Jun	Q	0	0	Discontinued		
Private Edition	Jul -Jun	Q	0	13,695	13,695	-5.5%	-5.5%
Signature : Diners Club	Jan -Dec	2xA	0	0	Discontinued		
Slow Magazine	Apr -Jun	Mtly	0	12,412	12,412	0.3%	3.3%
Taste.	Apr -Jun	11xA	26,062	961	27,023	-7.9%	-6.5%
Team SA former (Road To Tokyo)	Jan -Dec	Q	3,457	14,136	17,593	0%	60.6%
Wild	Jul -Jun	Q	65,746	2,345	68,091	5.7%	5.7%
Male							
Man	Apr -Jun	Mtly	54,348	2,812	57,160	-5.5%	-3.9%
Tech..	Apr -Jun	Mtly	52,743	3,125	55,868	-5.5%	-6.7%
Medical and Allied Health							
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	63,811	63,811	-40.7%	-40.7%
Medi - Clinic Family	Jul -Jun	Q	0	64,865	64,865	0%	0%
Motoring							
Motor..	Apr -Jun	Mtly	32,055	3,315	35,370	-11.6%	-8.4%
Professional							
Accountancy SA	Apr -Jun	11xA	0	50,976	50,976	-1.8%	206.3%
Acumen,	Jul -Jun	Q	43	14,580	14,623	-0.5%	-0.5%
Architecture Journal of SA Institute of Architects	Jan -Jun	AltM	0	0	Discontinued		
De Rebus	Apr -Jun	11xA	36	8,104	8,140	-34.2%	-64.0%
Digest of South African Architecture	Jan -Dec	Ann	1,232	7,330	8,562	0%	-2.2%
Strategic Marketing Magazine.	Jan -Dec	4xA	0	0	Non Payment		
TAXtalk	Jan -Jun	AltM	90	5,732	5,822	-2.9%	-4.3%
The Journal Of The SAIMM	Apr -Jun	Mtly	29	3,996	4,025	15.6%	6.7%

Retail							
Ackermans Club (formerly A-Plus)	Jan -Jun	8xA	0	0	Discontinued		
Clicks Club Card.	Jan -Jun	AltM	6,310	300,606	306,916	-18.3%	-34.5%
Club Magazine	Apr -Jun	Mtly	399,744	7,995	407,739	-5.8%	-9.0%
Edgars Club Magazine	Apr -Jun	Mtly	0	0	Discontinued		
Jet Club	Jan -Jun	10xA	0	379,066	379,066	-5.6%	-15.9%
Sport and Hobby							
SA Hunter/Jagter.	Apr -Jun	Mtly	46,290	0	46,290	4.0%	2.6%
Soccer Club	Apr -Jun	Mtly	67,450	4,260	71,710	-5.8%	-2.4%
Sports Club.	Apr -Jun	Mtly	121,289	6,023	127,312	-7.8%	-14.0%
Travel, Tourism & Hospitality							
AA Traveller	Jan -Dec	Q	56,591	871	57,462	0%	-4.4%
Best of Cape Town Central City.	Jan -Dec	Ann	0	55,075	55,075	0%	-7.9%
Escapes	Apr -Jun	Mtly	37,053	3,152	40,205	-7.4%	-19.6%
Moments magazine	Jan -Dec	6xA	0	3,305	3,305	0%	10.9%
Premier	Apr -Jun	Mtly	0	14,224	14,224	0.4%	2.2%
Woman's General							
Balanced Life	Apr -Jun	Mtly	66,970	10,021	76,991	-3.3%	-9.0%
Youth							
ClubX	Apr -Jun	Mtly	89,867	6,798	96,665	-5.9%	-3.3%
Kids Super Club.	Apr -Jun	Mtly	116,918	6,925	123,843	-7.9%	5.9%

Free magazines

Publication name	Period	Frequency	Circulation	%change quarter	%change year
Botswana Advertiser.	Apr -Jun	Wkly, Fr	92,965	0%	3.3%
Get It (Ballito to Umhlanga)	Apr -Jun	Mtly	19,864	0%	1.9%
Get It (Bloemfontein)	Apr -Jun	Mtly	3,691	-75.0%	-75.0%
Get It (eMalahleni - Middelburg)	Apr -Jun	Mtly	14,873	-0.3%	-0.3%
Get It (Highway)	Apr -Jun	Mtly	19,871	0%	1.3%
Get It (Joburg East)	Apr -Jun	Mtly	19,333	-11.7%	-20.7%
Get It (Jo'burg South)	Apr -Jun	Mtly	19,660	-11.3%	-19.5%
Get It (Jo'burg West)	Apr -Jun	Mtly	19,486	-11.1%	-20.8%
Get It (Lowveld)	Apr -Jun	Mtly	14,750	0%	3.0%
Get It (Northern KZN)	Apr -Jun	Mtly	13,623	-0.3%	-8.5%
Get It (Northern Suburbs Joburg)	Apr -Jun	Mtly	24,800	0.5%	-16.9%
Get It (Pretoria)	Apr -Jun	Mtly	19,497	-1.4%	0.9%
SANParks Times	Jul -Jun	Q	Discontinued		

Web traffic

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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