

Arts, Culture and Heritage							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	% change quarter	% change year
Jewish Life	Jan -Mar	Mtly	0	7,988	7,988	33.8%	-33.9%
Val de Vie Magazine	Jan -Dec	2xA	459	14,900	15,359	0.0%	45.4%
Business and News							

Business Brief.	Jul -Dec	AltM	50,473	1,515	51,988	0.0%	-30.2%
Financial Mail	Jan -Mar	Wkly, Fr	10,555	2,454	13,009	11.6%	-1.8%
Finweek	Jan -Mar	F	9,500	2,290	11,790	1.9%	-16.6%
Forbes Africa	Jul -Dec	AltM	7,433	835	8,268	0.0%	-38.0%
Green Economy Journal (formerly Green Business Journal)	Jul -Dec	AltM	0	0	Terminated		
Personal Finance	Jan -Dec	Q	0	0	No Submission		
SA Real Estate Investor Magazine	Jan -Mar	Mtly	0	11,060	11,060	-28.4%	-33.0%
<b>Celebrity</b>							
People	Jan -Mar	F	0	0	Resigned		
<b>Conservation and Wildlife</b>							
African Birdlife	Jul -Dec	AltM	6,877	635	7,512	0.0%	-19.7%
KRUGER MAGAZINE	Jan -Dec	4xA	0	0	No Submission		
<b>Entertainment</b>							
Eat Out	Jan -Dec	Ann	14,567	4,942	19,509	0.0%	-1.4%
TV Plus (Afrikaans)	Jan -Mar	F	14,618	0	14,618	-2.7%	-13.7%
TV Plus (English)	Jan -Mar	F	4,944	0	4,944	-4.5%	-31.0%
<b>Family Interest</b>							
Bona	Jan -Mar	Mtly	0	0	Resigned		
Drum	Jan -Mar	Wkly, Fr	0	0	Discontinued		
Huisgenoot	Jan -Mar	Wkly, Tue	134,393	5,886	140,279	0.5%	-11.4%
LIG	Jan -Mar	11xA	21,962	282	22,244	54.8%	29.3%
Plus 50	Jul -Dec	6xA	5,724	401	6,125	0.0%	2.1%
The Crest	Jul -Dec	7xA	0	12,711	12,711	0.0%	10.2%
The Ridge	Jul -Dec	8xA	0	15,764	15,764	0.0%	8.6%
Things to do with kids Magazine	Jan -Dec	Q	0	0	Resigned		
You	Jan -Mar	Wkly, Wed	70,353	2,437	72,790	0.0%	-11.4%
<b>Farming</b>							
Farmbiz	Jan -Mar	Mtly	0	0	Discontinued		
Farmer's Weekly	Jan -Mar	Wkly, Fr	7,601	427	8,028	9.4%	-20.0%
Grond tot Mond	Jan -Dec	Q	2,478	2,471	4,949	0.0%	-32.8%
Landbouweekblad	Jan -Mar	Wkly, Wed	18,221	32	18,253	2.9%	-10.6%
Landbouweekblad Boereplanne	Jul -Jun	Ann	0	0	Deregistered		
Landbouweekblad Vee	Jan -Dec	Ann	9,681	0	9,681	0.0%	24.1%
Marktoe!	Jan -Mar	Mtly	0	9,900	9,900	-3.3%	-7.9%
Veeplaas.	Jan -Mar	11xA	5,791	2,861	8,652	18.8%	12.9%
<b>Health &amp; Wellbeing</b>							
Grow to Eat	Jan -Dec	3xA	11,515	2,811	14,326	0.0%	
Odyssey Magazine.	Jul -Jun	Q	3,600	412	4,012	0.0%	
<b>Home</b>							
REALlife Magazine	Jul -Jun	Q	0	0	Discontinued		
Conde Nast House & Garden	Jan -Mar	Mtly	0	0	Only 1 issue		
EasyDIY	Jul -Jun	Q	0	0	Changed Publisher		
Food and Home Entertaining	Jan -Mar	Mtly	0	0	Resigned		
Habitat	Jul -Dec	AltM	0	0	Discontinued		
House & Leisure.	Jul -Dec	AltM	0	0	Resigned		
Idees/Ideas	Jul -Dec	AltM	15,386	512	15,898	0.0%	6.2%
Kuier Combo	Jul -Jun	2xA	0	0	Deregistered		
Landbouweekblad Boerekos	Jul -Jun	2xA	0	0	Deregistered		
Lose It,	Jan -Dec	Q	15,996	0	15,996	0.0%	-9.7%
SA Garden and Home	Jan -Mar	Mtly	0	0	Resigned		
SA Home Owner	Jan -Mar	11xA	21,596	2,614	24,210	6.3%	-12.2%
Sarie Kos,	Jul -Jun	Q	22,112	750	22,862	0.0%	-6.1%
Sarie Woon	Jul -Jun	Ann	0	0	Deregistered		
The Gardener / Die Tuinier	Jan -Mar	Mtly	21,885	5,136	27,021	8.7%	
Tuis Home	Jan -Mar	Mtly	0	0	Changed Frequency		
Tuis Opknep / Home Renovations.	Jul -Jun	Ann	0	0	No Submission		

Tuis Verf / Home Paint	Jul -Jun	Ann	0	0	No Submission		
Tuis Werf / Home Yard	Jul -Jun	Ann	0	0	No Submission		
Vsi	Jul -Dec	6xA	12,925	667	13,592	0.0%	-7.4%
<b>Leisure</b>							
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	10,987	3,014	14,001	0.0%	-22.3%
Silver Digest	Jan -Dec	4xA	0	8,626	8,626	0.0%	-16.3%
Southern Vines	Jan -Dec	Q	0	0	No Submission		
The Coffee Mag	Jul -Jun	Q	0	0	No Submission		
<b>Male</b>							
GQ..	Jan -Mar	11xA	0	0	Changed Frequency		
Men's Health	Jan -Mar	Mtly	0	0	Discontinued		
Popular Mechanics	Jan -Mar	Mtly	0	0	No Submission		
Stuff.	Jul -Dec	AltM	0	0	No Submission		
Very Interesting (former Braintainment)	Jul -Dec	AltM	10,832	1,735	12,567	0.0%	-28.2%
<b>Motoring</b>							
Bike SA	Jan -Mar	Mtly	11,093	1,000	12,093	-2.8%	
Car	Jan -Mar	Mtly	39,719	7,633	47,352	6.1%	-25.4%
Caravan & Outdoor Life / Kamp & Karavaan	Jan -Mar	Mtly	0	0	No Issues		
Driven Magazine	Jan -Mar	Mtly	0	0	No Submission		
Leisure Wheels	Jan -Mar	Mtly	0	0	Discontinued		
SA4x4	Jan -Mar	Mtly	0	0	No Issues		
<b>Parenting</b>							
Baba & Kleuter.	Jul -Dec	AltM	7,568	0	7,568	0.0%	-32.6%
Babys and Beyond	Jan -Dec	Q	2,199	5,870	8,069	0.0%	-42.4%
Child Magazine - Cape Town,	Jan -Dec	Q	0	0	Resigned		
Child Magazine - Durban,	Jan -Dec	Q	0	0	Resigned		
Child Magazine - Johannesburg,	Jan -Dec	Q	0	0	Resigned		
Child Magazine Pretoria,	Jan -Dec	Q	0	0	Resigned		
MamaMagic Milestones	Jan -Dec	Q	0	0	Digital only		
Mother & Child	Jul -Dec	AltM	0	0	No Issues		
Your Baby.	Jul -Dec	AltM	0	0	Discontinued		
Your Pregnancy.	Jul -Dec	AltM	6,221	134	6,355	0.0%	-36.8%
<b>Pets</b>							
Animaltalk	Jan -Mar	Mtly	4,302	58,980	63,282	-1.9%	621.3%
Dog Directory	Jan -Dec	Ann	0	0	Changed Cycle		
<b>Sport and Hobby</b>							
Africa's Sportsman Magazine	Jan -Dec	4xA	0	0	Resigned		
Bicycling	Jul -Dec	AltM	0	0	Resigned		
Compleat Golfer	Jan -Mar	Mtly	5,194	412	5,606	0.3%	-38.0%
Equestrian Life	Jul -Jun	Q	0	0	Discontinued		
HQ,	Jul -Dec	6Wk	0	0	No Issues		
Kick Off	Jan -Mar	Mtly	14,985	661	15,646	0.3%	-34.3%
Magnum	Jan -Mar	Mtly	0	0	No Submission		
Runners World.	Jul -Dec	AltM	0	0	Resigned		
SACricket.	Jan -Dec	Q	0	0	No Submission		
SACFlyer	Jan -Mar	Mtly	0	0	Terminated		
SARugby	Jan -Mar	Mtly	14,194	1,782	15,976	-22.2%	-48.4%
Wildland Magazine	Jan -Mar	Mtly	56,387	2,233	58,620	17.2%	-10.7%
<b>Travel, Tourism &amp; Hospitality</b>							
Cape Etc.	Jan -Dec	3xA	1,712	6,161	7,873	0.0%	-22.8%
Getaway	Jan -Mar	Mtly	16,467	2,677	19,144	1.9%	-41.6%
go! Drive & Camp and Weg! Ry & Sleep	Jan -Mar	Mtly	0	0	Changed Frequency		
SACountryLife	Jan -Mar	Mtly	0	0	Resigned		
The Great Outdoors Guide / Die Groot Buitelewegids	Jan -Dec	Ann	0	0	No Issues		
TravelIdeas.	Jul -Dec	AltM	0	18,501	18,501	0.0%	318.1%
Weg / Go Platteland	Jul -Jun	Q	22,213	1,153	23,366	0.0%	-13.1%

Weg/Go	Jan -Mar	Mtly	0	0	Changed Frequency		
<b>Woman's General</b>							
Cosmopolitan.	Jul -Dec	10xA	0	0	Resigned		
Essentials	Jan -Mar	Mtly	0	0	Resigned		
Fairlady	Jan -Mar	Mtly	0	0	Changed Frequency		
Glamour,	Jan -Mar	11xA	0	0	Changed Frequency		
Good Housekeeping.	Jul -Dec	AltM	0	0	Resigned		
Kuier	Jan -Mar	F	74,622	0	74,622	-4.8%	-3.3%
Move!	Jan -Mar	F	0	0	Discontinued		
Rooi Rose	Jan -Mar	Mtly	0	0	Resigned		
Sarie	Jan -Mar	Mtly	0	0	Changed Frequency		
True Love	Jan -Mar	Mtly	0	0	Changed Frequency		
Vroue Keur	Jan -Mar	Wkly, Fr	0	0	Resigned		
Woman and Home	Jan -Mar	Mtly	0	0	Resigned		
Women's Health.	Jan -Mar	11xA	0	0	Discontinued		
Your Family	Jan -Mar	Mtly	0	0	Resigned		
<b>Woman's Special</b>							
Bruidsgids	Jan -Dec	Ann	0	0	No Submission		
Nubian Bride.	Jul -Jun	2xA	0	0	No Submission		
SA Wedding Album	Jan -Dec	2xA	0	0	Ceased Publishing		
Sarie Bruid	Jul -Jun	Ann	0	0	Deregistered		
Troukoors	Jan -Dec	Ann	0	0	Resigned		
Wedding Guide	Jul -Jun	Ann	0	0	Changed Cycle		
<b>Youth</b>							
Barbie Magazine	Jan -Mar	Mtly	6,315	30	6,345		
Barbie Magazine.	Jul -Dec	6Wk	5,746	274	6,020	0.0%	-47.1%
Careers Magazine	Jan -Mar	Mtly	1,107	3,792	4,899		
Post Matric	Jan -Dec	Ann	0	0	Resigned		
The Official Safeways K53 Learner's and Driver's Manual.	Jan -Dec	Ann	0	0	No Submission		
Very Interesting Junior	Jan -Mar	Mtly	12,583	5,247	17,830	-15.0%	

## B2B magazines

Under B2B Magazines, 11 sectors had publications that had increases on the prior quarter. The Retail category was one of these, in a reversal of fortunes, given that in Q4 2020 it had no submissions. *Pharmacy Magazine* was the best in the Retail category with a 155.5% increase on the previous quarter, followed by *DIY* and *Industrial Trade News* (35.7%) and *Supermarket and Retailer* (6.8%). *IMESA* in the Civil Construction sector also fared well with a 97.6% increase on the previous quarter.

There were good increases on the prior year in all sectors except for automotive, property and transport and logistics.

Agricultural							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Agri Inc. Die Boer / The Farmer.	Jul -Dec	AltM	0	0	Digital only		
Harvest SA	Jul -Dec	AltM	0	0	Resigned		
OVK Nuus/News	Jan -Dec	4xA	0	4,873	4,873	0.0%	0.4%
Pro Agri	Jan -Mar	Mtly	0	0	No Submission		
SA Graan / Grain	Jan -Mar	Mtly	0	15,827	15,827	-0.4%	-1.9%
SABI Magazine	Jul -Dec	AltM	12	2,178	2,190	0.0%	-55.1%
Stockfarm	Jan -Mar	Mtly	5,603	1,697	7,300	15.9%	-0.7%
Wineland	Jan -Mar	Mtly	95	3,149	3,244	-0.1%	0.2%
Architecture							
earthworks.	Jan -Dec	Q	138	8,580	8,718	0.0%	2.2%
Floors in Africa	Jul -Dec	6xA	0	17,987	17,987	0.0%	-5.9%
Leading Architect & Design	Jul -Dec	AltM	69	6,407	6,476	0.0%	-25.5%
SA Building Review	Jan -Dec	Ann	1,202	9,834	11,036	0.0%	-4.0%
Timber IQ	Jul -Dec	AltM	8	6,381	6,389	0.1%	50.3%
To Build	Jan -Dec	3xA	0	6,941	6,941	0.0%	-29.2%
Walls & Roofs in Africa	Jul -Dec	6xA	0	17,027	17,027	0.0%	-10.0%
Automotive							
Automotive Business Review,	Jul -Dec	10xA	0	0	resigned		
Road Ahead, The	Jan -Dec	Q	0	0	Resigned		
SA TREADS	Jul -Jun	Q	0	4,929	4,929	0.0%	-29.6%
Civil Construction							
Civil Engineering	Jan -Mar	11xA	21	14,219	14,240	-6.0%	8.2%
Concrete Trends	Jan -Dec	Q	0	1,968	1,968	0.0%	10.7%
Construction Review.	Jul -Dec	AltM	0	1,805	1,805	0.0%	-7.0%
Construction World	Jan -Mar	Mtly	0	11,985	11,985	12.1%	57.6%
IMESA	Jan -Mar	11xA	0	13,055	13,055	97.6%	169.9%
Precast	Jul -Jun	3xA	0	0	No Submission		
Spec Handbooks	Jan -Dec	Ann	1	2,405	2,406	0.0%	
Communications							
Media, The.	Jul -Dec	8xA	0	0	Resigned		
NexMedia	Jul -Jun	4xA	0	42,757	42,757	0.0%	969.2%
SA Profile	Jan -Dec	Ann	1,020	27,287	28,307	0.0%	-5.3%
The Gapp Magazine	Jul -Dec	AltM	0	2,140	2,140	0.0%	-44.5%
Electrical Engineering							
Electricity & Control	Jan -Mar	Mtly	0	9,559	9,559	9.4%	130.9%
ESI Africa	Jul -Jun	Q	0	0	No Submission		
Sparks Electrical News	Jan -Mar	Mtly	0	10,151	10,151	9.8%	65.5%
Engineering - Other							
Capital Equipment News	Jan -Mar	Mtly	0	9,127	9,127	13.4%	96.6%
Dataweek	Jan -Mar	F	0	2,654	2,654	-5.9%	-14.4%
Energy Decisions	Jul -Jun	Ann	0	0	No Submission		
MechChem Africa	Jan -Mar	Mtly	0	0	Changed Frequency		
MechChem Africa.	Jul -Dec	AltM	0	6,305	6,305	0.0%	
Motion Control	Jul -Jun	Q	0	0	No Submission		
Plumbing Africa	Jan -Mar	Mtly	132	8,364	8,496	12.3%	20.9%
Refrigeration and Airconditioning	Jan -Mar	Mtly	21	8,641	8,662	17.2%	26.5%
SA Instrumentation & Control	Jan -Mar	Mtly	0	3,934	3,934	-3.6%	-11.7%
Water & Sanitation Africa	Jul -Dec	AltM	5	5,579	5,584	0.0%	12.2%
Health and Wellbeing							



Fire Protection	Jan -Dec	Q	715	219	934	0.0%	-37.3%
Hi-Tech Security Solutions	Jan -Mar	11xA	0	3,648	3,648	-5.8%	-10.6%
International Dentistry Africa Edition	Jul -Dec	AltM	0	2,865	2,865	0.0%	-28.9%
MDR Medical Desk Reference	Jan -Dec	Ann	863	431	1,294	0.2%	13.9%
Medical Chronicle	Jan -Mar	11xA	2	13,738	13,740	67.8%	20.1%
MMS	Jan -Mar	Mty	3,471	308	3,779	37.5%	
MMS Guide to OTC Products	Jan -Dec	Ann	0	0	Resigned		
Modern Medicine Magazine.	Jul -Dec	AltM	657	3,487	4,144	0.0%	-4.7%
Occupational Health Southern Africa	Jul -Dec	AltM	0	0	No Submission		
SHEQ Management	Jul -Dec	AltM	40	4,837	4,877	0.0%	-19.4%
South African Pharmaceutical & Cosmetic Review	Jan -Mar	11xA	3	3,009	3,012	7.5%	5.8%
The Specialist Forum Journal	Jan -Mar	11xA	0	14,269	14,269	78.5%	72.0%
<b>Hospitality, Catering and Tourism</b>							
Explore South Africa.	Jan -Dec	Q	0	0	Resigned		
Leading Venues	Jan -Dec	Ann	0	0	Discontinued		
Meetings	Jul -Dec	AltM	0	6,082	6,082	0.0%	47.2%
The Meetings & Event Planner (former SA Conference Directory)	Jan -Dec	Ann	0	8,359	8,359	0.0%	-2.7%
<b>Industry</b>							
Analytical Reporter	Jul -Dec	AltM	1	6,399	6,400	0.0%	21.5%
Cold Link Africa	Jul -Dec	AltM	15	2,802	2,817	0.5%	0.6%
Eastern Cape Business..	Jul -Jun	Ann	0	9,602	9,602	0.0%	-1.9%
Eastern Cape Industrial & Business News	Jul -Dec	AltM	0	0	Resigned		
Free State Business,	Jan -Dec	Ann	0	9,944	9,944	0.0%	0.0%
Gauteng Companies..	Jul -Jun	Ann	0	9,839	9,839	0.0%	-1.0%
Industrial Buyer	Jul -Dec	AltM	17	6,099	6,116	0.0%	-54.6%
Jewellers' Network Directory	Jan -Dec	Ann	0	3,350	3,350	0.0%	
KwaZulu Natal Business..	Jul -Jun	Ann	0	9,761	9,761	0.0%	-0.5%
KZN Industrial & Business News	Jul -Dec	AltM	0	0	Resigned		
Lighting in Design.	Jan -Dec	Q	0	4,242	4,242	0.0%	39.1%
Limpopo Business.,	Jan -Dec	Ann	0	9,933	9,933	0.0%	
Limpopo Business..	Jul -Jun	Ann	0	0	Changed Cycle		
Mpumalanga Business.,	Jan -Dec	Ann	0	9,935	9,935	0.0%	
Mpumalanga Business..	Jul -Jun	Ann	0	0	Changed Cycle		
Nepad Annual	Jul -Jun	Ann	0	0	No Submission		
North West Business..	Jan -Dec	Ann	0	0	Changed Cycle		
Northern Cape Business..	Jul -Jun	Ann	0	9,615	9,615	0.0%	-1.8%
Opportunity (Exploring Business Prospects in SA)	Jul -Dec	AltM	0	0	Changed Frequency		
Resource.	Jan -Dec	Q	828	3,553	4,381	23.0%	81.9%
SA Affordable Housing	Jul -Dec	AltM	16	5,284	5,300	0.3%	56.3%
Smart Energy International	Jul -Dec	AltM	0	2,712	2,712	0.0%	-50.5%
South African Business.	Jan -Dec	2xA	0	14,925	14,925	0.0%	-25.0%
South African Food Review	Jan -Mar	11xA	4	5,239	5,243	14.5%	8.5%
The Green Building Handbook	Jan -Dec	Ann	0	0	Resigned		
The Responsible & Sustainable Tourism Handbook.	Jul -Jun	Ann	0	0	No Submission		
The Sustainable Energy Resource Handbook.	Jul -Jun	Ann	0	0	No Submission		
The Sustainable Water Resource Handbook.	Jul -Jun	Ann	0	0	No Submission		
Western Cape Business,	Jan -Dec	Ann	0	9,923	9,923	0.0%	0.1%
<b>Information and Computer Technology</b>							
Brainstorm	Jan -Mar	11xA	4,916	3,947	8,863	12.4%	-21.1%
The Margin	Jan -Dec	Q	0	3,696	3,696	0.0%	0.1%
<b>Management</b>							
African Decisions	Jan -Dec	Q	656	10,450	11,106	0.0%	-23.5%
Afropolitan.	Jul -Jun	Q	0	0	No Submission		
Black Business Quarterly	Jan -Dec	Q	263	536	799	0.0%	-91.7%
Blue Chip,	Jan -Dec	Q	0	0	Changed Cycle		
Business Guide	Jan -Dec	Ann	0	0	No Submission		
Cape Business News	Jan -Mar	Mty	0	0	No Submission		

Careers SA	Jul -Jun	Ann	0	0	Terminated		
FANews.	Jul -Dec	AltM	150	2,712	2,862	0.0%	-0.2%
Impumelelo SA's Top Empowerment Co.	Jan -Dec	Ann	0	0	No Submission		
Infocom.	Jan -Dec	Q	0	0	No Submission		
KZN Invest	Jul -Jun	Q	0	5,167	5,167	0.0%	16.8%
Leadership	Jan -Mar	Mtly	0	0	No Submission		
MoneyMarketing	Jan -Mar	Mtly	5	8,681	8,686	1.2%	35.2%
Profiles Stock Exchange Handbook	Jan -Dec	Q	0	0	Resigned		
Salga Voice of Local Government	Jan -Dec	Q	0	0	Resigned		
South African Business Intergrator	Jan -Dec	2xA	500	13,873	14,373	0.0%	-27.7%
South Africa's Top Performing Companies,	Jan -Dec	Ann	0	0	No Submission		
The South African School Collection	Jan -Dec	Ann	0	0	Discontinued		
Top 500 SA's Best Companies,	Jan -Dec	Ann	0	0	No Submission		
Top Women in Business & Government	Jul -Jun	Ann	0	0	No Submission		
Vision 2030	Jan -Dec	Ann	0	0	No Submission		
<b>Mining &amp; Quarrying</b>							
African Mnes Handbook	Jan -Dec	Ann	580	1,064	1,644	0.0%	-12.8%
African Mining Brief	Jul -Dec	AltM	0	743	743	0.0%	-8.9%
African Mining Inc. Mining Mirror	Jan -Mar	11xA	151	22,588	22,739	122.3%	308.4%
Earthbroker	Jan -Mar	Mtly	0	5,382	5,382	0.0%	0.0%
Engineering News & Mining Weekly	Jan -Mar	Vkly, Fr	2,981	5,928	8,909	2.8%	-18.7%
Mining Decisions	Jan -Dec	4xA	0	0	No Submission		
Mining Review Africa.	Jan -Mar	11xA	0	0	No Submission		
Modern Mining	Jan -Mar	Mtly	0	9,173	9,173	16.6%	68.7%
Modern Quarrying	Jan -Dec	Q	0	3,338	3,338	0.0%	23.5%
SAMining.	Jul -Dec	AltM	0	0	Resigned		
<b>Property</b>							
The Greeff Magazine	Jan -Dec	3xA	0	0	No Submission		
<b>Retail</b>							
DIY And Industrial Trade News	Jan -Mar	Mtly	0	9,415	9,415	35.7%	11.1%
Pet Shop Pit Stop	Jul -Jun	Q	0	0	No Submission		
Pharmacy Magazine (former Frontshop)	Jan -Mar	Mtly	0	9,690	9,690	155.5%	76.7%
Spotong	Jan -Dec	Q	0	0	No Submission		
Supermarket and Retailer	Jan -Mar	Mtly	0	9,348	9,348	6.8%	18.4%
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores.	Jul -Dec	9xA	0	0	Rebranded		
Trader's Friend - Independent Retailers and Wholesalers.	Jul -Dec	9xA	0	0	Rebranded		
Traders Friend,	Jan -Mar	Mtly	0	0	No Submission		
<b>Transport and Logistics</b>							
Focus on Transport & Logistics	Jan -Mar	Mtly	0	0	No Submission		
Freight News Features	Jan -Mar	Mtly	365	4,905	5,270	-1.6%	
Trucks and Heavy Equipment News..	Jan -Dec	5xA	0	0	Resigned		

## Custom magazines

Skyways continued its good performance from Q4 2020 with improvements on the previous quarter and the prior year. *The Journal of the SAIMM*, *South African Medical Journal*, *Taste and Game & Hunt/Wild & Jag* also showed good increases on the previous quarter. However, the majority of the category continued to follow the declining trend of the past year. There were also five resignations and nine no submissions.

Family Interest							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Crawford Times	Jan -Dec	Q	0	0	Resigned		
Trinitonian	Jan -Dec	Q	0	0	Resigned		
<b>Farming</b>							
DairyMail, The.	Jan -Mar	Mtly	22	3,515	3,537	-0.3%	-5.5%

Rooi Veis / Red Meat,	Jul -Dec	AltM	1	11,461	11,462	0.0%	-9.4%
Wolboer / Wool Farmer.	Jul -Dec	AltM	1	4,932	4,933	0.0%	-0.4%
<b>Health &amp; Wellbeing</b>							
Fitlife.	Jan -Mar	Mty	23,342	3,359	26,701	-13.2%	-8.2%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	0	1,480	1,480	0.0%	-13.1%
Jump	Jul -Jun	3xA	0	0	No Submission		
Life Healthcare	Jul -Jun	4xA	0	0	Discontinued		
SAPharmaceutical Journal.	Jul -Dec	10xA	3	7,053	7,056	0.0%	1.7%
SAPharmacist's Assistant (SAPA)	Jul -Jun	Q	0	4,959	4,959	0.0%	1.7%
South African Medical Journal	Jan -Mar	Mty	387	9,316	9,703	2.5%	-31.5%
Southern African Journal of Anaesthesia &Analgesia	Jul -Dec	AltM	0	2,126	2,126	0.0%	-1.2%
<b>Home</b>							
Fresh Living	Jan -Dec	Q	31,382	0	31,382	0.0%	
Fresh Living / Kook en Kuier	Jan -Mar	Mty	0	0	Changed Frequency		
Living Space..	Jan -Mar	Mty	34,758	2,155	36,913	-13.4%	-28.3%
My Kitchen..	Jan -Mar	Mty	64,023	4,938	68,961	-11.9%	-26.2%
<b>Industry Specific</b>							
Forum Tydskrif	Jan -Dec	Q	0	149,624	149,624	0.0%	1.8%
J S E	Jan -Dec	Q	588	12,287	12,875	0.0%	-28.3%
Sea Rescue	Jan -Dec	3xA	0	56,895	56,895	0.0%	
Servamus	Jan -Mar	Mty	9,358	78	9,436	-3.3%	-12.1%
Solidarity Magazine / Solidariteit Tydskrif	Jul -Dec	6xA	0	0	Resigned		
<b>In-flight</b>							
High Life SA	Jan -Mar	Mty	0	0	Resigned		
In Flight Magazine	Jan -Mar	Mty	0	0	No Submission		
Indwe	Jan -Mar	Mty	0	0	Discontinued		
Skyways	Jan -Mar	Mty	3	146,573	146,576	40.3%	510.7%
<b>Leisure</b>							
Cheers	Jul -Dec	6xA	0	0	Discontinued		
Equinox	Jan -Dec	Q	0	0	No Submission		
Legacy Inspires	Jul -Jun	3xA	0	0	No Submission		
Nedbank Golf Challenge	Jul -Jun	Ann	0	0	Discontinued		
Private Edition	Jan -Dec	Q	0	9,234	9,234	0.0%	
Taste.	Jan -Mar	11xA	28,926	3,065	31,991	14.4%	-4.8%
Wild	Jul -Jun	Q	0	0	No Submission		
<b>Male</b>							
Man	Jan -Mar	Mty	36,280	3,068	39,348	-17.2%	-31.6%
Tech..	Jan -Mar	Mty	31,906	3,092	34,998	-18.9%	-31.8%
<b>Medical and Allied Health</b>							
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	5,132	5,132	0.0%	-92.0%
Medi - Clinic Family	Jul -Jun	Q	0	64,895	64,895	0.0%	0.0%
<b>Motoring</b>							
Motor..	Jan -Mar	Mty	18,641	2,690	21,331	-18.0%	-35.7%
<b>Professional</b>							
Accountancy SA	Jan -Mar	11xA	0	55,861	55,861	-1.4%	3.4%
Acumen,	Jul -Jun	Q	0	0	No Submission		
De Rebus	Jan -Mar	11xA	0	19,131	19,131	-1.9%	71.5%
The Journal Of The SAIMM	Jan -Mar	Mty	34	4,016	4,050	68.3%	-1.0%
<b>Retail</b>							
Clicks Club Card.	Jul -Dec	AltM	2,807	226,591	229,398	0.0%	-19.0%
Club Magazine	Jan -Mar	Mty	250,136	7,117	257,253	-14.0%	-26.3%
Jet Club	Jul -Dec	7xA	0	0	No Submission		
<b>Sport and Hobby</b>							
Game & Hunt/Wild & Jag	Jan -Mar	Mty	1,563	57,320	58,883	7.3%	84.6%
SA Hunter/Jagter.	Jan -Mar	Mty	0	0	No Submission		
Soccer Club	Jan -Mar	Mty	44,119	2,934	47,053	-19.3%	-32.9%



Sports Club.	Jan -Mar	Mtly	78,920	4,445	83,365	-18.3%	-28.9%
<b>Travel, Tourism &amp; Hospitality</b>							
AA Traveller	Jan -Dec	Q	0	0	No Submission		
Best of Cape Town Central City.	Jan -Dec	Ann	0	0	Terminated		
Escapes	Jan -Mar	Mtly	20,907	1,501	22,408	-17.3%	-34.3%
Moments magazine	Jan -Dec	6xA	0	0	Resigned		
Premier	Jan -Mar	Mtly	0	0	No Audit		
<b>Woman's General</b>							
Balanced Life	Jan -Mar	Mtly	46,622	1,775	48,397	-19.0%	-21.6%
<b>Youth</b>							
ClubX	Jan -Mar	Mtly	59,631	3,913	63,544	-13.6%	-27.2%
Kids Super Club.	Jan -Mar	Mtly	59,571	6,593	66,164	-16.6%	-39.1%

## Free magazines

There were no increases on the prior year in this category and only four of the 11 publications showed a positive increase on the previous quarter. *Get It* (Bloemfontein) had an 50% increase on the prior quarter, with *Get It* (Lowveld), *Get It* (Highway), *Get It* (Jo-burg West) and *Get It* (Northern Suburbs Joburg) all showing increases under 10%.

Publication name	Frequency	Period	Total circulation	%change quarter	%change year
Botswana Advertiser.	Jan -Mar	Wkly, Fr	94,965	0.0%	
Get It (Northern Suburbs Joburg)	Jan -Mar	Mtly	14,825	0.1%	-39.9%
Get It (Jo'burg South)	Jan -Mar	Mtly	14,650	-8.0%	-25.7%
Get It (Jo'burg West)	Jan -Mar	Mtly	14,645	0.4%	-12.6%
Get It (Pretoria)	Jan -Mar	Mtly	14,561	-1.8%	-27.2%
Get It (Ballito to Umhlanga)	Jan -Mar	Mtly	9,958	-3.3%	-50.0%
Get It (Highway)	Jan -Mar	Mtly	9,848	0.1%	-50.3%
Get It (Bloemfontein)	Jan -Mar	Mtly	6,890	50.0%	-53.3%
Get It (Lowveld)	Jan -Mar	Mtly	6,200	6.9%	-58.0%
STOKVEL VOICE MAGAZINE	Jan -Dec	Ann	No Submission		
Get It (Joburg East)	Jan -Mar	Mtly	Discontinued		.

## Web traffic

Seven consumer and one free magazine traffic was submitted.

### 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.

- #AfricaMonth: Josephine Muvumba, MD, Metropolitan Republic Uganda - Bringing Africa closer - 31 May 2024
- Newspapers: ABC Q1 2024: The slow steady downward trickle continues - 23 May 2024
- Media24 digital publishing audience dips in April - 22 May 2024
- First of its kind MAOC Fund to raise R10.2bn to transform creative industry - 13 May 2024
- Under Armour, challenger brand, shows up, launches icon brand house in Sandton City - 29 Apr 2024

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