

# Magazines ABC Q2 2021: Lift off for magazines

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The latest results released by the Audit Bureau of Circulation (ABC) of South Africa is "something worth shouting about!"



This was the sentiment of the ABC in a statement following the release of its Q2 results. "The latest ABC results show magazines are up by 11% for the same period. Compared to the numbers in Q4 2020 – Magazines are up 4%," says the ABC. Categories, specifically travel titles, that previously took a beating also seem to be making a slow comeback.

The Bureau says that this is despite an incredibly depressed economy suffering from looting, junk status, and the effects of extended periods of Covid-lockdowns.

To overcome this, some titles have decreased their frequency with a focus on fewer but more editorially packed titles, while smaller titles have moved to new publishers that have revitalised these titles, shaping the good news story for magazines.

"Time will tell whether the magazine industry - and print industry in general - has progressed beyond the cycle's bottom and can now anticipate growth, added the ABC.

## Consumer magazines

Only three sectors in this category had three or more titles show good gains on the previous quarter. Once again, the Business and News sector was strong as in Q1 with three titles with good gains: *SA Real Estate Investor Magazine*, *Forbes* and *Finweek*.

The Home sector had four titles make gains, while Women's General had three. However, the gains of the titles in Business and News were greater than the Home titles. *Tuis* was the best in the Home sector with a 10.9% increase. In the Business and News sector, *SA Real Estate Investor Magazine* showed a 55.7% increased, and in the Women's General sector *Fair Lady* had a 22.9% increase.

The Entertainment, Leisure, Male, Parenting and Conservation and Wildlife sectors had no gains, only losses or no gain no loss (0.0%). The Women's Special sector had no activity.

Arts, Culture and Heritage							
Publication	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Apr -Jun	Mtly	0	8,475	8,475	6.1%	47.7%
Val de Vie Magazine	Jan -Dec	2xA	459	14,900	15,359	0.0%	45.4%
Business and News							
Business Brief.	Jan -Jun	AltM	29,346	2,003	31,349	-39.7%	-40.8%
Financial Mail	Apr -Jun	Wkly, Fr	9,882	3,000	12,882	-1.0%	
Finweek	Apr -Jun	F	9,621	2,308	11,929	1.2%	-3.0%
Forbes Africa	Jan -Jun	AltM	6,520	2,791	9,311	12.6%	27.0%
Personal Finance	Jan -Dec	Q	0	0	No Submission		
SA Real Estate Investor Magazine	Apr -Jun	Mtly	0	17,221	17,221	55.7%	10.9%
The Big Issue Magazine	Apr -Jun	Mtly	4,804	222	5,026		
Conservation and Wildlife							
African Birdlife	Jan -Jun	AltM	6,730	748	7,478	-0.5%	-19.3%
KRUGER MAGAZINE	Jan -Dec	4xA	0	0	No Submission		
Entertainment							
Eat Out	Jan -Dec	Ann	14,567	4,942	19,509	0.0%	-1.4%
TVPlus (Afrikaans)	Apr -Jun	F	13,226	0	13,226	-9.5%	-15.3%
TVPlus (English)	Apr -Jun	F	4,000	0	4,000	-19.1%	-25.9%
Family Interest							
Drum	Apr -Jun	Wkly, Fr	0	0	Discontinued		
Huisgenoot	Apr -Jun	Wkly, Tue	129,068	6,793	135,861	-3.1%	-8.2%
LIG	Apr -Jun	11xA	0	0	Changed Frequency		
Plus 50	Jan -Jun	6xA	6,957	126	7,083	15.6%	13.7%
The Crest	Jan -Jun	7xA	0	12,202	12,202	-4.0%	-0.2%
The Ridge	Jan -Jun	8xA	0	16,013	16,013	1.6%	3.8%
Things to do with kids Magazine	Jan -Dec	Q	0	0	Resigned		
You	Apr -Jun	Wkly, Wed	67,007	3,574	70,581	-3.0%	-1.4%
Farming							
Farmbiz	Apr -Jun	Mtly	0	0	Discontinued		
Farmer's Weekly	Apr -Jun	Wkly, Fr	7,654	8	7,662	-4.5%	
Grond tot Mond	Jan -Dec	Q	2,478	2,471	4,949	0.0%	-32.8%
Landbouweekblad	Apr -Jun	Wkly, Wed	16,591	6	16,597	-9.1%	-14.0%
Landbouweekblad Vee	Jan -Dec	Ann	9,681	0	9,681	0.0%	24.1%
Marktoe!	Apr -Jun	Mtly	0	9,900	9,900	0.0%	25.3%
Veeplaas.	Apr -Jun	11xA	5,515	3,245	8,760	2.0%	33.2%
Health & Wellbeing							
Grow to Eat	Jan -Dec	3xA	11,515	2,811	14,326	0.0%	
Odyssey Magazine.	Jul -Jun	Q	1,904	2,964	4,868	21.3%	21.3%
Home							
Conde Nast House & Garden	Apr -Jun	Mtly	9,674	2,012	11,686		
Easy DIY	Jul -Jun	Q	3,794	2,492	6,286		
Idees/Ideas	Jan -Jun	AltM	14,798	1,117	15,915	0.1%	4.6%
Lose It,	Jan -Dec	Q	15,996	0	15,996	0.0%	-9.7%

SAHome Owner	Apr -Jun	11xA	19,140	5,202	24,342	0.5%	
Sarie Kos,	Jul -Jun	Q	24,480	0	24,480	7.1%	7.1%
The Gardener / Die Tuinier	Apr -Jun	Mtly	20,071	3,877	23,948	-11.4%	2.3%
Tuis Home	Jan -Jun	Mtly	81,771	4,190	85,961	10.9%	19.3%
Visi	Jan -Jun	6xA	12,045	234	12,279	-9.7%	-17.1%
<b>Leisure</b>							
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	7,561	110	7,671	-45.2%	-45.2%
Silver Digest	Jan -Dec	4xA	0	8,626	8,626	0.0%	-16.3%
Southern Vines	Jan -Dec	Q	0	0	No Submission		
<b>Male</b>							
Destiny Man Magazine	Jan -Jun	AltM	0	0	No Submission		
GQ..	Jan -Dec	5xA	3,943	1,865	5,808	0.0%	-59.6%
Men's Health	Apr -Jun	Mtly	0	0	Discontinued		
Popular Mechanics	Apr -Jun	Mtly	13,634	1,071	14,705		
Very Interesting (former Braintainment)	Jan -Jun	AltM	8,466	1,504	9,970	-20.7%	
<b>Motoring</b>							
Bike SA	Apr -Jun	Mtly	12,327	1,504	13,831	14.4%	
Car	Apr -Jun	Mtly	34,572	10,612	45,184	-4.6%	
Driven Magazine	Apr -Jun	Mtly	0	13,767	13,767		
<b>Parenting</b>							
Baba & Kleuter.	Dec -Jun	AltM	0	0	Resigned		
Baby's 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		
Your Pregnancy.	Jan -Jun	AltM	0	0	Resigned		
<b>Pets</b>							
Animaltalk	Apr -Jun	Mtly	2,893	64,352	67,245	6.3%	71.3%
Dog Directory	Jul -Jun	Ann	7,925	362	8,287		
<b>Sport and Hobby</b>							
Africa's Sportsman Magazine	Jan -Dec	4xA	0	0	Resigned		
Bicycling	Jan -Jun	AltM	0	0	Resigned		
Compleat Golfer	Apr -Jun	Mtly	4,276	1,400	5,676	1.2%	
Kick Off	Apr -Jun	Mtly	12,686	1,954	14,640	-6.4%	-30.3%
Magnum	Jan -Jun	Mtly	10,746	0	10,746	-17.9%	1.6%
Runners World.	Jan -Jun	AltM	0	0	Resigned		
SACricket.	Jan -Dec	Q	0	0	No Submission		
SARugby	Apr -Jun	Mtly	12,466	2,485	14,951	-6.4%	
Wildland Magazine	Apr -Jun	Mtly	57,917	2,256	60,173	2.6%	6.8%
<b>Travel, Tourism &amp; Hospitality</b>							
Cape Etc.	Jan -Dec	3xA	1,712	6,161	7,873	0.0%	-22.8%
Getaway	Apr -Jun	Mtly	14,284	2,060	16,344	-14.6%	
go! Drive & Camp and Weg! Ry & Sleep	Jan -Jun	Mtly	36,091	1,200	37,291	20.3%	73.6%
The Great Outdoors Guide / Die Groot Buitelewegids	Jan -Dec	Ann	0	0	No Issues		
TravelIdeas.	Jan -Jun	AltM	0	0	Resigned		
Weg / Go Platteland	Jul -Jun	Q	22,999	0	22,999	-1.6%	-1.6%
Weg/Go	Jan -Jun	AltM	53,677	959	54,636	10.8%	18.6%
<b>Woman's General</b>							
Destiny Magazine.	Jan -Jun	AltM	0	0	No Submission		
Fairlady	Jan -Jun	AltM	41,998	832	42,830	22.9%	52.4%
Glamour,	Jan -Dec	Q	8,667	3,895	12,562	0.0%	-56.3%
Kuier	Apr -Jun	F	69,964	0	69,964	-6.2%	-0.4%
Move!	Apr -Jun	F	0	0	Discontinued		
Sarie	Jan -Jun	Mtly	69,039	1,891	70,930	13.4%	33.4%
True Love	Jan -Jun	Mtly	24,907	2,367	27,274	5.8%	42.0%

Women & Home Magazine	Apr -Jun	Mtly	24,709	3,241	27,950		
Women's Health.	Apr -Jun	11xA	0	0	Discontinued		
<b>Woman's Special</b>							
Bruidsjids	Jan -Dec	Ann	0	0	No Submission		
SA Wedding Album	Jan -Dec	2xA	0	0	Ceased Publishing		
Troukoors	Jan -Dec	Ann	0	0	Resigned		
Wedding Guide	Jul -Jun	Ann	0	0	Changed Cycle		
<b>Youth</b>							
Barbie Magazine	Apr -Jun	Mtly	5,790	1,567	7,357	15.9%	
Barbie Magazine.	Jan -Jun	6Wk	0	0	Changed Frequency		
Careers Magazine	Apr -Jun	Mtly	0	0	No Submission		
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	Apr -Jun	Mtly	9,160	3,693	12,853	-27.9%	-40.8%

## B2B magazines

It was a mixed bag for the B2B category, with gains and losses over the previous quarter as well as a number of no gains, no losses in with sprinklings of no submissions and resignation. However, 12 publications saw excellent increases over the previous quarter. The Industry section had three titles show gains - *Cold Link Africa* (138.7%), *Industrial Buyer* (27.9%) and *Resource* (96.1%). All these titles also had gains on the prior year.

In the Communications category *The Gapp Magazine* increased by 436.7% and *Nex Media* by 33.4%. Both also increased on the prior year. The former *Frontshop*, now *Pharmacy Magazine*, was once again the best in the Retail Category (as in Q1) with a 49.2% increase over the previous quarter and a 208.4% on the prior year. It was one of many titles that increased both on the previous quarter and year, including *SA Graan/Grain*, *Leading Architecture & Design*, *Water & Sanitation Africa*, *Medical Chronicle*, and *SA Affordable Housing*.

*Sabi Magazine* (-61.6%), *Northern Cape Business* (-48.6%) and *Eastern Cape Business* (48.5%) were some of the biggest decreases on the previous quarter. *DIY And Industrial Trade News* decreased on the previous quarter reversing its good gains in Q1.

<b>Agricultural</b>							
Publication	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Agri Inc. Die Boer / The Farmer.	Jan -Jun	AltM	0	0	Changed Publisher		
OVK Nuus/News	Jan -Dec	4xA	0	4,873	4,873	0.0%	0.4%
Pro Agri	Apr -Jun	Mtly	0	0	No Submission		
SA Graan / Grain	Apr -Jun	Mtly	0	20,382	20,382	28.8%	28.3%
SABI Magazine	Jan -Jun	AltM	5	836	841	-61.6%	
Stockfarm	Apr -Jun	Mtly	5,987	1,764	7,751	6.2%	34.6%
Wneland	Apr -Jun	Mtly	83	3,141	3,224	-0.6%	-0.6%
<b>Architecture</b>							
earthworks.	Jan -Dec	Q	138	8,580	8,718	0.0%	2.2%
Floors in Africa	Jan -Jun	7xA	0	10,889	10,889	-39.5%	-38.3%
Leading Architect & Design	Jan -Jun	AltM	62	7,889	7,951	22.8%	8.5%
SABuilding Review	Jan -Dec	Ann	1,202	9,834	11,036	0.0%	-4.0%
Timber IQ	Jan -Jun	AltM	4	7,201	7,205	12.9%	64.8%
To Build	Jan -Dec	3xA	0	6,941	6,941	0.0%	-29.2%
Walls & Roofs in Africa	Jan -Jun	7xA	0	11,146	11,146	-34.5%	-35.9%
<b>Automotive</b>							
Road Ahead, The	Jan -Dec	Q	0	0	Resigned		
SATREADS	Jul -Jun	Q	0	0	No Submission		

<b>Civil Construction</b>							
Civil Engineering	Apr -Jun	11xA	20	14,412	14,432	1.3%	2.1%
Concrete Trends	Jan -Dec	Q	0	1,968	1,968	0.0%	10.7%
Construction Review.	Jan -Jun	AltM	0	980	980	-45.7%	
Construction World	Apr -Jun	Mtly	0	12,156	12,156	1.4%	36.6%
IMESA	Apr -Jun	11xA	5	12,862	12,867	-1.4%	113.1%
Spec Handbooks	Jan -Dec	Ann	1	2,405	2,406	0.0%	
<b>Communications</b>							
Nex Media	Jul -Jun	4xA	0	57,025	57,025	33.4%	33.4%
SA Profile	Jan -Dec	Ann	1,020	27,287	28,307	0.0%	-5.3%
The Gapp Magazine	Jan -Jun	AltM	0	11,486	11,486	436.7%	33.8%
<b>Electrical Engineering</b>							
Electricity & Control	Apr -Jun	Mtly	0	9,868	9,868	3.2%	51.2%
ESI Africa	Jul -Jun	Q	0	2,591	2,591		
Sparks Electrical News	Apr -Jun	Mtly	0	10,198	10,198	0.5%	63.4%
<b>Engineering - Other</b>							
Capital Equipment News	Apr -Jun	Mtly	0	9,448	9,448	3.5%	44.4%
Dataweek	Apr -Jun	F	0	2,584	2,584	-2.6%	
MechChem Africa	Apr -Jun	Mtly	0	0	Changed Frequency		
MechChem Africa.	Jan -Jun	AltM	0	7,196	7,196	14.1%	
Motion Control	Jul -Jun	Q	0	1,980	1,980		
Plumbing Africa	Apr -Jun	Mtly	126	8,458	8,584	2.6%	52.0%
Refrigeration and Airconditioning	Apr -Jun	Mtly	21	7,018	7,039	-18.6%	35.6%
SA Instrumentation & Control	Apr -Jun	Mtly	0	3,845	3,845	-2.3%	
Water & Sanitation Africa	Jan -Jun	AltM	10	7,840	7,850	40.6%	40.9%
<b>Health and Wellbeing</b>							
Fire Protection	Jan -Dec	Q	715	219	934	0.0%	-37.3%
Hi-Tech Security Solutions	Apr -Jun	11xA	0	3,735	3,735	2.4%	
International Dentistry Africa Edition	Jan -Jun	AltM	0	0	Resigned		
MDR Medical Desk Reference	Jan -Dec	Ann	863	431	1,294	0.2%	13.9%
Medical Chronicle	Apr -Jun	11xA	1	20,479	20,480	49.1%	91.9%
MIMS	Apr -Jun	Mtly	2,529	319	2,848	-24.6%	-3.6%
MIMS Guide to OTC Products	Jan -Dec	Ann	0	0	Resigned		
Modern Medicine Magazine.	Jan -Jun	AltM	633	3,361	3,994	-3.6%	-14.2%
SHEQ Management	Jan -Jun	AltM	0	0	No Submission		
South African Pharmaceutical & Cosmetic Review	Apr -Jun	11xA	3	3,398	3,401	12.9%	18.4%
The Specialist Forum Journal	Apr -Jun	11xA	0	15,874	15,874	11.2%	105.2%
<b>Hospitality, Catering and Tourism</b>							
Explore South Africa.	Jan -Dec	Q	0	0	Resigned		
Leading Venues	Jan -Dec	Ann	0	0	Discontinued		
Meetings	Jan -Jun	AltM	9	5,529	5,538	-8.9%	37.1%
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	Jan -Jun	AltM	0	6,554	6,554	2.4%	18.8%
Cold Link Africa	Jan -Jun	AltM	16	6,678	6,694	138.7%	45.0%
Eastern Cape Business..	Jul -Jun	Ann	0	4,942	4,942	-48.5%	-48.5%
Eastern Cape Industrial & Business News	Jan -Jun	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	9,943	9,943	1.1%	1.1%
Industrial Buyer	Jan -Jun	AltM	15	7,805	7,820	27.9%	11.3%
Jewellers' Network Directory	Jan -Dec	Ann	0	3,350	3,350	0.0%	
KwaZulu Natal Business..	Jul -Jun	Ann	0	9,941	9,941	1.8%	1.8%
KZN Industrial & Business News	Jan -Jun	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%	
LINKED by Jewellers Network	Jul -Jun	Q	0	2,926	2,926		
Mpumalanga Business.,	Jan -Dec	Ann	0	9,935	9,935	0.0%	

North West Business..	Jul -Jun	Ann	0	9,944	9,944	0.0%	
Northern Cape Business..	Jul -Jun	Ann	0	4,943	4,943	-48.6%	-48.6%
Opportunity (Exploring Business Prospects in SA)	Jul -Jun	Q	0	9,926	9,926		
Resource.	Jul -Jun	Q	999	7,592	8,591	96.1%	155.5%
SAAffordable Housing	Jan -Jun	AltM	10	6,651	6,661	26.0%	132.6%
Smart Energy International	Jan -Jun	AltM	0	2,819	2,819	3.9%	
South African Business.	Jan -Dec	2xA	0	14,925	14,925	0.0%	-25.0%
South African Food Review	Apr -Jun	11xA	3	4,413	4,416	-15.8%	4.4%
The Green Building Handbook	Jan -Dec	Ann	0	0	Resigned		
The Responsible & Sustainable Tourism Handbook.	Jul -Jun	Ann	0	74,862	74,862		
Western Cape Business,	Jan -Dec	Ann	0	9,923	9,923	0.0%	0.1%
<b>Information and Computer Technology</b>							
Brainstorm	Apr -Jun	11xA	3,858	4,606	8,464	-4.5%	-2.6%
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%
Black Business Quarterly	Jan -Dec	Q	263	41,107	41,370	0.0%	327.4%
Blue Chip,	Jul -Jun	Q	0	9,308	9,308		
Business Guide	Jan -Dec	Ann	0	0	No Submission		
FANews.	Jan -Jun	AltM	156	2,750	2,906	1.5%	
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	5,346	5,346	3.5%	3.5%
Money Marketing	Apr -Jun	Mtly	5	8,723	8,728	0.5%	137.6%
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		
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	Jan -Jun	AltM	0	936	936	26.0%	
African Mining Inc. Mining Mirror	Apr -Jun	11xA	132	25,109	25,241	11.6%	904.4%
Earthbroker	Apr -Jun	Mtly	0	5,382	5,382	0.0%	-0.3%
Engineering News & Mining Weekly	Apr -Jun	Wkly, Fr	3,011	6,370	9,381	5.3%	
Inside Mining	Jul -Jun	4xA	0	6,158	6,158		
Mining Decisions	Jan -Dec	4xA	0	0	No Submission		
Mining Review Africa.	Apr -Jun	11xA	0	0	Resigned		
Modern Mining	Apr -Jun	Mtly	0	9,665	9,665	5.4%	51.6%
Modern Quarrying	Jan -Dec	Q	0	3,338	3,338	0.0%	23.5%
<b>Property</b>							
The Greeff Magazine	Jan -Dec	3xA	0	0	No Submission		
<b>Retail</b>							
DIY And Industrial Trade News	Apr -Jun	Mtly	0	7,498	7,498	-20.4%	47.8%
Pharmacy Magazine (former Frontshop)	Apr -Jun	Mtly	0	14,453	14,453	49.2%	208.4%
Spotong	Jan -Dec	Q	0	0	No Submission		
Supermarket and Retailer	Apr -Jun	Mtly	0	9,909	9,909	6.0%	13.3%
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores.	Jan -Jun	9xA	0	0	Rebranded		
Trader's Friend - Independent Retailers and Wholesalers.	Jan -Jun	9xA	0	0	Rebranded		
<b>Transport and Logistics</b>							
Focus on Transport & Logistics	Apr -Jun	Mtly	0	0	Resigned		
Freight News Features	Apr -Jun	Mtly	364	4,748	5,112	-3.0%	31.1%
Trucks and Heavy Equipment News..	Jan -Dec	5xA	0	0	Resigned		

## Custom magazines



Despite being a large category, the pickings were slim in the Custom Magazines category with only seven publications showing positive increases on the previous quarter. Skyways continued to soar, following good performances in Q4 2020 and Q1 2021 with a 15.7% increase on the previous quarter. *Clicks Club Card* had a 9.1% increase, followed by *Club X*, *Game & Hunt/Wild & Jag*, *Accountancy*, *Man* and *SA Pharmacist's Assistant* all showing gains under 10%.

*Game & Hunt/Wild & Jag* also increased on the prior year (8.5%). *Taste* also increased on the prior year (10.2%), but despite this and its gain in the Q1, it saw a decrease of 13.1% on the previous quarter.

The biggest losses were in the Farming section, with all three titles showing decreases. *Dairy Mail*, The with the biggest decrease of -25.4% followed by *Rooi Vleis/Red Meat* with -20.7% and *Wolboer/Wool Farmer* a -3.1%.

Family Interest							
Publication	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		
Farming							
Dairy Mail, The.	Apr -Jun	Mtly	21	2,618	2,639	-25.4%	-26.2%
Rooi Meis / Red Meat,	Jan -Jun	AltM	0	9,084	9,084	-20.7%	-20.7%
Wolboer / Wool Farmer.	Jan -Jun	AltM	2	4,776	4,778	-3.1%	-3.0%
Health & Wellbeing							
Fitlife.	Apr -Jun	Mtly	23,563	1,098	24,661	-7.6%	-27.5%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	0	1,342	1,342	-9.3%	-9.3%
SA Pharmaceutical Journal.	Jan -Jun	10xA	3	5,609	5,612	-20.5%	-22.0%
SA Pharmacist's Assistant (SAPA)	Jul -Jun	Q	0	5,019	5,019	1.2%	1.2%
South African Medical Journal	Apr -Jun	Mtly	329	9,018	9,347	-3.7%	
Southern African Journal of Anaesthesia & Analgesia	Jan -Jun	AltM	0	2,092	2,092	-1.6%	-4.6%
Home							
Fresh Living	Jan -Dec	Q	31,382	0	31,382	0.0%	
Living Space..	Apr -Jun	Mtly	34,094	1,332	35,426	-4.0%	-30.8%
My Kitchen..	Apr -Jun	Mtly	66,048	1,243	67,291	-2.4%	-27.4%
Industry Specific							
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	Apr -Jun	Mtly	9,326	76	9,402	-0.4%	-9.7%
In-flight							
In Flight Magazine	Apr -Jun	Mtly	0	26,568	26,568		
Skyways	Apr -Jun	Mtly	8	169,521	169,529	15.7%	
Leisure							
Equinox	Jan -Dec	Q	0	0	No Submission		
Private Edition	Jan -Dec	Q	0	9,234	9,234	0.0%	
Taste.	Apr -Jun	11xA	27,092	704	27,796	-13.1%	10.2%
Male							
Man	Apr -Jun	Mtly	37,890	1,904	39,794	1.1%	-32.0%
Tech..	Apr -Jun	Mtly	31,215	898	32,113	-8.2%	-40.6%
Medical and Allied Health							
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	0	Resigned		
Medi - Clinic Family	Jul -Jun	Q	0	0	Resigned		
Motoring							
Motor..	Apr -Jun	Mtly	16,744	1,587	18,331	-14.1%	-45.3%
Professional							
Accountancy SA	Apr -Jun	11xA	0	56,064	56,064	0.4%	3.0%
De Rebus	Apr -Jun	11xA	8	19,023	19,031	-0.5%	2.8%
The Journal Of The SAIMM	Apr -Jun	Mtly	0	0	Changed Sector		

Retail							
Clicks Club Card.	Jan -Jun	AltM	102	250,275	250,377	9.1%	
Club Magazine	Apr -Jun	Mtly	249,716	6,000	255,716	-0.6%	-24.9%
Jet Club	Jan -Jun	7xA	0	271,673	271,673		
Sport and Hobby							
Game & Hunt/Wild & Jag	Apr -Jun	Mtly	1,585	57,336	58,921	0.1%	8.5%
SA Hunter/Jagter.	Jan -Jun	Mtly	35,158	0	35,158	-5.5%	-8.2%
Soccer Club	Apr -Jun	Mtly	42,629	3,136	45,765	-2.7%	-37.2%
Sports Club.	Apr -Jun	Mtly	77,868	1,858	79,726	-4.4%	-35.0%
Travel, Tourism & Hospitality							
AA Traveller	Jan -Dec	Q	0	0	No Submission		
Best of Cape Town Central City.	Jan -Dec	Ann	0	0	Terminated		
Escapes	Apr -Jun	Mtly	19,841	544	20,385	-9.0%	-38.6%
Moments magazine	Jan -Dec	6xA	0	0	Resigned		
Premier	Apr -Jun	Mtly	0	13,294	13,294		
Woman's General							
Balanced Life	Apr -Jun	Mtly	45,496	1,454	46,950	-3.0%	-43.9%
Youth							
ClubX	Apr -Jun	Mtly	64,198	1,697	65,895	3.7%	-27.2%
Kids Super Club.	Apr -Jun	Mtly	63,609	2,500	66,109	-0.1%	-40.8%

## Free magazines

The smallest category under Magazines had only one title show an increase over the previous quarter, with three titles having no increase or decrease. *Get It (Jo'burg West)* had a half a percent increase on the previous quarter. The losses, however, were slight for the rest of the category, ranging from -0.1% to -0.7%.

Of the four titles that submit data for the year, three had increases in the prior year. *Get It (Bloemfontein)*, *Get It (Jo'burg South)*, and *Get It (Jo'burg West)* all increased, with only *Get It (Northern Suburbs Joburg)* showing a decrease.

Publication	Period	Frequency	Total circulation	%change quarter	%change year
Botswana Advertiser.	Apr -Jun	Wkly, Fr	94,965	0.0%	
Get It (Ballito to Umhlanga)	Apr -Jun	Mtly	9,958	0.0%	
Get It (Bloemfontein)	Apr -Jun	Mtly	6,890	0.0%	37.8%
Get It (Highway)	Apr -Jun	Mtly	9,843	-0.1%	
Get It (Jo'burg South)	Apr -Jun	Mtly	14,575	-0.5%	16.8%
Get It (Jo'burg West)	Apr -Jun	Mtly	14,713	0.5%	2.2%
Get It (Lowveld)	Apr -Jun	Mtly	6,200	0.0%	
Get It (Northern Suburbs Joburg)	Apr -Jun	Mtly	14,800	-0.2%	-40.7%
Get It (Pretoria)	Apr -Jun	Mtly	14,466	-0.7%	
STOKVEL VOICE MAGAZINE	Jan -Dec	Ann	No Submission		
Total			186,410	-0.1%	165.6%

## 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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