

Magazines ABC Q2 2020: Magazines non-submission reflects Covid-19 impact

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This period (April to June 2020) of the Audit Bureau of Circulations (ABC) for magazines is characterised by the negative effect of Covid-19 that has seen publishing houses closing and titles discontinued and terminated.



The ABC has also noted that about one-third of publications have not submitted circulation data for this period. This follows an ABC Board decision giving publishers the option to not submit circulation data if they felt that their circulation had been materially impacted.

A decision will be made by the Board regarding 'normal' or compulsory submission of data from the next period (July to September 2020).

Consumer magazines

Seventy-five titles submitted data, while 45 titles did not. The category was quite volatile showing a number of resignations, discontinuations, and terminations. The motoring category and home category were particularly affected by the movements in the consumer magazine landscape. The motoring category had five titles that did not submit any data, one discontinuation, one termination and one resignation. Similarly, the home category had eight no submissions and five discontinuations, but six titles did submit data for this quarter.

Increasing on the previous quarter and prior year were *The Crest*, *The Ridge*, *Game&Hunt/Wild&Jag*, *Sarie*, *True Love*, *Business Brief*, *Huisgenoot* and *You* all decreased on the previous quarter and prior year.

Arts, Culture and Heritage							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Apr -Jun	Mtly	0	5,738	5,738	-52.5%	-52.2%
Val de Vie Magazine	Jan -Dec	2xA	1,133	9,430	10,563	0.0%	
Business and News							
Business Brief.	Jan -Jun	AltM	52,937	59	52,996	-28.8%	40.1%
Financial Mail	Apr -Jun	Wkly, Fr	0	0	No Submission		
Finweek	Apr -Jun	F	10,378	1,917	12,295	-13.0%	-17.0%
Forbes Africa	Apr -Jun	Mtly	7,688	460	8,148	-36.8%	-56.0%
Green Economy Journal (formerly Green Business Journal)	Jan -Jun	AltM	0	0	No Submission		
Noseweek	Apr -Jun	Mtly	0	0	No Submission		
Personal Finance	Jan -Dec	Q	5,228	615	5,843	0.0%	-14.8%
SA Real Estate Investor Magazine	Apr -Jun	Mtly	0	15,531	15,531	-5.9%	-1.2%
Celebrity							
People	Apr -Jun	F	0	0	No Submission		
Conservation and Wildlife							
African Birdlife	Jan -Jun	AltM	8,966	295	9,261	-1.0%	0.7%
KRUGER MAGAZINE	Jan -Dec	4xA	7,939	70	8,009	0.0%	6.6%
Entertainment							
Eat Out	Jan -Dec	Ann	13,609	6,185	19,794	0.0%	-3.5%
Hello Johannesburg	Apr -Jun	Mtly	0	0	No Submission		
Hello Pretoria	Apr -Jun	Mtly	0	0	No Submission		
TV Plus (Afrikaans)	Apr -Jun	F	15,614	0	15,614	-7.8%	-20.0%
TV Plus (English)	Apr -Jun	F	5,400	0	5,400	-24.7%	-34.2%
Family Interest							
Bona	Apr -Jun	Mtly	0	0	No Submission		
Drum	Apr -Jun	Wkly, Fr	17,138	24	17,162	-9.7%	-25.5%
Huisgenoot	Apr -Jun	Wkly, Tue	141,991	5,926	147,917	-6.5%	-10.9%
LIG	Apr -Jun	11xA	16,520	0	16,520	-4.0%	-4.8%
Plus 50	Jan -Jun	6xA	5,920	308	6,228	3.8%	-19.5%
The Crest	Jan -Jun	7xA	0	12,225	12,225	6.0%	4.3%
The Ridge	Jan -Jun	8xA	0	15,429	15,429	6.3%	14.3%
Things to do with kids Magazine	Jan -Dec	Q	0	24,233	24,233	0.0%	121.0%
You	Apr -Jun	Wkly, Wed	70,784	823	71,607	-12.9%	-14.7%
Farming							
Farmbiz	Apr -Jun	Mtly	645	2,090	2,735	-36.6%	
Farmer's Weekly	Apr -Jun	Wkly, Fr	0	0	No Submission		
Grond tot Mond	Jan -Dec	Q	2,265	5,097	7,362	0.0%	
Landbouweekblad	Apr -Jun	Wkly, Wed	19,150	151	19,301	-5.5%	-8.4%
Landbouweekblad Boereplanne	Jul -Jun	Ann	0	0	Discontinued		
Landbouweekblad Vee	Jan -Dec	Ann	7,801	0	7,801	0.0%	-20.8%
Marktoe!	Apr -Jun	Mtly	0	7,900	7,900	-26.5%	-20.4%
Veeplaas.	Apr -Jun	11xA	4,821	2,213	7,034	-8.2%	-22.0%
Health & Wellbeing							
Odyssey Magazine.	Jul -Jun	4xA	3,601	335	3,936		
Home							
REALlife Magazine	Jul -Jun	Q	0	0	Discontinued		
Conde Nast House & Garden	Apr -Jun	Mtly	0	0	No Submission		
EasyDIY	Jul -Jun	Q	0	0	Changed Publisher		

Food and Home Entertaining	Apr -Jun	Mtly	0	0	No Submission		
Habitat	Jan -Jun	AltM	0	0	Discontinued		
House & Leisure	Apr -Jun	11xA	0	0	Changed Frequency		
House & Leisure.	Jan -Jun	AltM	0	0	No Submission		
Idees/Ideas	Jan -Jun	AltM	15,214	0	15,214	1.6%	-9.9%
Kuier Combo	Jul -Jun	2xA	0	0	Discontinued		
Landbouweekblad Boerekos	Jul -Jun	2xA	0	0	Discontinued		
Lose It,	Jan -Dec	Q	17,715	0	17,715	0.0%	
SA Garden and Home	Apr -Jun	Mtly	0	0	No Submission		
SA Home Owner	Apr -Jun	11xA	0	0	No Submission		
Sarie Kos,	Jul -Jun	Q	22,112	750	22,862	-6.1%	-6.1%
Sarie Woon	Jul -Jun	Ann	0	0	Discontinued		
The Gardener / Die Tuinier	Apr -Jun	Mtly	19,211	4,209	23,420		-28.1%
Tuis Home	Apr -Jun	Mtly	71,772	264	72,036	-2.3%	-7.8%
Tuis Opknop / 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		
Visi	Jan -Jun	6xA	14,548	268	14,816	0.9%	-9.1%
Leisure							
Joburg Style	Jan -Dec	Q	0	0	No Submission		
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	10,987	3,014	14,001	-22.3%	-22.3%
Silver Digest	Jan -Dec	4xA	0	10,312	10,312	0.0%	
Southern Vines	Jan -Dec	Q	1,500	11,929	13,429	0.0%	-0.3%
The Coffee Mag	Jul -Jun	Q	0	0	No Submission		
Male							
Destiny Man Magazine	Jan -Jun	AltM	5,412	145	5,557		
GQ..	Apr -Jun	11xA	0	0	No Submission		
Men's Health	Apr -Jun	Mtly	15,032	0	15,032	-0.3%	-20.5%
Popular Mechanics	Apr -Jun	Mtly	0	0	No Submission		
Stuff.	Jan -Jun	AltM	0	0	No Submission		
Very Interesting (former Braintainment)	Jan -Jun	AltM	10,104	2,503	12,607	-27.9%	-29.2%
Motoring							
Bike SA	Apr -Jun	Mtly	0	0	No Submission		
Car	Apr -Jun	Mtly	0	0	No Submission		
Caravan & Outdoor Life / Kamp & Karavaan	Apr -Jun	Mtly	0	0	No Submission		
Driven Magazine	Apr -Jun	Mtly	0	0	No Submission		
Leisure Wheels	Apr -Jun	Mtly	0	0	Discontinued		
SA Hotrods Magazine	Apr -Jun	Mtly	0	0	Terminated		
SA4x4	Apr -Jun	Mtly	0	0	No Submission		
Super Bike	Apr -Jun	Mtly	0	0	Resigned		
Parenting							
Baba & Kleuter.	Jan -Jun	AltM	8,658	145	8,803	-21.6%	-28.8%
Baby's and Beyond	Jan -Dec	Q	444	13,557	14,001	0.0%	-5.8%
Child Magazine - Cape Town,	Jan -Dec	Q	0	47,765	47,765	0.0%	
Child Magazine - Durban,	Jan -Dec	Q	0	40,015	40,015	0.0%	
Child Magazine - Johannesburg,	Jan -Dec	Q	0	55,212	55,212	0.0%	
Child Magazine Pretoria,	Jan -Dec	Q	0	40,078	40,078	0.0%	
Living and Loving	Apr -Jun	Mtly	0	0	Discontinued		
MamaMagic Milestones	Jan -Dec	Q	0	10,169	10,169	0.0%	-32.0%
Mamas & Papas.	Apr -Jun	Mtly	0	0	Discontinued		
Mother & Child	Jan -Jun	AltM	0	0	No Submission		
Your Baby.	Jan -Jun	AltM	0	0	Discontinued		
Your Pregnancy.	Jan -Jun	AltM	8,484	90	8,574	-14.8%	-36.3%
Pets							
Animaltalk	Apr -Jun	Mtly	3,881	53,443	57,324	503.0%	471.1%
Dog Directory	Jan -Dec	Ann	6,570	1,468	8,038	0.0%	-5.6%

Sport and Hobby							
Africa's Sportsman Magazine	Jan -Dec	4xA	497	501	998	0.0%	-30.3%
Bicycling	Jan -Jun	AltM	8,436	50	8,486	8.7%	-5.8%
Compleat Golfer	Apr -Jun	Mtly	0	0	No Submission		
Equestrian Life	Jul -Jun	Q	0	0	No Submission		
Game & Hunt/Wild & Jag	Apr -Jun	Mtly	17,381	36,908	54,289	70.2%	120.8%
HQ,	Jan -Jun	6Wk	3,459	200	3,659	-30.6%	
HQ.	Apr -Jun	Mtly	0	0	Changed Frequency		
Kick Off	Apr -Jun	Mtly	19,811	1,196	21,007	-11.7%	-5.6%
Magnum	Apr -Jun	Mtly	10,580	0	10,580	1.0%	-3.3%
Runners World.	Jan -Jun	AltM	8,755	86	8,841	-5.6%	-16.5%
SA Cricket.	Jan -Dec	Q	8,678	1,940	10,618	0.0%	-12.5%
SA Flyer	Apr -Jun	Mtly	0	0	No Submission		
SA Rugby	Apr -Jun	Mtly	0	0	No Submission		
The Bank Angler / Die Oewerhengelaar	Apr -Jun	Mtly	0	0	Resigned		
Wildland Magazine	Apr -Jun	Mtly	56,363	0	56,363	-14.1%	83.1%
Travel, Tourism & Hospitality							
Cape Etc.	Jan -Dec	3xA	1,566	8,628	10,194	0.0%	10.3%
Getaway	Apr -Jun	Mtly	0	0	No Submission		
go! Drive & Camp and Weg! Ry & Sleep	Apr -Jun	Mtly	21,483	0	21,483	-21.1%	-31.3%
SA Country Life	Apr -Jun	Mtly	0	0	No Submission		
The Great Outdoors Guide / Die Groot Buitelewegids	Jan -Dec	Ann	39,849	25	39,874	0.0%	8.8%
Travel Ideas.	Jan -Jun	AltM	0	0	No Submission		
Weg / Go Platteland	Jul -Jun	Q	22,213	1,153	23,366	-13.1%	-13.1%
Weg Namibië / Go Namibia	Jan -Dec	Ann	0	0	No Submission		
Weg! Ry & Sleep Oordgids.	Jan -Dec	Ann	0	0	No Submission		
Weg/Go	Apr -Jun	Mtly	45,753	297	46,050	-7.9%	-17.0%
Woman's General							
Cosmopolitan	Apr -Jun	Mtly	0	0	Changed Frequency		
Cosmopolitan.	Jan -Jun	10xA	0	0	No Submission		
Destiny Magazine.	Jan -Jun	AltM	10,782	446	11,228		
Essentials	Apr -Jun	Mtly	0	0	No Submission		
Fairlady	Apr -Jun	Mtly	27,313	789	28,102	-4.8%	-13.2%
Glamour,	Apr -Jun	11xA	0	0	No Submission		
Good Housekeeping	Apr -Jun	Mtly	0	0	Changed Frequency		
Good Housekeeping.	Jan -Jun	AltM	0	0	No Submission		
Kuier	Apr -Jun	F	70,258	0	70,258	-9.0%	-18.3%
Move!	Apr -Jun	F	33,466	0	33,466	7.8%	-19.3%
Rooi Rose	Apr -Jun	Mtly	0	0	No Submission		
Sarie	Apr -Jun	Mtly	49,313	3,861	53,174	-15.1%	-8.5%
True Love	Apr -Jun	Mtly	16,764	2,446	19,210	-28.5%	-38.3%
Vroue Keur	Apr -Jun	Wkly, Fr	0	0	No Submission		
Woman and Home	Apr -Jun	Mtly	0	0	No Submission		
Women's Health.	Apr -Jun	11xA	15,722	250	15,972	-35.1%	-21.1%
Your Family	Apr -Jun	Mtly	0	0	No Submission		
Woman's Special							
Bruidsgids	Jan -Dec	Ann	11,144	2,683	13,827	0.0%	-16.4%
Nubian Bride.	Jul -Jun	2xA	0	0	No Submission		
SA Wedding Album	Jan -Dec	2xA	11,505	935	12,440	0.0%	-24.2%
Sarie Bruid	Jul -Jun	Ann	0	0	Discontinued		
Troukoors	Jan -Dec	Ann	4,132	2,500	6,632	0.0%	-30.5%
Wedding Guide	Jul -Jun	Ann	0	0	Changed Cycle		
Youth							
Barbie Magazine	Apr -Jun	Mtly	0	0	Changed Frequency		
Barbie Magazine.	Jan -Jun	6Wk	6,495	725	7,220	-36.5%	

Post Matric	Jan -Dec	Ann	0	133,742	133,742	0.0%	-3.0%
The Official Safeways K53 Learner's and Driver's Manual.	Jan -Dec	Ann	132,114	0	132,114	0.0%	-34.5%
Very Interesting Junior	Apr -Jun	Mtly	21,349	163	21,512		

B2B magazines

Only 32 titles did not submit data for the quarter, with 82 titles submitting data for this period. There were also several rebrands, changed cycles, resignations and discontinuations in the category. There was one no audit. Several titles showed increases over the previous quarter and prior year including *Nex Media*, *The Gapp* and *Capital Equip News*. The Civil Construction category had good figures with *Civil Engineering*, *Construction World* and *IMIESA* all up on the previous quarter and prior year. *Money Marketing*, *Industrial Buyer* and *SA Treads* all trended down on the previous quarter and prior year.

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	21,659	21,659	17.1%	-9.0%
Harvest SA	Jan -Jun	AltM	0	0	No Submission		
OVK Nuus/News	Jan -Dec	4xA	0	4,854	4,854	0.0%	-4.0%
Pro Agri	Apr -Jun	Mtly	0	39,379	39,379	0.0%	0.3%
SA Graan / Grain	Apr -Jun	Mtly	0	15,891	15,891	-1.5%	-0.2%
SABI Magazine	Jan -Jun	AltM	0	0	No Submission		
Stockfarm	Apr -Jun	Mtly	4,530	1,229	5,759	-21.7%	-20.0%
Wildlife Ranching..	Jan -Jun	AltM	0	0	Discontinued		
Wineland	Apr -Jun	Mtly	108	3,136	3,244	0.2%	-11.6%
Architecture							
earthworks.	Jan -Dec	Q	7,834	700	8,534	0.0%	-2.5%
Floors in Africa	Jan -Jun	6xA	0	17,639	17,639	-7.7%	-0.2%
Leading Architect & Design	Jan -Jun	AltM	69	7,259	7,328	-15.7%	-19.9%
SA Building Review	Jan -Dec	Ann	301	11,192	11,493	0.0%	-4.2%
Timber IQ	Jan -Jun	AltM	15	4,369	4,384	3.1%	5.5%
To Build	Jan -Dec	3xA	0	9,799	9,799	0.0%	-3.7%
Walls & Roofs in Africa	Jan -Jun	6xA	0	17,382	17,382	-8.1%	-0.3%
Automotive							
Automotive Business Review,	Jan -Jun	10xA	0	0	No Submission		
Road Ahead, The	Jan -Dec	Q	0	9,770	9,770	0.0%	4.2%
SA TREADS	Jul -Jun	Q	0	4,929	4,929	-29.6%	-29.6%
Civil Construction							
Civil Engineering	Apr -Jun	11xA	18	14,120	14,138	7.4%	13.4%
Civil Engineering Contractor, The	Apr -Jun	Mtly	0	0	Discontinued		
Concrete Trends	Jan -Dec	Q	0	0	No Submission		
Construction Review.	Jan -Jun	AltM	0	0	No Submission		
Construction World	Apr -Jun	Mtly	0	8,899	8,899	17.0%	43.1%
IMIESA	Apr -Jun	11xA	8	6,029	6,037	24.8%	29.6%
Plant Equipment & Hire	Apr -Jun	Mtly	0	0	Discontinued		
Precast	Jul -Jun	3xA	0	0	No Submission		
Communications							
Media, The.	Jan -Jun	8xA	0	0	Resigned		
Nex Media	Jul -Jun	4xA	0	61,750	61,750	1444.1%	1444.1%
SA Profile	Jan -Dec	Ann	0	29,878	29,878	0.0%	
The Gapp Magazine	Jan -Jun	AltM	0	8,587	8,587	122.8%	118.3%
Electrical Engineering							
Electricity & Control	Apr -Jun	Mtly	0	6,527	6,527	57.7%	34.5%
Energize	Apr -Jun	11xA	0	0	Discontinued		
ESI Africa	Jul -Jun	Q	0	0	No Submission		
Sparks Electrical News	Apr -Jun	Mtly	0	6,242	6,242	1.7%	-5.1%

Vector Journal	Apr -Jun	11xA	0	0	Discontinued		
Engineering - Other							
Capital Equipment News	Apr -Jun	Mtly	0	6,545	6,545	41.0%	35.6%
Dataweek	Apr -Jun	F	0	0	No Submission		
Energy Decisions	Jul -Jun	Ann	0	0	No Submission		
Engineer IT	Apr -Jun	11xA	0	0	Discontinued		
Engineering News	Apr -Jun	Wkly, Fr	0	0	Rebranded		
MechChem Africa	Apr -Jun	Mtly	0	6,294	6,294	57.2%	24.5%
Motion Control	Jul -Jun	Q	0	0	No Submission		
Plumbing Africa	Apr -Jun	Mtly	59	5,647	5,706	-18.8%	-14.5%
Position IT,	Jan -Jun	AltM	0	0	Discontinued		
Refrigeration and Airconditioning	Apr -Jun	Mtly	12	5,188	5,200	-24.1%	-24.4%
SA Instrumentation & Control	Apr -Jun	Mtly	0	0	No Submission		
Water & Sanitation Africa	Jan -Jun	AltM	12	5,561	5,573	12.0%	33.7%
Water Sewage & Effluent	Jan -Jun	AltM	0	0	Discontinued		
Health and Wellbeing							
Fire Protection	Jan -Dec	Q	700	790	1,490	0.0%	2.5%
Hi-Tech Security Solutions	Apr -Jun	11xA	0	0	No Submission		
International Dentistry Africa Edition	Jan -Jun	AltM	0	4,056	4,056	0.6%	-2.3%
MDR Medical Desk Reference	Jan -Dec	Ann	958	178	1,136	0.0%	-55.5%
Medical Chronicle	Apr -Jun	11xA	0	10,674	10,674	-6.7%	-28.9%
MMS	Apr -Jun	Mtly	2,954	0	2,954		-18.5%
MMS Guide to OTC Products	Jan -Dec	Ann	122	2,979	3,101	0.0%	-3.0%
Modern Medicine Magazine.	Jan -Jun	AltM	692	3,961	4,653	7.0%	8.0%
Occupational Health Southern Africa	Jan -Jun	AltM	0	0	No Submission		
SHEQ Management	Jan -Jun	AltM	74	4,580	4,654	-23.0%	-22.2%
South African Pharmaceutical & Cosmetic Review	Apr -Jun	11xA	42	2,831	2,873	0.9%	-3.1%
The Specialist Forum Journal	Apr -Jun	11xA	0	7,736	7,736	-6.8%	-1.5%
Hospitality, Catering and Tourism							
Explore South Africa.	Jan -Dec	Q	1,866	7,719	9,585	0.0%	5.7%
Leading Venues	Jan -Dec	Ann	2,297	4,050	6,347	0.0%	-7.9%
Meetings	Jan -Jun	AltM	12	4,028	4,040	-2.2%	12.1%
The Meetings & Event Planner (former SA Conference Directory)	Jan -Dec	Ann	0	8,593	8,593	0.0%	-41.4%
Travel News Features	Apr -Jun	Mtly	0	0	No Submission		
Industry							
Analytical Reporter	Jan -Jun	AltM	1	5,515	5,516	4.7%	48.1%
Cold Link Africa	Jan -Jun	AltM	12	4,616	4,628	65.3%	46.5%
Eastern Cape Business..	Jul -Jun	Ann	0	9,602	9,602	-1.9%	-1.9%
Eastern Cape Industrial & Business News	Jan -Jun	AltM	0	3,943	3,943	0.5%	-1.8%
Free State Business,	Jan -Dec	Ann	0	9,943	9,943	0.0%	1.7%
Gauteng Companies..	Jul -Jun	Ann	0	9,839	9,839	-1.0%	-1.0%
Industrial Buyer	Jan -Jun	AltM	19	7,006	7,025	-47.9%	-76.2%
Jewellers' Network Directory	Jul -Jun	Ann	0	0	No Submission		
KwaZulu Natal Business..	Jul -Jun	Ann	0	9,761	9,761	-0.5%	-0.5%
KZN Industrial & Business News	Jan -Jun	AltM	0	6,082	6,082	0.2%	-2.7%
Lighting in Design.	Jan -Dec	Q	0	3,049	3,049	0.0%	-12.3%
Limpopo Business..	Jul -Jun	Ann	0	0	Changed Cycle		
LINKED by Jewellers Network	Jul -Jun	Q	0	0	No Submission		
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	9,943	9,943	0.0%	1.6%
Northern Cape Business..	Jul -Jun	Ann	0	9,615	9,615	-1.8%	-1.8%
Opportunity (Exploring Business Prospects in SA)	Jan -Jun	AltM	0	0	Changed Frequency		
Resource.	Jan -Dec	Q	959	2,403	3,362	39.6%	-1.6%
SA Affordable Housing	Jan -Jun	AltM	19	2,864	2,883	-15.0%	-25.7%
SA Jewellery News	Apr -Jun	Mtly	0	0	No Submission		

Smart Energy International	Jan -Jun	AltM	0	0	No Submission		
South African Business.	Jan -Dec	2xA	0	19,908	19,908	0.0%	0.7%
South African Food Review	Apr -Jun	11xA	91	4,138	4,229	-12.5%	-14.6%
The Green Building Handbook	Jan -Dec	Ann	0	4,918	4,918	0.0%	-50.3%
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	9,918	9,918	0.0%	-0.4%
Information and Computer Technology							
Brainstorm	Apr -Jun	11xA	5,116	3,570	8,686	-22.6%	-3.3%
The Margin	Jan -Dec	Q	0	3,692	3,692	0.0%	4.7%
Management							
African Decisions	Jan -Dec	Q	219	14,293	14,512	0.0%	-3.3%
Afropolitan.	Jul -Jun	Q	0	0	No Submission		
Black Business Quarterly	Jan -Dec	Q	1,710	7,970	9,680	0.0%	7.3%
Blue Chip,	Jan -Dec	Q	1	9,631	9,632	0.0%	7.5%
Business Guide	Jan -Dec	Ann	0	784	784	0.0%	-30.9%
Cape Business News	Apr -Jun	Mtly	0	0	No Submission		
Careers SA	Jul -Jun	Ann	0	0	Terminated		
FA News.	Jan -Jun	AltM	0	0	No Submission		
Impumelelo SA's Top Empowerment Co.	Jan -Dec	Ann	58	9,456	9,514	0.0%	
Infocom.	Jan -Dec	Q	0	1,447	1,447	0.0%	4.7%
KZN Invest	Jul -Jun	Q	0	0	Rebranded		
Leadership	Apr -Jun	Mtly	0	0	No Submission		
Money Marketing	Apr -Jun	Mtly	5	3,669	3,674	-42.8%	-45.1%
Profiles Stock Exchange Handbook	Jan -Dec	Q	2,038	2,347	4,385	0.0%	-37.4%
Public Sector Manager	Apr -Jun	Mtly	0	0	No Audit		
Salga Voice of Local Government	Jan -Dec	Q	0	0	Discontinued		
South African Business Intergrator	Jan -Dec	2xA	0	19,877	19,877	0.0%	0.8%
South Africa's Top Performing Companies,	Jan -Dec	Ann	386	5,811	6,197	0.0%	
The South African School Collection	Jan -Dec	Ann	0	0	Discontinued		
Top 500 SA's Best Companies,	Jan -Dec	Ann	575	9,024	9,599	0.0%	
Top Women in Business & Government	Jul -Jun	Ann	0	0	No Submission		
Vision 2030	Jan -Dec	Ann	37	8,189	8,226	0.0%	
Mining & Quarrying							
African Mines Handbook	Jan -Dec	Ann	803	1,082	1,885	0.0%	0.4%
African Mning	Jan -Jun	AltM	0	0	Rebranded		
African Mning Brief	Jan -Jun	AltM	0	0	No Submission		
African Mning Inc. Mining Mirror	Apr -Jun	11xA	0	2,513	2,513	-54.9%	
Earthbroker	Apr -Jun	Mtly	0	5,400	5,400	0.3%	0.3%
Engineering News & Mining Weekly	Apr -Jun	Wkly, Fr	0	0	No Submission		
Mning Decisions	Jan -Dec	4xA	0	8,700	8,700	0.0%	10.2%
Mning Mirror	Apr -Jun	Mtly	0	0	Rebranded		
Mning Review Africa.	Apr -Jun	11xA	0	0	No Submission		
Mning Weekly	Apr -Jun	Wkly, Fr	0	0	Rebranded		
Modern Mining	Apr -Jun	Mtly	0	6,377	6,377	17.3%	18.5%
Modern Quarrying	Jan -Dec	Q	0	2,703	2,703	0.0%	9.6%
Quarry Southern Africa	Jan -Jun	AltM	0	0	Discontinued		
SA Mning.	Jan -Jun	AltM	0	0	Resigned		
Property							
Blue - Atlantic Seaboard & City Bowl	Jan -Dec	Q	0	0	Discontinued		
The Greeff Magazine	Jan -Dec	3xA	0	14,500	14,500	0.0%	0.0%
Retail							
DIY And Industrial Trade News	Apr -Jun	Mtly	0	5,072	5,072	-40.1%	14.5%
International Independent Trader	Apr -Jun	Mtly	0	0	No Submission		
Pet Shop Pit Stop	Jul -Jun	Q	0	0	No Submission		
Pharmacy Magazine (former Frontshop)	Apr -Jun	Mtly	0	4,686	4,686	-14.6%	74.3%
Pharmacy Retailer	Apr -Jun	Mtly	0	0	No Submission		
Spotong	Jan -Dec	Q	0	11,150	11,150	0.0%	0.4%

Supermarket and Retailer	Apr -Jun	Mtly	0	0	No Submission		
The International Convenience Store Retailer.	Apr -Jun	11xA	0	0	No Submission		
The International FMCG Retailer.	Apr -Jun	11xA	0	0	No Submission		
The International Hardware Retailer.	Apr -Jun	11xA	0	0	No Submission		
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores	Apr -Jun	Mtly	0	0	Changed Frequency		
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores.	Jan -Jun	9xA	0	21,367	21,367	9.4%	
Trader's Friend - Independent Retailers and Wholesalers	Apr -Jun	Mtly	0	0	Changed Frequency		
Trader's Friend - Independent Retailers and Wholesalers.	Jan -Jun	9xA	0	21,157	21,157	21.1%	
Transport and Logistics							
Focus on Transport & Logistics	Apr -Jun	Mtly	6	5,052	5,058	-25.3%	-25.4%
Freight & Trading Features	Apr -Jun	Mtly	378	3,522	3,900		-12.8%
Trucks and Heavy Equipment News..	Jan -Dec	5xA	0	6,830	6,830	0.0%	0.0%

Custom magazines

In total 39 titles submitted data for this quarter, while 21 did not submit any data and five titles were discontinued. A number of titles increased on the previous quarter and prior year, including *FitLife*, *SA Pharmaceutical Journal*, *Man*, *De Rebus* and *Balanced Life*. *Taste* and *Club Magazine* decreased on the previous quarter and prior year.

Electrical Engineering							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
WattNow..	Apr -Jun	Mtly	0	0	No Submission		
Family Interest							
Crawford Times	Jan -Dec	Q	0	10,705	10,705	0.0%	2.2%
Taalgenoot..	Jan -Dec	Q	63,570	1,530	65,100	0.0%	-4.7%
Trinitonian	Jan -Dec	Q	0	5,749	5,749	0.0%	-0.9%
Farming							
Dairy Mail, The.	Apr -Jun	Mtly	24	3,554	3,578	-4.4%	-10.2%
Rooi Meis / Red Meat,	Jan -Jun	AltM	2	11,457	11,459	-9.4%	-6.6%
Wolboer / Wool Farmer.	Jan -Jun	AltM	0	4,927	4,927	-0.5%	-0.4%
Health & Wellbeing							
Fitlife.	Apr -Jun	Mtly	33,019	1,003	34,022	16.9%	17.1%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	0	1,480	1,480	-13.1%	-13.1%
Jump	Jul -Jun	3xA	0	0	No Submission		
Life Healthcare	Jul -Jun	4xA	0	0	No Submission		
SAPharmaceutical Journal.	Jan -Jun	10xA	2	7,194	7,196	3.7%	4.1%
SAPharmacist's Assistant (SAPA)	Jul -Jun	Q	0	4,959	4,959	1.7%	1.7%
South African Medical Journal	Apr -Jun	Mtly	0	0	No Submission		
Southern African Journal of Anaesthesia & Analgesia	Jan -Jun	AltM	0	2,193	2,193	1.9%	0.4%
Home							
Fresh Living / Kook en Kuier	Apr -Jun	Mtly	0	0	No Submission		
Living Space..	Apr -Jun	Mtly	49,375	1,811	51,186	-0.6%	-11.8%
My Kitchen..	Apr -Jun	Mtly	90,651	2,087	92,738	-0.8%	-12.9%
Industry Specific							
Estate Living,	Apr -Jun	Mtly	0	0	No Submission		
Forum Tydskrif	Jan -Dec	Q	0	147,019	147,019	0.0%	-0.7%
J S E	Jan -Dec	Q	1,194	16,753	17,947	0.0%	1.7%
Sea Rescue	Jul -Jun	2xA	0	0	No Submission		

Servamus	Apr -Jun	Mtly	10,331	78	10,409	-3.0%	-7.8%
Solidarity Magazine / Solidariteit Tydskrif	Jan -Jun	6xA	0	0	Changed Frequency		
In-flight							
High Life SA	Apr -Jun	Mtly	0	0	No Submission		
In Flight Magazine	Apr -Jun	Mtly	0	0	No Submission		
Indwe	Apr -Jun	Mtly	0	0	Discontinued		
Kulula Khuluma	Apr -Jun	Mtly	0	0	No Submission		
Mango Juice	Apr -Jun	Mtly	0	0	No Submission		
Sawubona	Apr -Jun	Mtly	0	0	No Submission		
Skyways	Apr -Jun	Mtly	0	0	No Submission		
Leisure							
Cheers	Jan -Jun	6xA	0	0	No Submission		
Equinox	Jan -Dec	Q	0	30,118	30,118	0.0%	
Legacy Inspires	Jul -Jun	3xA	0	0	No Submission		
Nedbank Golf Challenge	Jul -Jun	Ann	0	0	Discontinued		
Private Edition	Jul -Jun	Q	0	0	No Submission		
Slow Magazine	Apr -Jun	Mtly	0	0	Discontinued		
Taste.	Apr -Jun	11xA	22,918	2,303	25,221	-24.9%	-6.7%
Team SAformer (Road To Tokyo)	Jan -Dec	Q	0	0	Discontinued		
Wild	Jul -Jun	Q	0	0	No Submission		
Male							
Man	Apr -Jun	Mtly	55,196	3,302	58,498	1.7%	2.3%
Tech..	Apr -Jun	Mtly	51,373	2,691	54,064	5.3%	-3.2%
Medical and Allied Health							
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	5,132	5,132	-92.0%	-92.0%
Medi - Clinic Family	Jul -Jun	Q	0	64,895	64,895	0.0%	0.0%
Motoring							
Motor..	Apr -Jun	Mtly	30,550	2,949	33,499	1.0%	-5.3%
Professional							
Accountancy SA	Apr -Jun	11xA	0	53,666	53,666	-0.6%	5.3%
Acumen,	Jul -Jun	Q	0	0	No Submission		
De Rebus	Apr -Jun	11xA	20	18,492	18,512	66.0%	127.4%
Digest of South African Architecture	Jan -Dec	Ann	0	0	Discontinued		
TAXtalk	Jan -Jun	AltM	0	0	No Submission		
The Journal Of The SAIMM	Apr -Jun	Mtly	34	4,550	4,584	12.0%	-13.0%
Retail							
Clicks Club Card.	Jan -Jun	AltM	0	0	No Submission		
Club Magazine	Apr -Jun	Mtly	307,894	32,812	340,706	-2.4%	-16.4%
Jet Club	Jan -Jun	7xA	0	0	No Submission		
Sport and Hobby							
SA Hunter/Jagter.	Apr -Jun	Mtly	38,289	0	38,289	2.4%	-17.3%
Soccer Club	Apr -Jun	Mtly	68,692	4,141	72,833	3.8%	1.6%
Sports Club.	Apr -Jun	Mtly	119,915	2,751	122,666	4.7%	-3.6%
Travel, Tourism & Hospitality							
AA Traveller	Jan -Dec	Q	51,340	581	51,921	0.0%	-9.6%
Best of Cape Town Central City.	Jan -Dec	Ann	0	59,800	59,800	0.0%	8.6%

Escapes	Apr -Jun	Mily	31,917	1,276	33,193	-2.7%	-17.4%
Moments magazine	Jan -Dec	6xA	0	5,200	5,200	0.0%	57.3%
Premier	Apr -Jun	Mily	0	0	No Submission		
Woman's General							
Balanced Life	Apr -Jun	Mily	63,697	19,951	83,648	35.6%	8.6%
Youth							
ClubX	Apr -Jun	Mily	77,875	12,607	90,482	3.6%	-6.4%
Kids Super Club.	Apr -Jun	Mily	94,508	17,108	111,616	2.7%	-9.9%
Total			1,262,386	566,824	1,829,210	-48.5%	-54.1%
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Report Date :		Revision :					
Youth							
ClubX	Jan -Mar	Mily	83,269	4,047	87,316	1.7%	-15.0%
Kids Super Club.	Jan -Mar	Mily	101,565	7,118	108,683	-4.2%	-19.2%

Free magazines

Only four publication in this category submitted data for this period of which two showed a decrease on the previous quarter and prior year and one is a new member. *Get It Northern Suburbs Joburg* showed an increase over the previous quarter and prior year. Six titles did not submit any data, while three were discontinued in this category.

Publication name	Period	Frequency	Total circulation	%change quarter	%change year
Get It (Northern Suburbs Joburg)	Apr -Jun	Mily	24,950	1.2%	0.6%
Get It (Jo'burg West)	Apr -Jun	Mily	14,395	-14.1%	-26.1%
STOKVEL VOICE MAGAZINE	Jan -Dec	Ann	13,371	0.0%	
Get It (Jo'burg South)	Apr -Jun	Mily	12,480	-36.7%	-36.5%
Botswana Advertiser.	Apr -Jun	Wkly, Fr	No Submission		
Get It (Ballito to Umhlanga)	Apr -Jun	Mily	No Submission		
Get It (Bloemfontein)	Apr -Jun	Mily	No Submission		
Get It (Highway)	Apr -Jun	Mily	No Submission		
Get It (Lowveld)	Apr -Jun	Mily	No Submission		
Get It (Pretoria)	Apr -Jun	Mily	No Submission		
Get It (eMalahleni - Middelburg)	Apr -Jun	Mily	Discontinued		
Get It (Joburg East)	Apr -Jun	Mily	Discontinued		
Get It (Northern KZN)	Apr -Jun	Mily	Discontinued		

Web traffic

Six titles were discontinued and 96 titles submitted web traffic data.

Email newsletter

Just short of 50%, 21 of 44 email newsletters did not submit circulation data for this period. The category saw 14 publications submit data, with four publications being discontinued and three changing frequency. Only *You* and *Sarie* saw an increase over the previous quarter and prior year. While many publications saw a decrease in this quarter, these tended to be slight with only *Men's Health* recording a larger decrease.



Magazines ABC Q4 2019: A subdued quarter for magazines

Danette Breitenbach 13 Feb 2020



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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