

## SA's top money-making mags at retail

As weeklies, Huisgenoot and You are the two biggest money-making magazines at retail in South Africa. No surprises there, but both FHM and Heat are both in the top five, according to UCM publishers, who have released the results of new analysis culled from the July - December 2004 ABCs issued last month.

ABCs are normally used to rank magazines in terms of which titles sell the most copies. But there's another analysis of that data which calculates revenue through tills, called Retail Sales Value (RSV). The RSV formula multiplies a magazine's audited ABC circulation sale X number of issues published per annum X cover price.

"RSV is a business information tool much in use by international magazine publishers," says Mark Beard, Associate Publisher at UCM (publishers of FHM and heat). Beard says RSV provides "critical insights into the importance of particular titles at retail level as it indicates market intelligence about the financial strength of the various publishing houses".

Extrapolated from ABC July - Dec 2004, RSVs are calculated not on total ABC figures, but rather on single copy sales at full cover price. "This is a more accurate RSV figure for SA retailers as it excludes subscriptions, bulks and overseas copies," explains Beard.

Amongst the findings of the latest RSV analysis, the figures show that FHM (ABC July - Dec 2004: 118 428) is actually the 4th biggest revenue generator for retailers in SA and heat (ABC July - Dec 2004: 47 358) the 5th biggest. FHM's performance is significant in that it is the only monthly magazine in the top five.

"FHM generates more revenue for SA retailers than both other titles, GQ and Men's Health, in the Men's Lifestyle category put together!" says Beard.

Regarding heat, the magazine is the 5th biggest revenue generator for retailers "and this within a year of launch", enthuses Beard. "heat generates more revenue for SA retailers than Cosmopolitan and all other female monthlies. And in comparison to the two other big magazine launches of last year, heat generates more revenue per annum than Glamour and Top Billing combined."

Retail RSVs (Based upon ABC July - Dec 2004)

Rank	Title	Issues (Annun)	Price (ABC July - Dec 04)	ABC (July - Dec 04)	SA Newsstand (ABC July - Dec 04)	RSV
1	Huisgenoot	52	9,95	340,570	330,830	#####
2	You	52	9,95	222,845	218,328	#####
3	People	52	7,95	105,535	105,092	43,445,033
4	FHM	12	29,95	118,428	114,860	41,280,604
5	heat	50	14,95	47,358	47,239	35,311,153
6	Cosmopolitan	12	23,95	117,255	113,437	32,601,794
7	Vroue Keur	52	6,45	98,574	94,602	31,729,511
8	TV Plus	26	7,35	135,563	133,739	25,557,523
9	Drum	52	7,35	67,012	66,263	25,325,719
10	Savin	12	15,95	137,970	129,677	23,671,778
11	Men's Health	12	28,95	89,562	85,893	22,891,228
12	Rosé Rose	12	15,95	119,994	108,862	20,836,187
13	Autotrader	52	14,00	27,211	27,211	19,809,608
14	Landbouweekblad	52	10,55	41,845	35,051	19,228,979
15	True Love	12	14,95	114,793	106,455	19,098,027
16	SA Garden & Home	12	18,95	93,579	79,614	18,104,224
17	Glamour	12	16,50	92,552	90,238	17,867,124
18	Fair Lady	12	18,50	88,123	79,254	17,594,388
19	SA Home Owner	10	28,95	60,497	56,654	16,401,333
20	Speed & Sound	12	29,95	44,644	43,584	15,664,090
21	Car	12	17,95	105,934	72,358	15,585,913
22	Getaway	12	21,95	87,214	52,008	13,698,987
23	Essentials	12	15,95	76,295	70,204	13,437,046
24	Finesse	12	16,95	81,815	65,965	13,417,281
25	Oprah	12	19,95	62,754	56,016	13,410,230
26	Your Family	12	14,95	78,267	72,037	12,923,438
27	DIT	12	14,95	77,811	69,118	12,399,769
28	Kick Off	26	7,95	60,893	59,828	12,366,448
29	Womens Value	12	14,95	57,977	67,264	12,067,162
30	Leeds Nast H & G	11	27,50	46,086	36,980	11,186,450
31	Tuis	12	16,95	56,011	53,810	10,944,954
32	Shape	12	21,95	54,407	40,323	10,621,078
33	Marie Claire	12	19,95	43,110	41,538	9,944,187
34	Femina	12	19,95	44,883	40,976	9,809,654
35	House & Leisure	12	23,95	38,743	33,833	9,723,604
36	Elle	12	21,95	37,267	35,872	9,448,685
37	SA Sports Illustrated	12	24,95	42,145	27,857	8,340,386
38	Bona	12	6,95	96,584	95,453	7,960,780
39	SA Gardening	12	18,95	40,962	34,221	7,781,855
40	Cape Ads	52	7,95	18,686	18,681	7,722,725
41	Top Billing	12	19,95	31,611	31,332	7,500,881
42	Tuin Paleis	12	18,95	34,372	31,289	7,115,119
43	GQ	7	28,95	35,020	34,178	6,926,172
44	Job Mail	26	9,95	27,023	26,395	6,828,387
45	PC Format	12	34,95	17,411	16,009	6,714,175
46	Styren Lynn /T. Lines	12	16,5	34,771	33,065	6,546,870
47	SA Country Life	12	18,95	36,628	28,266	6,427,688
48	AA Traveller	4	12,00	133,593	133,593	6,412,464
49	Bike SA	12	17,50	32,818	29,936	6,286,560
50	Food & H. Entertaining	12	21,95	27,891	22,828	6,012,895

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