

## 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 the 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 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 (Annum)	Price (ABC July - Dec 04)	ABC (July - Dec 04)	SA Newsstand (ABC July - Dec 04)	RSV
1	<b>Nuisance</b>	52	9.95	340,570	330,830	#####
2	<b>You</b>	52	9.95	222,845	218,328	#####
3	<b>People</b>	52	7.95	105,535	105,092	43,445,933
4	<b>FHM</b>	12	29.95	118,428	114,860	41,280,684
5	<b>Real</b>	50	14.95	47,358	47,239	35,311,153
6	<b>Cosmopolitan</b>	12	23.95	117,255	113,437	32,601,794
7	<b>Yours</b>	52	6.45	98,574	94,602	31,729,511
8	<b>TV Plus</b>	26	7.35	135,563	133,739	25,557,523
9	<b>Drum</b>	52	7.35	67,012	66,263	25,325,719
10	<b>Satin</b>	12	15.95	137,970	123,677	23,671,778
11	<b>Men's Health</b>	12	28.95	89,562	65,893	22,891,228
12	<b>Real Rose</b>	12	15.95	119,994	108,862	20,836,187
13	<b>Autotrader</b>	52	14.00	27,211	27,211	19,899,406
14	<b>Landbouersblad</b>	52	10.55	41,845	35,051	19,228,979
15	<b>True Love</b>	12	14.95	114,793	106,455	19,098,627
16	<b>SA Garden &amp; Home</b>	12	18.95	93,579	79,614	18,104,224
17	<b>Glamour</b>	12	16.50	92,552	90,238	17,867,124
18	<b>Fair Lady</b>	12	18.50	88,123	79,254	17,594,388
19	<b>SA Home Owner</b>	10	28.95	60,497	56,654	16,401,333
20	<b>Speed &amp; Sound</b>	12	29.95	44,644	43,584	15,664,090
21	<b>Car</b>	12	17.95	105,934	72,358	15,585,913
22	<b>Getaway</b>	12	21.95	87,314	52,008	13,698,907
23	<b>Essentials</b>	12	15.95	76,295	70,204	13,437,046
24	<b>Finesse</b>	12	16.95	81,815	65,965	13,417,281
25	<b>Oprah</b>	12	19.95	62,754	56,016	13,410,230
26	<b>Your Family</b>	12	14.95	78,267	72,037	12,923,438
27	<b>DIT</b>	12	14.95	77,811	69,118	12,399,769
28	<b>Kick Off</b>	26	7.95	60,893	59,828	12,366,448
29	<b>Womens Value</b>	12	14.95	57,977	67,264	12,067,162
30	<b>Conde Nast H &amp; G</b>	11	27.50	46,086	36,980	11,186,450
31	<b>Isis</b>	12	16.95	56,011	53,810	10,944,954
32	<b>Shape</b>	12	21.95	54,407	40,323	10,621,078
33	<b>Marie Claire</b>	12	19.95	43,110	41,538	9,944,197
34	<b>Femina</b>	12	19.95	44,883	40,976	9,809,654
35	<b>House &amp; Leisure</b>	12	23.95	38,743	33,833	9,723,604
36	<b>Elle</b>	12	21.95	37,267	35,872	9,448,685
37	<b>SA Sports Illustrated</b>	12	24.95	42,145	27,857	8,340,386
38	<b>Bona</b>	12	6.95	96,584	95,453	7,960,780
39	<b>SA Gardening</b>	12	18.95	40,962	34,221	7,781,855
40	<b>Cape Ads</b>	52	7.95	18,686	18,681	7,722,725
41	<b>Top Billing</b>	12	19.95	31,611	31,332	7,500,881
42	<b>Tuin Paleis</b>	12	18.95	34,372	31,289	7,115,119
43	<b>GQ</b>	7	28.95	35,020	34,178	6,926,172
44	<b>Job Mail</b>	26	9.95	27,023	26,395	6,828,387
45	<b>PC Format</b>	12	34.95	17,411	16,009	6,714,175
46	<b>Shore Line /T. Lines</b>	12	16.5	34,771	33,065	6,546,870
47	<b>SA Country Life</b>	12	18.95	36,428	28,266	6,427,688
48	<b>AA Traveller</b>	4	12.00	133,593	133,593	6,412,464
49	<b>Bike SA</b>	12	17.50	32,818	29,936	6,286,560
50	<b>Food &amp; H. Entertaining</b>	12	21.95	27,891	22,828	6,012,895

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