

Magazines ABC Q1 2019: No surprises as decline continues

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The magazine category offered no surprises in the Audit Bureau of Circulations of South Africa's (ABC) first quarter (Q1) of 2019, with declining circulations of the past few years continuing.



The quarter declined 3% on the previous quarter and by just over 13% (13.1%) on the prior year.

The biggest decline on the previous quarter was in the Custom Magazines category, which also had the dubious honour of the biggest decline on the prior year – a decline of 18.6%, due to several large print titles being discontinued in the category. These include *Ackermans Club*, *Edgars Club*, *Signature: Diner's Club*, and *DStv Premium Mag/Tydskrif*.

The smallest decline on the previous quarter was the Consumer Magazine category (decreased by 0.1%), while Business-to-Business (B2B) Magazines boasted an increase of 5.5% on the prior year – the only category to increase on the prior year. All categories showed a decline on the prior quarter.

Consumer magazines

Despite the slight decrease on the previous quarter and an 11% decrease on the prior year, a number of publications in this category showed good increases, both over the prior quarter and the prior year.

Cosmopolitan's figures were also positive, showing an especially good increase over the prior year of nearly 32% (31.9%), following increases in back issues and monitored free distribution.

Other movers include *SA 4x4*, *Bona*, *Easy DIY*, *The Coffee Mag* (103.8%), *The Ultimate Braai*, *Stuff* (104.9%), and *The Wedding Guide*.

Arts, Culture and Heritage							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Islam Today KZN	Jan -Mar	Mtly	0	0	No issue		
Jewish Life	Jan -Mar	Mtly	85	11,981	12,066	-3.3%	-0.6%
Val de Vie Magazine	Jul -Jun	2xA	1,835	9,344	11,179	0.0%	
Business and News							
African Business Quarterly	Jul -Jun	Q	655	1,237	1,892	0.0%	
Business Brief.	Jul -Dec	AltM	41,920	1,431	43,351	0.0%	-23.1%
Entrepreneur	Jan -Mar	Mtly	0	0	Suspended		
Financial Mail	Jan -Mar	Wkly, Fr	13,798	0	13,798	-0.8%	2.6%
Finweek	Jan -Mar	F	14,776	1,200	15,976	3.6%	-12.2%
Forbes Africa	Jan -Mar	Mtly	14,218	3,993	18,211	21.9%	23.4%
Green Economy Journal (formerly Green Business Journal)	Jul -Dec	AltM	1,499	5,966	7,465	0.0%	5.4%
Noseweek	Jan -Mar	Mtly	9,284	0	9,284	-6.1%	-24.0%
Personal Finance	Jan -Dec	Q	0	0	Changed Publisher		
SAReal Estate Investor Magazine	Jan -Mar	Mtly	497	14,789	15,286	-1.1%	7.9%
Your Business Magazine	Jul -Dec	AltM	0	0	Discontinued		
Celebrity							
People	Jan -Mar	Wkly, Fr	28,886	166	29,052	-1.8%	-7.2%
Conservation and Wildlife							
African Birdlife	Jul -Dec	AltM	8,667	536	9,203	0.0%	14.0%
KRUGER MAGAZINE	Jan -Dec	4xA	6,994	520	7,514	0.0%	
Entertainment							
Eat Out	Jan -Dec	Ann	16,126	4,380	20,506	0.0%	-2.2%
Hello Johannesburg	Jan -Mar	Mtly	0	0	No submission		
TVPlus (Afrikaans)	Jan -Mar	F	21,078	0	21,078	-6.6%	-25.9%
TVPlus (English)	Jan -Mar	F	10,500	0	10,500	-5.9%	-31.5%
Family Interest							
Bona	Jan -Mar	Mtly	73,510	1,709	75,219	12.5%	9.5%
Drum	Jan -Mar	Wkly, Fr	26,358	0	26,358	-3.4%	-29.3%
Huisgenoot	Jan -Mar	Wkly, Tue	174,384	0	174,384	-0.2%	-8.5%
LIG	Jan -Mar	11xA	17,762	299	18,061	7.5%	-19.1%
Plus 50	Jul -Dec	6xA	5,832	537	6,369	0.0%	8.6%
The Big Issue	Jan -Mar	Mtly	0	0	No submission		
The Crest	Jul -Dec	7xA	0	11,878	11,878	0.0%	-2.8%
The Ridge	Jul -Dec	7xA	0	14,505	14,505	0.0%	-29.0%
Things to do with kids Magazine	Jan -Dec	Q	0	11,051	11,051	0.0%	6.8%
You	Jan -Mar	Wkly, Wed	85,402	0	85,402	-3.3%	-10.5%
Farming							

Farmer's Weekly	Jan -Mar	Wkly, Fr	10,431	68	10,499	0.7%	-9.1%
Landbouweekblad	Jan -Mar	Wkly, Wed	22,308	45	22,353	-1.6%	-18.1%
Landbouweekblad Boereplanne	Jul -Jun	Ann	15,599	420	16,019	0.0%	7.3%
Landbouweekblad Vee	Jan -Dec	Ann	9,854	0	9,854	0.0%	5.0%
Marktoe!	Jan -Mar	Mtly	0	9,850	9,850	-18.7%	-5.7%
Veeplaas.	Jan -Mar	11xA	4,513	3,889	8,402	-4.7%	10.9%
Health & Wellbeing							
Fatloss	Jan -Dec	Ann	0	0	Resigned		
Longevity.	Jul -Dec	9xA	0	0	No submission		
Muscle Evolution Magazine	Jul -Dec	AltM	0	0	Resigned		
Home							
Conde Nast House & Garden	Jan -Mar	Mtly	21,557	6,310	27,867	8.1%	-16.9%
Easy DIY	Jul -Jun	Q	6,878	6,142	13,020	0.0%	30.2%
Elle Decoration	Jul -Dec	AltM	0	0	Changed Frequency		
Elle Decoration.	Jan -Mar	11xA	0	0	Discontinued		
Estate Living.	Jul -Dec	AltM	0	0	Changed Publisher		
Food and Home Entertaining	Jan -Mar	Mtly	15,038	2,203	17,241	2.2%	-23.9%
Green Home	Jul -Dec	AltM	0	0	No issue		
Habitat	Jul -Dec	AltM	12,444	846	13,290	0.0%	3.2%
House & Leisure	Jan -Mar	11xA	23,122	2,569	25,691	37.9%	24.4%
Idees/Ideas	Jul -Dec	AltM	17,593	0	17,593	0.0%	-4.5%
Kuier Combo	Jul -Jun	2xA	56,626	0	56,626	0.0%	-19.7%
Landbouweekblad Boerekos	Jul -Jun	2xA	34,200	696	34,896	0.0%	5.6%
Lose It.	Jul -Dec	AltM	16,644	0	16,644	0.0%	-24.6%
Plascon Spaces.	Jan -Dec	Q	0	0	Discontinued		
Real Estate.	Jan -Mar	Mtly	0	0	Changed Frequency		
SA Garden and Home	Jan -Mar	Mtly	36,454	2,984	39,438	0.6%	-7.9%
SAHome Owner	Jan -Mar	11xA	27,105	5,261	32,366	-0.9%	-11.9%
Sarie Kos,	Jul -Jun	Q	28,391	1,045	29,436	0.0%	
Sarie Woon	Jul -Jun	Ann	16,795	860	17,655	0.0%	-2.1%
The Gardener / Die Tuinier	Jan -Mar	Mtly	24,993	9,799	34,792	-6.3%	0.6%
Tuis Home	Jan -Mar	Mtly	72,648	7,590	80,238	-2.4%	-5.9%
Tuis Opknep / Home Renovations.	Jul -Jun	Ann	24,803	0	24,803	0.0%	6.9%
Tuis Verf / Home Paint	Jul -Jun	Ann	22,222	0	22,222	0.0%	-7.4%
Tuis Werf / Home Yard	Jul -Jun	Ann	25,647	0	25,647	0.0%	
Visi	Jul -Dec	6xA	14,572	685	15,257	0.0%	1.2%
Leisure							
Joburg Style	Jan -Dec	Q	855	4,560	5,415	0.0%	-6.9%
Prestige Magazine,	Jul -Dec	AltM	0	0	Digital Only		
Southern Vines	Jan -Dec	Q	0	13,476	13,476	0.0%	5.5%
The Coffee Mag	Jul -Jun	Q	1,625	2,290	3,915	0.0%	103.8%
The Ultimate Braai	Jul -Jun	Ann	5,642	5,788	11,430	1.8%	53.7%
Male							
GQ,	Jul -Dec	10xA	9,076	6,501	15,577	0.0%	
GQ.	Jan -Mar	11xA	0	0	Changed Frequency		
GQ..	Jan -Mar	11xA	10,440	2,063	12,503		
Men's Health	Jan -Mar	Mtly	20,074	1,262	21,336	-9.0%	-26.4%
Popular Mechanics	Jan -Mar	Mtly	23,689	7,605	31,294	3.1%	2.5%
Stuff.	Jul -Dec	AltM	19,844	2,702	22,546	0.0%	104.9%
Very Interesting (former Braintainment)	Jul -Dec	AltM	12,707	4,854	17,561	0.0%	-3.2%
Motoring							
Bike SA	Jan -Mar	Mtly	13,389	4,908	18,297	-5.3%	
Car	Jan -Mar	Mtly	59,750	6,956	66,706	2.2%	-1.9%
Caravan & Outdoor Life / Kamp & Karavaan	Jan -Mar	Mtly	16,738	1,168	17,906	-4.2%	10.1%
Drive Out Trail Guide / Wegry Roetegids.	Jul -Jun	Ann	0	0	No issue		

Driven Magazine	Jan -Mar	Mty	0	16,203	16,203	-1.5%	0.0%
Leisure Wheels	Jan -Mar	Mty	12,699	5,569	18,268	1.7%	22.0%
SA4x4	Jan -Mar	Mty	13,177	3,338	16,515	21.6%	12.1%
Speed and Sound	Jan -Mar	Mty	0	0	No submission		
Super Bike	Jan -Mar	Mty	4,213	3,691	7,904	-13.0%	-6.1%
Parenting							
Baba & Kleuter.	Jul -Dec	AltM	13,359	1,590	14,949	0.0%	-5.6%
Baby's and Beyond	Jan -Dec	Q	0	14,867	14,867	0.0%	-2.6%
Child Magazine - Cape Town.	Jul -Dec	AltM	0	47,958	47,958	0.0%	0.3%
Child Magazine - Durban.	Jul -Dec	AltM	0	40,117	40,117	0.0%	0.2%
Child Magazine - Johannesburg.	Jul -Dec	AltM	0	55,207	55,207	0.0%	-0.3%
Child Magazine Pretoria.	Jul -Dec	AltM	0	40,189	40,189	0.0%	0.0%
Expectant Mothers Guide	Jul -Jun	Ann	0	0	No submission		
Living and Loving	Jan -Mar	Mty	6,944	2,283	9,227	3.6%	-8.1%
MamaMagic Milestones	Jan -Dec	Q	0	14,954	14,954	0.0%	-70.1%
Mamas & Papas.	Jan -Mar	Mty	7,101	3,603	10,704	7.5%	-9.1%
Your Baby.	Jul -Dec	AltM	8,255	1,468	9,723	0.0%	0.1%
Your Pregnancy.	Jul -Dec	AltM	11,339	4,109	15,448	0.0%	7.2%
Pets							
Animaltalk	Jan -Mar	Mty	6,724	3,477	10,201	5.2%	5.3%
Dog Directory	Jan -Dec	Ann	7,667	850	8,517	0.0%	0.4%
Sport and Hobby							
Africa's Sportsman Magazine	Jan -Dec	4xA	758	673	1,431	0.0%	
Bicycling	Jul -Dec	10xA	9,452	706	10,158	0.0%	-6.0%
Compleat Golfer	Jan -Mar	Mty	6,082	2,743	8,825	0.5%	-10.0%
Fitness His Edition	Jul -Dec	AltM	0	0	Resigned		
Game & Hunt/Wild & Jag	Jan -Mar	Mty	24,468	1,187	25,655	1.2%	60.0%
Golf Digest	Jan -Mar	Mty	0	0	Discontinued		
HQ.	Jan -Mar	Mty	5,221	902	6,123	19.1%	2.2%
Kick Off	Jan -Mar	Mty	22,094	1,131	23,225	-1.4%	-1.3%
Magnum	Jan -Mar	Mty	9,520	0	9,520	-3.5%	-11.2%
Modern Athlete	Jan -Mar	Mty	0	63,696	63,696	14.7%	-4.3%
Rock Surf and Deep.	Jul -Dec	AltM	2,834	3	2,837	0.0%	-0.6%
Runners World	Jan -Mar	Mty	0	0	Changed Freq.		
SA Cricket.	Jan -Dec	Q	9,106	3,030	12,136	0.0%	0.8%
SA Flyer	Jan -Mar	Mty	4,928	751	5,679	15.2%	-4.0%
SARugby	Jan -Mar	Mty	19,679	2,334	22,013	-5.5%	-7.2%
Signature Golf	Jan -Dec	Ann	0	0	Discontinued		
The Bank Angler / Die Oewerhengelaar	Jan -Mar	Mty	6,833	2,792	9,625	-16.6%	-23.6%
The Bass Angler / Die Baarshengelaar	Jan -Mar	Mty	1,185	1,590	2,775	26.4%	-2.3%
Wildland Magazine	Jan -Mar	Mty	26,762	0	26,762	-3.5%	323.3%
Travel, Tourism & Hospitality							
African Safaris	Jul -Jun	Q	682	1,074	1,756	0.0%	
Cape Etc.	Jan -Dec	3xA	1,648	7,596	9,244	0.0%	4.9%
Getaway	Jan -Mar	Mty	33,828	7,103	40,931	-0.6%	-8.0%
go! Drive & Camp and Weg! Ry & Sleep	Jan -Mar	Mty	30,555	879	31,434	-4.4%	-15.6%
SA Country Life	Jan -Mar	Mty	25,581	2,357	27,938	4.9%	-11.4%
The Great Outdoors Guide / Die Groot Buitelewegids	Jan -Dec	Ann	36,641	0	36,641	0.0%	-15.6%
TravelIdeas.	Jul -Dec	AltM	4,726	5,627	10,353	0.0%	
Weg / Go Platteland	Jul -Jun	Q	29,176	0	29,176	0.0%	-10.9%
Weg Namibië / Go Namibia	Jan -Dec	Ann	28,833	0	28,833	0.0%	-17.2%
Weg! Kruger / Go! Kruger	Jan -Dec	Ann	0	0	No issue		
Weg! Ry & Sleep Oordgids.	Jan -Dec	Ann	12,431	0	12,431	0.0%	-28.0%
Weg/Go	Jan -Mar	Mty	52,030	5,841	57,871	1.6%	-5.0%
Wegsleep Kampgids	Jul -Jun	Ann	0	0	No issue		
Woman's General							
Cosmopolitan	Jan -Mar	Mty	38,568	4,285	42,853	13.7%	31.9%
Destiny Magazine	Jan -Mar	Mty	0	0	Discontinued		

Elle	Jan -Mar	Mtly	0	0	Discontinued		
Essays of Africa.	Jul -Dec	AltM	0	0	Digital only		
Essentials	Jan -Mar	Mtly	17,766	1,552	19,318	5.1%	-7.7%
Fairlady	Jan -Mar	Mtly	29,013	4,986	33,999	-4.6%	-8.5%
Finesse.	Jul -Dec	9xA	0	0	Resigned		
Fitness Magazine	Jul -Dec	AltM	0	0	Resigned		
Glamour,	Jan -Mar	11xA	20,228	14,222	34,450		
Glamour.	Jul -Dec	10xA	21,501	12,106	33,607	0.0%	
Good Housekeeping / Goeie Huishouding	Jan -Mar	Mtly	47,876	3,986	51,862	34.2%	22.0%
Kuier	Jan -Mar	F	87,891	0	87,891	-4.4%	-3.2%
Marie Claire	Jan -Mar	Mtly	0	0	Discontinued		
Move!	Jan -Mar	Wkly, Th	50,981	45	51,026	-4.7%	-27.0%
Rooi Rose	Jan -Mar	Mtly	60,248	1,437	61,685	-4.2%	-8.1%
Sarie	Jan -Mar	Mtly	59,427	6,422	65,849	-1.1%	-7.9%
True Love	Jan -Mar	Mtly	27,454	4,239	31,693	-12.8%	-6.5%
Vroue Keur	Jan -Mar	Wkly, Fr	43,939	165	44,104	1.3%	-8.8%
Woman and Home	Jan -Mar	Mtly	51,817	4,384	56,201	-17.0%	-18.7%
Women's Health.	Jan -Mar	11xA	21,839	1,451	23,290	-10.4%	-41.6%
Your Family	Jan -Mar	Mtly	22,482	1,422	23,904	4.0%	-10.8%
Woman's Special							
Bruidsgids	Jan -Dec	Ann	12,329	4,214	16,543	0.0%	0.1%
FairladyBride	Jul -Jun	Ann	0	0	No issue		
Forbes Woman Africa	Jul -Dec	6xA	0	0	Changed Frequency		
Nubian Bride	Jan -Dec	2xA	0	0	Changed Publisher		
SA Wedding Album	Jan -Dec	2xA	14,133	2,275	16,408	0.0%	15.5%
Sarie Bruid	Jul -Jun	Ann	0	0	No issue		
Troukooors	Jan -Dec	Ann	6,539	3,000	9,539	0.0%	
True Love Bride	Jul -Jun	Ann	0	0	No issue		
Wedding Guide	Jul -Jun	Ann	11,391	6,098	17,489	0.0%	89.4%
Wedding Inspirations	Jul -Jun	Q	4,267	533	4,800	0.0%	-8.8%
Youth							
Barbie Magazine	Jan -Mar	Mtly	8,788	2,933	11,721	8.6%	-2.6%
Post Matric	Jan -Dec	Ann	0	137,883	137,883	0.0%	5.2%
The Official Safeways K53 Learner's and Driver's Manual	Jul -Dec	6xA	0	0	Changed Frequency		
The Official Safeways K53 Learner's and Driver's Manual.	Jan -Dec	Ann	201,582	0	201,582	0.0%	

B2B magazines

The only category to increase its figures on the prior year. The category still saw a small decrease of 0.3% on the previous quarter.

The prior year increase can be attributed to a number of publications showing excellent increases over the prior year, including *The Specialist Forum Journal* (+50.7%), *Stockfarm* (+41.6%) and *Medical Chronicle* (+50.7%). These publications also had small but positive increases over the prior quarter. However, the only one in double figures in the category is Civil Engineering with a 24.1% increase over the prior quarter.

Good increases also came from *Leading Architect & Design*, *South African Pharmaceutical & Cosmetic Review*, *Explore South Africa*, *Analytical Reporter*, *DIY And Industrial Trade News* (128.85), *Trader's Friend - Convenience Stores*, *FMCG Franchises and Chain Stores* (1041.3%), *Trader's Friend - Independent Retailers and Wholesalers* (594.25).

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	26,902	26,902	0.0%	-3.4%
Harvest SA	Jul -Dec	AltM	1,501	7,781	9,282	0.0%	5.7%
OVK Nuus/News	Jan -Dec	4xA	0	5,057	5,057	0.0%	-9.2%
Pro Agri	Jan -Mar	Mtly	8	39,300	39,308	0.2%	
SA Graan / Grain	Jan -Mar	Mtly	0	16,150	16,150	-0.5%	-3.5%
SABI Magazine	Jul -Dec	AltM	94	4,786	4,880	0.0%	2.5%
Stockfarm	Jan -Mar	Mtly	6,118	1,574	7,692	8.8%	41.6%
Wildlife Ranching..	Jul -Dec	AltM	7,059	225	7,284	0.0%	-7.0%
Wineland	Jan -Mar	Mtly	118	3,542	3,660	0.3%	4.9%
Architecture							
earthworks.	Jan -Dec	Q	8,497	256	8,753	0.0%	
Floors in Africa	Jul -Dec	6xA	0	17,862	17,862	0.0%	3.6%
Leading Architect & Design	Jul -Dec	AltM	27	8,941	8,968	0.0%	54.6%
Powered by Specfile	Jul -Dec	6xA	0	4,677	4,677	0.0%	
SA Building Review	Jan -Dec	Ann	479	11,517	11,996	0.0%	6.9%
SA Roofing	Jul -Dec	10xA	9	3,028	3,037	0.0%	-17.0%
Timber IQ	Jul -Dec	AltM	20	3,403	3,423	0.0%	0.7%
To Build	Jan -Dec	3xA	0	10,178	10,178	0.0%	1.3%
Walls & Roofs in Africa	Jul -Dec	6xA	0	17,855	17,855	0.0%	3.5%
Automotive							
Auto Forum,	Jul -Dec	AltM	0	5,363	5,363	0.0%	-17.7%
Automobil.	Jan -Mar	Mtly	0	0	Resigned		
Automotive Business Review,	Jul -Dec	10xA	0	10,121	10,121	0.0%	-11.1%
Road Ahead, The	Jan -Dec	Q	1	9,374	9,375	0.0%	3.1%
SA TREADS	Jul -Jun	Q	0	6,954	6,954	0.0%	0.1%
Civil Construction							
Civil Engineering	Jan -Mar	11xA	24	12,878	12,902	24.1%	13.4%
Civil Engineering Contractor, The	Jan -Mar	Mtly	339	2,677	3,016	-2.1%	-3.5%
Concrete Trends	Jan -Dec	Q	0	3,050	3,050	0.0%	-11.5%
Construction Review	Jan -Mar	Mtly	0	0	Changed freq.		
Construction World	Jan -Mar	Mtly	0	5,973	5,973	1.5%	9.2%
IMESA	Jan -Mar	11xA	69	3,963	4,032	-4.7%	-3.7%
Plant Equipment & Hire	Jan -Mar	Mtly	167	2,180	2,347	-7.1%	-0.4%
Precast	Jul -Jun	3xA	0	2,434	2,434	0.0%	-8.8%
Communications							
Media, The.	Jul -Dec	8xA	0	2,534	2,534	0.0%	-20.4%
Nex Media	Jul -Jun	4xA	0	4,136	4,136	0.0%	-0.4%
The Gapp Magazine	Jul -Dec	AltM	0	4,139	4,139	0.0%	-1.1%
Electrical Engineering							
Electricity & Control	Jan -Mar	Mtly	0	5,192	5,192	4.0%	12.2%
Energize	Jan -Mar	11xA	17	3,255	3,272	0.4%	-15.0%
ESI Africa	Jul -Jun	Q	8	4,661	4,669	0.0%	1.1%
Sparks Electrical News	Jan -Mar	Mtly	0	6,593	6,593	-0.9%	-6.7%
Vector Journal	Jan -Mar	11xA	19	3,718	3,737	0.0%	-7.2%
Engineering - Other							
Capital Equipment News	Jan -Mar	Mtly	0	4,595	4,595	2.6%	11.1%
Dataweek	Jan -Mar	F	0	3,228	3,228	-0.9%	-5.8%
Energy Decisions	Jul -Jun	Ann	1,000	6,601	7,601	0.0%	
Engineer IT	Jan -Mar	11xA	14	3,110	3,124	-2.3%	-16.7%
Engineering News	Jan -Mar	Wkly, Fr	3,315	7,066	10,381	-1.0%	-1.7%
MechChem Africa	Jan -Mar	Mtly	0	5,168	5,168	-0.1%	7.3%
Motion Control	Jul -Jun	Q	0	2,947	2,947	0.0%	-5.2%
Plumbing Africa	Jan -Mar	Mtly	49	3,781	3,830	1.8%	6.0%
Position IT,	Jul -Dec	AltM	7	3,794	3,801	0.0%	
Refrigeration and Airconditioning	Jan -Mar	Mtly	38	2,972	3,010	-2.8%	-3.3%
SA Instrumentation & Control	Jan -Mar	Mtly	0	4,704	4,704	-1.5%	0.1%
Transform SA	Jan -Dec	Q	0	0	Non Payment		
Water & Sanitation Africa	Jul -Dec	AltM	98	3,992	4,090	0.0%	2.6%

Water Sewage & Effluent	Jul -Dec	AltM	263	2,366	2,629	0.0%	-14.8%
Health and Wellbeing							
Fire Protection	Jan -Dec	Q	713	741	1,454	0.0%	3.7%
Hi-Tech Security Solutions	Jan -Mar	11xA	0	4,720	4,720	1.1%	-3.5%
International Dentistry Africa Edition	Jul -Dec	AltM	0	4,070	4,070	0.0%	-3.4%
LMS	Jul -Dec	AltM	0	3,102	3,102	0.0%	-30.6%
MDR Medical Desk Reference	Jan -Dec	Ann	2,294	261	2,555	0.0%	26.9%
Medical Chronicle	Jan -Mar	11xA	3	13,152	13,155	4.0%	26.8%
MIMS	Jan -Mar	Mtly	4,425	434	4,859	43.5%	-11.2%
MIMS Guide to OTC Products	Jan -Dec	Ann	140	3,058	3,198	0.0%	4.4%
Modern Medicine Magazine	Jan -Mar	11xA	0	0	Changed Frequency		
Modern Medicine Magazine.	Jul -Dec	AltM	727	3,639	4,366	0.0%	
Occupational Health Southern Africa	Jul -Dec	AltM	2,356	0	2,356	0.0%	-2.8%
Professional Forum	Jul -Jun	3xA	0	0	No submission		
SHEQ Management	Jul -Dec	AltM	138	5,577	5,715	0.0%	4.4%
South African Pharmaceutical & Cosmetic Review	Jan -Mar	11xA	53	2,949	3,002	-0.2%	64.2%
The Specialist Forum Journal	Jan -Mar	11xA	0	9,048	9,048	6.4%	50.7%
Hospitality, Catering and Tourism							
Business Traveller Africa	Jan -Mar	Mtly	0	0	Resigned		
Conference Venues	Jul -Jun	Ann	0	0	Resigned		
Explore South Africa.	Jan -Dec	Q	1,402	7,667	9,069	0.0%	9.9%
Leading Venues	Jan -Dec	Ann	1,668	5,224	6,892	0.0%	55.2%
Meetings	Jul -Dec	AltM	24	3,700	3,724	0.0%	-2.0%
The Meetings & Event Planner (former SA Conference Directory)	Jan -Dec	Ann	32	14,639	14,671	0.0%	9.2%
Travel News Weekly	Jan -Mar	Wkly, Wed	0	6,276	6,276	-0.9%	-3.4%
Industry							
Analytical Reporter	Jul -Dec	AltM	1	3,884	3,885	0.0%	36.0%
Cold Link Africa	Jul -Dec	AltM	27	2,803	2,830	0.0%	-6.1%
Eastern Cape Business..	Jul -Jun	Ann	0	9,790	9,790	0.0%	-33.7%
Eastern Cape Industrial & Business News	Jul -Dec	AltM	0	4,120	4,120	0.0%	-2.9%
Free State Business,	Jan -Dec	Ann	0	9,776	9,776	0.0%	-0.3%
Gauteng Companies..	Jul -Jun	Ann	0	9,784	9,784	0.0%	-33.5%
Industrial Buyer	Jul -Dec	AltM	30	32,063	32,093	0.0%	-6.5%
KwaZulu Natal Business..	Jul -Jun	Ann	0	9,783	9,783	0.0%	-33.1%
KZN Industrial & Business News	Jul -Dec	AltM	0	6,370	6,370	0.0%	-2.9%
Lighting in Design.	Jan -Dec	Q	0	3,475	3,475	0.0%	-2.6%
Limpopo Business..	Jul -Jun	Ann	0	9,923	9,923	0.0%	2.8%
Metering International.	Jul -Dec	AltM	0	6,071	6,071	0.0%	16.3%
Mpumalanga Business..	Jul -Jun	Ann	0	9,790	9,790	0.0%	0.6%
Nepad Annual	Jul -Jun	Ann	0	9,435	9,435	0.0%	-2.0%
North West Business..	Jan -Dec	Ann	0	9,791	9,791	0.0%	0.0%
Northern Cape Business..	Jul -Jun	Ann	0	9,789	9,789	0.0%	0.0%
Opportunity (Exploring Business Prospects in SA)	Jul -Dec	AltM	1	9,359	9,360	0.0%	2.5%
Resource.	Jan -Dec	Q	991	2,424	3,415	0.0%	0.8%
SA Affordable Housing	Jul -Dec	AltM	19	2,722	2,741	0.0%	16.9%
SA Jewellery News	Jan -Mar	Mtly	871	0	871	-1.8%	-31.9%
Service (Leadership in Local Government)	Jul -Dec	AltM	1,500	7,980	9,480	0.0%	23.9%
South African Business.	Jan -Dec	2xA	0	19,766	19,766	0.0%	0.3%
South African Food Review	Jan -Mar	11xA	125	4,433	4,558	-8.2%	19.1%
The Green Building Handbook	Jan -Dec	Ann	0	9,898	9,898	0.0%	25.7%
The Responsible & Sustainable Tourism Handbook.	Jul -Jun	Ann	0	7,843	7,843	0.0%	
The Sustainable Energy Resource Handbook.	Jul -Jun	Ann	0	7,818	7,818	0.0%	-0.3%
The Sustainable Water Resource Handbook.	Jul -Jun	Ann	0	9,896	9,896	0.0%	25.1%
Western Cape Business,	Jan -Dec	Ann	0	9,953	9,953	0.0%	2.3%
Information and Computer Technology							
Brainstorm	Jan -Mar	11xA	4,847	3,838	8,685	-7.7%	20.1%
The Margin	Jan -Dec	Q	0	3,526	3,526	0.0%	-2.4%

Management							
African Decisions	Jan -Dec	Q	281	14,719	15,000	0.0%	-3.7%
Afropolitan.	Jul -Jun	Q	652	8,855	9,507	0.0%	1.1%
Black Business Quarterly	Jan -Dec	Q	1,099	7,920	9,019	0.0%	7.1%
Blue Chip,	Jan -Dec	Q	2	8,957	8,959	0.0%	0.6%
Business Guide	Jan -Dec	Ann	0	1,135	1,135	0.0%	-8.5%
Business In Durban	Jul -Jun	Q	0	0	Rebranded		
Cape Business News	Jan -Mar	Mtly	31	6,099	6,130	-0.1%	0.5%
Careers SA	Jul -Jun	Ann	0	13,800	13,800	0.0%	-13.8%
FANews.	Jul -Dec	AltM	110	4,759	4,869	0.0%	-28.4%
Infocom.	Jan -Dec	Q	0	1,514	1,514	0.0%	-18.6%
Leadership	Jan -Mar	Mtly	1,819	7,352	9,171	5.0%	14.7%
Money Marketing	Jan -Mar	Mtly	11	6,806	6,817	-0.1%	-1.3%
Profiles Stock Exchange Handbook	Jan -Dec	Q	2,416	4,594	7,010	0.0%	36.7%
Public Sector Manager	Jan -Mar	Mtly	224	19,178	19,402	0.9%	4.4%
Salga Voice of Local Government	Jan -Dec	Q	0	9,896	9,896	0.0%	1.2%
South African Business Intergrator	Jan -Dec	2xA	0	19,722	19,722	0.0%	-1.7%
The South African School Collection	Jan -Dec	Ann	278	5,944	6,222	0.0%	-0.8%
Think Sales.	Jan -Dec	Q	0	0	No submission		
Top 500 SA's Best Companies,	Jan -Dec	Ann	0	0	No submission		
Top Women in Business & Government	Jul -Jun	Ann	0	0	Changed cycle		
Vision 2030	Jan -Dec	Ann	0	0	No submission		
Mining & Quarrying							
African Mines Handbook	Jan -Dec	Ann	655	1,222	1,877	0.0%	-3.2%
African Mning	Jul -Dec	AltM	391	2,095	2,486	0.0%	-21.7%
African Mning Brief	Jul -Dec	AltM	8	959	967	0.0%	9.3%
Earthbroker	Jan -Mar	Mtly	0	5,382	5,382	0.0%	2.4%
Inside Mning..	Jul -Dec	AltM	37	3,524	3,561	0.0%	-2.2%
Mning & Minerals Product Review	Jul -Dec	AltM	92	3,285	3,377	0.0%	-17.7%
Mning Decisions	Jan -Dec	2xA	0	7,896	7,896	0.0%	16.2%
Mning Mirror	Jan -Mar	Mtly	279	2,556	2,835	46.1%	-4.3%
Mning Prospectus	Jul -Dec	AltM	0	9,097	9,097	0.0%	5.6%
Mning Review Africa.	Jan -Mar	11xA	0	4,675	4,675	0.6%	1.0%
Mning Weekly	Jan -Mar	Vkly, Fr	3,132	7,394	10,526	4.4%	-2.8%
Modern Mining	Jan -Mar	Mtly	0	5,339	5,339	5.8%	6.2%
Modern Quarrying	Jan -Dec	Q	0	2,467	2,467	0.0%	0.1%
Quarry Southern Africa	Jul -Dec	AltM	167	1,845	2,012	0.0%	-24.4%
SAMning.	Jul -Dec	AltM	0	4,849	4,849	0.0%	-1.7%
Property							
Blue - Atlantic Seaboard & City Bowl	Jan -Dec	Q	0	9,900	9,900	0.0%	
Seeff Property Pages - Altantic Seaboard & City Bowl	Jul -Dec	AltM	0	0	Changed Frequency		
The Greeff Magazine	Jan -Dec	3xA	0	29,500	29,500	0.0%	-35.3%
Retail							
DIY And Industrial Trade News	Jan -Mar	Mtly	1	9,801	9,802	-1.4%	128.8%
Hardware Africa Magazine	Jan -Dec	Ann	0	0	No Submission		
International Independent Trader	Jan -Mar	Mtly	0	7,359	7,359	-3.6%	
Pharmacy Magazine (former Frontshop)	Jan -Mar	Mtly	0	2,744	2,744	0.1%	-14.9%
Pharmacy Retailer	Jan -Mar	Mtly	0	8,133	8,133	5.4%	
Spotong	Jan -Dec	Q	0	11,107	11,107	0.0%	-1.5%
Supermarket and Retailer	Jan -Mar	Mtly	0	0			
The International Convenience Store Retailer.	Jan -Mar	11xA	0	8,205	8,205	0.4%	
The International FMCG Retailer.	Jan -Mar	11xA	0	8,370	8,370	10.5%	
The International Hardware Retailer.	Jan -Mar	11xA	0	9,387	9,387	12.6%	
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores	Jan -Mar	Mtly	0	10,956	10,956	-11.5%	1041.3%
Trader's Friend - Independent Retailers and Wholesalers	Jan -Mar	Mtly	0	20,306	20,306	20.1%	594.2%
Trader's Friend.	Jul -Dec	AltM	0	0	Changed Frequency		

Transport and Logistics							
Fleet.	Jan -Mar	Mtly	0	0	Resigned		
Focus on Transport & Logistics	Jan -Mar	Mtly	20	6,763	6,783	0.0%	8.1%
Freight & Trading Weekly	Jan -Mar	Wkly, Fr	449	3,920	4,369	4.1%	2.8%
Truck & Bus	Jan -Mar	11xA	9	4,653	4,662	2.0%	4.9%
Trucks and Heavy Equipment News..	Jan -Dec	5xA	0	6,831	6,831	0.0%	-3.1%

Custom magazines

The category took a beating showing heavy declines on the prior quarter (5.9%) and the biggest total decline on the prior year in the total magazine category. Despite this, there were a few positives. *Inflight Magazine* and *Mango Juice* both increased on the prior quarter and the prior year, with the latter showing a 46.6% over the prior year. *Team SA* (former *Road to Tokyo*) and *Accountancy SA* also had positive increases on the prior year.

Electrical Engineering							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
WattNow..	Jan -Mar	Mtly	0	13,457	13,457	0.5%	-12.9%
Entertainment							
DSTV Premium Mag / Tydskrif	Jan -Mar	Mtly	0	0	Discontinued		
Prive	Jul -Jun	Q	0	25,716	25,716	0.0%	-1.0%
Family Interest							
Crawford Times	Jan -Dec	Q	0	10,471	10,471	0.0%	0.6%
Taalgenoot..	Jan -Dec	Q	68,244	36	68,280	0.0%	-1.2%
Trinitonian	Jan -Dec	Q	0	5,800	5,800	0.0%	-0.9%
Farming							
Dairy Mail, The.	Jan -Mar	Mtly	24	3,678	3,702	-0.1%	-1.1%
Rooi Meis / Red Meat,	Jul -Dec	AltM	1	12,421	12,422	0.0%	1.4%
Wolboer / Wool Farmer.	Jul -Dec	AltM	0	4,964	4,964	0.0%	0.0%
Health & Wellbeing							
Fitlife.	Jan -Mar	Mtly	27,081	3,985	31,066	-5.0%	-0.9%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	0	1,534	1,534	0.0%	-13.9%
Jump	Jul -Jun	4xA	0	123,916	123,916	0.0%	9.4%
Life Healthcare	Jul -Jun	4xA	0	85,714	85,714	0.0%	-1.1%
SA Family Practice.	Jul -Dec	AltM	0	0	Resigned		
SA Journal of Gynaecological Oncology	Jul -Jun	2xA	0	1,075	1,075	0.0%	-1.4%
SAPharmaceutical Journal.	Jul -Dec	10xA	10	6,648	6,658	0.0%	2.1%
SAPharmacist's Assistant (SAPA)	Jul -Jun	Q	0	4,919	4,919	0.0%	0.3%
South African Medical Journal	Jan -Mar	Mtly	479	13,992	14,471	-1.3%	-1.5%
Southern African Journal of Anaesthesia & Analgesia	Jul -Dec	AltM	2	2,137	2,139	0.0%	3.7%
The South African Journal of Clinical Nutrition	Jul -Jun	Q	4	1,793	1,797	0.0%	-5.8%
Wound Healing Southern Africa (WHSa)	Jul -Jun	2xA	2	1,687	1,689	0.0%	-10.1%
Home							
Fresh Living / Kook en Kuier	Jan -Mar	Mtly	0	447,115	447,115	-0.9%	-3.7%
Living Space..	Jan -Mar	Mtly	58,496	3,282	61,778	-4.0%	-4.6%
My Kitchen..	Jan -Mar	Mtly	104,140	5,755	109,895	-1.1%	7.5%
Industry Specific							
Estate Living,	Jan -Mar	Mtly	0	0	No submission		
Forum Tydskrif	Jan -Dec	Q	0	148,045	148,045	0.0%	5.0%
J S E	Jan -Dec	Q	2,170	15,475	17,645	0.0%	-0.6%
Lifting Africa	Jul -Dec	AltM	0	3,779	3,779	0.0%	2.0%
SA Franchise Warehouse.	Jul -Dec	AltM	0	0	Resigned		
Sea Rescue	Jul -Jun	2xA	0	84,010	84,010	0.0%	3.5%
Servamus	Jan -Mar	Mtly	11,520	109	11,629	-2.2%	-7.9%
Solidarity Magazine / Solidariteit Tydskrif	Jul -Dec	6xA	0	162,546	162,546	0.0%	6.1%
Sonke Magazine,	Jul -Jun	3xA	0	47,999	47,999	0.0%	0.7%

TAPPSA Journal.	Jan -Dec	Q	0	0	Discontinued		
In-flight							
High Life SA	Jan -Mar	Mtly	0	16,485	16,485	0.0%	0.0%
In Flight Magazine	Jan -Mar	Mtly	0	18,131	18,131	3.9%	17.6%
Indwe	Jan -Mar	Mtly	0	13,639	13,639	41.2%	-31.4%
Kulula Khuluma	Jan -Mar	Mtly	0	20,920	20,920	-0.2%	-0.2%
Mango Juice	Jan -Mar	Mtly	0	23,466	23,466	4.5%	46.6%
Sawubona	Jan -Mar	Mtly	0	68,900	68,900	0.0%	-22.4%
Skyways	Jan -Mar	Mtly	3	24,000	24,003	0.0%	0.0%
Leisure							
Cheers	Jul -Dec	6xA	0	34,800	34,800	0.0%	0.0%
Equinox	Jul -Dec	AltM	0	36,383	36,383	0.0%	-5.1%
Fancourt Lifestyle and Leisure	Jan -Dec	2xA	0	0	Discontinued		
Legacy Inspires	Jul -Jun	3xA	0	22,903	22,903	0.0%	24.7%
Nedbank Golf Challenge	Jul -Jun	Ann	0	15,800	15,800	0.0%	-10.7%
onRoute	Jul -Jun	Q	0	12,283	12,283	0.0%	-0.2%
Private Edition	Jul -Jun	Q	0	14,494	14,494	0.0%	-8.8%
Signature : Diners Club	Jan -Dec	2xA	0	0	Discontinued		
Slow Magazine	Jan -Mar	Mtly	0	12,376	12,376	2.0%	-0.1%
Taste.	Jan -Mar	11xA	29,124	220	29,344	-1.3%	-1.9%
Team SA former (Road To Tokyo)	Jan -Dec	Q	3,457	14,136	17,593	0.0%	60.6%
Wild	Jul -Jun	Q	64,333	110	64,443	0.0%	-0.7%
Male							
Man	Jan -Mar	Mtly	54,836	5,662	60,498	1.4%	-6.5%
Tech..	Jan -Mar	Mtly	54,062	5,056	59,118	-2.3%	-5.6%
Medical and Allied Health							
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	107,632	107,632	0.0%	-34.7%
Medi - Clinic Family	Jul -Jun	Q	0	64,843	64,843	0.0%	9.3%
Motoring							
Motor..	Jan -Mar	Mtly	32,904	7,125	40,029	-1.6%	-4.5%
Professional							
Accountancy SA	Jan -Mar	11xA	0	19,933	19,933	-23.2%	78.0%
Acumen,	Jul -Jun	Q	2	14,700	14,702	0.0%	-0.5%
Architecture Journal of SA Institute of Architects	Jul -Dec	AltM	252	4,329	4,581	0.0%	1.6%
De Rebus	Jan -Mar	11xA	78	12,295	12,373	-45.7%	-45.7%
Digest of South African Architecture	Jan -Dec	Ann	1,232	7,330	8,562	0.0%	-2.2%
Strategic Marketing Magazine.	Jan -Dec	4xA	0	0	Non Payment		
TAXtalk	Jul -Dec	AltM	367	5,631	5,998	0.0%	-10.0%
The Journal Of The SAIMM	Jan -Mar	Mtly	20	3,463	3,483	-8.1%	-5.4%
Retail							
Ackermans Club (formerly A-Plus)	Jul -Dec	8xA	0	0	Discontinued		
Clicks Club Card.	Jul -Dec	AltM	7,725	367,792	375,517	0.0%	-15.0%
Club Magazine	Jan -Mar	Mtly	419,225	13,780	433,005	-3.1%	-6.2%
Edgars Club Magazine	Jan -Mar	Mtly	0	0	Discontinued		
Jet Club	Jul -Dec	10xA	0	401,503	401,503	0.0%	-11.5%
Sport and Hobby							
SA Hunter/Jagter.	Jan -Mar	Mtly	44,500	0	44,500	-2.0%	-2.0%
Soccer Club	Jan -Mar	Mtly	70,609	5,489	76,098	-2.5%	1.4%
Sports Club.	Jan -Mar	Mtly	132,298	5,833	138,131	-5.8%	-8.3%
Travel, Tourism & Hospitality							
AA Traveller	Jan -Dec	Q	56,591	871	57,462	0.0%	-4.4%
Best of Cape Town Central City.	Jan -Dec	Ann	0	55,075	55,075	0.0%	-7.9%
Escapes	Jan -Mar	Mtly	41,180	2,220	43,400	-8.9%	-16.8%
Moments magazine	Jan -Dec	6xA	0	3,305	3,305	0.0%	10.9%
Premier	Jan -Mar	Mtly	0	14,172	14,172	1.6%	-0.4%
Woman's General							
Balanced Life	Jan -Mar	Mtly	73,122	6,505	79,627	-0.1%	-11.9%

Youth							
ClubX	Jan -Mar	Mtly	96,369	6,320	102,689	-2.4%	1.1%
Kids Super Club.	Jan -Mar	Mtly	124,490	10,047	134,537	-2.3%	11.5%

Free magazines

This category also declined on the prior quarter and the prior year, by 3.1% and 7.9% respectively.

Publication name	Period	Frequency	Total circulation	% change quarter	% change year
Botswana Advertiser.	Jan -Mar	Wkly, Fr	92,965	2.1%	6.8%
Get It (Ballito to Umhlanga)	Jan -Mar	Mtly	19,866	0.7%	1.6%
Get It (Bloemfontein)	Jan -Mar	Mtly	14,765	0.0%	0.0%
Get It (eMalahleni - Middelburg)	Jan -Mar	Mtly	14,922	0.3%	0.2%
Get It (Highway)	Jan -Mar	Mtly	19,870	0.3%	0.4%
Get It (Joburg East)	Jan -Mar	Mtly	21,883	-10.3%	-10.3%
Get It (Jo'burg South)	Jan -Mar	Mtly	22,160	-10.1%	-10.1%
Get It (Jo'burg West)	Jan -Mar	Mtly	21,912	-4.8%	-11.5%
Get It (Lowveld)	Jan -Mar	Mtly	14,750	3.0%	3.0%
Get It (Northern KZN)	Jan -Mar	Mtly	13,660	4.0%	-5.2%
Get It (Northern Suburbs Joburg)	Jan -Mar	Mtly	24,687	-17.3%	-17.2%
Get It (Pretoria)	Jan -Mar	Mtly	19,775	0.9%	5.5%
SANParks Times	Jul -Jun	Q	99,900	0.0%	0.1%
The Bay Magazine	Jan -Mar	Mtly	Resigned		

Web traffic

101 titles submitted web traffic data.

Email newsletter bet delivery

34 titles submitted net delivery data.



Magazines ABC Q4 2018: Magazine freefall continues

Danette Breitenbach 14 Feb 2019



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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