

Infiltrating the female lines

Whether it's because they're not getting what they need from the male magazine sector, that they're looking for insider tips on the female psyche, or just that it's all they can find to read at home, men form a large proportion of the readership bases of some of South Africa's biggest women's magazines. While they may lie to their friends about reading women's mags, South Africa's adult males haven't hidden their true reading habits from SAARF.

The latest AMPS survey, AMPS 2007B, shows that large numbers of men are consuming magazines from this sector.

True love for men

Over 800 000 men say they read *True Love*, making up a whopping 37.1% of the magazine's total 2.170 million readers. *True Love* is the most read by men of all the female titles, reaching 5.2% of the male population, compared to the magazine's 8.8% reach amongst women.

True Love editor Dorah Sitole says that for many years, *True Love* has had a high male readership, and suggests one of the reasons for this is that there is no "good magazine" for black males. "The few that exist are sports magazines, but there has always been a need for a magazine that not only covers soccer but addresses other life issues," she says. "*Blink* only lasted a year and closed down. *Blacque* has just been recently launched but one can only wait and see how it will do.

"*True Love* is not only a women's magazine but also a family magazine - there is a lot of information in it which appeals to men, such as special reports, parenting, relationships, sex, money, consumer issues and motoring. Another important factor is that men want to understand women better, and *True Love* has extensive coverage of issues which are pertinent to women."

Second place

Two of the Top 10 mags tie for second place amongst male readers: *Fairlady* and *Cosmopolitan* both attract 1.8% of the male population. Men make up 29.4% of these titles total readership. In third position is *Rooi Rose*, which draws 204 000 of its total 655 000 readers from the male ranks (31.2% of its total readership, reaching 1.3% of all men).

The fifth and sixth titles in the group of 10 are *Sarie* (1.2% male reach) and *Living & Loving* (1% male reach). Twenty-eight percent of *Sarie*'s readers are men, while 27.7% of *Living & Loving*'s audience is male, testimony to the existence of the new millennium dad.

O magazine (0.9% reach), *Real* (0.8%), *Your Family* (0.8%), and *Elle* (0.5%) make up the rest of SA's top 10 female reads amongst men.