

Women's magazines growing

The July-December 2005 ABC figures showed that Media24 Women's Magazines are thriving. Sarie, the longest-running women's magazine title, is still the best seller in its market, having consistently recorded the highest circulation of all women's titles since June 2002.

Sarie recorded a circulation of 141 733 for this period, True Love 115 009 and Fairlady 81 756. Newcomer Léeif - met hart & siel recorded a circulation of 50 063.

Quarterly title SHOP! will publish its circulation figures in the next ABC period; its first issue had an un-audited circulation of nearly 32 000, which exceeded industry expectations.

Publisher Marí Lategan says: "The established brands are still king and we are thrilled to witness the growth of our new titles. Our strategy is to stabilise circulation and we have managed to do just that despite the competitive magazine environment.

"This year promises to be a strong one for consumer magazines and I have no doubt our titles will continue to lead the women's magazine market."