

# Magazines ABC Q1 2023: Some good increases as magazines consolidate

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There are some good increases in the Audit Bureau of Circulations (ABC) of South Africa's Q1 2023 Consumers Magazines.



Image: Bizcommunity There were some good increases shown in the Audit Bureau of Circulations (ABC) of South Africa in some categories for Consumers Magazines in Q1 2023

Despite continuing shifts, with terminations, no submissions and resignations, the category is quietly starting to consolidate, with highlights from the Consumer and B2B categories as well as the Custom category showing up.

## Consumer Magazines

There were several double-digit increases on the previous quarter in this category.

This includes *Financial Mail* in the Business and News sector, *Marktoe* in the Farming sector, *SA Home Owner* and *Visi* in the Home sector, *GQ* in the Male sector, *Compleat Golfer* in the Sport and Hobby sector and *Cape Etc.* in the Travel, Tourism and Hospitality sector.

Proving that there is still life in the Women's General sector, five publications (of 11, with five decreasing on the previous quarter) showed upward movement, with *Glamour* and *True Love*, in double figures.

Both *TV Plus (Afrikaans)* and *TV Plus (English)* have been discontinued. These are the only two publications that were left in the Entertainment sector.

Arts, Culture and Heritage					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Mtly	8,632	8,632	2.3%	-3.8%
Val de Vie Magazine	2xA	0	No Issue		
Business and News					
Financial Mail	Wkly, Fr	2,503	13,890	15.1%	7.6%
Forbes Africa	AltM	4,241	9,809	6.4%	2.5%
The Big Issue Magazine	Mtly	180	5,600	-24.5%	-15.9%
Conservation and Wildlife					
African Birdlife	AltM	0	No Submission		
Entertainment					
TV Plus (Afrikaans)	F	0	Discontinued		
TV Plus (English)	F	0	Discontinued		
Family Interest					
Huisgenoot	Wkly, Th	3,747	101,635	-3.5%	-19.8%
LIG	11xA	920	14,579	-2.7%	-26.3%
Plus 50	6xA	1,005	5,333	0.5%	-4.1%
The Crest	7xA	10,272	10,272	-0.2%	-17.2%
The Ridge	8xA	12,568	12,568	2.9%	-18.5%
You	Wkly, Th	1,943	51,682	-4.2%	-23.3%
Farming					
Farmer's Weekly	Wkly, Fr	104	5,807	-9.5%	-19.4%
Grond tot Mond	Q	30,406	30,406	No Issue	
Landbouweekblad	Wkly, Th	0	11,761	5.4%	-7.3%
Marktoe!	Mtly	15,922	15,922	24.5%	60.8%
Veeplaas	11xA	0	Changed Sector		
Health & Wellbeing					
Grow to Eat	3xA	2,252	11,715	-0.1%	No Issue
Odyssey Magazine	Q	0	Resigned		
Home					
Conde Nast House & Garden	Mtly	2,594	11,558	-2.2%	-1.2%
Easy DIY	Q	0	Resigned		
Food&Home Magazine	Q	2,985	13,373	0.2%	New Member
Lose It,	Q	0	7,240	-24.7%	-34.2%
SA Home Owner	11xA	3,603	19,696	28.4%	-5.4%
Sarie Kos / Food	Q	0	12,739	-3.6%	No Issue
The Gardener / Die Tuinier	Mtly	5,573	23,331	-9.6%	10.2%
Tuis Home	8xA	0	62,273	-0.2%	-15.7%
Visi	6xA	2,265	12,103	17.7%	1.1%
Leisure					
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Ann	0	No Issue		Reporting change
Life & Style	4xA	4,700	4,700	-2.1%	New Member
Male					
GQ	5xA	2,408	5,431	10.2%	-0.4%
Men's Health	6xA	3,892	15,100		New Member
Popular Mechanics	Mtly	0	Ceased Publishing		
Motoring					
Bike SA	Mtly	0	Publication Closed		
Car	Mtly	12,009	40,516	-1.4%	-6.0%
Driven Magazine	Mtly	7,647	7,647	-0.9%	12.2%
Parenting					
Baba & Kleuter	Q	0	9,148	No Issue	25.9%

Baby's and Beyond	Q	7,337	9,847	3.6%	No Issue
Things to do With Kids	2xA	0	Resigned		New Member
Your Pregnancy and Baby	AltM	1,576	5,667	-7.1%	3.0%
<b>Pets</b>					
Dog Directory	Ann	0	Resigned		
<b>Sport and Hobby</b>					
Compleat Golfer	Mtly	5,874	9,143	10.5%	53.6%
Kick Off	Mtly	0	Discontinued		
Magnum	8xA	0	Resigned		
SARugby	Mtly	1,637	9,489	-6.7%	-23.9%
<b>Travel, Tourism &amp; Hospitality</b>					
Cape Etc	3xA	4,098	7,308	10.3%	7.4%
Getaway	Mtly	1,838	13,499	-10.8%	-16.2%
go! Drive & Camp and Weg! Ry & Sleep	AltM	0	25,234	2.0%	-17.7%
Weg / Go Platteland	Q	0	16,269	-9.0%	-24.8%
Weg/Go	AltM	0	40,347	-2.7%	-19.6%
<b>Woman's General</b>					
BONA Magazine	Mtly	2,786	16,014	11.2%	New Member
Fairlady	AltM	0	28,951	8.7%	-25.2%
Garden & Home Magazine	Mtly	4,113	15,118	-3.2%	0.0%
Glamour,	Q	6,597	14,188	22.1%	10.2%
Kuier	F	0	51,227	-6.4%	-21.6%
Rooi Rose Magazine	AltM	5,856	29,498	1.5%	13.6%
Sarie	AltM	872	54,991	-6.9%	-11.8%
True Love	AltM	0	10,812	29.0%	-38.5%
Women & Home Magazine	Mtly	7,887	29,099	-3.3%	3.3%
Women's Health	6xA	4,341	12,761		New Member
Total		197,183	953,928	-2.1%	-13.6%

## B2B Magazines

As in previous quarters, the B2B category continues to deliver some good results.

Good gains came from the Agricultural sector, with *Veeplaas* and *Stockfarm* being the best in this sector. Engineering - Other, Health and Wellbeing (*MIMS* increasing on the previous quarter by 105.8%), Civil Construction, Management (*Black Management Quarterly* the highlight here) and Mining sector all had good increases.

The Industry sector was a mixed bag with three publications increasing on the previous quarter, one decrease, five no issues, one resignation, one termination and four reporting changes.

<b>Agricultural</b>					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
OVK Nuus/News	4xA	4,755	4,755	0.0%	-4.0%
SA Graan / Grain	Mtly	20,927	20,927	-1.9%	-1.3%
SABI Magazine	AltM	0	Resigned		
Stockfarm	Mtly	2,638	7,525	22.5%	16.7%
Veeplaas	11xA	3,725	8,612	22.3%	Changed Sector
Wineland	Mtly	3,125	3,196	0.2%	-1.0%
<b>Architecture</b>					
Leading Architect & Design	AltM	6,718	6,767	-1.4%	-4.0%
SABuilding Review	Ann	8,536	9,411	No Issue	2.0%
To Build	3xA	8,507	9,749	-0.8%	Reporting Change
<b>Automotive</b>					
Taxi Guardian	Mtly	0	Terminated		
<b>Civil Construction</b>					
Construction World	Mtly	16,513	16,513	0.1%	12.0%

IMESA	11xA	12,635	12,635	4.3%	10.9%
<b>Communications</b>					
Future SA	4xA	0	No Issue		New Member
NexMedia	4xA	0	Resigned		
SAProfile	Ann	8,693	9,767	No Issue	Reporting change
Service	Q	4,958	4,958	0.0%	0.1%
The Gapp Magazine	AltM	0	Resigned		
<b>Electrical Engineering</b>					
Electricity & Control	Mtly	13,440	13,440	0.2%	9.9%
ESI Africa	Q	0	No Issue		Reporting change
Sparks Electrical News	Mtly	14,159	14,159	-0.1%	9.2%
<b>Engineering - Other</b>					
Capital Equipment News	Mtly	12,826	12,826	0.4%	9.7%
Dataweek	Mtly	2,800	2,800	0.3%	0.3%
MechChem Africa	AltM	10,217	10,217	4.0%	15.0%
Motion Control	Q	2,111	2,111	0.9%	5.0%
Plumbing Africa	Mtly	11,200	11,292	4.0%	17.1%
Refrigeration and Airconditioning	Mtly	6,942	6,956	-0.5%	3.7%
SA Instrumentation & Control	Mtly	4,411	4,411	3.5%	8.1%
Water & Sanitation Africa	AltM	7,990	7,990	4.9%	16.5%
<b>Health and Wellbeing</b>					
Hi-Tech Security Solutions	8xA	4,275	4,275	0.9%	5.4%
Medical Chronicle	11xA	27,483	27,483	2.5%	15.0%
MMS	Mtly	245	3,709	105.8%	1.2%
Modern Medicine Magazine	AltM	3,340	3,814	11.0%	2.9%
South African Pharmaceutical & Cosmetic Review	11xA	2,902	2,922	-2.3%	0.3%
The Specialist Forum Journal	11xA	11,645	11,645	-46.7%	-41.8%
<b>Hospitality, Catering and Tourism</b>					
Meetings	AltM	4,709	4,709	2.0%	Reporting Change
Meetings	AltM	0	Changed Sector		
<b>Industry</b>					
Analytical Reporter	AltM	5,525	5,525	0.0%	1.9%
Cold Link Africa	AltM	4,101	4,108	-1.7%	-4.8%
Free State Business,	Ann	0	No Issue		Reporting Change
Gauteng Companies	Ann	0	No Issue		Reporting Change
KwaZulu Natal Business	Ann	0	Reporting Change		
Lighting in Design	Q	7,400	7,400	3.3%	17.2%
Limpopo Business.,	Ann	0	No Issue		Reporting Change
LINKED by Jewellers Network	Q	0	Resigned	Resigned	
North West Business	Ann	0	Reporting Change		
Northern Cape Business	Ann	0	Reporting Change		
Opportunity (Exploring Business Prospects in SA)	Q	0	Reporting Change		
Opportunity (Exploring Business Prospects in SA)	Q	4,929	4,929	0.2%	0.0%
Resource	Q	6,350	6,350	-1.9%	7.2%
South African Business	2xA	0	No Issue		Reporting change
South African Food Review	11xA	3,705	3,749	29.1%	-16.4%
The Journal of African Business	Q	0	No Issue		New Member
The Responsible & Sustainable Tourism Handbook	Ann	0	Terminated		
Western Cape Business,	Ann	0	No Issue		Reporting Change
<b>Information and Computer Technology</b>					
Brainstorm	11xA	4,755	9,235	0.7%	4.6%
<b>Management</b>					
African Decisions	Q	10,166	11,765	-2.9%	-6.4%
Black Business Quarterly	Q	44,433	44,692	19.9%	-0.7%
Blue Chip,	Q	0	No Issue		
Business Day Earth	Ann	0	No Issue		New Member
Business Day Empowerment	Ann	0	No Issue		New Member
FANews	AltM	1,753	1,923	-34.1%	-34.3%



Taste	AltM	683	34,358	-0.6%	3.7%
Male					
Man	Mily	500	59,802	5.1%	38.5%
Tech	Mily	500	33,590	4.0%	8.4%
Motoring					
Motor	Mily	0	Changed Publisher		
Professional					
De Rebus	11xA	0	Digital only		
Retail					
Club Magazine	Mily	6,666	262,228	-2.6%	1.9%
Jet Club	7xA	0	262,650	12.7%	-6.9%
Sport and Hobby					
Game & Hunt/Wild & Jag	Mily	66,871	68,443	0.5%	-4.9%
SA Hunter/Jagter	8xA	0	Resigned		
Soccer Club	Mily	500	50,348	3.8%	16.5%
Sports Club	Mily	570	103,461	6.3%	24.9%
Midland Magazine	Mily	0	Changed Sector		
Travel, Tourism & Hospitality					
Escapes	Mily	0	Changed Publisher		
Premier	Mily	8,513	8,513	1.7%	23.8%
Rove SA	2xA	8,089	9,707	5.4%	No Issue
Woman's General					
Balanced Life	Mily	266	49,986	0.5%	7.3%
Youth					
ClubX	Mily	466	109,156	7.8%	34.9%
Kids Super Club	Mily	490	73,516	4.7%	16.6%
Total		152,289	1,308,248	-12.4%	-8.8%

## Free magazines

This category continues to quietly go about its business with Q1 2023 showing better results than the previous quarter, when there was only one increase on the previous quarter. Q1 2023 had three publications show an increase on the previous quarter, with three 0% increases/decreases and one decrease on the previous quarter.

Publication	Frequency	Total circulation	%change quarter	%change year
Botswana Advertiser.	F	99,965	0.0%	1.7%
Get It (Ballito to Umhlanga)	Mily	11,965	0.0%	9.5%
Get It (Bloemfontein)	Mily	6,890	0.0%	0.0%
Get It (Highway)	Mily	11,779	-0.3%	20.2%
Get It (Jo'burg South)	Mily	14,750	0.0%	0.1%
Get It (Jo'burg West)	Mily	14,500	9.2%	-1.6%
Get It (Lowveld)	Mily	6,200	0.0%	0.0%
Get It (Northern Suburbs Joburg)	Mily	14,800	0.3%	-0.2%
Get It (Pretoria)	Mily	14,673	0.1%	0.0%

## 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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