

24 May 2011

# REFERENCE NO: ABC NOTICE /NO. 3/2011

# **TO: ALL MEMBERS**

Dear Member

# 1. The following applications for full membership were ratified by the Board.

Standerton IBIS Cosmos News Tee To Green Makhulu News Foschini Living Spaces UGU Eyethu Rock, Surf and Deep Uppercoast Fever

# 2. Resignations and Discontinued Titles.

Wiel (Discontinued) Dish Africa (Discontinued) Move Best Parents (Discontinued) Dish Southern Africa (Discontinued)

## 3. CHECK AUDITS (8 February 2011 to 4 May 2011)

## <u>Clear check audits were reported for the following publications:</u>

## **Newspapers**

**Rekord Central / Sentraal** Rekord East / Oos **Rekord Moot** Rekord West News / Wes Nuus Shopper's Friend North Western Bonus Maritzburg Sun Brits Pos Gemsbok **Rustenburg Herald** The Mail Cosmo City Chronicle Excelsior News / Nuus Zoutpansberger Palaborwa Herald Polokwane Express

## **Magazines**

Joburg Child Soul Superbike Ons Eie Lewis Store Club Magazine Cape Coupons Cars In Action Spur Totem

**Rekord Centurion Rekord Mamelodi Rekord North / Noord Rekord Noweto Raising Sun Lenasia** Midweek Rekord Public Eve **Die Noordwester** Klerksdorp Rekord Stellalander Standerton Advertiser Krant Limpopo Mirror Letaba Herald Polokwane Observer Vhembe Herald

Autoforum Finesse Get It – Bloemfontein LIG The Red Bulletin Cape Town's Child Bakkie & Truck Action Sarie Kos vir Mans

Wegsleep Oorgids Party Ideas for Kids Sarie Gesond Weg Kuierkos SA 4X4 Legacy Auction Magazine Property Magazine (KZN)

Go Namibia Home Décor Guide Drive Out Trail Guide **Topcar Roadtest** Caravan & Outdoor Life Your Wealth Sandton

## Qualified check audits were reported for the following publications:

### Administrative Adjustments

### **Reason for Qualification**

**Incorrect Classification** 

**Incorrect Classification** 

Bosvelder Capricon Voice Northern Review Weekend Limpopo Informant North Coast Times Homemakers Fair JHB Homemakers Talk JHB Homemakers Fair PTA Homemakers Talk PTA

Property Magazine (JHB) Property Magazine (Cape) The Arch Magazine Good Taste The African.org

## Material Adjustments

Free State Sun

## 4. EXCLUSIONS

<u>Title</u>	Date/s	Reason
Cape Argus	1 March	Closed Presses, 45% loss.
Blanket request	22 April – 2 May	Public holidays in close proximity

### 5. Frequency, Category, Sector and Publisher Change

#### **Frequency Change**

Longevity Drive Out / Weg Ry Women's Health	Changed from Monthly to Alternate Monthly Changed from Alternate Monthly to Annual Eleven Changed from Annual Ten to Annual Eleven
Ownership Change	
Longevity	Sold by Avusa Media now published by Motrade 450 (Pty) Ltd
Category Change	

#### Category Change

SA4X4 Changed from Travel to Motoring (Consumer Magazine)

## Sector Change

**Kwela Xpress** Changed from Hybrid Sector to Free Newspaper

Incorrect Classification Incorrect Classification Incorrect Classification Incorrect Classification **Incorrect Classification Incorrect Classification** Incorrect Classification **Incorrect Classification** 

Incorrect Classification **Incorrect Classification** Incorrect Classification Subscription not accounted for, Incorrectly Classified

Lack of Distribution Control, Incorrect Classification