

# Magazines ABC Q4 2017: Customs the biggest loser

By [Danette Breitenbach](#)

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Significant declines in Custom magazines and to a lesser extent in Consumer publications saw the overall decline in magazines edge to just over eight percent (8.1%) over Q3 and a 16.6% decline over the prior year. This is according to the Audit Bureau of Circulation (ABC) 4th quarter 2017 results.



A decline of nearly 12% (11.7%) over Q3 and over 30% (30.7%) over the prior year makes Custom Magazines the biggest loser in the Magazine category, followed by Free Magazines which declined by 7% over Q3 and by 21.5% over the prior year. Custom Magazines saw Single Copy Sales declined by 31.2%, while Free circulation decreased by 13.7%, compared to Q3.

While Consumer Magazines declined by 5.8% over Q3, they increased by 1.4% over the prior year with all major categories of sales declining, except PDF Replica copies and sales below 50%, which increased by 25% and 8.7% respectively, compared to Q3.

B2B Magazines saw a minimum decline of 0.5% over Q3 and an increase by 2.7% over the prior year, saw all categories of circulation decline, except sales below 50%, which increased by 17% off a small base.

The best three publications are *Top 500 SA's Best Managed Companies*, reporting annually, which increased its circulation considerably, with both *Business Brief* and *Supermarket and Retailer* increasing their circulation in digital by 70% and 56% over Q3. *Supermarket and Retailer* also increased circulation by 12.4% over the prior year.



## Newspapers ABC Q4 2017: Losses across the board

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## Consumer magazines

The home category, motoring category and the sports and hobbies category all declined in Q3, but increased over the prior year. On the flip side, showing an increase over Q3, but a decline over the prior year is the Consumer travel category and

the Consumer Women's General category.

The Consumer Home decreased by 8.4% over Q3, but increased by 6.7% over the prior year. In the category Real Estate had the strongest showing, with increases over Q3 and over the prior year. With a 23.5% increase over Q3, the publication's circulation rose from 20,845 to 25,748, overtaking its corresponding period circulation of 21,348. Both *Elle* and *My Kitchen* also increased over Q3. *Elle*, which showed a 7.6% increase, went to 17,086 from 15,885. It was still short of its corresponding period figure of 19,906. *My Kitchen* went from 98,017 to 103,338, an increase of 5.4% over Q3.

The Consumer Motoring Category declined by 4.4% over Q3, but increased by 5.7% over the prior year. *Bike SA* and *Motor* both increase by over four percent, with *Bike SA* moving from 17,183 to 17,946. This is also an increase over the prior year of 44% (from 12,478). *Motor* went from 41,035 to 42,789.

*SA 4X4* increased by 2.7% over Q3 from 14,881 to 15,285 and by 10.1% over the prior year (13,882).

Consumer sports and hobbies decreased by 4.4% over Q3, but increased by 38.4% over the prior year. Two publications, *The Bass Angler* and *Runner's World*, showed an increase over Q3 and over the prior year.

*The Bass Angler* increased by 27.1% over Q3 (from 3,075 to 3,909) and by 31% over the prior year (3,075). *Runners World* achieved 15,956 an increase of 25.8% over Q3 (12,685) and rose 42% over the prior year (11,235).

*Kick Off* increased by 25.1% over Q3, taking it from 18,054 to 22,584. Unfortunately, it declined by 5.1% over the prior year (23 795).

The Consumer Travel Category increased by 12.6% over Q3, but declined by 3.3% over the prior year. *Weg Namibië/Go Namibia* increased by 13.9% over the prior year (34,827 vs 30,585) and *Wegsleep Oordgids* increased by 9.4% over the prior year (17,261 vs 15,777).

Increasing over Q3 and over the prior year, *Weg/Go* increased by 9% over Q3 (58,774 from 53,897) and by 6.7% over the prior year (55,072).

Despite an increase over Q3 of 1.2% Consumer Women's General Category, the category declined by double figures – 14.7% – over the prior year.

Staying with this trend, *True Love* increased by 15.3% over Q3, taking circulation from 27,693 to 31,925 but declined by 24.7% over the prior year (42,373). *Rooi Rose* also increased over Q3, by 10.5% (63,818 to 70,546), but declined by 3.9% over the prior year (73,446).

Bucking the trend was *Fairlady* which saw an increase over Q3 and over the prior year, with an increase of 13.5% over Q3, from 32,975 to 37,431 and by 8.3% over the prior year (34,571).

| Arts, Culture and Heritage                              |                   |                 |              |
|---------------------------------------------------------|-------------------|-----------------|--------------|
| Publication                                             | Circulation       | %change quarter | %change year |
| Islam Today KZN                                         | 10,000            | 0.0%            | 0.5%         |
| Jewish Life                                             | 12,679            | -1.4%           | -1.7%        |
| Business and News                                       |                   |                 |              |
| Business Brief.                                         | 56,396            | 70.3%           |              |
| Entrepreneur                                            | 15,898            | 9.0%            | -11.0%       |
| Financial Mail                                          | 13,016            | -1.9%           | 7.0%         |
| Finweek                                                 | 18,209            | -2.9%           | 52.0%        |
| Forbes Africa                                           | 17,733            | -10.4%          | -6.7%        |
| Green Economy Journal (formerly Green Business Journal) | 7,081             | 4.6%            | 7.6%         |
| Noseweek                                                | 12,374            | 8.5%            | -4.3%        |
| Personal Finance                                        | Changed Publisher |                 |              |
| SA Real Estate Investor Magazine                        | 14,351            | -3.4%           | -14.0%       |
| Your Business Magazine                                  | 8,520             | -9.0%           | -19.4%       |
| Celebrity                                               |                   |                 |              |
| People                                                  | 35,149            | 1.0%            | -17.7%       |
| Conservation and Wildlife                               |                   |                 |              |
| African Birdlife                                        | 8,072             | -6.5%           | -6.0%        |
| Entertainment                                           |                   |                 |              |
| Eat Out                                                 | 20,959            |                 |              |
| Hello Johannesburg                                      | 9,174             | -24.1%          | 21.9%        |
| TV Plus (Afrikaans)                                     | 28,057            | -7.7%           | -5.0%        |
| TV Plus (English)                                       | 15,490            | -7.6%           | -36.9%       |
| Family Interest                                         |                   |                 |              |
| Bona                                                    | 62,676            | -12.9%          | 8.4%         |
| Drum                                                    | 37,200            | -8.6%           | -30.1%       |
| Huisgenoot                                              | 185,002           | -2.9%           | -10.9%       |
| LIG                                                     | 20,647            | 0.0%            | -1.1%        |
| Plus 50                                                 | 5,862             | -11.0%          | 27.2%        |
| Taalgenoot.                                             | 69,111            | 1.0%            | 1.0%         |
| The Big Issue                                           | 11,165            | 8.5%            | -10.8%       |
| The Crest                                               | 12,214            | -0.1%           | 0.7%         |
| The Ridge                                               | 20,416            | -0.4%           | 0.4%         |
| Things to do with kids Magazine                         | 10,347            | 3.9%            | 3.9%         |
| You                                                     | 95,359            | -2.2%           | -13.7%       |
| Farming                                                 |                   |                 |              |
| Farmer's Weekly                                         | 11,334            | -6.6%           | -4.2%        |
| Landbouweekblad                                         | 27,292            | -4.5%           | 4.6%         |
| Landbouweekblad Boereplanne                             | 14,929            | 0.0%            | -23.4%       |
| Landbouweekblad Vee                                     | 9,384             | -18.9%          | -18.9%       |
| Marktoe!                                                | No submission     |                 |              |
| Veeplaas.                                               | 7,657             | -2.0%           | -1.7%        |
| Health                                                  |                   |                 |              |
| Fatloss                                                 | 22,172            | 13.5%           | 13.5%        |
| Fitlife                                                 | 27,806            | 25.7%           |              |
| Longevity.                                              | 16,841            | 0.0%            | 11.2%        |
| Muscle Evolution Magazine                               | 5,663             | -13.3%          | -13.8%       |
| Home                                                    |                   |                 |              |
| Conde Nast House & Garden                               | 30,633            | -6.0%           | -7.9%        |
| Easy DIY                                                | 11,618            | 0.0%            | -7.8%        |
| Elle Decoration                                         | 17,086            | 7.6%            | -14.2%       |
| Estate Living.                                          | No Submission     |                 |              |
| Food and Home Entertaining                              | 23,004            | -1.0%           | -3.3%        |
| Green Home                                              | 4,716             | -28.1%          | -30.7%       |
| Habitat                                                 | 12,883            | -3.7%           | 4.8%         |
| House & Leisure                                         | 18,397            | -6.6%           | -20.5%       |
| Kuier Combo                                             | 70,539            | 0.0%            | -2.5%        |

|                                          |                   |        |        |
|------------------------------------------|-------------------|--------|--------|
| Landbouweekblad Boerekos                 | 33,042            | 0.0%   | -10.1% |
| Living Space.                            | 68,341            | -0.7%  |        |
| Lose It.                                 | 22,068            | -19.3% | -24.3% |
| My Kitchen.                              | 103,338           | 5.4%   |        |
| Plascon Spaces.                          | 13,713            | -23.1% | -23.1% |
| Real Estate.                             | 25,748            | 23.5%  | 20.6%  |
| SA Garden and Home                       | 43,128            | -8.8%  | -17.2% |
| SA Home Owner                            | 36,895            | -4.3%  | -1.1%  |
| Sarie Kos.                               | Changed freq.     |        |        |
| Sarie Kreatief                           | No issue          |        |        |
| Sarie Woon                               | 18,026            | 0.0%   | -23.2% |
| The Gardener / Die Tuinier               | 34,205            | -11.9% | -19.4% |
| Tuis Home                                | 81,505            | 1.8%   | 3.9%   |
| Tuis Kombuis / Home Kitchen              | No issue          |        |        |
| Tuis Opknap / Home Renovations.          | 23,201            | 0.0%   | -8.9%  |
| Tuis Verf / Home Paint                   | 26,007            | 0.0%   |        |
| Tuis Werf / Home Yard                    | No issue          |        |        |
| Visi                                     | 15,082            | -4.0%  | 1.8%   |
| <b>Leisure</b>                           |                   |        |        |
| African Green Elements                   | Only 1 issue      |        |        |
| Joburg Style                             | 5,818             | -21.3% | -21.3% |
| Prestige Magazine,                       | 11,620            | 0.5%   |        |
| South Africa Deluxe                      | Suspended         |        |        |
| Southern Vines                           | 12,779            | 20.4%  | 20.4%  |
| The Coffee Mag                           | 4,574             | 0.0%   | 43.4%  |
| The Ultimate Braai                       | 7,438             | 0.0%   | -68.3% |
| <b>Male</b>                              |                   |        |        |
| Destiny Man.                             | 9,230             | -30.4% | -37.5% |
| GQ.                                      | 16,839            | -7.4%  | -20.1% |
| Men's Health                             | 32,260            | 16.9%  | 0.5%   |
| Men's Health Belly Off Guide             | No issue          |        |        |
| Popular Mechanics                        | 24,823            | -9.7%  | -19.1% |
| Stuff.                                   | 14,756            | 6.0%   | 9.6%   |
| Tech.                                    | 65,302            | -1.2%  |        |
| The Red Bulletin                         | Discontinued      |        |        |
| Very Interesting (former Braintainment)  | 18,140            | -0.4%  | 19.3%  |
| <b>Motoring</b>                          |                   |        |        |
| Auto Trader                              | Discontinued      |        |        |
| Auto Trader Exclusive                    | Discontinued      |        |        |
| Bakkie & Car (formerly Bakkie & Truck)   | Resigned          |        |        |
| Bike SA                                  | 17,946            | 4.4%   | 43.8%  |
| Car                                      | 61,662            | -0.8%  | -5.5%  |
| Caravan & Outdoor Life / Kamp & Karavaan | 16,136            | -11.2% | -3.0%  |
| Commercial Trader                        | Discontinued      |        |        |
| Drive Out Trail Guide / Wegry Roetegids. | 13,545            | 0.0%   |        |
| Drive Out/WegRy.                         | Rebranded         |        |        |
| Driven Magazine                          | 16,389            | -8.5%  | -10.9% |
| Land Rover AFRICA Magazine               | Digital           |        |        |
| Leisure Wheels                           | 14,409            | 0.2%   | -2.3%  |
| Motor.                                   | 42,789            | 4.3%   |        |
| SA4x4                                    | 15,285            | 2.7%   | 10.1%  |
| Speed and Sound                          | 23,940            | -1.2%  | -11.5% |
| Super Bike                               | 9,428             | -0.9%  | -8.4%  |
| <b>Parenting</b>                         |                   |        |        |
| Baba & Kleuter                           | Changed Frequency |        |        |
| Baba & Kleuter.                          | 15,834            | 1.8%   |        |
| Baby's and Beyond                        | 15,271            | -2.1%  | -2.1%  |
| Child Magazine - Cape Town               | Changed Frequency |        |        |

|                                                    |                   |        |        |
|----------------------------------------------------|-------------------|--------|--------|
| Child Magazine - Cape Town.                        | 47,817            | 0.0%   |        |
| Child Magazine - Durban                            | Changed Frequency |        |        |
| Child Magazine - Durban.                           | 40,026            | 0.0%   |        |
| Child Magazine - Johannesburg                      | Changed Frequency |        |        |
| Child Magazine - Johannesburg.                     | 55,350            | 0.2%   |        |
| Child Magazine Pretoria                            | Changed Frequency |        |        |
| Child Magazine Pretoria.                           | 40,173            | 0.3%   |        |
| Expectant Mothers Guide                            | 55,647            | 0.0%   | 0.8%   |
| Living and Loving                                  | 10,139            | -8.2%  | -9.5%  |
| MamaMagic Milestones                               | 50,000            | -0.4%  | -0.4%  |
| Mamas & Papas.                                     | 17,663            | 28.5%  | 4.3%   |
| Your Baby.                                         | 9,714             | -18.2% | -18.8% |
| Your Pregnancy.                                    | 14,405            | -26.2% | -24.0% |
| <b>Pets</b>                                        |                   |        |        |
| Animaltalk                                         | 10,429            | -5.5%  | 42.7%  |
| Dog Directory                                      | 8,481             | 9.4%   | 9.4%   |
| <b>Sport and Hobby</b>                             |                   |        |        |
| Amakhosi                                           | Changed Publisher |        |        |
| Bicycling                                          | 10,802            | 3.0%   | 10.8%  |
| Compleat Golfer                                    | 9,681             | -5.6%  | 0.9%   |
| Fitness His Edition                                | 8,051             | -20.7% | -25.1% |
| Game & Hunt/Wild & Jag                             | 6,375             | -33.4% | -29.9% |
| Golf Digest                                        | 9,940             | -18.1% | 27.0%  |
| Gun Africa                                         | No submission     |        |        |
| HQ.                                                | 6,525             | 8.2%   | 14.5%  |
| Kick Off                                           | 22,584            | 25.1%  | -5.1%  |
| Magnum                                             | 11,147            | -5.4%  | 1.2%   |
| Modern Athlete                                     | 69,391            | 1.1%   | 19.3%  |
| Ride Magazine,                                     | 7,724             | 10.2%  | 21.9%  |
| Rock Surf and Deep.                                | 2,853             | -4.4%  | -12.4% |
| Runners World                                      | 15,956            | 25.8%  | 42.0%  |
| SA Cricket.                                        | 12,037            | 16.9%  | 16.9%  |
| SA Flyer                                           | 6,153             | 0.3%   | 2.6%   |
| SA Hunter/Jagter                                   | 46,519            | -2.9%  | 9.2%   |
| SA Rugby                                           | 23,079            | 4.4%   | -10.4% |
| Signature Golf                                     | 30,556            | 0.1%   | 0.1%   |
| Sowetan Magazine                                   | Discontinued      |        |        |
| Sports Club                                        | 153,586           | -0.2%  |        |
| The Bank Angler / Die Oewerhengelaar               | 12,052            | 3.3%   | -2.0%  |
| The Bass Angler / Die Baarshengelaar               | 3,909             | 27.1%  | 31.0%  |
| Wildland Magazine                                  | 6,174             | -12.8% | -11.4% |
| <b>Travel</b>                                      |                   |        |        |
| Cape Etc.                                          | 8,814             | -2.5%  | -2.5%  |
| Getaway                                            | 38,677            | -9.2%  | 2.2%   |
| go! Drive & Camp and Weg! Ry & Sleep               | 39,357            | 5.2%   |        |
| SA Country Life                                    | 29,784            | 0.1%   | -13.3% |
| The Great Outdoors Guide / Die Groot Buitelewegids | 43,422            | -0.1%  | -0.1%  |
| TravelIdeas.                                       | No Submisison     |        |        |
| Weg / Go Photography                               | No issue          |        |        |
| Weg / Go Platteland                                | 32,729            | 0.0%   | -7.6%  |
| Weg Kuierkos.                                      | No issue          |        |        |
| Weg Namibië / Go Namibia                           | 34,827            | 13.9%  | 13.9%  |
| Weg! Kruger / Go! Kruger                           | 30,090            |        |        |
| Weg/Go                                             | 58,774            | 9.0%   | 6.7%   |
| Wegsleep Kampgids                                  | 10,726            | 0.0%   |        |
| Wegsleep Oordgids                                  | 17,261            | 9.4%   | 9.4%   |
| Wegsleep.                                          | Rebranded         |        |        |
| Welcome to South Africa                            | No Submission     |        |        |

|                                                         |                   |        |        |
|---------------------------------------------------------|-------------------|--------|--------|
| Wildside.                                               | Resigned          |        |        |
| <b>Woman's General</b>                                  |                   |        |        |
| Cosmopolitan                                            | 35,763            | -3.7%  | -12.7% |
| Destiny Magazine                                        | 23,017            | -8.4%  | -15.1% |
| Elle                                                    | 21,510            | -4.1%  | -21.1% |
| Essays of Africa                                        | Change Frequency  |        |        |
| Essays of Africa.                                       | 8,878             |        |        |
| Essentials                                              | 21,636            | -16.4% | -12.2% |
| Fairlady                                                | 37,431            | 13.5%  | 8.3%   |
| Finesse.                                                | 39,933            | -13.1% | -8.0%  |
| Fitness Magazine                                        | 18,037            | -14.9% | -22.1% |
| Glamour                                                 | 43,483            | -4.4%  | -2.0%  |
| Good Housekeeping / Goeie Huishouding                   | 37,891            | 0.4%   | -16.4% |
| Ideas/Idees.                                            | Changed Publisher |        |        |
| Kuier                                                   | 94,851            | 3.5%   | -4.8%  |
| Marie Claire                                            | 18,767            | -15.0% | -10.3% |
| Move!                                                   | 65,960            | -5.9%  | -16.8% |
| Rooi Rose                                               | 70,546            | 10.5%  | -3.9%  |
| Sarie                                                   | 61,726            | 7.8%   | -9.6%  |
| True Love                                               | 31,925            | 15.3%  | -24.7% |
| Vroue Keur                                              | 48,829            | 0.6%   | -11.7% |
| Woman and Home                                          | 77,054            | 5.1%   | -9.3%  |
| Women's Health.                                         | 34,387            | 9.1%   | -1.6%  |
| Your Family                                             | 27,512            | -7.8%  | -22.0% |
| <b>Woman's Special</b>                                  |                   |        |        |
| Bruidgids                                               | 16,522            | 0.3%   | 0.3%   |
| Fairlady Bride                                          | 5,341             | 0.0%   | -44.3% |
| Forbes Woman Africa                                     | 9,129             | -21.2% | -9.5%  |
| Idees/Ideas                                             | 18,423            | 7.4%   |        |
| Intiem.                                                 | Digital Only      |        |        |
| Nubian Bride                                            | 7,404             | -16.9% | -16.9% |
| SA Wedding Album                                        | 14,203            | -20.2% | -20.2% |
| Sarie Bruid                                             | 6,792             | 0.0%   | -30.6% |
| True Love Bride                                         | 3,323             | 0.0%   | -51.9% |
| Wedding Guide                                           | 12,889            | 0.0%   | -33.5% |
| Wedding Inspirations                                    | 7,020             | 0.0%   | -1.1%  |
| <b>Youth</b>                                            |                   |        |        |
| Barbie Magazine                                         | 11,939            | -4.7%  | 13.0%  |
| Kids Super Club                                         | 123,317           | 3.9%   |        |
| The Official Safeways K53 Learner's and Driver's Manual | 66,703            | -10.4% |        |

## B2B

The Architecture category declined overall by 10.6% over Q3 and by 10.4% over the prior year. *SA Building Review* increased by 5% over the prior year (10,680 to 11,218) as did *To Build* which increased by 17.2% over the prior year (8,572 to 10,049).

In the B2B management category was similar to the Architecture category, with a decline in Q3 and over the prior year. The category declined by 1.5% over Q3 and by 12.3% over the prior year.

The highlight was *Top 500 SA's Best Managed Companies*, which increased significantly from 1,913 to 7,905. *South African Business Integrator* and *The South African Schools Collection* also increased over the prior year, with an 32.5% (20,071 from 15,151) and 19.9% (6,271 from 5,230) increase over the prior year respectively.

|                                  |                    |                        |                     |
|----------------------------------|--------------------|------------------------|---------------------|
| <b>Agricultural</b>              |                    |                        |                     |
| <b>Publication</b>               | <b>Circulation</b> | <b>%change quarter</b> | <b>%change year</b> |
| Agri Inc. Die Boer / The Farmer. | 27,847             | -2.9%                  | -1.9%               |



|                                   |                   |       |        |
|-----------------------------------|-------------------|-------|--------|
| Auto Trader Agri                  | Discontinued      |       |        |
| Dairy Mail, The                   | Changed Sector    |       |        |
| Harvest SA                        | 8,781             | -3.9% | -3.1%  |
| OVK Nuus/News                     | 5,571             | -1.2% | -1.2%  |
| Pro Agri                          | 38,993            | -1.6% | -1.2%  |
| Rooi Veis / Red Meat              | Changed Sector    |       |        |
| SA Graan / Grain                  | 16,677            | -0.7% | -2.4%  |
| SABI Magazine                     | 4,763             | -0.8% | -1.3%  |
| Stockfarm                         | 6,527             | 7.2%  | 24.6%  |
| Wildlife Ranching..               | 7,834             | 9.0%  | 6.9%   |
| Wineland                          | 3,513             | -6.0% | -26.7% |
| Wolboer / Wool Farmer             | Changed Sector    |       |        |
| <b>Architecture</b>               |                   |       |        |
| earthworks                        | Changed Publisher |       |        |
| Floors in Africa                  | 17,238            | -2.0% | -1.9%  |
| Leading Architect & Design        | 5,802             | 0.0%  | 0.2%   |
| SA Building Review                | 11,218            | 5.0%  | 5.0%   |
| SA Roofing                        | 3,659             | -1.5% | 3.2%   |
| Timber IQ                         | 3,400             | -2.6% | -3.5%  |
| To Build                          | 10,049            | 17.2% | 17.2%  |
| Walls & Roofs in Africa           | 17,259            | -2.1% | -1.9%  |
| <b>Automotive</b>                 |                   |       |        |
| Auto Forum,                       | 6,519             | -1.0% | -4.1%  |
| Automobil.                        | 8,385             | 2.4%  |        |
| Automotive Business Review,       | 11,379            | -0.9% | -0.4%  |
| Road Ahead, The                   | 9,089             | -2.2% | -2.2%  |
| SA TREADS                         | 6,950             | 0.0%  |        |
| <b>Civil Construction</b>         |                   |       |        |
| Civil Engineering                 | 10,924            | -5.8% | -1.2%  |
| Civil Engineering Contractor, The | 3,188             | -0.7% | -1.5%  |
| Concrete Trends                   | 3,445             | 5.8%  | 5.8%   |
| Construction Review               | 1,822             | -6.0% | -8.0%  |
| Construction World                | 5,024             | 3.1%  | 6.0%   |
| IMESA                             | 4,481             | 6.8%  | -8.1%  |
| Plant Equipment & Hire            | 2,465             | -0.2% | -7.3%  |
| Precast                           | 2,670             | 0.0%  | -10.6% |
| <b>Communications</b>             |                   |       |        |
| Media, The.                       | 3,184             | -2.4% | 9.6%   |
| Nex Media                         | 4,153             | 0.0%  | -0.7%  |
| Screen Africa                     | Resigned          |       |        |
| The Gapp Magazine                 | 4,183             | 0.8%  | 0.7%   |
| <b>Electrical Engineering</b>     |                   |       |        |
| Electricity & Control             | 4,563             | 0.6%  | -3.7%  |
| Energize                          | 4,143             | -0.1% | -2.5%  |
| ESI Africa                        | 4,622             | 0.0%  | -2.0%  |
| Sparks Electrical News            | 7,057             | 3.4%  | 4.1%   |
| Vector Journal                    | 3,927             | -6.7% | -14.1% |
| WattNow.                          | 14,095            | 10.5% | 37.6%  |
| <b>Engineering - Other</b>        |                   |       |        |
| Capital Equipment News            | 3,793             | 3.4%  | 3.6%   |
| Chemical Technology               | Rebranded         |       |        |
| Dataweek                          | 3,392             | -0.1% | -3.4%  |
| Engineer IT                       | 3,875             | -2.5% | -9.1%  |
| Engineering News                  | 10,903            | -2.8% | 3.6%   |
| Mechanical Technology             | Rebranded         |       |        |
| MechChem Africa                   | 4,668             | 4.2%  |        |
| Motion Control                    | 3,110             | 0.0%  | -8.7%  |
| Plumbing Africa                   | 3,518             | -0.5% | 0.3%   |

|                                                               |               |         |         |
|---------------------------------------------------------------|---------------|---------|---------|
| Position IT.                                                  | 4,145         | 0.0%    | -1.0%   |
| Refrigeration and Airconditioning                             | 3,019         | -0.8%   | -5.3%   |
| SA Instrumentation & Control                                  | 4,734         | -0.5%   | -1.1%   |
| Transform SA                                                  | 2,161         |         |         |
| Water & Sanitation Africa                                     | 3,988         | -3.9%   | -1.1%   |
| Water Sewage & Effluent                                       | 3,085         | 3.4%    | 2.1%    |
| <b>Health and Wellbeing</b>                                   |               |         |         |
| Fire Protection                                               | 1,402         | 3.1%    | 3.1%    |
| Hi-Tech Security Solutions                                    | 4,762         | -0.5%   | 1.3%    |
| International Dentistry Africa Edition                        | 4,213         | 0.9%    | 0.7%    |
| LMS                                                           | 4,467         | 0.5%    | 7.2%    |
| MDR Medical Desk Reference                                    | 2,013         | -31.9%  | -31.9%  |
| Medical Chronicle                                             | 10,332        | 1.7%    | 3.0%    |
| MIMS                                                          | 3,439         | -9.4%   | -7.9%   |
| MIMS Guide to OTC Products                                    | 3,063         | -5.0%   | -5.0%   |
| Modern Medicine Magazine                                      | 3,782         | -4.6%   | -2.5%   |
| Occupational Health Southern Africa                           | 2,424         | 9.1%    | -1.9%   |
| Professional Forum                                            | 1,394         | 0.0%    | 9.8%    |
| SHEQ Management                                               | 5,474         | -6.7%   | -3.1%   |
| South African Pharmaceutical & Cosmetic Review                | 1,812         | 4.1%    | 3.3%    |
| The Specialist Forum Journal                                  | 5,528         | -2.0%   | -2.8%   |
| <b>Hospitality, Catering and Tourism</b>                      |               |         |         |
| Business Traveller Africa                                     | 3,704         | -2.3%   |         |
| Conference Venues                                             | 2,859         | 0.0%    | -36.5%  |
| Explore South Africa.                                         | 8,249         | -4.3%   | -4.3%   |
| Leading Venues                                                | 5,033         | -26.2%  | -26.2%  |
| Meetings                                                      | 3,801         | -4.2%   | 0.6%    |
| The Meetings & Event Planner (former SA Conference Directory) | 13,441        | -9.0%   | -9.0%   |
| Travel News Weekly                                            | 6,520         | 0.0%    | 11.9%   |
| <b>Industry</b>                                               |               |         |         |
| Analytical Reporter                                           | 2,857         | 0.0%    | 0.0%    |
| Cold Link Africa                                              | 3,013         | -3.2%   | -19.4%  |
| Eastern Cape Business..                                       | 14,775        | 0.0%    |         |
| Eastern Cape Industrial & Business News                       | 4,244         | -2.0%   | -2.1%   |
| Free State Business,                                          | 9,805         | 2.2%    | 2.2%    |
| Gauteng Companies..                                           | 14,719        | 0.0%    |         |
| Hire S.A (formerly Leading Equipment)                         | Discontinued  |         |         |
| Industrial Buyer                                              | 34,306        | -13.9%  | -12.3%  |
| KwaZulu Natal Business..                                      | 14,629        | 0.0%    |         |
| KZN Industrial & Business News                                | 6,561         | -2.1%   | -4.7%   |
| Lighting in Design.                                           | 3,568         | -3.0%   | -3.0%   |
| Limpopo Business..                                            | 9,655         | 0.0%    |         |
| Metering International.                                       | 5,222         | 23.5%   | 14.3%   |
| Mpumalanga Business..                                         | 9,728         | 0.0%    |         |
| Nepad Annual                                                  | 9,625         | 0.0%    | 0.8%    |
| North West Business..                                         | 9,788         |         |         |
| Northern Cape Business..                                      | 9,790         | 0.0%    |         |
| Opportunity (Exploring Business Prospects in SA)              | 9,129         | 3.8%    | 3.3%    |
| Resource.                                                     | 3,388         | -5.6%   | -5.6%   |
| RISKAFRICA                                                    |               | -100.0% | -100.0% |
| SA Affordable Housing                                         | 2,344         | 1.3%    |         |
| SA Jewellery News                                             | 1,292         | -1.6%   | -5.5%   |
| Service (Leadership in Local Government)                      | 7,652         | -16.9%  | -15.2%  |
| South African Business.                                       | 19,700        | 2.1%    | 2.1%    |
| South African Food Review                                     | 3,792         | 6.0%    | 0.9%    |
| The Green Building Handbook                                   | 7,876         | 2.5%    | 2.5%    |
| The Responsible & Sustainable Tourism Handbook                | Changed Cycle |         |         |
| The Sustainability & Intergrated Reporting Handbook.          | No issue      |         |         |



|                                                      |                |        |        |
|------------------------------------------------------|----------------|--------|--------|
| The Sustainable Energy Resource Handbook.            | 7,840          | 0.0%   | 3.3%   |
| The Sustainable Infrastructure Handbook.             | No issue       |        |        |
| The Sustainable Water Resource Handbook.             | 7,908          | 0.0%   | 17.1%  |
| Western Cape Business,                               | 9,731          | -33.2% | -33.2% |
| <b>Information and Computer Technology</b>           |                |        |        |
| Brainstorm                                           | 11,028         | 22.9%  | 20.4%  |
| The Margin                                           | 3,612          | 1.1%   | 1.1%   |
| <b>Management</b>                                    |                |        |        |
| African Decisions                                    | 15,577         | -1.7%  | -1.7%  |
| Afropolitan.                                         | 9,405          | 0.0%   | -0.5%  |
| Black Business Quarterly                             | 8,423          | 2.6%   | 2.6%   |
| Blue Chip,                                           | 8,903          | 2.0%   | 2.0%   |
| Business Brief                                       | Changed Sector |        |        |
| Business Guide                                       | 1,181          | -5.5%  | -5.5%  |
| Business In Durban                                   | 6,849          | 0.0%   | -0.2%  |
| Cape Business News                                   | 6,113          | 2.1%   | 1.7%   |
| Careers SA                                           | 16,000         | 0.0%   | -1.4%  |
| FA News.                                             | 6,800          | -26.0% | 0.1%   |
| Impumelelo SA's Top Empowerment Co.                  | No issue       |        |        |
| Infocom.                                             | 1,858          | 8.3%   | 8.3%   |
| Leadership                                           | 8,069          | 1.8%   | -2.8%  |
| Money Marketing                                      | 6,873          | -0.1%  | -0.8%  |
| Profiles Stock Exchange Handbook                     | 5,129          | -18.0% | -18.0% |
| Public Sector Manager                                | 18,581         | -5.8%  | 7.8%   |
| Salga Voice of Local Government                      | 9,778          | -0.1%  | -0.1%  |
| South African Business Intergrator                   | 20,071         | 32.5%  | 32.5%  |
| The Project Manager SA                               | No issue       |        |        |
| The South African School Collection                  | 6,271          | 19.9%  | 19.9%  |
| Think Sales.                                         | 9,248          | -20.7% | -20.7% |
| Top 500 SA's Best Companies,                         | 7,905          | 313.2% |        |
| Top Women in Business & Government                   | 8,050          | 0.0%   | 7.4%   |
| Vision 2030                                          | 8,777          |        |        |
| <b>Mining &amp; Quarrying</b>                        |                |        |        |
| African Mnes Handbook                                | 1,940          | 24.3%  | 24.3%  |
| African Mining                                       | 3,176          | 3.2%   | 6.4%   |
| African Mining Brief                                 | 997            | -10.6% | -30.0% |
| Earthbroker                                          | 5,147          | -0.4%  | -0.7%  |
| Inside Mining..                                      | 3,642          |        |        |
| Mining & Minerals Product Review                     | 4,104          | -2.4%  | -4.3%  |
| Mining Decisions                                     | 6,794          | -24.6% | -24.6% |
| Mining Mirror                                        | 3,162          | -0.2%  | -1.2%  |
| Mining Prospectus                                    | 8,618          | -0.5%  | 3.9%   |
| Mining Review Africa.                                | 4,646          | 0.5%   | 1.2%   |
| Mining Weekly                                        | 10,462         | -2.5%  | 3.5%   |
| Modern Mining                                        | 4,509          | 5.6%   | 5.9%   |
| Modern Quarrying                                     | 2,465          | -1.7%  | -1.7%  |
| Quarry Southern Africa                               | 2,662          | 2.0%   | 3.0%   |
| SA Mining.                                           | 4,932          | 0.9%   | 1.9%   |
| <b>Property</b>                                      |                |        |        |
| Seeff Property Pages - Atlantic Seaboard & City Bowl | 15,900         | 6.7%   | 6.7%   |
| The Greeff Magazine                                  | 45,566         | -7.9%  | -7.9%  |
| <b>Retail</b>                                        |                |        |        |
| DIY And Industrial Trade News                        | 4,223          | -0.9%  | 1.6%   |
| Frontshop Pharmacy Magazine                          | 3,164          | 3.8%   | -22.7% |
| Hardware Africa Magazine                             | 1,724          | -58.2% | -58.2% |
| International Independent Trader                     | 8,056          |        |        |
| Pharmacy Retailer                                    | 7,210          |        |        |
| Spotong                                              | 11,279         | 1.0%   | 1.0%   |

|                                               |       |       |        |
|-----------------------------------------------|-------|-------|--------|
| Supermarket and Retailer                      | 8,412 | 55.6% | 12.4%  |
| The International Convenience Store Retailer. | 8,704 | -7.0% | 240.0% |
| The International FMCG Retailer.              | 9,048 | -7.8% | 284.7% |
| The International Hardware Retailer.          | 9,003 | -6.1% | 178.1% |
| Trader's Friend.                              | 2,775 | -1.9% |        |
| <b>Transport and Logistics</b>                |       |       |        |
| Fleet.                                        | 897   | 0.7%  |        |
| Focus on Transport & Logistics                | 6,280 | -2.5% | -7.3%  |
| Freight & Trading Weekly                      | 4,237 | 6.1%  | 0.9%   |
| Future Trucking & Logistics.                  | 897   | 0.9%  |        |
| Truck & Bus                                   | 3,993 | -0.2% | -19.6% |
| Trucks and Heavy Equipment News..             | 7,046 |       |        |

## Custom

The Custom entertainment category declined by 45% over Q3 and by 76% over the prior year and saw DSTV Premium declined just short of 50% at 47% over Q3 and by 65% over the prior year, taking it to 277,189 from 526,548 (797,333 prior year).

Custom leisure followed the entertainment category, with declines over Q3 and the prior year. The Category declined by 6.6% over Q3 and by 6.4% over the prior year.

But not everyone followed the trends. *Taste* increased by 15.4% over Q3 (24,662 to 28,453) and by 3.9% over the prior year (27,376).

Despite *Equinox* increasing to 38,321 from 37,285 (+2.8%) over Q3, it declined by 2.8% over the prior year (39,435). *Team SA* increased by 1.5% over the prior year 10,955 vs 10,798).

Following suit, the Custom Retail Category declined by 13.2% over Q3 and by 35.8% over the prior year. *Clicks Club Card* increased 12.3% over the prior period (441,903 from 393,476) and by 1.4% over the prior year (436,014).

*Soccer Club* increased to 78,398 from 75,097 by 4.4% over Q3, however declined by 1% over the prior year (79,132). *Man* increased by 3.6% over Q3 (67,912 from 65,578), however declined marginally over the prior year (68,331).

| <b>Entertainment</b>                        |                    |                        |                     |
|---------------------------------------------|--------------------|------------------------|---------------------|
| <b>Publication</b>                          | <b>Circulation</b> | <b>%change quarter</b> | <b>%change year</b> |
| DSTV Compact (formerly Dish Compact)        | Discontinued       |                        |                     |
| DSTV Premium Mag / Tydskrif                 | 277,189            | -47.4%                 | -65.2%              |
| M                                           | Discontinued       |                        |                     |
| Magic                                       | Discontinued       |                        |                     |
| Prive                                       | 25,963             | 0.0%                   | -41.9%              |
| <b>Industry Specific</b>                    |                    |                        |                     |
| Crawford Times                              | 10,410             | 2.1%                   | 2.1%                |
| Dairy Mail, The.                            | 3,820              | -3.0%                  |                     |
| Forum Tydskrif                              | 140,941            | -14.8%                 | -14.8%              |
| J S E                                       | 17,760             | -4.1%                  | -4.1%               |
| Lifting Africa                              | 3,706              | -9.0%                  | -10.2%              |
| Obrigado                                    | Discontinued       |                        |                     |
| Rooi Veis / Red Meat,                       | 12,256             | 1.9%                   |                     |
| SA Franchise Warehouse.                     | 12,475             | -16.9%                 | -16.5%              |
| Sea Rescue                                  | 81,152             | 0.0%                   | 8.6%                |
| Servamus                                    | 12,914             | -5.2%                  | -10.2%              |
| Solidarity Magazine / Solidariteit Tydskrif | 153,138            | 40.4%                  | 55.7%               |
| Sonke Magazine,                             | 47,688             | 0.0%                   |                     |
| TAPPSA Journal.                             | 528                |                        |                     |

|                                                    |                |        |        |
|----------------------------------------------------|----------------|--------|--------|
| Trinitonian                                        | 5,850          | 12.9%  | 12.9%  |
| Wolboer / Wool Farmer.                             | 4,966          | 1.2%   |        |
| <b>In-flight</b>                                   |                |        |        |
| High Life SA                                       | 16,500         | 0.0%   | 0.0%   |
| In Flight Magazine                                 | 15,509         | 2.1%   | 192.6% |
| Indwe                                              | 20,530         | -4.7%  |        |
| Kulula Khuluma                                     | 20,922         | -0.3%  | -0.2%  |
| Mango Juice                                        | 16,278         | 0.3%   | 0.7%   |
| Sawubona                                           | 88,687         | 0.1%   | -0.3%  |
| Skyways                                            | 24,004         | 0.0%   | 0.0%   |
| <b>Leisure</b>                                     |                |        |        |
| Cheers                                             | 34,800         | -0.3%  | 4.7%   |
| Equinox                                            | 38,321         | 2.8%   | -2.8%  |
| Fancourt Lifestyle and Leisure                     | 4,901          | -4.4%  | -4.4%  |
| Fresh Living / Kook en Kuier                       | 466,375        | 1.0%   | -0.4%  |
| Good Taste                                         | Discontinued   |        |        |
| Legacy Inspires                                    | 18,365         | 0.0%   |        |
| Nedbank Golf Challenge                             | 17,700         | 0.0%   | 0.0%   |
| onRoute                                            | 12,311         | 0.0%   | 0.9%   |
| Private Edition                                    | 15,892         | 0.0%   | -12.2% |
| Signature : Diners Club                            | 52,582         | -18.3% | -18.3% |
| Slow Magazine                                      | 13,423         | -5.7%  | 164.2% |
| Taste.                                             | 28,453         | 15.4%  | 3.9%   |
| Team SAformer (Road To Tokyo)                      | 10,955         | 1.5%   | 1.5%   |
| Toyota Zone.                                       | Terminated     |        |        |
| Wild                                               | 64,895         | 0.0%   | 1.8%   |
| <b>Medical and Allied Health</b>                   |                |        |        |
| Bankmed                                            | 164,922        | 0.0%   | 54.5%  |
| Medi - Clinic Family                               | 59,325         | 0.0%   | -21.9% |
| South African Medical Journal                      | 14,612         | -0.1%  | -3.2%  |
| <b>Professional</b>                                |                |        |        |
| Accountancy SA                                     | 34,679         | 7.1%   | -1.7%  |
| Acumen,                                            | 14,775         | 0.0%   | -2.4%  |
| Architecture Journal of SA Institute of Architects | 4,508          | -1.6%  | 6.6%   |
| De Rebus                                           | 23,179         | 0.7%   | 2.7%   |
| Digest of South African Architecture               | 8,751          | 1.5%   | 1.5%   |
| Strategic Marketing Africa                         | Discontinued   |        |        |
| Strategic Marketing Magazine.                      | 5,865          | -27.4% | -27.4% |
| TAXtalk                                            | 6,664          | 43.7%  |        |
| The Journal Of The SAIMM                           | 3,763          | -0.3%  | 43.8%  |
| <b>Retail</b>                                      |                |        |        |
| Ackermans Club (formerly A-Plus)                   | 207,778        | -3.5%  | -0.7%  |
| Balanced Life                                      | 94,502         | 0.2%   | 0.7%   |
| Clicks Club Card.                                  | 441,903        | 12.3%  | 1.4%   |
| Club Magazine                                      | 481,759        | -3.7%  | -17.3% |
| ClubX                                              | 108,483        | -0.9%  | -10.2% |
| Edgars Club Magazine                               | 386,079        | -22.0% | -41.1% |
| Escapes                                            | 55,989         | -0.6%  | -4.4%  |
| Foschini Living Space                              | Changed Sector |        |        |
| Foschini Sports                                    | Changed Sector |        |        |
| Jet Club                                           | 453,728        | -6.3%  | -21.5% |
| Man                                                | 67,912         | 3.6%   | -0.6%  |
| Soccer Club                                        | 78,398         | 4.4%   | -0.9%  |
| Spur's Secret Tribe Magazine                       | Discontinued   |        |        |
| Super Club For Kids                                | Changed Sector |        |        |
| Table                                              | Discontinued   |        |        |
| TFG Motor                                          | Changed Sector |        |        |
| TFG My Kitchen                                     | Changed Sector |        |        |

|                                 |                |       |        |
|---------------------------------|----------------|-------|--------|
| TFG Tech                        | Changed Sector |       |        |
| <b>Tourism and Hospitality</b>  |                |       |        |
| AA Traveller                    | 60,083         | 1.5%  | 1.5%   |
| Best of Cape Town Central City. | 59,795         | 0.0%  | 0.0%   |
| Moments magazine                | 2,979          |       |        |
| Premier                         | 15,480         | -7.0% | 206.5% |

## 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 VMts.

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