

# Magazines ABC Q4 2018: Magazine freefall continues

By [Danette Breitenbach](#)

14 Feb 2019

The Audit Bureau of Circulations of South Africa's Total Magazine circulation was disappointing for both the quarter and year as percentage decline for both are higher than the other quarters in 2018. The decline of the previous quarter is 8.4%, and 19.7% in the prior year.



## Consumer Magazines

Consumer Magazines decreased by 3.8% in the previous quarter, which is disappointing as Q3 2018 only declined by 1%. The category's 12.4% decline compared to the prior year is marginally more than Q3 2018 (11.55).

*Stuff* (alternate monthly) saw an increase over the prior quarter of almost 75% (72.9) with a 94% increase on the prior year. *Bona*, *Green Economy Journal* and *Cosmopolitan* had double digit percentage increases over the prior quarter. *Real Estate Investor Magazine* and *House & Leisure* also increased on the prior quarter and the prior year.

Arts, Culture and Heritage							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	% change quarter	% change year
Islam Today KZN	Oct-Dec	Mtly	0	10,000	10,000	0.4%	0.0%
Jewish Life	Oct-Dec	Mtly	85	12,398	12,483	1.0%	-1.5%
Val de Vie Magazine	Jul-Jun	2xA	1,835	9,344	11,179	0.0%	
Business and News							
African Business Quarterly	Jul-Jun	Q	655	1,237	1,892	0.0%	
Business Brief.	Jul-Dec	AtM	41,920	1,431	43,351	-12.4%	-23.1%
Entrepreneur	Oct-Dec	Mtly	0	0	No Submission		
Financial Mail	Oct-Dec	Wkly, Fr	13,910	0	13,910	5.9%	6.9%
Finweek	Oct-Dec	F	12,890	2,533	15,423	-6.9%	-15.3%
Forbes Africa	Oct-Dec	Mtly	12,593	1,516	14,109	3.6%	-26.9%
Green Economy Journal (formerly Green Business Journal)	Jul-Dec	AtM	1,499	5,966	7,465	17.4%	5.4%
Noseweek	Oct-Dec	Mtly	9,882	0	9,882	-3.9%	-20.1%
Personal Finance	Jan-Dec	Q	0	0	Changed Publisher		
SA Real Estate Investor Magazine	Oct-Dec	Mtly	624	14,835	15,459	8.0%	7.7%

Your Business Magazine	Jul-Dec	AltM	0	0	Discontinued		
<b>Celebrity</b>							
People	Oct-Dec	Wkly, Fr	29,413	162	29,575	10.6%	-15.9%
<b>Conservation and Wildlife</b>							
African Birdlife	Jul-Dec	AltM	8,667	536	9,203	1.5%	14.0%
Kruger Magazine	Jan-Dec	4xA	6,994	520	7,514		
<b>Entertainment</b>							
Eat Out	Jan-Dec	Ann	16,126	4,380	20,506	-2.2%	-2.2%
Hello Johannesburg	Oct-Dec	Mtly	0	5,390	5,390	-6.1%	-41.2%
TV Plus (Afrikaans)	Oct-Dec	F	22,564	0	22,564	-6.4%	-19.6%
TV Plus (English)	Oct-Dec	F	11,164	0	11,164	-9.3%	-27.9%
<b>Family Interest</b>							
Bona	Oct-Dec	Mtly	64,565	2,322	66,887	12.8%	6.7%
Drum	Oct-Dec	Wkly, Fr	27,282	6	27,288	-5.5%	-26.6%
Huisgenoot	Oct-Dec	Wkly, Tue	174,683	0	174,683	-1.5%	-5.6%
LIG	Oct-Dec	11xA	16,155	645	16,800	-4.0%	-18.6%
Plus 50	Jul-Dec	6xA	5,832	537	6,369	0.5%	8.6%
Taalgenoot.	Jan-Dec	Q	0	0	Moved Sector		
The Big Issue	Oct-Dec	Mtly	8,489	280	8,769	-0.1%	-21.5%
The Crest	Jul-Dec	7xA	0	11,878	11,878	-1.6%	-2.8%
The Ridge	Jul-Dec	7xA	0	14,505	14,505	-23.9%	-29.0%
Things to do with kids Magazine	Jan-Dec	Q	0	44,207	44,207	327.2%	327.2%
You	Oct-Dec	Wkly, Wed	88,300	1	88,301	0.3%	-7.4%
<b>Farming</b>							
Farmer's Weekly	Oct-Dec	Wkly, Fr	10,237	184	10,421	-1.8%	-8.1%
Landbouweekblad	Oct-Dec	Wkly, Wed	22,723	0	22,723	-6.4%	-16.7%
Landbouweekblad Boereplanne	Jul-Jun	Ann	15,599	420	16,019	0.0%	7.3%
Landbouweekblad Vee	Jan-Dec	Ann	9,854	0	9,854	5.0%	5.0%
Marktoe!	Oct-Dec	Mtly	0	12,116	12,116	7.9%	
Veeplaas.	Oct-Dec	11xA	5,895	2,779	8,674	-0.4%	13.3%
<b>Health &amp; Wellbeing</b>							
Fatloss	Jan-Dec	Ann	0	0	Resigned		
Fitlife	Oct-Dec	Mtly	0	0	Moved Sector		
Longevity.	Jul-Dec	9xA	0	0	No submission		
Muscle Evolution Magazine	Jul-Dec	AltM	0	0	Resigned		
<b>Home</b>							
Conde Nast House & Garden	Oct-Dec	Mtly	18,366	7,417	25,783	-6.1%	-15.8%
Easy DIY	Jul-Jun	Q	6,878	6,142	13,020	0.0%	30.2%
Elle Decoration	Jul-Dec	AltM	0	0	Changed Frequency		
Elle Decoration.	Oct-Dec	11xA	0	0	No Submission		
Estate Living.	Jul-Dec	AltM	0	0	Changed Publisher		
Food and Home Entertaining	Oct-Dec	Mtly	14,730	2,147	16,877	-4.4%	-26.6%
Green Home	Jul-Dec	AltM	0	0	No issue		
Habitat	Jul-Dec	AltM	12,444	846	13,290	0.2%	3.2%
House & Leisure	Oct-Dec	11xA	16,874	1,761	18,635	9.7%	1.3%
Idees/Ideas	Jul-Dec	AltM	17,593	0	17,593	-9.8%	-4.5%
Kuier Combo	Jul-Jun	2xA	56,626	0	56,626	0.0%	-19.7%
Landbouweekblad Boerekos	Jul-Jun	2xA	34,200	696	34,896	0.0%	5.6%
Living Space.	Oct-Dec	Mtly	0	0	Moved Sector		
Lose It.	Jul-Dec	AltM	16,644	0	16,644	-19.8%	-24.6%
My Kitchen.	Oct-Dec	Mtly	0	0	Moved Sector		

Plascon Spaces.	Jan-Dec	Q	0	0	Discontinued		
Real Estate.	Oct-Dec	Mtly	0	0	Changed Frequency		
SA Garden and Home	Oct-Dec	Mtly	36,420	2,784	39,204	-5.0%	-9.1%
SA Home Owner	Oct-Dec	11xA	26,319	6,533	32,852	6.1%	-11.0%
Sarie Kos,	Jul-Jun	Q	28,391	1,045	29,436	0.0%	
Sarie Woon	Jul-Jun	Ann	16,795	860	17,655	0.0%	-2.1%
The Gardener / Die Tuinier	Oct-Dec	Mtly	22,578	14,542	37,120	-10.1%	8.5%
Tuis Home	Oct-Dec	Mtly	76,574	5,605	82,179	-5.6%	0.8%
Tuis Opknop / Home Renovations.	Jul-Jun	Ann	24,803	0	24,803	0.0%	6.9%
Tuis Verf / Home Paint	Jul-Jun	Ann	22,222	0	22,222	0.0%	-7.4%
Tuis Werf / Home Yard	Jul-Jun	Ann	25,647	0	25,647	0.0%	No issue
Vsi	Jul-Dec	6xA	14,572	685	15,257	-11.8%	1.2%
<b>Leisure</b>							
Joburg Style	Jan-Dec	Q	855	4,560	5,415	-6.9%	-6.9%
Prestige Magazine,	Jul-Dec	AtM	0	0	Digital Only		
Southern Vines	Jan-Dec	Q	0	13,476	13,476	5.5%	5.5%
The Coffee Mag	Jul-Jun	Q	1,625	2,290	3,915	0.0%	103.8%
The Ultimate Braai	Jul-Jun	Ann	5,642	5,788	11,430	0.0%	54.4%
<b>Male</b>							
Destiny Man,	Jul-Dec	AtM	0	0	No Submission		
Destiny Man.	Oct-Dec	Mtly	0	0	Changed Frequency		
GQ,	Jul-Dec	10xA	9,076	6,501	15,577		
GQ.	Oct-Dec	11xA	0	0	Changed Frequency		
Men's Health	Oct-Dec	Mtly	20,763	2,689	23,452	-15.0%	-27.3%
Popular Mechanics	Oct-Dec	Mtly	26,395	3,950	30,345	2.1%	22.2%
Stuff.	Jul-Dec	AtM	19,460	1,902	21,362	72.9%	94.1%
Tech.	Oct-Dec	Mtly	0	0	Moved Sector		
Very Interesting (former Braintainment)	Jul-Dec	AtM	12,707	4,854	17,561	-3.3%	-3.2%
<b>Motoring</b>							
Bike SA	Oct-Dec	Mtly	0	0	Changed Publisher		
Car	Oct-Dec	Mtly	60,386	4,897	65,283	0.5%	5.9%
Caravan & Outdoor Life / Kamp & Karavaan	Oct-Dec	Mtly	18,075	608	18,683	-7.2%	15.8%
Drive Out Trail Guide / Wegry Roetegids.	Jul-Jun	Ann	0	0	No issue		
Driven Magazine	Oct-Dec	Mtly	0	16,458	16,458	1.2%	0.4%
Leisure Wheels	Oct-Dec	Mtly	14,218	3,738	17,956	3.9%	24.6%
Motor.	Oct-Dec	Mtly	0	0	Moved Sector		
SA4x4	Oct-Dec	Mtly	12,088	1,498	13,586	4.6%	-11.1%
Speed and Sound	Oct-Dec	Mtly	19,394	3,301	22,695	-22.8%	-5.2%
Super Bike	Oct-Dec	Mtly	3,635	5,620	9,255	4.6%	-1.8%
<b>Parenting</b>							
Baba & Kleuter.	Jul-Dec	AtM	13,359	1,590	14,949	-1.2%	-5.6%
Baby's and Beyond	Jan-Dec	Q	0	14,867	14,867	-2.6%	-2.6%
Child Magazine - Cape Town.	Jul-Dec	AtM	0	47,958	47,958	0.4%	0.3%
Child Magazine - Durban.	Jul-Dec	AtM	0	40,117	40,117	0.1%	0.2%
Child Magazine - Johannesburg.	Jul-Dec	AtM	0	55,207	55,207	-0.3%	-0.3%
Child Magazine Pretoria.	Jul-Dec	AtM	0	40,189	40,189	0.3%	0.0%
Expectant Mothers Guide	Jul-Jun	Ann	0	0	No submission		
Living and Loving	Oct-Dec	Mtly	6,824	2,080	8,904	-13.1%	-12.2%
MamaMagic Milestones	Jan-Dec	Q	0	14,954	14,954	-70.1%	-70.1%
Mamas & Papas.	Oct-Dec	Mtly	6,477	3,484	9,961	38.1%	-31.2%
Mother & Child	Jul-Dec	AtM	0	0	No submission		

Your Baby.	Jul-Dec	AltM	8,255	1,468	9,723	-8.6%	0.1%
Your Pregnancy.	Jul-Dec	AltM	11,339	4,109	15,448	-18.2%	7.2%
<b>Pets</b>							
Animaltalk	Oct-Dec	Mtly	6,420	3,620	10,040	-3.3%	0.0%
Dog Directory	Jan-Dec	Ann	7,667	850	8,517	0.4%	0.4%
<b>Sport and Hobby</b>							
Africa's Sportsman Magazine	Jan-Dec	4xA	758	673	1,431		
Bicycling	Jul-Dec	10xA	9,452	706	10,158	-16.0%	-6.0%
Compleat Golfer	Oct-Dec	Mtly	5,424	3,354	8,778	-8.7%	-9.3%
Fitness His Edition	Jul-Dec	AltM	0	0	Resigned		
Game & Hunt/Wild & Jag	Oct-Dec	Mtly	24,447	911	25,358	4.1%	297.8%
Golf Digest	Oct-Dec	Mtly	0	0	Discontinued		
HQ.	Oct-Dec	Mtly	4,740	1,238	5,978	-4.2%	-8.4%
Kick Off	Oct-Dec	Mtly	22,675	887	23,562	-7.4%	4.3%
Magnum	Oct-Dec	Mtly	9,863	0	9,863	-8.6%	-11.5%
Modern Athlete	Oct-Dec	Mtly	502	55,027	55,529	-22.3%	-20.0%
Ride Magazine,	Oct-Dec	Mtly	0	0	Changed Frequency		
Ride Magazine..	Jul-Dec	AltM	0	0	No submission		
Rock Surf and Deep.	Jul-Dec	AltM	2,834	3	2,837	-6.1%	-0.6%
Runners World	Oct-Dec	Mtly	11,349	347	11,696	-4.1%	-26.7%
SACricket.	Jan-Dec	Q	9,106	3,030	12,136	0.8%	0.8%
SACFlyer	Oct-Dec	Mtly	4,208	723	4,931	-8.6%	-19.9%
SAHunter/Jagter	Oct-Dec	Mtly	0	0	Moved Sector		
SARugby	Oct-Dec	Mtly	21,262	2,034	23,296	-1.2%	0.9%
Signature Golf	Jan-Dec	Ann	0	0	Discontinued		
Sports Club	Oct-Dec	Mtly	0	0	Moved Sector		
The Bank Angler / Die Oewerhengelaar	Oct-Dec	Mtly	7,277	4,393	11,670	5.7%	-3.2%
The Bass Angler / Die Baarshengelaar	Oct-Dec	Mtly	1,336	991	2,327	-25.9%	-40.5%
Midland Magazine	Oct-Dec	Mtly	27,745	0	27,745	-2.7%	349.4%
<b>Travel, Tourism &amp; Hospitality</b>							
African Safaris	Jul-Jun	Q	682	1,074	1,756	0.0%	New Member
Cape Etc.	Jan-Dec	3xA	1,648	7,596	9,244	4.9%	4.9%
Getaway	Oct-Dec	Mtly	33,535	7,643	41,178	0.2%	6.5%
go! Drive & Camp and Weg! Ry & Sleep	Oct-Dec	Mtly	30,536	2,342	32,878	-9.6%	-16.5%
SACountryLife	Oct-Dec	Mtly	24,998	1,643	26,641	-5.1%	-10.6%
The Great Outdoors Guide / Die Groot Buitelewegids	Jan-Dec	Ann	36,641	0	36,641	-15.6%	-15.6%
TravelIdeas.	Jul-Dec	AltM	4,726	5,627	10,353	Changed freq.	
Weg / Go Platteland	Jul-Jun	Q	29,176	0	29,176	0.0%	-10.9%
Weg Namibië / Go Namibia	Jan-Dec	Ann	28,833	0	28,833	-17.2%	-17.2%
Weg! Kruger / Go! Kruger	Jan-Dec	Ann	0	0	No issue		
Weg! Ry & Sleep Oordgids.	Jan-Dec	Ann	12,431	0	12,431	-28.0%	-28.0%
Weg/Go	Oct-Dec	Mtly	50,236	6,696	56,932	-4.3%	-3.1%
Wegsleep Kampgids	Jul-Jun	Ann	0	0	No issue		
<b>Woman's General</b>							
Cosmopolitan	Oct-Dec	Mtly	33,955	3,728	37,683	10.5%	5.4%
Destiny Magazine	Oct-Dec	Mtly	0	0	Discontinued		
Elle	Oct-Dec	Mtly	0	0	Discontinued		
Essays of Africa.	Jul-Dec	AltM	0	0	Digital only		
Essentials	Oct-Dec	Mtly	16,834	1,554	18,388	-5.5%	-14.3%
Fairlady	Oct-Dec	Mtly	32,975	2,649	35,624	2.5%	-4.8%
Finesse.	Jul-Dec	9xA	0	0	Resigned		

Fitness Magazine	Jul-Dec	AltM	0	0	Resigned		
Glamour	Oct-Dec	Mtly	0	0	Changed Frequency		
Glamour.	Jul-Dec	10xA	21,501	12,106	33,607	-4.2%	
Good Housekeeping / Goeie Huishouding	Oct-Dec	Mtly	34,874	3,758	38,632	-7.0%	2.0%
Kuier	Oct-Dec	F	91,964	0	91,964	5.4%	-3.0%
Marie Claire	Oct-Dec	Mtly	0	0	Discontinued		
Move!	Oct-Dec	Wkly, Th	53,523	1	53,524	-5.8%	-18.9%
Rooi Rose	Oct-Dec	Mtly	63,445	961	64,406	11.7%	-8.7%
Sarie	Oct-Dec	Mtly	60,504	6,081	66,585	4.3%	7.9%
True Love	Oct-Dec	Mtly	32,647	3,683	36,330	9.6%	13.8%
Vroue Keur	Oct-Dec	Wkly, Fr	43,402	152	43,554	-0.6%	-10.8%
Woman and Home	Oct-Dec	Mtly	65,044	2,680	67,724	12.4%	-12.1%
Women's Health.	Oct-Dec	11xA	21,969	4,036	26,005	-8.5%	-24.4%
Your Family	Oct-Dec	Mtly	20,619	2,370	22,989	-0.7%	-16.4%
<b>Woman's Special</b>							
Bruidsdigs	Jan-Dec	Ann	12,329	4,214	16,543	0.1%	0.1%
FairladyBride	Jul-Jun	Ann	0	0	No issue		
Forbes Woman Africa	Jul-Dec	6xA	0	0	Changed Frequency		
Nubian Bride	Jan-Dec	2xA	0	0	Changed Publisher		
SA Wedding Album	Jan-Dec	2xA	14,133	2,275	16,408	15.5%	15.5%
Sarie Bruid	Jul-Jun	Ann	0	0	No issue		
Troukoors	Jan-Dec	Ann	6,539	3,000	9,539	New Member	
True Love Bride	Jul-Jun	Ann	0	0	No issue		
Wedding Guide	Jul-Jun	Ann	11,391	6,098	17,489	0.0%	89.4%
Wedding Inspirations	Jul-Jun	Q	4,267	533	4,800	0.0%	-8.8%
<b>Youth</b>							
Barbie Magazine	Oct-Dec	Mtly	8,370	2,871	11,241	-1.2%	-4.6%
Kids Super Club	Oct-Dec	Mtly	0	0	Moved Sector		
Post Matric	Jan-Dec	Ann	0	137,883	137,883	5.2%	5.2%
The Official Safeways K53 Learner's and Driver's Manual	Jul-Dec	6xA	0	0	Changed Frequency		
The Official Safeways K53 Learner's and Driver's Manual.	Jan-Dec	Ann	201,582	0	201,582	Changed freq.	

## B2B Magazines

In contrast to its 1.7% decline in Q3 2018, this category increased by 8.9% in the previous quarter. However, it's Q3's 8.5% decline over the prior year held steady.



The pick of the crop is *Leading Architecture & Design* with a 55.6% and 54.6% increase on the prior quarter and prior year. *Analytical Reporter* also showed good results with an increase of just under 40% (39.9) over the prior quarter and 36% increase over the prior year.

*Plumbing Africa*, *MDR Medical Deck Reference*, *Harvest SA* and *The Specialist Forum Journal* all had increases over the prior quarter and prior year. *Plumbing Africa* had a 32.9% increase over the prior quarter and *MDR Medical Deck Reference* a 26.9% increase over the prior quarter. *The Specialist Forum* had a 53.8% increase over the prior year and *Harvest SA* an 57% increase on the prior year.

Agricultural							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	% change quarter	% change year
Agri Inc. Die Boer / The Farmer.	Jul-Dec	AltM	0	26,902	26,902	-1.4%	-3.4%
Harvest SA	Jul-Dec	AltM	1,501	7,781	9,282	16.3%	5.7%
OVK Nuus/News	Jan-Dec	4xA	0	5,057	5,057	-9.2%	-9.2%
Pro Agri	Oct-Dec	Mtly	8	39,239	39,247	0.0%	0.7%
SA Graan / Grain	Oct-Dec	Mtly	0	16,230	16,230	0.0%	-2.7%
SABI Magazine	Jul-Dec	AltM	94	698	792	-84.8%	-83.4%
Stockfarm	Oct-Dec	Mtly	5,720	1,353	7,073	-10.9%	8.4%
Wildlife Ranching..	Jul-Dec	AltM	7,059	225	7,284		-7.0%
Wineland	Oct-Dec	Mtly	119	3,531	3,650	0.0%	3.9%
Architecture							
earthworks.	Jan-Dec	Q	8,497	256	8,753	Only 1 issue	Changed publisher
Floors in Africa	Jul-Dec	6xA	0	17,862	17,862	4.5%	3.6%
Leading Architect & Design	Jul-Dec	AltM	27	8,941	8,968	55.6%	54.6%
Powered by Specifile	Jul-Dec	6xA	0	4,677	4,677	New member	
SABuilding Review	Jan-Dec	Ann	479	11,517	11,996	6.9%	6.9%
SARoofing	Jul-Dec	10xA	9	3,028	3,037	1.0%	-17.0%
Timber IQ	Jul-Dec	AltM	20	3,403	3,423	-0.8%	0.7%
To Build	Jan-Dec	3xA	0	10,178	10,178	1.3%	1.3%
Walls & Roofs in Africa	Jul-Dec	6xA	0	17,855	17,855	5.0%	3.5%
Automotive							
Auto Forum,	Jul-Dec	AltM	0	0	No submission		
Automobil.	Oct-Dec	Mtly	0	0	Resigned		
Automotive Business Review,	Jul-Dec	10xA	0	10,121	10,121	-4.3%	-11.1%
Road Ahead, The	Jan-Dec	Q	1	9,374	9,375	3.1%	3.1%
SA TREADS	Jul-Jun	Q	0	6,954	6,954	0.0%	0.1%
Civil Construction							
Civil Engineering	Oct-Dec	11xA	26	10,374	10,400	-4.6%	-4.8%
Civil Engineering Contractor, The	Oct-Dec	Mtly	366	2,714	3,080	4.5%	-3.4%
Concrete Trends	Jan-Dec	Q	0	3,050	3,050	-11.5%	-11.5%
Construction Review	Oct-Dec	Mtly	0	1,939	1,939	0.3%	4.2%
Construction World	Oct-Dec	Mtly	0	5,886	5,886	-3.4%	17.2%
IMESA	Oct-Dec	11xA	69	4,160	4,229	1.8%	-5.6%
Plant Equipment & Hire	Oct-Dec	Mtly	279	2,248	2,527	8.6%	2.5%
Precast	Jul-Jun	3xA	0	2,434	2,434	0.0%	-8.8%
Communications							
Media, The.	Jul-Dec	8xA	0	2,692	2,692	No submission	-15.4%
Nex Media	Jul-Jun	4xA	0	4,136	4,136	0.0%	-0.4%
The Gapp Magazine	Jul-Dec	AltM	0	4,139	4,139	1.0%	-1.1%
Electrical Engineering							
Electricity & Control	Oct-Dec	Mtly	0	4,993	4,993	2.6%	9.4%
Energize	Oct-Dec	11xA	19	3,239	3,258	-13.7%	-21.4%
ESI Africa	Jul-Jun	Q	8	4,661	4,669	0.0%	1.1%
Sparks Electrical News	Oct-Dec	Mtly	0	6,651	6,651	-6.4%	-5.8%
Vector Journal	Oct-Dec	11xA	22	3,715	3,737	-2.2%	-4.8%

Engineering - Other							
Capital Equipment News	Oct-Dec	Mily	0	4,480	4,480	1.2%	18.1%
Dataweek	Oct-Dec	F	0	3,258	3,258	-1.0%	-4.0%
Energy Decisions	Jul-Jun	Ann	1,000	6,601	7,601	0.0%	New Member
Engineer IT	Oct-Dec	11xA	16	3,181	3,197	-5.8%	-17.5%
Engineering News	Oct-Dec	Wkly, Fr	3,312	7,170	10,482	-4.5%	-3.9%
MechChem Africa	Oct-Dec	Mily	0	5,171	5,171	2.9%	10.8%
Motion Control	Jul-Jun	Q	0	2,947	2,947	0.0%	-5.2%
Plumbing Africa	Oct-Dec	Mily	42	3,719	3,761	32.9%	6.9%
Position IT,	Jul-Dec	AltM	7	3,794	3,801	4.4%	Changed freq.
Position IT.	Oct-Dec	11xA	0	0	Changed Frequency	Changed Frequency	
Refrigeration and Airconditioning	Oct-Dec	Mily	54	3,044	3,098	-1.8%	2.6%
SA Instrumentation & Control	Oct-Dec	Mily	0	4,775	4,775	-0.5%	0.9%
Transform SA	Jan-Dec	Q	0	0	Non Payment		
Water & Sanitation Africa	Jul-Dec	AltM	98	3,992	4,090	2.5%	2.6%
Water Sewage & Effluent	Jul-Dec	AltM	263	2,366	2,629	-14.9%	-14.8%
Health and Wellbeing							
Fire Protection	Jan-Dec	Q	284	296	580	-58.6%	-58.6%
Hi-Tech Security Solutions	Oct-Dec	11xA	0	4,668	4,668	0.0%	-2.0%
International Dentistry Africa Edition	Jul-Dec	AltM	0	4,070	4,070	-3.2%	-3.4%
LMS	Jul-Dec	AltM	0	3,102	3,102	1.8%	-30.6%
MDR Medical Desk Reference	Jan-Dec	Ann	2,294	261	2,555	26.9%	26.9%
Medical Chronicle	Oct-Dec	11xA	3	12,645	12,648	16.0%	22.4%
MMS	Oct-Dec	Mily	2,971	415	3,386	-35.3%	-0.9%
MMS Guide to OTC Products	Jan-Dec	Ann	140	3,058	3,198	4.4%	4.4%
Modern Medicine Magazine	Oct-Dec	11xA	0	0	Changed Frequency		
Modern Medicine Magazine.	Jul-Dec	AltM	727	3,639	4,366	Changed Freq.	
Occupational Health Southern Africa	Jul-Dec	AltM	2,356	0	2,356	13.1%	-2.8%
Professional Forum	Jul-Jun	3xA	0	0	No submission		
SHEQ Management	Jul-Dec	AltM	138	5,577	5,715	0.7%	4.4%
South African Pharmaceutical & Cosmetic Review	Oct-Dec	11xA	59	2,950	3,009	71.0%	66.1%
The Specialist Forum Journal	Oct-Dec	11xA	1	8,499	8,500	43.9%	53.8%
Hospitality, Catering and Tourism							
Business Traveller Africa	Oct-Dec	Mily	0	0	Resigned		
Conference Venues	Jul-Jun	Ann	0	0	Resigned		
Explore South Africa.	Jan-Dec	Q	1,402	7,667	9,069	9.9%	9.9%
Leading Venues	Jan-Dec	Ann	1,022	5,362	6,384	43.7%	43.7%
Meetings	Jul-Dec	AltM	24	3,700	3,724	-4.0%	-2.0%
The Meetings & Event Planner (former SA Conference Directory)	Jan-Dec	Ann	32	14,639	14,671	9.2%	9.2%
Travel News Weekly	Oct-Dec	Wkly, Wed	0	6,335	6,335	0.1%	-2.8%
Industry							
Analytical Reporter	Jul-Dec	AltM	1	3,884	3,885	39.9%	36.0%
Cold Link Africa	Jul-Dec	AltM	27	2,803	2,830	-3.3%	-6.1%
Eastern Cape Business..	Jul-Jun	Ann	0	9,790	9,790	0.0%	-33.7%
Eastern Cape Industrial & Business News	Jul-Dec	AltM	0	4,120	4,120	-3.4%	-2.9%
Free State Business,	Jan-Dec	Ann	0	9,776	9,776	-0.3%	-0.3%
Gauteng Companies..	Jul-Jun	Ann	0	9,784	9,784	0.0%	-33.5%
Industrial Buyer	Jul-Dec	AltM	30	32,063	32,093	3.2%	-6.5%
KwaZulu Natal Business..	Jul-Jun	Ann	0	9,783	9,783	0.0%	-33.1%
KZN Industrial & Business News	Jul-Dec	AltM	0	6,370	6,370	-2.5%	-2.9%
Lighting in Design.	Jan-Dec	Q	0	3,475	3,475	-2.6%	-2.6%
Limpopo Business..	Jul-Jun	Ann	0	9,923	9,923	0.0%	2.8%
Metering International.	Jul-Dec	AltM	0	6,071	6,071	14.2%	16.3%
Mpumalanga Business..	Jul-Jun	Ann	0	9,790	9,790	0.0%	0.6%
Nepad Annual	Jul-Jun	Ann	0	9,435	9,435	0.0%	-2.0%

North West Business..	Jan-Dec	Ann	0	9,791	9,791	0.0%	0.0%
Northern Cape Business..	Jul-Jun	Ann	0	9,789	9,789	0.0%	0.0%
Opportunity (Exploring Business Prospects in SA)	Jul-Dec	AltM	1	9,359	9,360	Only 1 issue	2.5%
Resource.	Jan-Dec	Q	991	2,424	3,415	0.8%	0.8%
SA Affordable Housing	Jul-Dec	AltM	19	2,722	2,741	19.2%	16.9%
SA Jewellery News	Oct-Dec	Mtly	887	0	887	-13.0%	-31.3%
Service (Leadership in Local Government)	Jul-Dec	AltM	1,500	7,980	9,480	Only 1 issue	23.9%
South African Business..	Jan-Dec	2xA	0	19,766	19,766	0.3%	0.3%
South African Food Review	Oct-Dec	11xA	133	4,831	4,964	30.4%	30.9%
The Green Building Handbook	Jan-Dec	Ann	0	9,898	9,898	25.7%	25.7%
The Responsible & Sustainable Tourism Handbook.	Jul-Jun	Ann	0	7,843	7,843	0.0%	Changed Cycle
The Sustainable Energy Resource Handbook.	Jul-Jun	Ann	0	7,818	7,818	0.0%	-0.3%
The Sustainable Water Resource Handbook.	Jul-Jun	Ann	0	9,896	9,896	0.0%	25.1%
Western Cape Business,	Jan-Dec	Ann	0	9,953	9,953	2.3%	2.3%
Information and Computer Technology							
Brainstorm	Oct-Dec	11xA	5,452	3,959	9,411	-7.8%	-14.7%
The Margin	Jan-Dec	Q	0	3,812	3,812	5.5%	5.5%
Management							
African Decisions	Jan-Dec	Q	281	14,719	15,000	-3.7%	-3.7%
Afropolitan.	Jul-Jun	Q	652	8,855	9,507	0.0%	1.1%
Black Business Quarterly	Jan-Dec	Q	1,099	7,920	9,019	7.1%	7.1%
Blue Chip,	Jan-Dec	Q	2	8,957	8,959	0.6%	0.6%
Business Guide	Jan-Dec	Ann	0	1,135	1,135	-8.5%	-8.5%
Business In Durban	Jul-Jun	Q	0	0	Rebranded		
Cape Business News	Oct-Dec	Mtly	34	6,105	6,139	0.1%	0.4%
Careers SA	Jul-Jun	Ann	0	13,800	13,800	0.0%	-13.8%
FANews.	Jul-Dec	AltM	110	4,759	4,869	-18.8%	-28.4%
Infocom.	Jan-Dec	Q	0	1,514	1,514	-18.6%	-18.6%
Leadership	Oct-Dec	Mtly	1,423	7,314	8,737	-5.5%	8.3%
Money Marketing	Oct-Dec	Mtly	12	6,815	6,827	-0.2%	-0.7%
Profiles Stock Exchange Handbook	Jan-Dec	Q	2,416	4,594	7,010	36.7%	36.7%
Public Sector Manager	Oct-Dec	Mtly	144	19,085	19,229	0.0%	3.5%
Salga Voice of Local Government	Jan-Dec	Q	0	9,896	9,896	1.2%	1.2%
South African Business Intergrator	Jan-Dec	2xA	0	19,722	19,722	-1.7%	-1.7%
The South African School Collection	Jan-Dec	Ann	278	5,944	6,222	-0.8%	-0.8%
Think Sales.	Jan-Dec	Q	0	0	No submission		
Top 500 SA's Best Companies,	Jan-Dec	Ann	0	0	No submission		
Top Women in Business & Government	Jul-Jun	Ann	0	0	Changed cycle		
Vision 2030	Jan-Dec	Ann	0	0	No submission		
Mining & Quarrying							
African Mnes Handbook	Jan-Dec	Ann	655	1,222	1,877	-3.2%	-3.2%
African Mning	Jul-Dec	AltM	391	2,095	2,486	-14.2%	-21.7%
African Mning Brief	Jul-Dec	AltM	8	959	967	0.9%	9.3%
Earthbroker	Oct-Dec	Mtly	0	5,382	5,382	5.0%	4.6%
Inside Mining..	Jul-Dec	AltM	37	3,524	3,561	-0.5%	-2.2%
Mning & Minerals Product Review	Jul-Dec	AltM	92	3,285	3,377	-12.2%	-17.7%
Mning Decisions	Jan-Dec	2xA	0	7,896	7,896	16.2%	16.2%
Mning Mirror	Oct-Dec	Mtly	204	1,736	1,940	-19.1%	-38.6%
Mining Prospectus	Jul-Dec	AltM	0	9,097	9,097	5.8%	5.6%
Mining Review Africa.	Oct-Dec	11xA	0	4,645	4,645	1.0%	0.0%
Mning Weekly	Oct-Dec	Wkly, Fr	3,143	6,936	10,079	-5.1%	-3.7%
Mbderm Mining	Oct-Dec	Mtly	0	5,047	5,047	-0.5%	11.9%
Mbderm Quarrying	Jan-Dec	Q	0	2,467	2,467	0.1%	0.1%
Quarry Southern Africa	Jul-Dec	AltM	167	1,845	2,012	-3.5%	-24.4%
SAMning.	Jul-Dec	AltM	0	4,849	4,849	-13.3%	-1.7%
Property							



Blue - Atlantic Seaboard & City Bowl	Jan-Dec	Q	0	9,900	9,900	New Member	
Seeff Property Pages - Atlantic Seaboard & City Bowl	Jul-Dec	AltM	0	0	Changed Frequency		
The Greeff Magazine	Jan-Dec	3xA	0	29,500	29,500	-35.3%	-35.3%
<b>Retail</b>							
DIY And Industrial Trade News	Oct-Dec	Mtly	1	9,940	9,941	125.6%	135.4%
Hardware Africa Magazine	Jan-Dec	Ann	0	0	No Submission		
International Independent Trader	Oct-Dec	Mtly	0	7,634	7,634	Non Payment	Certificate Withdrawn
Pharmacy Magazine (former Frontshop)	Oct-Dec	Mtly	0	2,741	2,741	-15.3%	-13.4%
Pharmacy Retailer	Oct-Dec	Mtly	0	7,718	7,718	Certificate Withdrawn	
Spotong	Jan-Dec	Q	0	11,107	11,107	-1.5%	-1.5%
Supermarket and Retailer	Oct-Dec	Mtly	184	5,089	5,273	14.2%	-37.3%
The International Convenience Store Retailer.	Oct-Dec	11xA	0	8,171	8,171	Certificate Withdrawn	
The International FMCG Retailer.	Oct-Dec	11xA	0	7,578	7,578	Certificate Withdrawn	
The International Hardware Retailer.	Oct-Dec	11xA	0	8,334	8,334	Certificate Withdrawn	
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores	Oct-Dec	Mtly	0	12,386	12,386	Re-branded	
Trader's Friend - Independent Retailers and Wholesalers	Oct-Dec	Mtly	0	16,902	16,902	Re-branded	
Trader's Friend.	Jul-Dec	AltM	0	0	Changed Frequency	Changed Frequency	
<b>Transport and Logistics</b>							
Fleet.	Oct-Dec	Mtly	0	0	Resigned		
Focus on Transport & Logistics	Oct-Dec	Mtly	26	6,758	6,784	0.0%	8.0%
Freight & Trading Weekly	Oct-Dec	Wkly, Fr	512	3,685	4,197	-2.4%	-0.9%
Future Trucking & Logistics.	Oct-Dec	Mtly	0	0	Resigned		
Truck & Bus	Oct-Dec	11xA	7	4,563	4,570	-6.3%	14.5%
Trucks and Heavy Equipment News..	Jan-Dec	5xA	0	6,831	6,831	-3.1%	-3.1%

## Custom Magazines

The category declined by 11.9% in the prior quarter. This is a big increase on the small decline of 0.3% in Q3 2018. However, its decline of 17.8% on the prior year is a few percentage points better than Q3's 20.5%.

*Kids Super Club* showed good movement with a 9.5% increase over the prior quarter and 11.7% over the prior year. *Forum Tydskrif* had a 5% increase over the prior quarter and over the prior year. *Fresh Living* and *Club X* both increased over the prior quarter (3.2% and 3.9% respectively) but declined over the prior year. *Fresh Living* had a 3.3% decline and *Club X* an 3% decline.

<b>Electrical Engineering</b>							
Publication name	Period	Frequency	Paid circulation	Free circulation	Total circulation	% change quarter	% change year
WattNow..	Oct-Dec	Mtly	0	13,387	13,387	-3.0%	-5.0%
<b>Entertainment</b>							
DSTV/Premium Mag / Tydskrif	Oct-Dec	Mtly	0	0	Discontinued		
Prive	Jul-Jun	Q	0	25,716	25,716	0.0%	-1.0%
<b>Family Interest</b>							
Crawford Times	Jan-Dec	Q	0	10,471	10,471	0.6%	0.6%
Taalgenoot..	Jan-Dec	Q	68,244	36	68,280	-1.2%	-1.2%
Trinitonian	Jan-Dec	Q	0	5,800	5,800	-0.9%	-0.9%
<b>Farming</b>							
Dairy Mail, The.	Oct-Dec	Mtly	24	3,681	3,705	-2.7%	-3.0%

Rooi Veis / Red Meat,	Jul-Dec	AltM	1	12,421	12,422	2.3%	1.4%
Wolboer / Wool Farmer.	Jul-Dec	AltM	0	4,964	4,964	-1.6%	0.0%
<b>Health &amp; Wellbeing</b>							
Fitlife.	Oct-Dec	Mtly	28,357	4,329	32,686	-0.5%	17.6%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul-Jun	3xA	0	1,534	1,534	0.0%	-13.9%
Jump	Jul-Jun	4xA	0	123,916	123,916	0.0%	9.4%
Life Healthcare	Jul-Jun	4xA	0	85,714	85,714	0.0%	-1.1%
SA Family Practice.	Jul-Dec	AltM	0	0	Resigned		
SA Journal of Gynaecological Oncology	Jul-Jun	2xA	0	1,075	1,075	0.0%	-1.4%
SA Pharmaceutical Journal.	Jul-Dec	10xA	10	6,648	6,658	0.2%	2.1%
SA Pharmacist's Assistant (SAPA)	Jul-Jun	Q	0	4,919	4,919	0.0%	0.3%
South African Medical Journal	Oct-Dec	Mtly	479	14,177	14,656	-0.3%	0.3%
Southern African Journal of Anaesthesia & Analgesia	Jul-Dec	AltM	2	2,137	2,139	-0.6%	3.7%
The South African Journal of Clinical Nutrition	Jul-Jun	Q	4	1,793	1,797	-3.0%	-11.9%
Wound Healing Southern Africa (WHSa)	Jul-Jun	2xA	2	1,687	1,689	0.0%	-10.1%
<b>Home</b>							
Fresh Living / Kook en Kuier	Oct-Dec	Mtly	305	450,795	451,100	3.2%	-3.3%
Living Space..	Oct-Dec	Mtly	61,159	3,203	64,362	-0.9%	-5.8%
My Kitchen..	Oct-Dec	Mtly	106,542	4,626	111,168	0.9%	7.6%
<b>Industry Specific</b>							
Estate Living,	Oct-Dec	Mtly	0	19,180	19,180	New Member	
Forum Tydskrif	Jan-Dec	Q	0	148,045	148,045	5.0%	5.0%
J S E	Jan-Dec	Q	2,170	15,475	17,645	-0.6%	-0.6%
Lifting Africa	Jul-Dec	AltM	0	3,779	3,779	-9.3%	2.0%
SA Franchise Warehouse.	Jul-Dec	AltM	0	0	Resigned		
Sea Rescue	Jul-Jun	2xA	0	84,010	84,010	0.0%	3.5%
Servamus	Oct-Dec	Mtly	11,802	91	11,893	-2.0%	-7.9%
Solidarity Magazine / Solidariteit Tydskrif	Jul-Dec	6xA	0	162,546	162,546	2.3%	6.1%
Sonke Magazine,	Jul-Jun	3xA	0	47,999	47,999	0.0%	0.7%
TAPPSA Journal.	Jan-Dec	Q	0	0	Discontinued		
<b>In-flight</b>							
High Life SA	Oct-Dec	Mtly	0	16,490	16,490	0.0%	-0.1%
In Flight Magazine	Oct-Dec	Mtly	0	17,448	17,448	10.7%	12.5%
Indwe	Oct-Dec	Mtly	0	9,659	9,659	New Member	-53.0%
Kulula Khuluma	Oct-Dec	Mtly	0	20,952	20,952	-0.1%	0.1%
Mango Juice	Oct-Dec	Mtly	0	22,466	22,466	9.6%	38.0%
Sawubona	Oct-Dec	Mtly	0	68,900	68,900	-21.6%	-22.3%
Skyways	Oct-Dec	Mtly	4	24,000	24,004	0.0%	0.0%
<b>Leisure</b>							
Cheers	Jul-Dec	6xA	0	34,800	34,800	0.1%	0.0%
Equinox	Jul-Dec	AltM	0	36,383	36,383	0.2%	-5.1%
Fancourt Lifestyle and Leisure	Jan-Dec	2xA	0	0	Discontinued		
Legacy Inspires	Jul-Jun	3xA	0	22,903	22,903	0.0%	24.7%
Nedbank Golf Challenge	Jul-Jun	Ann	0	15,800	15,800	0.0%	-10.7%
onRoute	Jul-Jun	Q	0	12,283	12,283	0.0%	-0.2%
Private Edition	Jul-Jun	Q	0	14,494	14,494	0.0%	-8.8%
Signature : Diners Club	Jan-Dec	2xA	0	0	Discontinued		
Slow Magazine	Oct-Dec	Mtly	0	12,138	12,138	0.7%	-9.6%
Taste.	Oct-Dec	11xA	28,745	980	29,725	1.9%	4.5%
Team SA former (Road To Tokyo)	Jan-Dec	Q	3,457	14,136	17,593	60.6%	60.6%
Wild	Jul-Jun	Q	64,333	110	64,443	0.0%	-0.7%
<b>Male</b>							
Man	Oct-Dec	Mtly	55,487	4,184	59,671	1.1%	-12.1%

Tech..	Oct-Dec	Mily	55,150	5,361	60,511	3.7%	-7.3%
<b>Medical and Allied Health</b>							
Bounce (Formerly Bankmed)	Jul-Jun	3xA	0	107,632	107,632	0.0%	-34.7%
Medi - Clinic Family	Jul-Jun	Q	0	64,843	64,843	0.0%	9.3%
<b>Motoring</b>							
Motor..	Oct-Dec	Mily	34,619	6,047	40,666	10.6%	-5.0%
<b>Professional</b>							
Accountancy SA	Oct-Dec	11xA	0	25,964	25,964	8.4%	-6.0%
Acumen,	Jul-Jun	Q	2	14,700	14,702	0.0%	-0.5%
Architecture Journal of SA Institute of Architects	Jul-Dec	AltM	252	4,329	4,581	-0.2%	1.6%
De Rebus	Oct-Dec	11xA	157	22,611	22,768	1.0%	-1.8%
Digest of South African Architecture	Jan-Dec	Ann	1,232	7,330	8,562	-2.2%	-2.2%
Strategic Marketing Magazine.	Jan-Dec	4xA	0	0	Non Payment		
TAXtalk	Jul-Dec	AltM	367	5,631	5,998	-1.4%	-10.0%
The Journal Of The SAIMM	Oct-Dec	Mily	39	3,752	3,791	0.5%	0.7%
<b>Retail</b>							
Ackermans Club (formerly A-Plus)	Jul-Dec	8xA	0	0	Discontinued		
Clicks Club Card.	Jul-Dec	AltM	7,725	367,792	375,517	-19.8%	-15.0%
Club Magazine	Oct-Dec	Mily	439,883	6,959	446,842	0.8%	-7.2%
Edgars Club Magazine	Oct-Dec	Mily	0	193,918	193,918	0.2%	-49.8%
Jet Club	Jul-Dec	10xA	0	401,503	401,503	-10.9%	-11.5%
<b>Sport and Hobby</b>							
SA Hunter/Jagter.	Oct-Dec	Mily	45,392	0	45,392	-1.9%	-2.4%
Soccer Club	Oct-Dec	Mily	74,506	3,526	78,032	4.0%	-0.5%
Sports Club.	Oct-Dec	Mily	142,727	3,972	146,699	2.5%	-4.5%
<b>Travel, Tourism &amp; Hospitality</b>							
AA Traveller	Jan-Dec	Q	56,591	871	57,462	-4.4%	-4.4%
Best of Cape Town Central City.	Jan-Dec	Ann	0	55,075	55,075	-7.9%	-7.9%
Escapes	Oct-Dec	Mily	44,247	3,405	47,652	-2.1%	-14.9%
Moments magazine	Jan-Dec	6xA	0	3,305	3,305	10.9%	10.9%
Premier	Oct-Dec	Mily	0	13,951	13,951	0.7%	-9.9%
<b>Woman's General</b>							
Balanced Life	Oct-Dec	Mily	75,910	3,795	79,705	-2.4%	-15.7%
<b>Youth</b>							
ClubX	Oct-Dec	Mily	102,255	3,006	105,261	3.9%	-3.0%
Kids Super Club.	Oct-Dec	Mily	129,382	8,325	137,707	9.5%	11.7%

## Free Magazines

In contrast to Q3 2018, Free Magazines a huge decline of 38.3% (vs. 0.7% in Q3) compared to the prior quarter, and by 40.2% (vs. 11% in Q3) on the prior year.

Publication name	Period	Frequency	Circulation	% change quarter	% change year
Botswana Advertiser.	Oct-Dec	Wkly, Fr	91,048	-1.3%	5.1%
Get It (Ballito to Umhlanga)	Oct-Dec	Mily	19,719	0.2%	0.8%
Get It (Bloemfontein)	Oct-Dec	Mily	14,765	0.0%	0.0%
Get It (eMalahleni - Middelburg)	Oct-Dec	Mily	14,882	-0.2%	-0.3%
Get It (Highway)	Oct-Dec	Mily	19,801	0.2%	0.2%
Get It (Joburg East)	Oct-Dec	Mily	24,383	0.0%	0.0%
Get It (Jo'burg South)	Oct-Dec	Mily	24,660	0.0%	0.0%
Get It (Jo'burg West)	Oct-Dec	Mily	23,006	-5.2%	-5.5%
Get It (Lowveld)	Oct-Dec	Mily	14,325	0.0%	0.0%
Get It (Northern KZN)	Oct-Dec	Mily	13,140	3.6%	-7.6%

Get It (Northern Suburbs Joburg)	Oct -Dec	Mly	29,835	0.2%	0.2%
Get It (Pretoria)	Oct -Dec	Mly	19,600	1.4%	-0.2%
SANParks Times	Jul -Jun	Q	99,900	0.0%	0.1%
The Bay Magazine	Oct -Dec	Mly	Resigned		

## Web traffic and email newsletter net delivery

A total of 102 titles have submitted web traffic data and 34 titles submitted email net delivery data.



### Newspapers ABC Q4 2018: 2018 ends on a low for newspaper industry

Danette Breitenbach 14 Feb 2019



## 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.

- #AfricaMonth: Josephine Muvumba, MD, Metropolitan Republic Uganda - Bringing Africa closer - 31 May 2024
- Newspapers: ABC Q1 2024: The slow steady downward trickle continues - 23 May 2024
- Media24 digital publishing audience dips in April - 22 May 2024
- First of its kind MAOC Fund to raise R10.2bn to transform creative industry - 13 May 2024
- Under Armour, challenger brand, shows up, launches icon brand house in Sandton City - 29 Apr 2024

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>