

# Magazines ABC Q3 2021: Magazines show a mere whisper

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While Q2's Audit Bureau of Circulation (ABC) of South Africa was something worth shouting about, the Q3 figures are more of whisper.



In Q2 the ABC was optimistic about the slow comeback of magazines, however, it seems that comeback has become more of a trickle as the effects of the July looting and riots and Covid-19 continue to adversely affect household spending. Perhaps this is the cycle bottom that the ABS spoke about in Q2. Only Q4 will tell.

## Consumer magazines

Consumer magazines had little good news, with numerous publications reporting changes or changed frequency. The Women's General category had four publications reporting change and two changed frequency. One had no submission, and one had no change (0.0% on the prior quarter).

*Women & Home Magazine* had a 0.4% increase on the previous quarter, while *Kuier* declined by 4.7% on the previous quarter.

The Travel, Tourism & Hospitality category continued to suffer. The only publication to show an increase was *Getaway* and

The Parenting category was cut down to one magazine and one digital-only magazine following the resignation of *Child Magazine* Cape Town/Johannesburg/Durban/Pretoria.

The *Dog Directory* in the Pets category also had good gains, with a 25% increase on the previous quarter.

Arts, Culture and Heritage							
Publication	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Jul -Sep	Mtly	0	7,980	7,980	-5.8%	0.7%
Val de Vie Magazine	Jan -Dec	2xA	459	14,900	15,359	0.0%	45.4%
Val de Vie Magazine.:	Jul -Sep	2xA	448	9,000	9,448	Reporting Change	
Business and News							
Business Brief.	Jan -Jun	AltM	29,346	2,003	31,349	0.0%	-40.8%
Business Brief.:	Jul -Sep	AltM	29,483	2,502	31,985	Reporting Change	
Financial Mail	Jul -Sep	Wkly, Fr	9,812	2,750	12,562	-2.5%	17.7%
Finweek	Jul -Sep	F	11,262	1,550	12,812	7.4%	33.0%
Forbes Africa	Jan -Jun	AltM	6,520	2,791	9,311	0.0%	27.0%
Personal Finance	Jan -Dec	Q	0	0	New Publisher	New Publisher	
SAReal Estate Investor Magazine	Jul -Sep	Mtly	0	17,154	17,154	-0.4%	9.2%
The Big Issue Magazine	Jul -Sep	Mtly	5,006	150	5,156	2.6%	
Conservation and Wildlife							
African Birdlife	Jan -Jun	AltM	6,730	748	7,478	0.0%	-19.3%
KRUGER MAGAZINE	Jan -Dec	4xA	0	0	No Submission	No Submission	
Entertainment							
Eat Out	Jan -Dec	Ann	14,567	4,942	19,509	0.0%	-1.4%
TVPlus (Afrikaans)	Jul -Sep	F	13,291	0	13,291	0.5%	-12.8%
TVPlus (English)	Jul -Sep	F	3,893	0	3,893	-2.7%	-22.3%
Family Interest							
Huisgenoot	Jul -Sep	Wkly, Th	122,457	7,861	130,318	-4.1%	-10.2%
LIG	Jul -Sep	11xA	0	0	Changed Frequency	Changed Frequency	
Plus 50	Jan -Jun	6xA	6,511	126	6,637	0.0%	6.6%
The Crest	Jan -Jun	7xA	0	12,202	12,202	0.0%	-0.2%
The Crest.:	Jul -Sep	7xA	0	12,444	12,444	Reporting Change	
The Ridge	Jan -Jun	8xA	0	16,013	16,013	0.0%	3.8%
The Ridge.:	Jul -Sep	8xA	0	16,285	16,285	Reporting Change	
Things to do with kids Magazine	Jan -Dec	Q	0	0	Resigned	Resigned	
You	Jul -Sep	Wkly, Th	62,026	5,964	67,990	-3.7%	-8.7%
Farming							
Farmer's Weekly	Jul -Sep	Wkly, Fr	5,957	0	5,957	-22.3%	
Grond tot Mond	Jan -Dec	Q	2,478	2,471	4,949	0.0%	-32.8%
Landbouweekblad	Jul -Sep	Wkly, Th	16,506	62	16,568	-0.2%	-9.5%
Landbouweekblad Vee	Jan -Dec	Ann	9,681	0	9,681	0.0%	24.1%
Landbouweekblad Vee.:	Jul -Sep	Ann	11,367	0	11,367	Reporting Change	
Marktoe!	Jul -Sep	Mtly	0	9,575	9,575	-3.3%	-3.3%
Veeplaas.	Jul -Sep	11xA	5,644	3,275	8,919	1.8%	16.0%
Health & Wellbeing							

Grow to Eat	Jan -Dec	3xA	11,515	2,811	14,326	0.0%	
Odyssey Magazine.	Jul -Sep	Q	0	0	No Issue	471800.0%	
<b>Home</b>							
Conde Nast House & Garden	Jul -Sep	Mty	8,917	4,681	13,598	16.4%	
Easy DIY	Jul -Jun	Q	3,794	2,492	6,286	0.0%	
Easy DIY.:	Jul -Sep	Q	3,983	3,100	7,083	Reporting Change	
Food&Home Magazine	Jul -Sep	Mty	10,773	2,308	13,081	New Member	
Idees/Ideas	Jan -Jun	AltM	15,915	0	15,915	0.0%	4.6%
Lose It,	Jan -Dec	Q	15,996	0	15,996	0.0%	-9.7%
Lose It.:	Jul -Sep	Q	15,569	0	15,569	Reporting Change	
SA Home Owner	Jul -Sep	11xA	18,535	4,233	22,768	-4.1%	3.9%
Sarie Kos / Food	Jul -Jun	Q	24,480	0	24,480	0.0%	7.1%
Sarie Kos / Food.:	Jul -Sep	Q	19,288	0	19,288	Reporting Change	
The Gardener / Die Tuinier	Jul -Sep	Mty	19,905	6,467	26,372	10.1%	40.7%
Tuis Home	Apr -Sep	8xA	0	0	Changed Frequency	Changed Frequency	
Tuis Home.:	Jul -Sep	8xA	73,239	2,510	75,749	Reporting Change	
Visi	Jan -Jun	6xA	12,045	234	12,279	0.0%	-17.1%
Visi.:	Jul -Sep	6xA	10,126	769	10,895	Reporting Change	
<b>Leisure</b>							
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	7,561	110	7,671	0.0%	-45.2%
Silver Digest	Jan -Dec	4xA	0	8,626	8,626	0.0%	-16.3%
Silver Digest.:	Jul -Sep	4xA	0	5,925	5,925	Reporting Change	
Southern Vines	Jan -Dec	Q	0	0	No Submission	No Submission	
<b>Male</b>							
Destiny Man Magazine	Jan -Jun	AltM	0	0	Changed Publisher	No Submission	
GQ..	Jan -Dec	5xA	3,943	1,865	5,808	0.0%	-59.6%
GQ...:	Jul -Sep	5xA	3,155	2,218	5,373	Reporting Change	
Popular Mechanics	Jul -Sep	Mty	11,296	1,061	12,357	-16.0%	
Very Interesting (former Braintainment)	Jan -Jun	AltM	8,466	1,504	9,970	0.0%	
<b>Motoring</b>							
Bike SA	Jul -Sep	Mty	12,023	1,797	13,820	-0.1%	
Car	Jul -Sep	Mty	32,534	11,468	44,002	-2.6%	2.9%
Driven Magazine	Jul -Sep	Mty	0	13,896	13,896	0.9%	1.4%
TOPGEAR SOUTH AFRICA	Jul -Sep	Mty	5,376	2,999	8,375	New Member	
<b>Parenting</b>							
Baby's and Beyond	Jan -Dec	Q	2,199	5,870	8,069	0.0%	-42.4%
Child Magazine - Cape Town,	Jan -Dec	Q	0	0	Resigned	Resigned	
Child Magazine - Durban,	Jan -Dec	Q	0	0	Resigned	Resigned	
Child Magazine - Johannesburg,	Jan -Dec	Q	0	0	Resigned	Resigned	
Child Magazine Pretoria,	Jan -Dec	Q	0	0	Resigned	Resigned	
MamaMagic Milestones	Jan -Dec	Q	0	0	Digital Only	Digital Only	
<b>Pets</b>							
Animaltalk	Jul -Sep	Mty	3,683	64,338	68,021	1.2%	7.6%
Dog Directory	Jul -Jun	Ann	7,925	362	8,287	25.0%	
<b>Sport and Hobby</b>							
Africa's Sportsman Magazine	Jan -Dec	4xA	0	0	Resigned	Resigned	
Bicycling	Jan -Jun	AltM	0	0	Resigned	Resigned	
Compleat Golfer	Jul -Sep	Mty	4,587	1,580	6,167	8.7%	28.4%
Kick Off	Jul -Sep	Mty	12,196	856	13,052	-10.8%	-29.1%

Magnum	Apr -Sep	8xA	0	0	Changed Frequency	Changed Frequency	
Magnum.:	Jul -Sep	8xA	8,602	0	8,602	Reporting Change	
Runners World.	Jan -Jun	AltM	0	0	Resigned	Resigned	
SACricket.	Jan -Dec	Q	0	0	Ceased Publishing	No Submission	
SARugby	Jul -Sep	Mtly	12,194	1,109	13,303	-11.0%	-44.9%
Wildland Magazine	Jul -Sep	Mtly	59,622	2,332	61,954	3.0%	30.2%
<b>Travel, Tourism &amp; Hospitality</b>							
Cape Etc.	Jan -Dec	3xA	1,712	6,161	7,873	0.0%	-22.8%
Cape Etc.:	Jul -Sep	3xA	2,088	3,195	5,283	Reporting Change	
Getaway	Jul -Sep	Mtly	13,011	3,352	16,363	0.1%	
go! Drive & Camp and Weg! Ry & Sleep	Apr -Sep	AltM	0	0	Changed Frequency	Changed Frequency	
go! Drive & Camp and Weg! Ry & Sleep.:	Jul -Sep	AltM	31,719	606	32,325	Reporting Change	
The Great Outdoors Guide / Die Groot Buitelewegids	Jan -Dec	Ann	0	0	No Issues	No Issues	
Weg / Go Platteland	Jul -Jun	Q	22,999	0	22,999	0.0%	-1.6%
Weg / Go Platteland.:	Jul -Sep	Q	22,878	0	22,878	Reporting Change	
Weg/Go	Apr -Sep	AltM	0	0	Changed Frequency	Changed Frequency	
Weg/Go.:	Jul -Sep	AltM	49,252	1,125	50,377	Reporting Change	
<b>Woman's General</b>							
Destiny Magazine.	Jan -Jun	AltM	0	0	Changed Publisher	No Submission	
Fairlady	Jan -Jun	AltM	41,998	832	42,830	0.0%	52.4%
Fairlady.:	Jul -Sep	AltM	37,468	1,851	39,319	Reporting Change	
Glamour,	Jan -Dec	Q	8,667	3,895	12,562	0.0%	-56.3%
Glamour,:	Jul -Sep	Q	7,897	4,614	12,511	Reporting Change	
Kuier	Jul -Sep	F	66,694	0	66,694	-4.7%	-6.7%
Sarie	Apr -Sep	AltM	0	0	Changed Frequency	Changed Frequency	
Sarie.:	Jul -Sep	AltM	60,743	3,763	64,506	Reporting Change	
True Love	Apr -Sep	Mtly	0	0	Changed Frequency	Changed Frequency	
True Love.:	Jul -Sep	AltM	16,128	2,159	18,287	Reporting Change	
Women & Home Magazine	Jul -Sep	Mtly	24,655	3,409	28,064	0.4%	
<b>Woman's Special</b>							
SA Wedding Album	Jan -Dec	2xA	0	0	Ceased Publishing	Ceased Publishing	
Troukoores	Jan -Dec	Ann	0	0	Resigned	Resigned	
Wedding Guide	Jul -Jun	Ann	0	0	Changed Cycle	Changed Cycle	
<b>Youth</b>							
Barbie Magazine	Jul -Sep	Mtly	5,716	819	6,535	-11.2%	
Careers Magazine	Jul -Sep	Mtly	2,463	733	3,196	No Submission	
Post Matric	Jan -Dec	Ann	0	0	Resigned	Resigned	
The Official Safeways K53 Learner's and Driver's Manual.	Jan -Dec	Ann	0	0	No Submission	No Submission	
Very Interesting Junior	Jul -Sep	Mtly	8,853	2,611	11,464	-10.8%	-46.1%

## B2B magazines

Despite 16 categories, B2B magazine pickings were slim. Stand outs in the B2B magazines came from *Dataweek*

(197.3%), *Plumbing Africa*, *Refrigeration & Air Conditioning*, *MIMS* (50.8%) and *DIY & Industrial Trade News*.

The Electrical Engineering and Engineering Other categories performed well. The Management category, with five no submissions, one resignation and one discontinued and four reporting changes had the worst quarter.

<b>Agricultural</b>							
Publication	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Agri Inc. Die Boer / The Farmer.	Jan -Jun	AltM	0	0	Digital Only	Digital Only	
OVK Nuus/News	Jan -Dec	4xA	0	4,873	4,873	0.0%	0.4%
Pro Agri	Jul -Sep	Mtly	0	0	Suspended	No Submission	
SAGraan / Grain	Jul -Sep	Mtly	0	20,433	20,433	0.3%	28.8%
SABI Magazine	Jan -Jun	AltM	5	836	841	0.0%	
SABI Magazine.:	Jul -Sep	AltM	5	857	862	Reporting Change	
Stockfarm	Jul -Sep	Mtly	5,655	2,025	7,680	7.8%	21.3%
Wineland	Jul -Sep	Mtly	72	3,137	3,209	-0.5%	-1.2%
<b>Architecture</b>							
earthworks.	Jan -Dec	Q	138	8,580	8,718	0.0%	2.2%
Floors in Africa	Jan -Jun	7xA	0	10,889	10,889	0.0%	-38.3%
Floors in Africa.:	Jul -Sep	7xA	0	12,425	12,425	Reporting Change	
Leading Architect & Design	Jan -Jun	AltM	62	7,889	7,951	0.0%	8.5%
Leading Architect & Design.:	Jul -Sep	AltM	55	7,515	7,570	Reporting Change	
SABuilding Review	Jan -Dec	Ann	1,202	9,834	11,036	0.0%	-4.0%
Timber IQ	Jan -Jun	AltM	4	7,201	7,205	0.1%	64.8%
Timber IQ.:	Jul -Sep	AltM	0	6,028	6,028	Reporting Change	
To Build	Jan -Dec	3xA	0	6,941	6,941	0.0%	-29.2%
Walls & Roofs in Africa	Jan -Jun	7xA	0	11,146	11,146	0.0%	-35.9%
Walls & Roofs in Africa.:	Jul -Sep	7xA	0	12,425	12,425	Reporting Change	
<b>Automotive</b>							
Road Ahead, The	Jan -Dec	Q	0	0	Resigned	Resigned	
<b>Civil Construction</b>							
Civil Engineering	Jul -Sep	11xA	18	14,891	14,909	3.3%	3.0%
Concrete Trends	Jan -Dec	Q	0	1,968	1,968	0.0%	10.7%
Construction Review.	Jan -Jun	AltM	0	980	980	0.0%	
Construction World	Jul -Sep	Mtly	0	13,041	13,041	7.3%	33.0%
IMESA	Jul -Sep	11xA	0	11,860	11,860	-7.8%	91.3%
Spec Handbooks	Jan -Dec	Ann	1	2,405	2,406	0.0%	
<b>Communications</b>							
Nex Media	Jul -Jun	4xA	0	57,025	57,025	0.0%	33.4%
SAProfile	Jan -Dec	Ann	1,020	27,287	28,307	0.0%	-5.3%
The Gapp Magazine	Jan -Jun	AltM	0	11,486	11,486	0.0%	33.8%
The Gapp Magazine.:	Jul -Sep	AltM	0	10,620	10,620	Reporting Change	
<b>Electrical Engineering</b>							
Electricity & Control	Jul -Sep	Mtly	0	10,574	10,574	7.2%	36.6%
ESI Africa	Jul -Jun	Q	0	2,591	2,591	0.0%	
Sparks Electrical News	Jul -Sep	Mtly	0	11,148	11,148	9.3%	46.7%
<b>Engineering - Other</b>							
Capital Equipment News	Jul -Sep	Mtly	0	9,858	9,858	4.3%	38.7%
Dataweek	Jul -Sep	F	0	2,527	2,527	197.3%	
MechChem Africa.	Jan -Jun	AltM	0	7,196	7,196	0.0%	
Motion Control	Jul -Jun	Q	0	1,980	1,980	0.0%	
Motion Control.:	Jul -Sep	Q	0	1,914	1,914	Reporting Change	

Plumbing Africa	Jul -Sep	Mtly	124	8,627	8,751	14.4%	18.8%
Refrigeration and Airconditioning	Jul -Sep	Mtly	19	6,565	6,584	22.6%	28.7%
SA Instrumentation & Control	Jul -Sep	Mtly	0	3,754	3,754	-2.4%	
Water & Sanitation Africa	Jan -Jun	AltM	10	7,235	7,245	0.0%	30.0%
<b>Health and Wellbeing</b>							
Fire Protection	Jan -Dec	Q	715	219	934	0.0%	-37.3%
Fire Protection.:	Jul -Sep	Q	720	218	938	Reporting Change	
Hi-Tech Security Solutions	Jul -Sep	11xA	0	3,663	3,663	-1.9%	
International Dentistry Africa Edition	Jan -Jun	AltM	0	0	Resigned	Resigned	
MDR Medical Desk Reference	Jan -Dec	Ann	863	431	1,294	0.2%	13.9%
Medical Chronicle	Jul -Sep	11xA	0	26,124	26,124	27.6%	231.2%
MMS	Jul -Sep	Mtly	3,945	349	4,294	50.8%	
MMS Guide to OTC Products	Jan -Dec	Ann	0	0	Resigned	Resigned	
Modern Medicine Magazine.	Jan -Jun	AltM	633	3,361	3,994	0.0%	-14.2%
SHEQ Management	Jan -Jun	AltM	0	0	No Submission	No Submission	
South African Pharmaceutical & Cosmetic Review	Jul -Sep	11xA	3	3,207	3,210	-5.6%	18.1%
The Specialist Forum Journal	Jul -Sep	11xA	0	14,528	14,528	-8.5%	104.3%
<b>Hospitality, Catering and Tourism</b>							
Explore South Africa.	Jan -Dec	Q	0	0	Resigned	Resigned	
Leading Venues	Jan -Dec	Ann	0	0	Discontinued	Discontinued	
Meetings	Jan -Jun	AltM	0	5,529	5,529	0.0%	36.9%
The Meetings & Event Planner (former SA Conference Directory)	Jan -Dec	Ann	0	8,359	8,359	0.0%	-2.7%
<b>Industry</b>							
Analytical Reporter	Jan -Jun	AltM	0	6,554	6,554	0.0%	18.8%
Analytical Reporter.:	Jul -Sep	AltM	0	6,270	6,270	Reporting Change	
Cold Link Africa	Jan -Jun	AltM	16	6,678	6,694	0.2%	45.0%
Cold Link Africa.:	Jul -Sep	AltM	13	5,644	5,657	Reporting Change	
Eastern Cape Business..	Jul -Jun	Ann	0	4,942	4,942	0.0%	-48.5%
Eastern Cape Industrial & Business News	Jan -Jun	AltM	0	0	Resigned	Resigned	
Free State Business,	Jan -Dec	Ann	0	9,944	9,944	0.0%	0.0%
Gauteng Companies..	Jul -Jun	Ann	0	9,943	9,943	0.0%	1.1%
Industrial Buyer	Jan -Jun	AltM	15	7,805	7,820	0.0%	11.3%
Industrial Buyer.:	Jul -Sep	AltM	9	8,187	8,196	Reporting Change	
Jewellers' Network Directory	Jan -Dec	Ann	0	3,350	3,350	0.0%	
KwaZulu Natal Business..	Jul -Jun	Ann	0	9,941	9,941	0.0%	1.8%
KZN Industrial & Business News	Jan -Jun	AltM	0	0	Resigned	Resigned	
Lighting in Design.	Jan -Dec	Q	0	4,242	4,242	0.0%	39.1%
Limpopo Business.,	Jan -Dec	Ann	0	9,933	9,933	0.0%	
LINKED by Jewellers Network	Jul -Jun	Q	0	2,926	2,926	0.0%	
Mpumalanga Business.,	Jan -Dec	Ann	0	9,935	9,935	0.0%	
North West Business..	Jul -Jun	Ann	0	9,944	9,944	0.0%	
Northern Cape Business..	Jul -Jun	Ann	0	4,943	4,943	0.0%	-48.6%
Opportunity (Exploring Business Prospects in SA)	Jul -Jun	Q	0	9,926	9,926	0.0%	
Resource.	Jul -Jun	Q	999	7,592	8,591	13.0%	
SA Affordable Housing	Jan -Jun	AltM	10	6,651	6,661	0.2%	132.6%
SA Affordable Housing.:	Jul -Sep	AltM	0	3,681	3,681	Reporting Change	
Smart Energy International	Jan -Jun	AltM	0	2,819	2,819	0.0%	
Smart Energy International.:	Jul -Sep	AltM	0	2,555	2,555	Reporting Change	
South African Business.	Jan -Dec	2xA	0	14,925	14,925	0.0%	-25.0%
South African Food Review	Jul -Sep	11xA	4	4,959	4,963	12.4%	18.2%
The Green Building Handbook	Jan -Dec	Ann	0	0	Resigned	Resigned	
The Responsible & Sustainable Tourism Handbook.	Jul -Jun	Ann	0	74,862	74,862	0.0%	

Western Cape Business,	Jan -Dec	Ann	0	9,923	9,923	0.0%	0.1%
<b>Information and Computer Technology</b>							
Brainstorm	Jul -Sep	11xA	5,075	3,609	8,684	2.6%	13.2%
The Margin	Jan -Dec	Q	0	3,696	3,696	0.0%	0.1%
The Margin.:	Jul -Sep	Q	0	3,531	3,531	Reporting Change	
<b>Management</b>							
African Decisions	Jan -Dec	Q	656	10,450	11,106	0.0%	-23.5%
African Decisions.:	Jul -Sep	Q	543	9,498	10,041	Reporting Change	
Black Business Quarterly	Jan -Dec	Q	263	41,107	41,370	0.0%	327.4%
Black Business Quarterly.:	Jul -Sep	Q	658	102,599	103,257	Reporting Change	
Blue Chip,	Jul -Jun	Q	0	9,307	9,307	0.0%	
Business Guide	Jan -Dec	Ann	0	0	No Submission	No Submission	
FANews.	Jan -Jun	AltM	156	2,750	2,906	0.0%	
FANews.:	Jul -Sep	AltM	162	2,753	2,915	Reporting Change	
Impumelelo SA's Top Empowerment Co.	Jan -Dec	Ann	0	0	No Submission	No Submission	
Infocom.	Jan -Dec	Q	0	0	No Submission	No Submission	
KZN Invest	Jul -Jun	Q	0	5,346	5,346	0.0%	3.5%
KZN Invest.:	Jul -Sep	Q	0	5,304	5,304	Reporting Change	
Money Marketing	Jul -Sep	Mtly	6	8,636	8,642	-1.0%	17.0%
Profiles Stock Exchange Handbook	Jan -Dec	Q	0	0	Resigned	No Submission	
Salga Voice of Local Government	Jan -Dec	Q	0	0	Resigned	Resigned	
South African Business Intergrator	Jan -Dec	2xA	500	13,873	14,373	0.0%	-27.7%
South Africa's Top Performing Companies,	Jan -Dec	Ann	0	0	No Submission	No Submission	
The South African School Collection	Jan -Dec	Ann	0	0	Discontinued	Discontinued	
Top 500 SA's Best Companies,	Jan -Dec	Ann	0	0	No Submission	No Submission	
Vision 2030	Jan -Dec	Ann	0	0	Resigned	No Submission	
<b>Mining &amp; Quarrying</b>							
African Mines Handbook	Jan -Dec	Ann	580	1,064	1,644	0.0%	-12.8%
African Mining Brief	Jan -Jun	AltM	0	936	936	0.0%	
African Mining Inc. Mining Mirror	Jul -Sep	11xA	116	23,632	23,748	5.5%	134.5%
Earthbroker	Jul -Sep	Mtly	0	5,382	5,382	0.0%	0.0%
Engineering News & Mining Weekly	Jul -Sep	Wkly, Fr	3,026	7,156	10,182	8.5%	31.5%
Inside Mining	Jul -Jun	4xA	0	6,158	6,158	0.0%	
Mining Decisions	Jan -Dec	4xA	0	0	No Submission	No Submission	
Mining Review Africa.	Jul -Sep	11xA	0	0	Resigned	Resigned	
Modern Mining	Jul -Sep	Mtly	0	10,696	10,696	10.7%	50.9%
Modern Quarrying	Jan -Dec	Q	0	3,338	3,338	0.0%	23.5%
<b>Property</b>							
The Greeff Magazine	Jan -Dec	3xA	0	0	No Submission	No Submission	
<b>Retail</b>							
DIY And Industrial Trade News	Jul -Sep	Mtly	0	9,677	9,677	29.1%	39.4%
Pharmacy Magazine (former Frontshop)	Jul -Sep	Mtly	0	15,789	15,789	9.2%	215.1%
Spotong	Jan -Dec	Q	0	0	No Submission	No Submission	
Supermarket and Retailer	Jul -Sep	Mtly	0	10,982	10,982	10.8%	
Trader's Friend - Convenience Stores, FMCG Franchises and Chain Stores.	Jan -Jun	9xA	0	0	Rebranded	Rebranded	

Trader's Friend - Independent Retailers and Wholesalers.	Jan -Jun	9xA	0	0	Rebranded	Rebranded	
Traders Friend,	Jul -Sep	Mtly	0	0	Ceased Publishing	Ceased Publishing	
<b>Transport and Logistics</b>							
Focus on Transport & Logistics	Jul -Sep	Mtly	0	0	Resigned	Resigned	
Freight News Features	Jul -Sep	Mtly	318	4,509	4,827	-5.6%	
Trucks and Heavy Equipment News..	Jan -Dec	5xA	0	0	Resigned	Resigned	

## Custom magazines

There was little movement in the Custom magazines category, with only three publications boasting double figures on the previous quarter: *Club X*, *Game & Hunt/Wild & Jag*, and *Taste*.

*Club X* and *Game & Hunt/Wild & Jag* built on the good gains they had made in Q2.

The best in the category was *Taste* with a 21% on the previous quarter.

Apart from these, there were some minor single-digit gains across the 16 categories. *Man* and *SA Pharmacy Assistant* were amongst the publications that continued their small gains on the previous quarter from Q2.

*Fitlife* had a good showing with a 6.8% increase on the previous quarter. *InFlight Magazine* soared, increasing 6.4% on the previous quarter and 86.5% on the prior year. Unfortunately, *Skyways* had a decrease of 5.7% on the previous quarter and a 97.1% decrease on the prior year.

*The Dairy Mail* continued its negative run from the prior quarter in Q2 (-25.4%) with a 14.2% decrease, the biggest decrease in the category overall.

<b>Family Interest</b>							
Publication	Period	Frequency	Paid circulation	Free circulation	Total circulation	%change quarter	%change year
Crawford Times	Jan -Dec	Q	0	0	Resigned	Resigned	
Trinitonian	Jan -Dec	Q	0	0	Resigned	Resigned	
<b>Farming</b>							
Dairy Mail, The.	Jul -Sep	Mtly	21	2,242	2,263	-14.2%	-37.1%
Rooi Meis / Red Meat,	Jan -Jun	AltM	0	9,084	9,084	0.0%	-20.7%
Wolboer / Wool Farmer.	Jan -Jun	AltM	2	4,776	4,778	0.0%	-3.0%
Wolboer / Wool Farmer..:	Jul -Sep	AltM	2	4,865	4,867	Reporting Change	
<b>Health &amp; Wellbeing</b>							
Fitlife.	Jul -Sep	Mtly	23,721	2,626	26,347	6.8%	-14.3%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	0	1,342	1,342	0.0%	-9.3%
SAPharmaceutical Journal.	Jan -Jun	10xA	3	5,609	5,612	0.0%	-22.0%
SAPharmacist's Assistant (SAPA)	Jul -Jun	Q	0	5,019	5,019	0.0%	1.2%
South African Medical Journal	Jul -Sep	Mtly	324	8,767	9,091	-2.7%	-5.2%
Southern African Journal of Anaesthesia & Analgesia	Jan -Jun	AltM	0	2,092	2,092	0.0%	-4.6%
<b>Home</b>							
Fresh Living	Jan -Dec	Q	31,382	0	31,382	0.0%	
Living Space..	Jul -Sep	Mtly	33,931	2,814	36,745	3.7%	-22.7%
My Kitchen..	Jul -Sep	Mtly	65,905	2,965	68,870	2.3%	-20.9%
<b>Industry Specific</b>							
Forum Tydskrif	Jan -Dec	Q	0	149,624	149,624	0.0%	1.8%
Forum Tydskrif.:	Jul -Sep	Q	0	149,700	149,700	Reporting Change	
JSE	Jan -Dec	Q	588	12,287	12,875	0.0%	-28.3%
JSE.:	Jul -Sep	Q	872	13,201	14,073	Reporting Change	
Sea Rescue	Jan -Dec	3xA	0	56,915	56,915	0.0%	
Sea Rescue.:	Jul -Sep	3xA	0	16,843	16,843	Reporting Change	

Servamus	Jul -Sep	Mtly	8,986	72	9,058	-3.7%	-9.6%
<b>In-flight</b>							
In Flight Magazine	Jul -Sep	Mtly	0	28,262	28,262	6.4%	86.5%
Skyways	Jul -Sep	Mtly	4	159,794	159,798	-5.7%	97.1%
<b>Leisure</b>							
Equinox	Jan -Dec	Q	0	0	Resigned	No Submission	
Private Edition	Jan -Dec	Q	0	8,971	8,971	0.0%	
Private Edition.:	Jul -Sep	Q	0	7,986	7,986	Reporting Change	
Taste.	Jul -Sep	AltM	30,625	3,043	33,668	21.1%	35.9%
<b>Male</b>							
Man	Jul -Sep	Mtly	39,292	3,707	42,999	8.1%	-19.9%
Tech..	Jul -Sep	Mtly	31,050	2,782	33,832	5.4%	-31.4%
<b>Medical and Allied Health</b>							
Bounce (Formerly Bankmed)	Jul -Jun	3xA	0	0	Resigned	Resigned	
Medi - Clinic Family	Jul -Jun	Q	0	0	Resigned	Resigned	
<b>Motoring</b>							
Motor..	Jul -Sep	Mtly	15,653	1,846	17,499	-4.5%	-41.9%
<b>Professional</b>							
Accountancy SA	Jul -Sep	11xA	0	57,916	57,916	3.3%	4.1%
De Rebus	Jul -Sep	11xA	16	18,880	18,896	0.2%	-4.2%
The Journal Of The SAIMM	Jul -Sep	Mtly	0	0	Changed Sector	Changed Sector	
<b>Retail</b>							
Clicks Club Card.	Jan -Jun	AltM	102	250,275	250,377	0.0%	
Clicks Club Card.:	Jul -Sep	AltM	301	232,685	232,986	Reporting Change	
Club Magazine	Jul -Sep	Mtly	247,757	11,375	259,132	1.3%	-17.6%
Jet Club	Jan -Jun	7xA	0	271,673	271,673	0.0%	
Jet Club.:	Jul -Sep	7xA	0	245,592	245,592	Reporting Change	
<b>Sport and Hobby</b>							
Game & Hunt/Wild & Jag	Jul -Sep	Mtly	1,548	65,557	67,105	13.9%	24.5%
SA Hunter/Jagter.	Apr -Sep	8xA	0	0	Changed Frequency	Changed Frequency	
SA Hunter/Jagter.:	Jul -Sep	8xA	33,992	0	33,992	Reporting Change	
Soccer Club	Jul -Sep	Mtly	41,801	2,098	43,899	-4.1%	-34.1%
Sports Club.	Jul -Sep	Mtly	78,188	2,110	80,298	0.7%	-28.4%
<b>Travel, Tourism &amp; Hospitality</b>							
AA Traveller	Jan -Dec	Q	0	0	No Submission	No Submission	
Best of Cape Town Central City.	Jan -Dec	Ann	0	0	Terminated	Terminated	
Escapes	Jul -Sep	Mtly	19,375	1,907	21,282	4.4%	-29.3%
Moments magazine	Jan -Dec	6xA	0	0	Resigned	Resigned	
Premier	Jul -Sep	Mtly	0	13,739	13,739	3.3%	
<b>Woman's General</b>							
Balanced Life	Jul -Sep	Mtly	46,925	4,073	50,998	8.6%	-18.0%
<b>Youth</b>							
ClubX	Jul -Sep	Mtly	68,253	6,080	74,333	12.8%	-10.5%
Kids Super Club.	Jul -Sep	Mtly	64,210	5,456	69,666	5.4%	-27.2%

## Free magazines

The movement in this category was small both in the previous quarter and prior year. In the previous quarter, the nine (10 in total but only nine South African) publications varied from a negative 2.3% to a positive 1.1%.

Only two publications had a negative decline on the previous quarter (*Get It Highway* and *Get It Joburg South*).

*Get It Pretoria*, which also had upward movement in Q2 had the biggest gain on the previous quarter (1.1%). *Get It Bloemfontein* gained 50% on the prior year. *Stokveld Voice* had no submission.

Publication	Frequency	Period	Total circulation	%change quarter	%change year
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Botswana Advertiser.	Wkly, Fr	Jul -Sep	94,965	0.0%	0.0%
Get It (Ballito to Umhlanga)	Mty	Jul -Sep	9,964	0.1%	0.0%
Get It (Bloemfontein)	Mty	Jul -Sep	6,890	0.0%	50.0%
Get It (Highway)	Mty	Jul -Sep	9,828	-0.2%	0.2%
Get It (Jo'burg South)	Mty	Jul -Sep	14,683	0.7%	0.1%
Get It (Jo'burg West)	Mty	Jul -Sep	14,376	-2.3%	-1.1%
Get It (Lowveld)	Mty	Jul -Sep	6,200	0.0%	6.9%
Get It (Northern Suburbs Joburg)	Mty	Jul -Sep	14,816	0.1%	-0.9%
Get It (Pretoria)	Mty	Jul -Sep	14,618	1.1%	2.2%
STOKVEL VOICE MAGAZINE	Ann	Jan -Dec	Resigned	No Submission	

## 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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