



**Magazine - Consumer**  
**July -September 2021**



| Publication_Name_by_Category      | Period    | Frequency | Cover Price                        | Postal Copies | Sales at 50% and above |                          |                            |                     |                        |               |             |              |               |                             | Free Circulation                |                             |                        |               |             |               |                |               | TOTAL CIRCULATION | Immediate Previous_Period | Corresponding Previous_Period |               |                  |                  |
|-----------------------------------|-----------|-----------|------------------------------------|---------------|------------------------|--------------------------|----------------------------|---------------------|------------------------|---------------|-------------|--------------|---------------|-----------------------------|---------------------------------|-----------------------------|------------------------|---------------|-------------|---------------|----------------|---------------|-------------------|---------------------------|-------------------------------|---------------|------------------|------------------|
|                                   |           |           |                                    |               | Retail_Sales           | Single_Copy Subscription | Multiple_Copy Subscription | Multiple_Copy Sales | Membership Circulation | e- Editions.  | Back_Issues | Below 50%    | Total_Paid    | Controlled Free Circulation | Non-controlled Free Circulation | Monitored Free Distribution | Membership Circulation | e- Editions   | Back_Issues | Total_Free    |                |               |                   |                           |                               |               |                  |                  |
| <b>Arts, Culture and Heritage</b> |           |           |                                    |               |                        |                          |                            |                     |                        |               |             |              |               |                             |                                 |                             |                        |               |             |               |                |               |                   |                           |                               |               |                  |                  |
| Jewish Life                       | Jul - Sep | Mtly      | R 24.95 /                          | 0             | 0                      | 0                        | 0                          | 0                   | 0                      | 0             | 0           | 0            | 0             | 0                           | 0                               | 7,980                       | 0                      | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | 7,980                         | 7,980         | 8,475            | 7,925            |
| Val de Vie Magazine               | Jan - Dec | 2xA       | R 45.00 /                          | 0             | 459                    | 0                        | 0                          | 0                   | 0                      | 0             | 0           | 0            | 0             | 459                         | 480                             | 6,020                       | 8,400                  | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | 14,900                        | 15,359        | 15,359           | 10,563           |
| Val de Vie Magazine.:             | Jul - Sep | 2xA       | R 45.00 /                          | 0             | 448                    | 0                        | 0                          | 0                   | 0                      | 0             | 0           | 0            | 0             | 448                         | 500                             | 3,280                       | 5,220                  | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | 9,000                         | 9,448         | Reporting Change | Reporting Change |
| <b>Category Total</b>             |           |           |                                    | <b>0</b>      | <b>907</b>             | <b>0</b>                 | <b>0</b>                   | <b>0</b>            | <b>0</b>               | <b>0</b>      | <b>0</b>    | <b>0</b>     | <b>0</b>      | <b>907</b>                  | <b>980</b>                      | <b>17,280</b>               | <b>13,620</b>          | <b>0</b>      | <b>0</b>    | <b>0</b>      | <b>0</b>       | <b>0</b>      | <b>0</b>          | <b>0</b>                  | <b>31,880</b>                 | <b>32,787</b> | <b>23,834</b>    | <b>18,488</b>    |
| <b>Business and News</b>          |           |           |                                    |               |                        |                          |                            |                     |                        |               |             |              |               |                             |                                 |                             |                        |               |             |               |                |               |                   |                           |                               |               |                  |                  |
| Business Brief.                   | Jan - Jun | AltM      | R 60.00 /<br>R 36.00               | 0             | 0                      | 0                        | 0                          | 0                   | 0                      | 29,346        | 0           | 0            | 29,346        | 0                           | 0                               | 0                           | 0                      | 2,003         | 0           | 0             | 0              | 0             | 0                 | 0                         | 2,003                         | 31,349        | 31,349           | 52,996           |
| Business Brief.:                  | Jul - Sep | AltM      | Cover price not found! /           | 0             | 0                      | 0                        | 0                          | 0                   | 0                      | 29,483        | 0           | 0            | 29,483        | 0                           | 0                               | 0                           | 0                      | 2,502         | 0           | 0             | 0              | 0             | 0                 | 0                         | 2,502                         | 31,985        | Reporting Change | Reporting Change |
| Financial Mail                    | Jul - Sep | Wkly, Fr  | R 36.00 /                          | 0             | 2,381                  | 2,211                    | 285                        | 0                   | 0                      | 3,915         | 0           | 1,020        | 9,812         | 0                           | 0                               | 2,750                       | 0                      | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | 2,750                         | 12,562        | 12,882           | 10,674           |
| Finweek                           | Jul - Sep | F         | R 42.00 /<br>R 42.00               | 105           | 1,798                  | 474                      | 1,676                      | 0                   | 0                      | 443           | 0           | 6,871        | 11,262        | 0                           | 0                               | 1,550                       | 0                      | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | 1,550                         | 12,812        | 11,929           | 9,631            |
| Forbes Africa                     | Jan - Jun | AltM      | R 59.00 /<br>R 59.00               | 9             | 3,491                  | 83                       | 2,000                      | 0                   | 0                      | 374           | 0           | 572          | 6,520         | 0                           | 0                               | 2,791                       | 0                      | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | 2,791                         | 9,311         | 9,311            | 7,334            |
| Personal Finance                  | Jan - Dec | Q         | R 34.95 /                          | 0             | 0                      | 0                        | 0                          | 0                   | 0                      | 0             | 0           | 0            | 0             | 0                           | 0                               | 0                           | 0                      | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | 0                             | New Publisher | New Publisher    | 5,843            |
| SA Real Estate Investor Magazine  | Jul - Sep | Mtly      | Cover price not found! / Free 0.00 | 0             | 0                      | 0                        | 0                          | 0                   | 0                      | 0             | 0           | 0            | 0             | 0                           | 0                               | 0                           | 0                      | 0             | 17,154      | 0             | 0              | 0             | 0                 | 0                         | 17,154                        | 17,154        | 17,221           | 15,711           |
| The Big Issue Magazine            | Jul - Sep | Mtly      | 25.00 /                            | 0             | 4,973                  | 33                       | 0                          | 0                   | 0                      | 0             | 0           | 0            | 5,006         | 0                           | 0                               | 0                           | 0                      | 0             | 0           | 0             | 0              | 0             | 150               | 150                       | 5,156                         | 5,026         | New Member       |                  |
| <b>Category Total</b>             |           |           |                                    | <b>114</b>    | <b>12,643</b>          | <b>2,801</b>             | <b>3,961</b>               | <b>0</b>            | <b>0</b>               | <b>63,561</b> | <b>0</b>    | <b>8,463</b> | <b>91,429</b> | <b>0</b>                    | <b>0</b>                        | <b>7,091</b>                | <b>0</b>               | <b>21,659</b> | <b>150</b>  | <b>28,900</b> | <b>120,329</b> | <b>87,718</b> | <b>102,189</b>    |                           |                               |               |                  |                  |
| <b>Conservation and Wildlife</b>  |           |           |                                    |               |                        |                          |                            |                     |                        |               |             |              |               |                             |                                 |                             |                        |               |             |               |                |               |                   |                           |                               |               |                  |                  |
| African Birdlife                  | Jan - Jun | AltM      | R 55 /<br>R 44.00                  | 0             | 3,321                  | 3,201                    | 158                        | 0                   | 0                      | 50            | 0           | 0            | 6,730         | 138                         | 0                               | 0                           | 0                      | 0             | 0           | 0             | 0              | 0             | 610               | 748                       | 7,478                         | 7,478         | 9,261            |                  |
| KRUGER MAGAZINE                   | Jan - Dec | 4xA       | R 57.50 /                          | 0             | 0                      | 0                        | 0                          | 0                   | 0                      | 0             | 0           | 0            | 0             | 0                           | 0                               | 0                           | 0                      | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | No Submission                 | No Submission | 8,009            |                  |
| <b>Category Total</b>             |           |           |                                    | <b>0</b>      | <b>3,321</b>           | <b>3,201</b>             | <b>158</b>                 | <b>0</b>            | <b>0</b>               | <b>50</b>     | <b>0</b>    | <b>0</b>     | <b>6,730</b>  | <b>138</b>                  | <b>0</b>                        | <b>0</b>                    | <b>0</b>               | <b>0</b>      | <b>0</b>    | <b>0</b>      | <b>0</b>       | <b>610</b>    | <b>748</b>        | <b>7,478</b>              | <b>7,478</b>                  | <b>17,270</b> |                  |                  |
| <b>Entertainment</b>              |           |           |                                    |               |                        |                          |                            |                     |                        |               |             |              |               |                             |                                 |                             |                        |               |             |               |                |               |                   |                           |                               |               |                  |                  |
| Eat Out                           | Jan - Dec | Ann       | R 75.00 /                          | 0             | 12,411                 | 0                        | 0                          | 0                   | 0                      | 94            | 134         | 1,928        | 14,567        | 0                           | 0                               | 3,750                       | 0                      | 0             | 0           | 0             | 0              | 1,192         | 4,942             | 19,509                    | 19,509                        | 19,794        |                  |                  |
| TV Plus (Afrikaans)               | Jul - Sep | F         | R 48.00 /<br>R 48.00               | 18            | 6,501                  | 257                      | 0                          | 0                   | 0                      | 28            | 0           | 6,505        | 13,291        | 0                           | 0                               | 0                           | 0                      | 0             | 0           | 0             | 0              | 0             | 0                 | 0                         | 13,291                        | 13,226        | 15,238           |                  |

|                                 |           |          |                   |            |                |              |            |            |          |            |            |               |                |              |               |               |          |              |               |               |                  |                   |                  |         |
|---------------------------------|-----------|----------|-------------------|------------|----------------|--------------|------------|------------|----------|------------|------------|---------------|----------------|--------------|---------------|---------------|----------|--------------|---------------|---------------|------------------|-------------------|------------------|---------|
| TV Plus (English)               | Jul - Sep | F        | R 48.00 / R 48.00 | 7          | 3,058          | 51           | 0          | 0          | 0        | 35         | 0          | 749           | 3,893          | 0            | 0             | 0             | 0        | 0            | 0             | 0             | 3,893            | 4,000             | 5,011            |         |
| <b>Category Total</b>           |           |          |                   | <b>25</b>  | <b>21,970</b>  | <b>308</b>   | <b>0</b>   | <b>0</b>   | <b>0</b> | <b>157</b> | <b>134</b> | <b>9,182</b>  | <b>31,751</b>  | <b>0</b>     | <b>0</b>      | <b>3,750</b>  | <b>0</b> | <b>0</b>     | <b>1,192</b>  | <b>4,942</b>  | <b>36,693</b>    | <b>36,735</b>     | <b>40,043</b>    |         |
| <b>Family Interest</b>          |           |          |                   |            |                |              |            |            |          |            |            |               |                |              |               |               |          |              |               |               |                  |                   |                  |         |
| Huisgenoot                      | Jul - Sep | Wkly, Th | R 36.00 / R 36.00 | 308        | 92,885         | 6,885        | 0          | 0          | 0        | 394        | 0          | 22,293        | 122,457        | 0            | 0             | 0             | 0        | 0            | 0             | 7,861         | 7,861            | 130,318           | 135,861          | 145,191 |
| LIG                             | Jul - Sep | 11xA     | R 47.00 /         | 0          | 0              | 0            | 0          | 0          | 0        | 0          | 0          | 0             | 0              | 0            | 0             | 0             | 0        | 0            | 0             | 0             | 0                | 0                 | 15,570           |         |
| Plus 50                         | Jan - Jun | 6xA      | R33.00 /          | 0          | 3,476          | 633          | 320        | 0          | 0        | 0          | 0          | 2,082         | 6,511          | 0            | 0             | 106           | 0        | 0            | 20            | 126           | 6,637            | 6,637             | 6,228            |         |
| The Crest                       | Jan - Jun | 7xA      | R 0 / Free 0.00   | 0          | 0              | 0            | 0          | 0          | 0        | 0          | 0          | 0             | 0              | 0            | 8,853         | 2,870         | 0        | 479          | 0             | 12,202        | 12,202           | 12,202            | 12,225           |         |
| The Crest.:                     | Jul - Sep | 7xA      | R 0 /             | 0          | 0              | 0            | 0          | 0          | 0        | 0          | 0          | 0             | 0              | 0            | 8,867         | 3,077         | 0        | 500          | 0             | 12,444        | 12,444           | Reporting Change  | Reporting Change |         |
| The Ridge                       | Jan - Jun | 8xA      | R 0 / Free 0.00   | 0          | 0              | 0            | 0          | 0          | 0        | 0          | 0          | 0             | 0              | 0            | 8,047         | 6,671         | 0        | 1,295        | 0             | 16,013        | 16,013           | 16,013            | 15,429           |         |
| The Ridge.:                     | Jul - Sep | 8xA      | R 0 /             | 0          | 0              | 0            | 0          | 0          | 0        | 0          | 0          | 0             | 0              | 0            | 13,022        | 1,768         | 0        | 1,495        | 0             | 16,285        | 16,285           | Reporting Change  | Reporting Change |         |
| Things to do with kids Magazine | Jan - Dec | Q        | R 0 /             | 0          | 0              | 0            | 0          | 0          | 0        | 0          | 0          | 0             | 0              | 0            | 0             | 0             | 0        | 0            | 0             | 0             | 0                | Resigned          | Resigned         | 24,233  |
| You                             | Jul - Sep | Wkly, Th | R 36.00 / R 36.00 | 134        | 57,400         | 1,322        | 0          | 0          | 0        | 471        | 0          | 2,833         | 62,026         | 0            | 0             | 0             | 0        | 0            | 0             | 5,964         | 5,964            | 67,990            | 70,581           | 74,478  |
| <b>Category Total</b>           |           |          |                   | <b>442</b> | <b>153,761</b> | <b>8,840</b> | <b>320</b> | <b>0</b>   | <b>0</b> | <b>865</b> | <b>0</b>   | <b>27,208</b> | <b>190,994</b> | <b>0</b>     | <b>38,789</b> | <b>14,492</b> | <b>0</b> | <b>3,769</b> | <b>13,845</b> | <b>70,895</b> | <b>261,889</b>   | <b>241,294</b>    | <b>293,354</b>   |         |
| <b>Farming</b>                  |           |          |                   |            |                |              |            |            |          |            |            |               |                |              |               |               |          |              |               |               |                  |                   |                  |         |
| Farmer's Weekly                 | Jul - Sep | Wkly, Fr | R 21.50 /         | 0          | 5,651          | 190          | 0          | 40         | 0        | 76         | 0          | 0             | 5,957          | 0            | 0             | 0             | 0        | 0            | 0             | 0             | 5,957            | 7,662             | No Submission    |         |
| Grond tot Mond                  | Jan - Dec | Q        | R 49.90 /         | 0          | 2,478          | 0            | 0          | 0          | 0        | 0          | 0          | 2,478         | 1,605          | 866          | 0             | 0             | 0        | 0            | 2,471         | 4,949         | 4,949            | 4,949             | 7,362            |         |
| Landbouweekblad                 | Jul - Sep | Wkly, Th | R 36.00 / R 36.00 | 520        | 9,763          | 1,173        | 1          | 0          | 190      | 0          | 5,379      | 16,506        | 0              | 0            | 0             | 0             | 0        | 0            | 62            | 62            | 16,568           | 16,597            | 18,300           |         |
| Landbouweekblad Vee             | Jan - Dec | Ann      | R 44.00 / R 44.00 | 0          | 9,621          | 0            | 0          | 0          | 1        | 0          | 59         | 9,681         | 0              | 0            | 0             | 0             | 0        | 0            | 0             | 0             | 9,681            | 9,681             | 7,801            |         |
| Landbouweekblad Vee.:           | Jul - Sep | Ann      | R 50.00 /         | 0          | 11,157         | 0            | 0          | 0          | 4        | 0          | 206        | 11,367        | 0              | 0            | 0             | 0             | 0        | 0            | 0             | 0             | 11,367           | Reporting Change  | Reporting Change |         |
| Marktoe!                        | Jul - Sep | Mtly     | 0.00 /            | 0          | 0              | 0            | 0          | 0          | 0        | 0          | 0          | 0             | 0              | 9,575        | 0             | 0             | 0        | 0            | 0             | 9,575         | 9,575            | 9,900             | 9,900            |         |
| Veeplaas.                       | Jul - Sep | 11xA     | R 32.00 /         | 0          | 2,562          | 88           | 0          | 0          | 78       | 0          | 2,916      | 5,644         | 175            | 505          | 0             | 0             | 43       | 2,552        | 3,275         | 8,919         | 8,760            | 7,691             |                  |         |
| <b>Category Total</b>           |           |          |                   | <b>520</b> | <b>41,232</b>  | <b>1,451</b> | <b>1</b>   | <b>40</b>  | <b>0</b> | <b>349</b> | <b>0</b>   | <b>8,560</b>  | <b>51,633</b>  | <b>1,780</b> | <b>10,946</b> | <b>0</b>      | <b>0</b> | <b>43</b>    | <b>2,614</b>  | <b>15,383</b> | <b>67,016</b>    | <b>57,549</b>     | <b>51,054</b>    |         |
| <b>Health &amp; Wellbeing</b>   |           |          |                   |            |                |              |            |            |          |            |            |               |                |              |               |               |          |              |               |               |                  |                   |                  |         |
| Grow to Eat                     | Jan - Dec | 3xA      | R 44.00 /         | 64         | 10,010         | 132          | 0          | 666        | 0        | 11         | 0          | 696           | 11,515         | 18           | 0             | 0             | 0        | 4            | 2,789         | 2,811         | 14,326           | 14,326            | New Member       |         |
| Odyssey Magazine.               | Jul - Sep | Q        | R 39.00 /         | 0          | 0              | 0            | 0          | 0          | 0        | 0          | 0          | 0             | 0              | 0            | 0             | 0             | 0        | 0            | 0             | 0             | No Issue         | 4,718             | New Member       |         |
| <b>Category Total</b>           |           |          |                   | <b>64</b>  | <b>10,010</b>  | <b>132</b>   | <b>0</b>   | <b>666</b> | <b>0</b> | <b>11</b>  | <b>0</b>   | <b>696</b>    | <b>11,515</b>  | <b>18</b>    | <b>0</b>      | <b>0</b>      | <b>0</b> | <b>4</b>     | <b>2,789</b>  | <b>2,811</b>  | <b>14,326</b>    | <b>19,044</b>     | <b>0</b>         |         |
| <b>Home</b>                     |           |          |                   |            |                |              |            |            |          |            |            |               |                |              |               |               |          |              |               |               |                  |                   |                  |         |
| Conde Nast House & Garden       | Jul - Sep | Mtly     | R 75.00 / R 37.20 | 171        | 7,368          | 624          | 0          | 0          | 821      | 0          | 104        | 8,917         | 0              | 0            | 0             | 0             | 0        | 0            | 4,681         | 4,681         | 13,598           | 11,686            | No Submission    |         |
| Easy DIY                        | Jul - Jun | Q        | R 38.00 /         | 0          | 3,755          | 39           | 0          | 0          | 0        | 0          | 0          | 3,794         | 0              | 0            | 2,128         | 0             | 0        | 364          | 2,492         | 6,286         | 6,286            | Changed Publisher |                  |         |
| Easy DIY.:                      | Jul - Sep | Q        | R 38.00 /         | 0          | 3,944          | 39           | 0          | 0          | 0        | 0          | 0          | 3,983         | 0              | 0            | 0             | 0             | 0        | 3,100        | 3,100         | 7,083         | Reporting Change | Reporting Change  |                  |         |
| Food&Home Magazine              | Jul - Sep | Mtly     | 49.90 /           | 0          | 5,790          | 100          | 0          | 0          | 0        | 0          | 1,000      | 3,883         | 10,773         | 0            | 0             | 0             | 0        | 0            | 2,308         | 2,308         | 13,081           | New Member        | New Member       |         |
| Idees/Ideas                     | Jan - Jun | AltM     | R 85.00 / R 65.00 | 0          | 14,354         | 227          | 0          | 0          | 207      | 4          | 1,123      | 15,915        | 0              | 0            | 0             | 0             | 0        | 0            | 0             | 0             | 15,915           | 15,915            | 15,214           |         |

|   |           |      |                       |              |                |              |              |          |          |              |              |               |                |            |              |              |          |           |               |               |                   |                  |                  |
|---|-----------|------|-----------------------|--------------|----------------|--------------|--------------|----------|----------|--------------|--------------|---------------|----------------|------------|--------------|--------------|----------|-----------|---------------|---------------|-------------------|------------------|------------------|
| Lose It,  | Jan - Dec | Q    | R 65.00 / R 65.00     | 70           | 13,959         | 190          | 0            | 0        | 0        | 1,121        | 0            | 726           | 15,996         | 0          | 0            | 0            | 0        | 0         | 0             | 15,996        | 15,996            | 17,715           |                  |
| Lose It.:   | Jul - Sep | Q    | R 75.00 /             | 43           | 13,173         | 135          | 0            | 0        | 0        | 1,528        | 0            | 733           | 15,569         | 0          | 0            | 0            | 0        | 0         | 0             | 15,569        | Reporting Change  | Reporting Change |                  |
| SA Home Owner   | Jul - Sep | 11xA | R 42.50 / R 42.50     | 85           | 14,398         | 438          | 0            | 0        | 0        | 1,023        | 1,000        | 1,676         | 18,535         | 0          | 0            | 0            | 0        | 0         | 4,233         | 4,233         | 22,768            | 23,732           | 21,914           |
| Sarie Kos / Food  | Jul - Jun | Q    | R 85.00 / R 85.00     | 326          | 22,472         | 887          | 13           | 0        | 0        | 408          | 0            | 700           | 24,480         | 0          | 0            | 0            | 0        | 0         | 0             | 0             | 24,480            | 24,480           | 22,862           |
| Sarie Kos / Food.:                                      | Jul - Sep | Q    | R 85.00 /             | 224          | 17,433         | 696          | 0            | 0        | 0        | 426          | 0            | 733           | 19,288         | 0          | 0            | 0            | 0        | 0         | 0             | 19,288        | Reporting Change  | Reporting Change |                  |
| The Gardener / Die Tuinier                              | Jul - Sep | Mtly | R 44.00 / R 22.00     | 314          | 16,896         | 951          | 0            | 0        | 0        | 37           | 0            | 2,021         | 19,905         | 172        | 0            | 0            | 0        | 18        | 6,277         | 6,467         | 26,372            | 23,948           | 18,747           |
| Tuis Home   | Apr - Sep | 8xA  | R 70.00 / R 70.00     | 0            | 0              | 0            | 0            | 0        | 0        | 0            | 0            | 0             | 0              | 0          | 0            | 0            | 0        | 0         | 0             | 0             | Reporting Change  | Reporting Change | 71,087           |
| Tuis Home.:   | Jul - Sep | 8xA  | R 70.00 /             | 982          | 46,748         | 3,815        | 0            | 0        | 0        | 737          | 1,865        | 20,074        | 73,239         | 0          | 0            | 0            | 0        | 0         | 2,510         | 2,510         | 75,749            | Reporting Change | Reporting Change |
| Visi  | Jan - Jun | 6xA  | R 95.00 / R 95.00     | 78           | 8,532          | 194          | 700          | 0        | 0        | 514          | 515          | 1,590         | 12,045         | 0          | 0            | 0            | 0        | 0         | 234           | 234           | 12,279            | 12,279           | 14,811           |
| Visi.:  | Jul - Sep | 6xA  | R 95.00 / R 95.00     | 45           | 6,697          | 157          | 300          | 0        | 0        | 424          | 539          | 2,009         | 10,126         | 175        | 0            | 0            | 0        | 0         | 594           | 769           | 10,895            | Reporting Change | Reporting Change |
| <b>Category Total</b>                                   |           |      |                       | <b>2,338</b> | <b>195,519</b> | <b>8,492</b> | <b>1,013</b> | <b>0</b> | <b>0</b> | <b>7,246</b> | <b>4,923</b> | <b>35,372</b> | <b>252,565</b> | <b>347</b> | <b>0</b>     | <b>2,128</b> | <b>0</b> | <b>18</b> | <b>24,301</b> | <b>26,794</b> | <b>279,359</b>    | <b>134,322</b>   | <b>182,350</b>   |
| <b>Leisure</b>  |           |      |                       |              |                |              |              |          |          |              |              |               |                |            |              |              |          |           |               |               |                   |                  |                  |
| Let's Braai / Kom ons Braai (former The Ultimate Braai) | Jul - Jun | Ann  | R 38.00 /             | 11           | 6,207          | 30           | 0            | 0        | 0        | 17           | 0            | 1,307         | 7,561          | 10         | 0            | 100          | 0        | 0         | 0             | 110           | 7,671             | 7,671            | 14,001           |
| Silver Digest   | Jan - Dec | 4xA  | Free 0.00 /           | 0            | 0              | 0            | 0            | 0        | 0        | 0            | 0            | 0             | 0              | 0          | 0            | 8,626        | 0        | 0         | 0             | 8,626         | 8,626             | 8,626            | 10,312           |
| Silver Digest ..  | Jul - Sep | 4xA  | Free 0.00 /           | 8            | 0              | 0            | 0            | 0        | 0        | 0            | 0            | 0             | 0              | 0          | 5,925        | 0            | 0        | 0         | 0             | 5,925         | 5,925             | Reporting Change | Reporting Change |
| Southern Vines  | Jan - Dec | Q    | Free 0.00 / Free 0.00 | 0            | 0              | 0            | 0            | 0        | 0        | 0            | 0            | 0             | 0              | 0          | 0            | 0            | 0        | 0         | 0             | 0             | No Submission     | No Submission    | 13,429           |
| <b>Category Total</b>                                   |           |      |                       | <b>19</b>    | <b>6,207</b>   | <b>30</b>    | <b>0</b>     | <b>0</b> | <b>0</b> | <b>17</b>    | <b>0</b>     | <b>1,307</b>  | <b>7,561</b>   | <b>10</b>  | <b>5,925</b> | <b>8,726</b> | <b>0</b> | <b>0</b>  | <b>0</b>      | <b>14,661</b> | <b>22,222</b>     | <b>16,297</b>    | <b>37,742</b>    |
| <b>Male</b>   |           |      |                       |              |                |              |              |          |          |              |              |               |                |            |              |              |          |           |               |               |                   |                  |                  |
| Destiny Man Magazine                                    | Jan - Jun | AltM | R 65.00 /             | 0            | 0              | 0            | 0            | 0        | 0        | 0            | 0            | 0             | 0              | 0          | 0            | 0            | 0        | 0         | 0             | 0             | Changed Publisher | No Submission    | 5,557            |
| GQ..  | Jan - Dec | 5xA  | R 70.00 / R 35.50     | 23           | 2,719          | 51           | 1,055        | 0        | 0        | 0            | 118          | 3,943         | 0              | 0          | 0            | 0            | 0        | 1,865     | 1,865         | 5,808         | 5,808             | 14,388           |                  |
| GQ.:  | Jul - Sep | 5xA  | R 70.00 /             | 12           | 2,876          | 47           | 0            | 0        | 0        | 169          | 0            | 63            | 3,155          | 0          | 0            | 0            | 0        | 0         | 2,218         | 2,218         | 5,373             | Reporting Change | Reporting Change |
| Popular Mechanics                                       | Jul - Sep | Mtly | R 38.90 / R 20.00     | 0            | 7,757          | 517          | 0            | 0        | 0        | 367          | 1,000        | 1,655         | 11,296         | 263        | 0            | 0            | 0        | 0         | 798           | 1,061         | 12,357            | 14,705           | No Submission    |
| Very Interesting (former Brantainment)                  | Jan - Jun | AltM | R 49.90 /             | 122          | 6,377          | 412          | 0            | 0        | 0        | 35           | 0            | 1,642         | 8,466          | 0          | 0            | 0            | 0        | 0         | 1,504         | 1,504         | 9,970             | 9,970            | No Submission    |
| <b>Category Total</b>                                   |           |      |                       | <b>157</b>   | <b>19,729</b>  | <b>1,027</b> | <b>1,055</b> | <b>0</b> | <b>0</b> | <b>571</b>   | <b>1,000</b> | <b>3,478</b>  | <b>26,860</b>  | <b>263</b> | <b>0</b>     | <b>0</b>     | <b>0</b> | <b>0</b>  | <b>6,385</b>  | <b>6,648</b>  | <b>33,508</b>     | <b>30,483</b>    | <b>19,945</b>    |
| <b>Motoring</b>   |           |      |                       |              |                |              |              |          |          |              |              |               |                |            |              |              |          |           |               |               |                   |                  |                  |
| Bike SA   | Jul - Sep | Mtly | R 39.90 / R 24.99     | 0            | 3,420          | 0            | 0            | 0        | 0        | 8,603        | 0            | 0             | 12,023         | 970        | 0            | 0            | 0        | 793       | 34            | 1,797         | 13,820            | 13,831           | No Submission    |
| Car   | Jul - Sep | Mtly | R 38.90 / R 20.00     | 0            | 22,517         | 2,346        | 1            | 0        | 0        | 1,328        | 1,000        | 5,342         | 32,534         | 359        | 0            | 0            | 0        | 0         | 11,109        | 11,468        | 44,002            | 45,184           | 42,769           |
| Driven Magazine   | Jul - Sep | Mtly | 0.00 /                | 0            | 0              | 0            | 0            | 0        | 0        | 0            | 0            | 0             | 0              | 0          | 0            | 0            | 0        | 13,896    | 0             | 13,896        | 13,896            | 13,767           | 13,699           |
| TOPGEAR SOUTH AFRICA                                    | Jul - Sep | Mtly | 47.50 /               | 0            | 5,345          | 31           | 0            | 0        | 0        | 0            | 0            | 0             | 5,376          | 1,500      | 1,280        | 217          | 2        | 0         | 0             | 2,999         | 8,375             | New Member       | New Member       |

|  |           |      |                                  |       |        |       |    |   |        |        |        |        |        |        |       |       |     |       |        |        |         |                   |                  |               |        |
|--|-----------|------|----------------------------------|-------|--------|-------|----|---|--------|--------|--------|--------|--------|--------|-------|-------|-----|-------|--------|--------|---------|-------------------|------------------|---------------|--------|
| <b>Category Total</b>                    |           |      |                                  | 0     | 31,282 | 2,377 | 1  | 0 | 0      | 0      | 9,931  | 1,000  | 5,342  | 49,933 | 2,829 | 1,280 | 217 | 2     | 14,689 | 11,143 | 30,160  | 80,093            | 72,782           | 56,468        |        |
| <b>Parenting</b>                         |           |      |                                  |       |        |       |    |   |        |        |        |        |        |        |       |       |     |       |        |        |         |                   |                  |               |        |
| Baby's and Beyond                        | Jan - Dec | Q    | R 29.90 / Free 0.00              | 0     | 1,667  | 0     | 0  | 0 | 0      | 0      | 0      | 532    | 0      | 2,199  | 9     | 5,611 | 250 | 0     | 0      | 0      | 5,870   | 8,069             | 8,069            | 14,001        |        |
| Child Magazine - Cape Town,              | Jan - Dec | Q    | 0.00 /                           | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Resigned          | Resigned         | 47,765        |        |
| Child Magazine - Durban,                 | Jan - Dec | Q    | 0.00 /                           | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Resigned          | Resigned         | 40,015        |        |
| Child Magazine - Johannesburg,           | Jan - Dec | Q    | 0.00 /                           | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Resigned          | Resigned         | 55,212        |        |
| Child Magazine Pretoria,                 | Jan - Dec | Q    | 0.00 /                           | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Resigned          | Resigned         | 40,078        |        |
| MamaMagic Milestones                     | Jan - Dec | Q    | Free Free /                      | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Digital Only      | Digital Only     | 10,169        |        |
| <b>Category Total</b>                    |           |      |                                  | 0     | 1,667  | 0     | 0  | 0 | 0      | 0      | 0      | 532    | 0      | 2,199  | 9     | 5,611 | 250 | 0     | 0      | 0      | 5,870   | 8,069             | 8,069            | 207,240       |        |
| <b>Pets</b>                              |           |      |                                  |       |        |       |    |   |        |        |        |        |        |        |       |       |     |       |        |        |         |                   |                  |               |        |
| Animaltalk                               | Jul - Sep | Mtly | R 37.90 /                        | 60    | 1,549  | 129   | 0  | 0 | 0      | 6      | 0      | 1,999  | 3,683  | 0      | 0     | 0     | 0   | 0     | 0      | 64,311 | 27      | 64,338            | 68,021           | 67,245        | 63,201 |
| Dog Directory                            | Jul - Jun | Ann  | R 119.00 /                       | 0     | 6,258  | 0     | 0  | 0 | 0      | 7      | 0      | 1,660  | 7,925  | 120    | 0     | 242   | 0   | 0     | 0      | 0      | 362     | 8,287             | 6,627            | Changed Cycle |        |
| <b>Category Total</b>                    |           |      |                                  | 60    | 7,807  | 129   | 0  | 0 | 0      | 13     | 0      | 3,659  | 11,608 | 120    | 0     | 242   | 0   | 0     | 64,311 | 27     | 64,700  | 76,308            | 73,872           | 63,201        |        |
| <b>Sport and Hobby</b>                   |           |      |                                  |       |        |       |    |   |        |        |        |        |        |        |       |       |     |       |        |        |         |                   |                  |               |        |
| Africa's Sportsman Magazine              | Jan - Dec | 4xA  | Cover price not found! / R 37.50 | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Resigned          | Resigned         | 998           |        |
| Bicycling                                | Jan - Jun | AltM | R 65.00 / R 65.00                | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Resigned          | Resigned         | 8,486         |        |
| Compleat Goffer                          | Jul - Sep | Mtly | R 35.21 /                        | 0     | 1,368  | 212   | 0  | 0 | 0      | 0      | 1,000  | 2,007  | 4,587  | 1,210  | 0     | 0     | 0   | 0     | 0      | 370    | 1,580   | 6,167             | 5,676            | 4,803         |        |
| Kick Off                                 | Jul - Sep | Mtly | R 25.00 / R 25.00                | 23    | 9,733  | 73    | 0  | 0 | 74     | 666    | 1,650  | 12,196 | 0      | 0      | 0     | 0     | 0   | 0     | 856    | 856    | 13,052  | 14,640            | 18,411           |               |        |
| Magnum                                   | Apr - Sep | 8xA  | R 70 / R 70.00                   | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Reporting Change  | Reporting Change | 11,054        |        |
| Magnum.:                                 | Jul - Sep | 8xA  | R 70 /                           | 1,080 | 5,133  | 1,596 | 0  | 0 | 443    | 785    | 645    | 8,602  | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 8,602   | Reporting Change  | Reporting Change |               |        |
| Runners World.                           | Jan - Jun | AltM | R 65.00 / R 65.00                | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Resigned          | Resigned         | 8,841         |        |
| SA Cricket.                              | Jan - Dec | Q    | R 30.16 /                        | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Ceased Publishing | No Submission    | 10,618        |        |
| SA Rugby                                 | Jul - Sep | Mtly | R 30.16 /                        | 0     | 1,977  | 7,488 | 33 | 0 | 0      | 900    | 1,796  | 12,194 | 811    | 0      | 0     | 0     | 0   | 0     | 298    | 1,109  | 13,303  | 14,951            | 24,160           |               |        |
| Wildland Magazine                        | Jul - Sep | Mtly | R 42.00 / R 2.00                 | 0     | 0      | 0     | 0  | 0 | 59,622 | 0      | 0      | 59,622 | 0      | 0      | 0     | 0     | 0   | 0     | 2,332  | 0      | 2,332   | 61,954            | 60,173           | 47,593        |        |
| <b>Category Total</b>                    |           |      |                                  | 1,103 | 18,211 | 9,369 | 33 | 0 | 0      | 60,139 | 3,351  | 6,098  | 97,201 | 2,021  | 0     | 0     | 0   | 2,332 | 1,524  | 5,877  | 103,078 | 95,440            | 134,964          |               |        |
| <b>Travel, Tourism &amp; Hospitality</b> |           |      |                                  |       |        |       |    |   |        |        |        |        |        |        |       |       |     |       |        |        |         |                   |                  |               |        |
| Cape Etc.                                | Jan - Dec | 3xA  | R 35.31 /                        | 0     | 1,314  | 29    | 0  | 0 | 0      | 0      | 369    | 1,712  | 5,372  | 0      | 0     | 0     | 0   | 0     | 789    | 6,161  | 7,873   | 7,873             | 10,194           |               |        |
| Cape Etc.:                               | Jul - Sep | 3xA  | R 35.31 /                        | 0     | 1,007  | 21    | 0  | 0 | 0      | 0      | 1,060  | 2,088  | 3,195  | 0      | 0     | 0     | 0   | 0     | 0      | 3,195  | 5,283   | Reporting Change  | Reporting Change |               |        |
| Getaway                                  | Jul - Sep | Mtly | R 38.90 / R 20.00                | 0     | 6,702  | 803   | 1  | 0 | 929    | 1,000  | 3,576  | 13,011 | 182    | 0      | 0     | 0     | 0   | 0     | 3,170  | 3,352  | 16,363  | 16,344            | No Submission    |               |        |
| go! Drive & Camp and Weg! Ry & Sleep     | Apr - Sep | AltM | R 90.00 / R 90.00                | 0     | 0      | 0     | 0  | 0 | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0     | 0   | 0     | 0      | 0      | 0       | Reporting Change  | Reporting Change | 23,440        |        |
| go! Drive & Camp and Weg! Ry & Sleep.:   | Jul - Sep | AltM | R 90.00 /                        | 801   | 14,811 | 2,495 | 2  | 0 | 557    | 1,000  | 12,854 | 31,719 | 0      | 0      | 0     | 0     | 0   | 0     | 606    | 606    | 32,325  | Reporting Change  | Reporting Change |               |        |



