

Get instant access to crucial Information

The Independent Authority of True Measurement



ABC Members:

- ▶ are transparent and accountable and can deliver proof of performance with an ABC certificate every quarter,
- ▶ are subject to auditing and verification that meets the Industry requirements by a recognised independent body,
- ▶ reports data on a quarterly basis so that the latest information is available.

ABC Background

- The Audit Bureau of Circulation (ABC) is a non-profit company, incorporated in 1947. The primary function of the ABC is the certification and provision of accurate and comparable circulation figures of printed (magazines and newspapers) and digital data (digital publications, email newsletter circulation and website traffic) as well as attendance at exhibitions and conferences.
- This is achieved through auditing standards, on the certificates and on the reports submitted. The ABC's transparent and accurate data assists advertisers, marketers and publishers in the accountable decision-making of buying and selling of advertising and promotional material.
- The ABC has 2 forms of membership
 - ABC membership
 - ABC Grassroots membership

ABC Membership

This relates to publications that provides circulation data to the ABC on a quarterly basis.

- The print quantity is verified.
- Circulation is verified
 - The internal controls, distribution documents, revenue, etc
- With Free distribution
 - Sample visits to distribution points are conducted.

- NOTE
- We do not certify inserts
 - The ABC reports on circulation, not printing.
 - Identified with the following logo:



ABC Grassroots Membership

This relates to publications that provides circulation data to the ABC on a quarterly basis.

Restricted to start-up organisation, that wants some form of independent verification.

- The ABC verifies the Print quantity, and
- The areas of distribution - based on distribution documents.

- NOTE
- No physical check conducted
 - The ABC reports on printing, not circulation.
 - Identified with the following logo:



ABC Quarterly Reports

The ABC releases quarterly reports on publications registered with the ABC.

- There is no cost associated with obtaining the report.

- Go to the ABC website and register for access - www.abc.org.za

1. The publications are grouped together, based on type, which makes easy comparison.
2. The ABC has 370 members, as at 30th March 2026.
3. E.g. An extract of Daily Newspapers -Jan to Mar 2026:

Publication Name	TOTAL PAID	TOTAL_FREE	TOTAL CIRCULATION
Burger, Die Daily	26 481	0	26 481
Business Day	11 052	2 714	13 766
Daily Dispatch	9 281	566	9 847

Incorrect use of ABC logo

- We continuously find organisations using the ABC logo incorrectly
 - not a member of the ABC
- Always request the latest ABC certificate to confirm registration.
 - Every registered member has a certificate, every quarter. E.g.:

January To March 2026

Business Day

has reported in accordance with the ABC's Reporting Standards for

Daily Newspapers

13766

CIRCULATION
AVERAGE PER ISSUE
60 Issues this period

PUBLISHER	Arora Holdings (Pty) Ltd	COUNTRY	South Africa
COVER PRICE	R 31,50	EDITION PRICE	
PUBLICATION FREQUENCY	Morning Daily, Monday to Friday	CATEGORY	

End of Section 1 of 3

abc

About this certificate:

This certificate has been produced from data declared by the publisher, which has been prepared in accordance with the ABC Reporting Standards. Should a subsequent audit reveal a material error, the ABC will publish a revised certificate.

The ABC cannot be held responsible for mistakes or omissions, although every care is taken to ensure that the information is correct.

ABC
and
Arora Holdings (Pty) Ltd,
For more information:
Audit Bureau of Circulations of South Africa
email: abc@abc.org.za
Tel: (011) 447 4330

603 [Beaule Road, Secorw Lake, Durban, 4081]
The ABC has adopted a permanent work from home for all of its staff.
P O Box 55932 SecorwL 2152

ABC - Certification

The ABC verifies various forms of circulation / distribution:

1. Print Circulation
2. Digital Publications
3. Email Newsletters

The ABC (SA) is a members of the International Federation of Audit Bureaux of Certification (IFABC)

- there are approximately 30 bureaux covering over 36 countries
- The AIM of the ABC is to align the local reporting and verification processes to International requirements.

The ABC assist Media planning

- Assists in media decision - making
 - Provides a universal currency for ABC members
 - Used for an assessment of advertising rate
 - The operational goal of the ABC is the certification and provision of accurate and comparable circulation data. This has not changed since 1947.
- ***No ABC, No Advertising***
 - ***always request for the latest ABC certificate***



Thank You

www.abc.org.za

(011) 447 4290

