

		PAID ABC CIRCULATION JULY TO SEPTEMBER 2010 (High to low)										TOTAL	
Magazines		Jul-Sep09	Oct-Dec09	Jan-Mar10	Apr-Jun10	Jul-Sep10	QoQ Diff		YoY Diff		Current	Previous	
							Number	%	Number	%	Jul-Sep10	Jul-Sep09	
1	Huisgenoot	317,880	320,862	323,917	318,314	304,399	-13,915	-4.4	-13,481	-4.2	304,399	317,880	
2	YOU	188,744	190,859	195,821	189,304	184,248	-5,056	-2.7	-4,496	-2.4	184,248	188,744	
3	Move	122,893	119,559	140,436	122,720	138,970	16,250	13.2	16,077	13.1	138,970	122,893	
4	Drum	105,889	118,636	126,081	116,691	119,959	3,268	2.8	14,070	13.3	119,959	105,889	
5	Sarie	125,564	118,339	114,856	132,646	117,641	-15,005	-11.3	-7,923	-6.3	117,641	129,578	
6	TVPlus*	119,536	117,502	115,750	107,999	102,695	-5,304	-4.9	-16,841	-14.1	102,695	119,536	
7	Rooi Rose	109,686	97,914	111,526	112,484	98,450	-14,034	-12.5	-11,236	-10.2	111,009	114,611	
8	Bona	79,188	78,317	108,409	98,703	87,692	-11,011	-11.2	8,504	10.7	94,961	84,788	
9	People	88,146	82,423	90,430	87,077	87,222	145	0.2	-924	-1.0	87,576	90,468	
10	Cosmopolitan	90,661	93,801	97,499	87,356	85,753	-1,603	-1.8	-4,908	-5.4	89,384	96,685	
11	Ideas/Idees	72,132	77,979	91,902	84,108	85,426	1,318	1.6	13,294	18.4	85,426	72,932	
12	Woman & Home	74,675	92,560	83,501	91,091	83,363	-7,728	-8.5	8,688	11.6	93,391	80,205	
13	Weg!go!	91,649	88,673	89,161	87,440	83,154	-4,286	-4.9	-8,495	-9.3	83,154	91,649	
14	True Love	83,143	81,203	86,583	82,648	82,535	-113	-0.1	-608	-0.7	82,535	83,143	
15	Finesse	89,079	92,904	94,720	89,174	82,021	-7,153	-8.0	-7,058	-7.9	82,867	89,519	
16	Car	78,412	76,592	92,931	80,463	78,391	-2,072	-2.6	-21	0.0	84,226	81,712	
17	Vroue Keur	78,543	77,380	82,662	79,973	74,684	-5,289	-6.6	-3,859	-4.9	74,902	78,728	
18	Tuis/Home	63,062	68,181	68,585	72,936	73,789	853	1.2	10,727	17.0	73,789	63,529	
19	Glamour	75,643	84,570	74,419	77,765	73,356	-4,409	-5.7	-2,287	-3.0	82,190	85,251	
20	Men's Health	71,418	71,020	76,373	71,800	72,033	233	0.3	615	0.9	72,033	71,418	
21	Fair Lady	71,242	72,855	67,535	63,886	70,271	6,385	10.0	-971	-1.4	70,271	74,094	
22	Women's Health	n/a	65,818	65,818	68,331	68,331	0	0.0	n/a	n/a	68,331	new	
23	Taalgenoot	61,491	61,942	61,942	65,300	65,300	0	0.0	3,809	6.2	66,198	61,868	
24	Sarie Kos	49,422	64,628	64,628	64,628	64,628	0	0.0	15,206	30.8	66,564	49,566	
25	SA Garden & Home	49,139	50,803	63,170	59,366	61,867	2,501	4.2	12,728	25.9	68,803	55,303	
26	FHM	64,977	61,155	66,940	52,594	61,054	8,460	16.1	-3,923	-6.0	61,054	64,977	
27	Huisgenoot Tempo	n/a	58,849	58,849	58,849	58,849	0	0.0	n/a	n/a	58,849	new	
28	Your Family	55,737	59,256	60,873	63,648	57,796	-5,852	-9.2	2,059	3.7	64,500	61,145	
29	Real	62,027	56,550	64,221	55,041	55,229	188	0.3	-6,798	-11.0	55,229	63,112	
30	Soul	52,642	53,836	53,182	50,335	49,572	-763	-1.5	-3,070	-5.8	49,644	52,908	
31	Getaway	47,151	46,919	53,364	46,378	48,915	2,537	5.5	1,764	3.7	54,350	52,223	
32	Polis / Pulse	50,507	47,842	47,842	47,842	47,842	0	0.0	-2,665	-5.3	47,842	50,507	
33	SA Garden/SA Tuin Pale	46,822	46,928	45,127	45,004	47,705	2,701	6.0	883	1.9	47,705	54,001	
34	Oprah	51,499	43,090	43,773	42,565	45,357	2,792	6.6	-6,142	-11.9	52,659	59,952	
35	Speed & Sound	44,332	43,842	41,415	42,940	43,270	330	0.8	-1,062	-2.4	43,456	45,412	
36	Kick Off	53,180	46,931	49,946	49,821	42,008	-7,813	-15.7	-11,172	-21.0	42,008	53,180	
37	Heat	50,281	51,633	49,959	43,782	41,980	-1,802	-4.1	-8,301	-16.5	41,980	50,281	
38	Shape	45,353	44,277	43,531	41,290	41,546	256	0.6	-3,807	-8.4	41,546	45,353	
39	DriveOut/Wegry	36,765	37,406	37,406	41,037	41,037	0	0.0	4,272	11.6	41,037	36,765	
40	Landbouweekblad	42,193	41,593	41,842	40,209	40,488	279	0.7	-1,705	-4.0	40,488	42,193	
41	Popular Mechanics	41,886	41,002	43,212	43,045	40,272	-2,773	-6.4	-1,614	-3.9	44,652	46,457	
42	People Puzzles	33,953	34,389	36,793	39,891	39,753	-138	-0.3	5,800	17.1	39,886	33,953	
43	Leef	41,570	41,794	40,884	38,851	39,659	808	2.1	-1,911	-4.6	39,659	46,194	
44	CN House & Garden	36,646	39,027	49,656	41,415	38,148	-3,267	-7.9	1,502	4.1	42,632	40,932	
45	Nat Geo Kids	43,397	40,295	38,259	37,561	37,729	168	0.4	-5,668	-13.1	37,729	43,993	
46	Lig	34,112	38,386	35,492	41,154	37,490	-3,664	-8.9	3,378	9.9	38,053	35,986	
47	Golf Digest	16,483	27,313	51,621	43,937	36,912	-7,025	-16.0	20,429	123.9	36,912	16,483	
48	Reader's Digest	43,601	47,814	40,253	35,040	36,747	1,707	4.9	-6,854	-15.7	36,747	43,601	
49	Essentials	42,446	34,630	40,390	39,701	36,649	-3,052	-7.7	-5,797	-13.7	46,538	46,620	
50	Seventeen	30,218	33,368	changed	34,829	34,829	0	0.0	4,611	15.3	34,829	changed	
51	Entertainment Ideas/ On	19,076	19,076	19,076	34,698	34,698	0	0.0	15,622	81.9	34,698	19,076	
52	SA Home Owner	33,697	31,569	33,605	31,405	33,072	1,667	5.3	-625	-1.9	37,625	38,766	
53	Food & Home	30,933	33,613	36,701	35,372	32,772	-2,600	-7.4	1,839	5.9	39,200	34,206	
54	SA Hunter/Jagter	31,763	30,869	30,590	32,819	32,752	-67	-0.2	989	3.1	32,752	31,763	
55	Your Pregnancy	27,249	27,610	27,610	32,548	32,548	0	0.0	5,299	19.4	32,548	27,249	
56	SA Country Life	31,292	31,764	38,714	35,442	32,212	-3,230	-9.1	920	2.9	38,454	35,199	
57	House & Leisure	30,485	30,721	32,979	29,893	31,820	1,927	6.4	1,335	4.4	34,377	36,271	
58	Parents	31,139	30,788	32,356	32,362	31,680	-682	-2.1	541	1.7	31,680	31,139	
59	Marie Claire	32,734	32,191	33,135	32,599	31,287	-1,312	-4.0	-1,447	-4.4	33,969	38,449	
60	Amakhosi	21,324	22,610	28,112	27,404	30,184	2,780	10.1	8,860	41.5	30,184	21,324	
61	Elle	29,073	39,824	33,422	28,399	30,044	1,645	5.8	971	3.3	33,991	33,697	
62	WegSleep	33,576	34,986	31,821	29,801	29,702	-99	-0.3	-3,874	-11.5	29,702	33,576	
63	Sarie Woon	0	0	0	28,812	28,812	0	0.0	28,812	n/a	28,812	new	
64	Tight Lines	30,065	29,809	29,932	27,823	27,918	95	0.3	-2,147	-7.1	27,918	30,065	
65	Psychologies	31,165	28,460	28,460	27,611	27,611	0	0.0	-3,554	-11.4	27,611	35,157	
66	Expectant Mothers Guide	0	0	0	27,404	27,404	0	0.0	27,404	n/a	59,830	57,396	
67	Living & Loving	32,194	32,240	30,118	31,372	26,377	-4,995	-15.9	-5,817	-18.1	30,414	36,184	
68	Bike SA	29,837	30,392	31,286	28,524	25,572	-2,952	-10.3	-4,265	-14.3	28,278	31,538	
69	GQ	23,813	22,446	22,446	25,308	25,308	0	0.0	1,495	6.3	28,770	26,634	
70	Food Ideas / Kos Idees	n/a	25,196	25,196	25,196	25,196	0	0.0	n/a	n/a	25,196	new	
71	SA Sport Illustrated	27,612	30,552	27,707	25,095	24,788	-307	-1.2	-2,824	-10.2	24,788	29,279	
72	The Gardener	26,360	26,598	26,024	24,983	24,281	-702	-2.8	-2,079	-7.9	25,975	28,845	
73	Bruidgids	23,086	24,017	24,017	24,017	24,017	0	0.0	931	4.0	26,510	25,453	
74	Top Billing	22,173	26,743	29,341	25,487	23,941	-1,546	-6.1	1,768	8.0	25,026	22,173	
75	Financial Mail	24,735	24,233	28,426	24,139	23,842	-297	-1.2	-893	-3.6	26,248	26,820	
76	FINWEEK	29,383	28,531	28,426	25,562	23,813	-1,749	-6.8	-5,570	-19.0	27,650	30,890	
77	Kuier	n/a	13,232	15,681	18,248	23,742	5,494	30.1	n/a	n/a	23,742	new	
78	Avocado/Avokado	22,539	23,837	23,837	22,841	22,841	0	0.0	302	1.3	27,732	24,984	
79	Intiem	15,753	20,756	rebranded	22,740	22,740	0	0.0	6,987	44.4	24,494	rebranded	
80	Destiny	21,330	21,093	20,964	18,711	22,301	3,590	19.2	971	4.6	29,582	27,619	
81	Eat Out	25,754	22,219	22,219	22,219	22,219	0	0.0	-3,535	-13.7	24,980	27,104	
82	Soccer Life 442	32,002	29,037	28,529	25,399	21,483	-3,916	-15.4	-10,519	-32.9	24,517	changed	
83	Weigh-Less	24,676	27,048	27,048	20,752	20,752	0	0.0	-3,924	-15.9	22,832	27,417	

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						Number	%	Number	%			
84	Tuis Opknep / Home Ren	n/a	20,549	20,549	20,549	20,549	0	0.0	n/a	n/a	20,549	new
85	SA 4x4	17,685	19,873	21,053	19,780	20,543	763	3.9	2,858	16.2	20,543	17,685
86	Noseweek	22,879	21,410	21,978	21,367	20,243	-1,124	-5.3	-2,636	-11.5	20,743	23,379
87	DIY Home/ Selfdoen Tuis	24,052	24,052	24,052	19,968	19,968	0	0.0	-4,084	-17.0	19,968	24,052
88	NAG	19,976	20,510	19,141	21,399	19,910	-1,489	-7.0	-66	-0.3	20,155	21,126
89	Auto Trader	21,222	23,259	22,016	21,612	19,892	-1,720	-8.0	-1,330	-6.3	19,892	21,222
90	Caravan & Outdoor Life	20,026	22,803	23,565	19,612	19,609	-3	0.0	-417	-2.1	19,609	20,026
91	Die Tuinier	19,255	18,892	19,433	18,305	19,398	1,093	6.0	143	0.7	20,740	20,889
92	Magnum	19,507	17,331	18,692	19,547	19,269	-278	-1.4	-238	-1.2	19,269	19,507
93	Your Baby	18,333	20,628	19,480	16,371	18,906	2,535	15.5	573	3.1	18,906	18,600
94	Entrepreneur	20,156	23,181	24,793	22,755	18,806	-3,949	-17.4	-1,350	-6.7	23,249	22,979
95	Hype	21,479	18,933	18,933	18,657	18,657	0	0.0	-2,822	-13.1	20,619	22,572
96	Africa Geographic	19,583	19,517	18,138	21,137	18,646	-2,491	-11.8	-937	-4.8	20,748	21,651
97	Runner's World	17,614	18,754	21,086	19,041	18,422	-619	-3.3	808	4.6	18,422	17,614
98	Leisure Wheels	14,608	16,731	16,989	20,225	18,297	-1,928	-9.5	3,689	25.3	20,339	15,928
99	Longevity	17,325	16,420	16,556	15,296	17,947	2,651	17.3	622	3.6	21,832	21,555
100	Stuff	14,331	15,163	15,163	17,802	17,802	0	0.0	3,471	24.2	17,962	14,581
101	Baba & Kleuter	17,188	19,690	18,733	17,579	17,725	146	0.8	537	3.1	17,725	17,495
102	Elle Décor	20,842	18,440	18,440	17,673	17,673	0	0.0	-3,169	-15.2	19,789	23,145
103	Topcar	18,656	19,653	19,068	18,439	17,563	-876	-4.8	-1,093	-5.9	19,897	21,087
104	Bicycling	18,095	17,001	17,001	17,185	17,185	0	0.0	-910	-5.0	17,185	18,095
105	Succeed	15,638	15,809	16,066	16,603	17,027	424	2.6	1,389	8.9	20,894	19,059
106	PC Format	18,286	16,417	17,092	17,405	16,869	-536	-3.1	-1,417	-7.7	18,817	20,260
107	Move Best Parent	16,174	12,095	n/a	16,496	15,568	-928	-5.6	-606	-3.7	15,568	rebranded
108	Cleo	17,435	21,738	19,791	18,634	15,288	-3,346	-18.0	-2,147	-12.3	21,970	24,718
109	Personal Finance	15,848	14,858	14,858	14,858	14,858	0	0.0	-990	-6.2	14,883	15,848
110	Farmer's Weekly	13,791	12,933	13,651	14,570	14,723	153	1.1	932	6.8	14,910	13,853
111	Teenzone					14,097	14,097	n/a	14,097	n/a	14,199	new
112	Nat Geo Traveller	n/a	13,708	13,708	13,708	13,708	0	0.0	n/a	n/a	13,708	new
113	SA Rugby	13,744	11,100	16,993	11,466	13,460	1,994	17.4	-284	-2.1	19,755	19,605
114	Habitat	13,643	13,077	13,077	13,352	13,352	0	0.0	-291	-2.1	13,678	14,007
115	Fitness Magazine	n/a	12,317	12,317	13,289	13,289	0	0.0	n/a	n/a	13,880	new
116	Sowetan Magazine	11,806	13,188	13,188	13,188	13,188	0	0.0	1,382	11.7	17,108	15,181
117	Fair Lady Bride	11,382	11,382	11,382	13,135	13,135	0	0.0	1,753	15.4	13,135	11,382
118	SA Wedding Album	13,040	13,081	13,081	13,081	13,081	0	0.0	41	0.3	14,286	14,540
119	Home Handyman	13,791	14,469	13,058	13,331	12,898	-433	-3.2	-893	-6.5	12,898	13,791
120	Sarie Bruid	11,482	11,482	11,482	12,747	12,747	0	0.0	1,265	11.0	12,747	11,652
121	True Love Bride	10,786	10,786	10,786	12,639	12,639	0	0.0	1,853	17.2	12,639	10,786
122	Mamas & Papas	n/a	9,602	11,133	14,376	12,354	-2,022	-14.1	n/a	n/a	18,654	changed
123	VISI	15,455	13,602	13,602	12,097	12,097	0	0.0	-3,358	-21.7	12,097	20,240
124	Game & Hunt/ Wild & Ja	11,498	9,559	10,914	12,526	11,847	-679	-5.4	349	3.0	12,186	11,800
125	Animal Talk	13,121	12,531	13,111	11,924	11,807	-117	-1.0	-1,314	-10.0	13,811	15,001
126	Hannah Montana	14,994	12,027	12,600	11,840	11,666	-174	-1.5	-3,328	-22.2	11,666	14,994
127	Eat In	n/a	n/a	n/a	11,023	11,023	0	0.0	n/a	n/a	12,603	changed
128	The Big Issue	10,591	12,918	11,741	10,691	10,731	40	0.4	140	1.3	11,376	11,012
129	Destiny Man	0	0	0	10,034	10,034	0	0.0	10,034	n/a	15,036	new
130	Wiel	9,681	11,114	13,260	10,725	9,510	-1,215	-11.3	-171	-1.8	10,542	10,724
131	TravelIdeas	n/a	7,849	7,849	8,816	8,816	0	0.0	n/a	n/a	12,069	13,124
132	ZigZag	9,400	7,937	7,937	8,798	8,798	0	0.0	-602	-6.4	8,798	9,400
133	Cars in Action	10,080	10,033	12,848	8,968	8,251	-717	-8.0	-1,829	-18.1	8,842	10,684
134	Farming SA	10,848	8,775	10,421	9,276	7,984	-1,292	-13.9	-2,864	-26.4	7,984	13,027
135	Wine	8,470	9,205	8,309	10,901	7,640	-3,261	-29.9	-830	-9.8	9,025	9,778
136	Complete Golfer	5,843	6,305	7,222	6,630	6,953	323	4.9	1,110	19.0	20,535	25,112

Prepared by Media24 Magazines Central Sales on Thursday 18th of November 2010

\*Total of English & Afrikaans