



Custom Magazine Summary April - June 2018



Publication Name	Period	Frequency	Cover Price	Sales at 50% and above										Free Circulation										TOTAL CIRCULATION	Immediate Previous Period	Corresponding Previous Period
				Subscriptions					Controlled Free Distribution					Uncontrolled Free Distribution												
				Individual	Business	Travel & Commercial	Single Copy Sales	PDF Replica	Third Party Bulk	PMIE	Back Issues	Below 50%	Total Paid	Indiv. Req.	Indiv. Non Req.	Bulk Req.	Bulk Non Req.	Bulk Free	PDF Replica	Back Issues	Total Free					
Entertainment																										
DSTV Premium Mag / Tydskrif	Apr - Jun	Mtly	R 12.00 /	0	0	0	0	0	0	0	0	0	0	0	0	139,859	162,987	0	0	0	0	302,846	302,846	275,184	662,467	
Prive	Jul - Jun	Q	Free 000 /	0	0	0	0	0	0	0	0	0	0	0	0	12,000	0	13,716	0	0	0	25,716	25,716	25,963	25,963	
Category Total				0	0	0	0	0	0	0	0	0	0	0	0	151,859	162,987	13,716	0	0	0	328,562	328,562	301,147	688,430	
Health and Wellbeing.																										
Journal of Endocrinology, Metabolism & Diabetes SA	Jul - Jun	3xA	R 300.00 pa /	0	0	0	0	0	0	0	0	0	0	1,384	0	150	0	0	0	0	1,534	1,534	1,782	1,782		
Jump	Jul - Jun	4xA	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	123,916	0	0	0	0	0	123,916	123,916	113,296	113,296		
Life Healthcare	Jul - Jun	4xA	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	0	85,714	0	0	0	0	85,714	85,714	86,647	86,647		
SA Family Practice.	Jan - Jun	AltM	R 91.60 /	4	0	0	0	0	0	0	0	0	4	575	1,559	253	0	0	0	0	2,387	2,391	2,422	2,365		
SA Journal of Gynaecological Oncology	Jul - Jun	2xA	R 300.00 p/a /	0	0	0	0	0	0	0	0	0	0	775	0	300	0	0	0	0	1,075	1,075	1,142	1,142		
SA Pharmaceutical Journal.	Jan - Jun	10xA	R 36.60 /	7	0	0	0	0	0	0	0	0	7	6,499	137	0	0	0	0	0	6,636	6,643	6,523	6,694		
SA Pharmacist's Assistant (SAPA)	Jul - Jun	Q	R 300.00 pa /	0	0	0	0	0	0	0	0	0	0	4,826	0	93	0	0	0	0	4,919	4,919	4,904	4,904		
South African Medical Journal	Apr - Jun	Mtly	R 136.00 /	461	23	0	0	0	0	0	0	0	484	14,004	80	0	0	0	0	0	14,084	14,568	14,698	14,590		
Southern African Journal of Anaesthesia & Analgesia	Jan - Jun	AltM	R 690.00 pa /	1	0	0	0	0	0	0	0	0	1	1,868	0	283	0	0	0	0	2,151	2,152	2,062	2,202		
The South African Journal of Clinical Nutrition	Jul - Jun	Q	R 300.00 pa /	4	0	0	0	0	0	0	0	0	4	1,737	0	56	0	0	0	0	1,793	1,797	1,908	1,908		

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Wound Healing Southern Africa (WUSA)	Jul - Jun	2xA	R 260.00 pa /	2	0	0	0	0	0	0	0	0	2	1,682	0	5	0	0	0	0	1,687	1,689	1,878	1,878
Category Total				479	23	0	0	0	0	0	0	0	502	33,350	125,692	86,854	0	0	0	0	245,896	246,398	237,262	237,408

Industry Specific

Crawford Times	Jan - Dec	Q	0 /	0	0	0	0	0	0	0	0	0	0	0	0	10,410	0	0	0	0	10,410	10,410	10,410	10,195
Dairy Mail, The.	Apr - Jun	Mtly	R 41.50 /	26	0	0	0	0	0	0	0	0	26	2,085	1,275	200	84	150	0	0	3,794	3,820	3,744	4,144
Forum Tydskrif	Jan - Dec	Q	0.00 /	0	0	0	0	0	0	0	0	0	0	0	140,941	0	0	0	0	0	140,941	140,941	140,941	165,375
J S E	Jan - Dec	Q	R 25.22 / Free 0.00	0	0	0	678	0	0	0	0	0	678	8,315	0	6,917	0	0	0	1,850	17,082	17,760	17,760	18,515
Lifting Africa	Jan - Jun	AltM	Free Free /	0	0	0	0	0	0	0	0	0	0	0	2,263	406	906	527	0	66	4,168	4,168	3,706	4,074
Rooi Vleis / Red Meat,	Jan - Jun	AltM	R 28.50 /	2	0	0	0	0	0	0	0	0	2	0	10,538	80	1,374	149	0	0	12,141	12,143	12,256	12,027
SA Franchise Warehouse.	Jan - Jun	AltM	R 29.90 / Free 0.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Resigned	12,475	15,007
Sea Rescue	Jul - Jun	2xA	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	84,010	0	0	0	0	0	0	84,010	84,010	81,152	81,152
Servamus	Apr - Jun	Mtly	R 35.00 / R 21.00	11,499	556	0	0	262	0	0	0	0	12,317	31	52	0	0	0	10	0	93	12,410	12,624	13,724
Solidarity Magazine / Solidariteit Tydskrif	Jan - Jun	6xA	R 16.95 / Free 0.00	0	0	0	0	0	0	0	0	0	0	0	29,500	30,385	0	0	99,006	0	158,891	158,891	153,138	109,083
Sonke Magazine,	Jul - Jun	3xA	0.00 /	0	0	0	0	0	0	0	0	0	0	6	0	10	47,983	0	0	0	47,999	47,999	47,688	47,688
TAPPSA Journal.	Jan - Dec	Q	R 387.60 pa /	16	0	0	0	0	0	0	0	0	16	361	51	0	0	100	0	0	512	528	528	Changed freq.
Trinitonian	Jan - Dec	Q	0 /	0	0	0	0	0	0	0	0	0	0	0	0	5,850	0	0	0	0	5,850	5,850	5,850	5,183
Wolboer / Wool Farmer.	Jan - Jun	AltM	R 25.00 /	0	0	0	0	0	0	0	0	0	0	109	3,611	0	1,000	323	0	0	5,043	5,043	4,966	4,908
Category Total				11,543	556	0	678	262	0	0	0	0	13,039	94,917	188,231	54,258	51,347	1,249	99,016	1,916	490,934	503,973	507,238	491,075

In-flight

High Life SA	Apr - Jun	Mtly	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	0	16,490	0	0	0	0	16,490	16,490	16,493	16,500
In Flight Magazine	Apr - Jun	Mtly	Free Free /	0	0	0	0	0	0	0	0	0	0	0	0	6,820	0	0	8,124	0	14,944	14,944	15,413	15,566
Indwe	Apr - Jun	Mtly	0 /	0	0	0	0	0	0	0	0	0	0	0	0	9,900	0	0	9,885	0	19,785	19,785	19,895	21,553
Kulula Khuluma	Apr - Jun	Mtly	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	6	0	0	20,952	0	0	0	20,958	20,958	20,957	20,977

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Mango Juice	Apr - Jun	Mtly	Free 0.00 / Free 0.00	0	0	0	0	0	0	0	0	0	0	0	0	14,845	0	0	0	0	0	14,845	14,845	16,011	15,981
Sawubona	Apr - Jun	Mtly	Free 0.00 / Free 0.00	0	0	0	0	0	0	0	0	0	0	0	0	86,666	0	0	1,848	0	0	88,514	88,514	88,768	89,042
Skyways	Apr - Jun	Mtly	R 30.00 /	4	24,000	0	0	0	0	0	0	0	24,004	0	0	0	0	0	0	0	0	24,004	24,003	24,005	
Category Total				4	24,000	0	0	0	0	0	0	0	24,004	6	0	134,721	20,952	0	19,857	0	175,536	199,540	201,540	203,624	
Leisure																									
Cheers	Jan - Jun	6xA	Free Free /	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34,750	0	0	34,750	34,750	34,800	34,900	
Equinox	Jan - Jun	AltM	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	0	36,328	0	0	0	0	0	36,328	36,328	38,321	37,285
Fancourt Lifestyle and Leisure	Jan - Dec	2xA	Free Free /	0	0	0	0	0	0	0	0	0	0	0	0	4,901	0	0	0	0	0	4,901	4,901	4,901	5,125
Fresh Living / Kook en Kuier	Apr - Jun	Mtly	R 29.90 /	0	0	0	530	0	0	0	0	0	530	436,560	0	0	0	0	0	2,188	438,748	439,278	464,418	449,578	
Good Taste	Jan - Jun	7xA	R 34.90 /	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Discontinued	3076	17,691
Legacy Inspires	Jul - Jun	3xA	0.00 /	0	0	0	0	0	0	0	0	0	0	0	0	0	22,903	0	0	0	22,903	22,903	18,365	18,365	
Nedbank Golf Challenge	Jul - Jun	Ann	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	0	15,800	0	0	0	0	15,800	15,800	17,700	17,700	
onRoute	Jul - Jun	Q	R 29.95 /	0	0	0	0	0	0	0	0	0	0	108	9,850	2,325	0	0	0	0	12,283	12,283	12,311	12,311	
Pam Golding Properties: Imagine.	Jan - Dec	2xA	Free /	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	No Submission	No Submission	33,785	
Private Edition	Jul - Jun	Q	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	2,282	9,220	2,992	0	0	0	14,494	14,494	15,892	15,892	
Signature : Diners Club	Jan - Dec	2xA	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	48,712	0	3,870	0	0	0	0	52,582	52,582	52,582	64,394	
Slow Magazine	Apr - Jun	Mtly	0.00 /	0	0	0	0	0	0	0	0	0	0	0	0	4,050	0	0	7,969	0	12,019	12,019	12,384	14,265	
Taste.	Apr - Jun	11xA	R 34.90 / R 28.00	529	300	0	20,781	445	38	0	2,591	450	25,134	0	0	0	0	0	0	3,779	3,779	28,913	29,904	26,997	
Team SA former (Road To Tokyo)	Jan - Dec	Q	R 30.26 /	2,307	750	0	337	0	0	0	726	0	4,120	0	0	5,892	0	0	0	943	6,835	10,955	10,955	10,798	
Wild	Jul - Jun	Q	R 34.95 /	62,294	209	0	587	90	0	0	0	1,243	64,423	110	0	0	0	0	90	0	200	64,623	64,895	64,895	
Category Total				65,130	1,259	0	22,235	535	38	0	3,317	1,693	94,207	485,490	12,132	82,386	25,895	34,750	8,059	6,910	655,622	749,829	777,428	823,981	
Medical and Allied Health																									
Bounce (Formerly Bankmed)	Jul - Jun	3xA	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	107,632	0	0	0	0	0	107,632	107,632	164,922	164,922	

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Medi - Clinic Family	Jul - Jun	Q	Free 0.00 / Free 0.00	0	0	0	0	0	0	0	0	0	0	0	0	64,843	0	0	0	0	0	64,843	64,843	59,325	59,325
Category Total				0	0	0	0	0	0	0	0	0	0	0	107,632	64,843	0	0	0	0	0	172,475	172,475	224,247	224,247

Professional

Accountancy SA	Apr - Jun	11xA	R 27.00 /	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18,960	0	0	18,960	18,960	17,891	33,512
Acumen,	Jul - Jun	Q	0 /	2	0	0	0	0	0	0	0	0	2	4,893	0	4,719	5,088	0	0	0	14,700	14,702	14,775	14,775	
Architecture Journal of SA Institute of Architects	Jan - Jun	AltM	R 30.00 /	23	0	0	19	0	0	0	254	0	296	15	0	0	4,279	0	0	0	4,294	4,590	4,508	4,581	
De Rebus	Apr - Jun	11xA	R 108.00 /	147	0	0	0	0	0	0	0	0	147	0	22,478	0	0	0	0	0	22,478	22,625	22,771	22,902	
Digest of South African Architecture	Jan - Dec	Ann	R 65.00 /	28	0	0	1,448	0	0	0	0	0	1,476	31	0	0	7,244	0	0	0	7,275	8,751	8,751	8,624	
Strategic Marketing Magazine.	Jan - Dec	4xA	R 35.00 /	42	0	0	166	0	0	0	0	0	208	239	998	3,970	0	0	450	0	5,657	5,865	5,865	8,079	
TAXtalk	Jan - Jun	AltM	R 390.00 p/a / R 240.00	49	0	0	0	10	0	0	0	0	59	0	4,354	93	1,418	159	0	0	6,024	6,083	6,664	4,637	
The Journal Of The SAIMM	Apr - Jun	Mtly	R 1380.00 p/a / Free 0.00	31	0	0	0	0	0	0	0	0	31	0	1,721	0	0	0	2,021	0	3,742	3,773	3,682	3,566	
Category Total				322	0	0	1,633	10	0	0	254	0	2,219	5,178	29,551	8,782	18,029	159	21,431	0	83,130	85,349	84,907	100,676	

Retail

Ackermans Club (formerly A-Plus)	Jan - Jun	8xA	Free 0.00 / Free 0.00	0	0	0	0	0	0	0	0	0	0	0	6,867	174,779	0	0	31	0	181,677	181,677	207,778	215,392
Balanced Life	Apr - Jun	Mtly	R 31.80 /	76,106	0	0	576	0	0	0	0	0	76,682	0	0	5,258	0	0	0	2,623	7,881	84,563	90,377	96,025
Clicks Club Card.	Jan - Jun	AltM	R 12.00 /	0	0	0	15,400	0	0	0	146	0	15,546	0	439,541	0	0	0	0	13,254	452,795	468,341	441,903	393,476
Club Magazine	Apr - Jun	Mtly	R 34.20 /	439,924	0	0	0	0	0	0	0	0	439,924	0	0	8,025	0	0	0	0	8,025	447,949	461,662	523,532
ClubX	Apr - Jun	Mtly	R 28.90 /	96,966	0	0	0	0	0	0	0	0	96,966	0	0	3,033	0	0	0	0	3,033	99,999	101,616	111,126
Edgars Club Magazine	Apr - Jun	Mtly	R 20.00 /	0	0	0	0	0	0	0	0	0	0	0	216	0	194,463	0	0	0	194,679	194,679	194,130	525,619
Escapes	Apr - Jun	Mtly	R 27.60 /	43,868	0	0	409	0	0	0	0	0	44,277	0	0	4,131	0	0	0	1,590	5,721	49,998	52,136	55,144
Jet Club	Jan - Jun	10xA	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	394,008	0	0	56,575	0	0	0	450,583	450,583	453,728	484,247
Man	Apr - Jun	Mtly	R 30.99 /	53,671	0	0	422	0	0	0	0	0	54,093	0	0	2,639	0	0	0	2,777	5,416	59,509	64,698	67,809

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Soccer Club		Mtly		67,763	0	0	934	0	0	0	0	0	68,697	0	0	1,636	0	0	0	3,172	4,808	73,505	75,016	76,163	
	Apr - Jun		R 23.50 /																						
Spur's Secret Tribe Magazine	Jan - Dec	Q	Free Free /	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Discontinued	Discontinued	249,800	
Category Total				778,298	0	0	17,741	0	0	0	146	0	796,185	394,008	446,624	199,501	251,038	0	31	23,416	1,314,618	2,110,803	2,143,044	2,798,333	
Tourism and Hospitality																									
AA Traveller	Jan - Dec	Q	R 30.26 /	57,169	100	0	747	0	0	0	0	0	58,016	0	0	1,298	0	0	0	769	2,067	60,083	60,083	59,173	
Best of Cape Town Central City.	Jan - Dec	Ann	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	0	16,000	43,795	0	0	0	59,795	59,795	59,795	59,795	
Moments magazine	Jan - Dec	6xA	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	100	0	0	2,867	0	10	2	2,979	2,979	2,979	New Member	
Premier	Apr - Jun	Mtly	Free 0.00 /	0	0	0	0	0	0	0	0	0	0	0	0	4,023	0	0	9,889	0	13,912	13,912	14,226	16,765	
Category Total				57,169	100	0	747	0	0	0	0	0	58,016	100	0	21,321	46,662	0	9,899	771	78,753	136,769	137,083	135,733	
Total				912,945	25,938	0	43,034	807	38	0	3,717	1,693	988,172	1,013,049	1,061,721	815,653	427,639	36,158	158,293	33,013	3,545,526	4,533,698	4,613,896	5,703,507	
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Report Date : 14 Aug, 2018

Revision : 92.0 Q2 2018