

## **AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS 2008B, compared to SAARF AMPS 2008A.

Over and above the thousands of readers and percentages of the total adult population for each publication, the table also indicates the range (both in percentages and thousands) in which the true readership figure lies, with a statistical certainty of 95%.

Let us look at two examples:

Example 1 - Beeld (daily) - 575,000 readers, 1.8% of total adults - AMPS 2008B.

The table indicates that there is a range of plus or minus 0.18%; and plus or minus 56,000 readers. This means that we can be 95% certain that the true value of Beeld lies somewhere in the range (1.8 – 0.18% to 1.8 + 0.18%, that is, 1.62% to 1.98%) or (575,000 – 56,000 to 575,000 + 56,000, that is, 519,000 to 631,000 readers).

Example 2 – Daily Sun – 5,161,000 readers, 16.5% of total adults – AMPS 2008B.

The table indicates that there is a range of plus or minus 0.50%; and plus or minus 157,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (16.5 – 0.5% to 16.5 + 0.5%, that is 16.0% to 17.0%) or (5,161,000 – 157,000 to 5,161,000 + 157,000, that is, 5,004,000 to 5,318,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS 2008A also have a range of possible values, and only when there is no overlap between the AMPS 2008A and AMPS 2008B ranges, is the readership figure in the one survey significantly different from the other survey with a 95% degree of statistical certainty.

In the table, the publications with readership that differs significantly between AMPS 2008A and AMPS 2008B are indicated as follows:

“+” indicates a significant increase

“#” indicates a significant decrease

In the case of the two examples, Beeld readership is essentially the same between the two years because the range for Beeld in AMPS 2008A (1.62% to 1.98%) overlaps with the range for Beeld in AMPS 2008B (1.62% to 1.98%). In the case of Daily Sun readership, there is an overlap between the two years (15.9% to 16.9% in AMPS 2008A and 16.0% to 17.0% in AMPS 2008B), therefore there is no statistical difference between them.

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES**

INFORMANTS POPULATION ('000)	AMPS 2007A				AMPS 2007B				AMPS 2008A				AMPS 2008B			
	24812		24812		21068		21068		21090		21090		21083		21083	
	31109	31109	31109	31109	31109	31109	31109	31109	31304	31304	31304	31304	31305	31305	31305	31305
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b><u>DAILY NEWSPAPERS</u></b>																
BEELD	492	1.6	0.16	49	554	1.8	0.18	56	570	1.8	0.18	56	575	1.8	0.18	56
BURGER	464	1.5	0.15	47	434	1.4	0.16	49	487	1.6	0.17	53	511	1.6	0.17	53
BUSINESS DAY	129	0.4	0.08	24	168	0.5	0.10	30	155	0.5	0.10	30	118	0.4	0.09	27
CAPE ARGUS	342	1.1	0.13	34	336	1.1	0.14	44	360	1.2	0.15	46	359	1.1	0.14	44
CAPE SON (Eng)	n/a	n/a	n/a	n/a	186	0.6	0.10	32	190	0.6	0.10	33	##	##	##	##
CAPE TIMES	280	0.9	0.12	37	305	1.0	0.13	42	283	0.9	0.13	40	272	0.9	0.13	40
CITIZEN	543	1.7	0.16	50	593	1.9	0.18	57	540	1.7	0.17	55	496	1.6	0.17	53
DAILY DISPATCH	248	0.8	0.11	34	254	0.8	0.12	37	286	0.9	0.13	40	295	0.9	0.13	40
DAILY NEWS	328	1.1	0.13	40	311	1.0	0.13	42	346	1.1	0.14	44	325	1.0	0.13	42
DAILY SUN	4314	13.9	0.43	134	4755	15.3	0.49	151	5140	16.4	0.50	156	5161	16.5	0.50	157
DAILY VOICE	339	1.1	0.13	40	497	1.6	0.17	53	508	1.6	0.17	53	474	1.5	0.16	51
DFA	58	0.2	0.06	17	63	0.2	0.06	19	62	0.2	0.06	19	70	0.2	0.06	19
HERALD	194	0.6	0.10	30	214	0.7	0.11	35	245	0.8	0.12	38	245	0.8	0.12	38
ISOLEZWE	713	2.3	0.19	58	702	2.3	0.20	63	667	2.1	0.19	61	655	2.1	0.19	61
KAAPSE SON (Afr)**	367	1.2	0.14	42	428	1.4	0.16	49	458	1.5	0.16	51	486	1.6	0.17	53
MERCURY	205	0.7	0.10	32	191	0.6	0.10	32	190	0.6	0.10	33	185	0.6	0.10	33
PRETORIA NEWS	174	0.6	0.10	30	239	0.8	0.12	37	199	0.6	0.10	33	220	0.7	0.11	35
SOWETAN	1715	5.5	0.28	88	2040	6.6	0.34	104	2224	7.1	0.35	109	2097	6.7	0.34	106
THE STAR	840	2.7	0.20	63	1045	3.4	0.24	76	1125	3.6	0.25	79	1081	3.5	0.25	78
THE TIMES	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	376	1.2	0.15	46	389	1.2	0.15	46
VOLKSBLAD	132	0.4	0.08	24	131	0.4	0.09	27	99	0.3	0.07	23	103	0.3	0.07	23
THE WITNESS	129	0.4	0.08	24	123	0.4	0.09	27	122	0.4	0.09	27	126	0.4	0.09	27
ANY "AMPS" DAILY NEWSPAPER	8321	26.7	0.55	171	9092	29.2	0.61	191	9822	31.4	0.63	196	9844	31.4	0.63	196
<b><u>WEEKLY NEWSPAPERS</u></b>																
BEELD NAWEEK (SAT)	377	1.2	0.14	42	371	1.2	0.15	46	350	1.1	0.14	44	347	1.1	0.14	44
BURGER (SAT)	654	2.1	0.18	56	623	2.0	0.19	59	583	1.9	0.18	58	556	1.8	0.18	56
CITIZEN (SAT)	623	2.0	0.17	54	546	1.8	0.18	56	673	2.2	0.20	62	732	2.3	0.20	63
CITY PRESS (SUN)	2340	7.5	0.33	102	2667	8.6	0.38	118	2535	8.1	0.37	115	2329	7.4	0.35	111
ILANGA LANGESONTO (SUN)	441	1.4	0.15	45	547	1.8	0.18	56	772	2.5	0.21	66	769	2.5	0.21	66
INDEPENDENT ON SATURDAY	205	0.7	0.10	32	163	0.5	0.10	30	195	0.6	0.10	33	188	0.6	0.10	33
MAIL & GUARDIAN (FRI)	367	1.2	0.14	42	467	1.5	0.16	51	503	1.6	0.17	53	500	1.6	0.17	53
NAWEEK SON (KAAP) (FRI)	654	2.1	0.18	56	636	2.0	0.19	59	##	##	##	##	##	##	##	##
OOS SON (FRI)	554	1.8	0.17	51	521	1.7	0.17	54	173	0.6	0.10	33	153	0.5	0.10	30
POST (WED)	312	1.0	0.12	39	299	1.0	0.13	42	352	1.1	0.14	44	349	1.1	0.14	44
PTA NEWS WEEKEND (SAT)	151	0.5	0.09	27	166	0.5	0.10	30	175	0.6	0.10	33	214	0.7	0.11	35
RAPPORT (SUN)	1638	5.3	0.28	87	1612	5.2	0.30	93	1535	4.9	0.29	91	1582	5.1	0.30	93
SATURDAY DISPATCH	128	0.4	0.08	24	151	0.5	0.10	30	97	0.3	0.07	23	86	0.3	0.07	23
SATURDAY STAR	565	1.8	0.17	51	591	1.9	0.18	57	586	1.9	0.18	58	542	1.7	0.17	55
SOCCER LADUMA	2083	6.7	0.31	97	2190	7.0	0.34	107	2496	8.0	0.37	115	2480	7.9	0.36	114
SONDAG	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	327	1.0	0.13	42	335	1.1	0.14	44
SUNDAY INDEPENDENT	254	0.8	0.11	34	272	0.9	0.13	40	272	0.9	0.13	40	243	0.8	0.12	38
SUNDAY SUN	2526	8.1	0.34	106	2846	9.1	0.39	121	3057	9.8	0.40	126	3063	9.8	0.40	126
SUNDAY TIMES	3556	11.4	0.40	123	3820	12.3	0.44	138	3995	12.8	0.45	141	3896	12.4	0.44	139
SUNDAY TRIBUNE	655	2.1	0.18	56	659	2.1	0.19	60	671	2.1	0.19	61	651	2.1	0.19	61
SUNDAY WORLD	1266	4.1	0.25	77	1459	4.7	0.29	89	1897	6.1	0.32	101	1921	6.1	0.32	101
UMAFRIKA (FRI)	145	0.5	0.09	27	135	0.4	0.09	27	187	0.6	0.10	33	223	0.7	0.11	35
VOLKSBLAD (SAT)	195	0.6	0.10	30	220	0.7	0.11	35	146	0.5	0.10	30	144	0.5	0.10	30
WEEKEND ARGUS SATURDAY	346	1.1	0.13	40	295	0.9	0.13	40	304	1.0	0.13	42	312	1.0	0.13	42
WEEKEND ARGUS SUNDAY	281	0.9	0.12	37	287	0.9	0.13	40	279	0.9	0.13	40	251	0.8	0.12	38
WEEKEND WITNESS (SAT)	112	0.4	0.08	24	102	0.3	0.07	23	104	0.3	0.07	23	117	0.4	0.09	27
THE WEEKENDER (SAT)	n/a	n/a	n/a	n/a	65	0.2	0.06	19	101	0.3	0.07	23	94	0.3	0.07	23
WEEKENDPOST (SAT)	154	0.5	0.09	27	149	0.5	0.10	30	161	0.5	0.10	30	164	0.5	0.10	30
ANY "AMPS" WEEKLY NEWSPAPER	10338	33.2	0.59	182	10847	34.9	0.64	200	11050	35.3	0.64	202	11068	35.4	0.65	202
<b><u>BI-WEEKLY NEWSPAPERS</u></b>																
ILANGA (MON/THU)	602	1.9	0.17	53	604	1.9	0.18	57	873	2.8	0.22	70	874	2.8	0.22	70
<b><u>MONTHLY NEWSPAPERS</u></b>																
THE TEACHER	164	0.5	0.09	27	196	0.6	0.10	32	183	0.6	0.10	33	178	0.6	0.10	33
ANY "AMPS" NEWSPAPER	13825	44.4	0.62	192	14572	46.8	0.67	210	15162	48.4	0.67	211	15222	48.6	0.67	211

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Significant Increase = +, Significant Decrease = #

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	24812	24812			21068	21068			21090	21090			21083	21083				
	31109	31109		'000	31109	31109		'000	31304	31304		'000	31305	31305		'000		
<b>WEEKLY MAGAZINES</b>																		
AUTO TRADER	478	1.5	0.15	47	571	1.8	0.18	56	560	1.8	0.18	56	528	1.7	0.17	55		
DRUM	1562	5.0	0.27	84	1776	5.7	0.31	97	1979	6.3	0.33	103	2008	6.4	0.33	103		
FARMER'S WEEKLY	131	0.4	0.08	24	147	0.5	0.10	30	195	0.6	0.10	33	192	0.6	0.10	33		
FM (FINANCIAL MAIL)	156	0.5	0.09	27	189	0.6	0.10	32	215	0.7	0.11	35	192	0.6	0.10	33		
FINWEEK	54	0.2	0.06	17	73	0.2	0.06	19	74	0.2	0.06	19	67	0.2	0.06	19		
HEAT	416	1.3	0.14	44	491	1.6	0.17	53	523	1.7	0.17	55	467	1.5	0.16	51		
HUISGENOOT	2062	6.6	0.31	96	1950	6.3	0.33	102	1889	6.0	0.32	100	1835	5.9	0.32	100		
LANDBOU WEEKBLAD	250	0.8	0.11	34	218	0.7	0.11	35	300	1.0	0.13	42	324	1.0	0.13	42		
MENSE	n/a	n/a	n/a	n/a	121	0.4	0.09	27	152	0.5	0.10	30	##	##	##	##		
MOVE!	518	1.7	0.16	50	773	2.5	0.21	66	1070	3.4	0.24	77	1170	3.7	0.25	80		
PEOPLE	773	2.5	0.19	60	904	2.9	0.23	70	1085	3.5	0.25	78	1031	3.3	0.24	75		
TIME	237	0.8	0.11	34	282	0.9	0.13	40	242	0.8	0.12	38	227	0.7	0.11	35		
VRUOEKEUR	467	1.5	0.15	47	417	1.3	0.15	48	487	1.6	0.17	53	490	1.6	0.17	53		
YOU	1936	6.2	0.30	93	2015	6.5	0.33	104	2172	6.9	0.34	107	2139	6.8	0.34	106		
ZOO WEEKLY / WEEKLIKS	n/a	n/a	n/a	n/a	174	0.6	0.10	32	##	##	##	##	##	##	##	##		
ANY "AMPS" WEEKLY MAGAZINE	5958	19.2	0.49	152	6466	20.8	0.55	171	7074	22.6	0.56	177	6904	22.1	0.56	175		
<b>FORTNIGHTLY MAGAZINES</b>																		
KICKOFF	1677	5.4	0.28	87	1880	6.0	0.32	100	1919	6.1	0.32	101	1935	6.2	0.33	102		
TVPLUS**	1466	4.7	0.26	82	1365	4.4	0.28	86	##	##	##	##	##	##	##	##		
ANY "AMPS" FORTNIGHTLY MAG.	2813	9.0	0.36	111	2303	7.4	0.35	110	1941	6.2	0.33	102	2427	7.8	+ 0.36	113		
<b>MONTHLY MAGAZINES</b>																		
AFRICA GEOGRAPHIC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	137	0.4	0.09	27	150	0.5	0.10	30		
AMAKHOSI	1113	3.6	0.23	72	1174	3.8	0.26	80	1102	3.5	0.25	78	1077	3.4	0.24	77		
ANIMALTALK	151	0.5	0.09	27	135	0.4	0.09	27	146	0.5	0.10	30	134	0.4	0.09	27		
BABA & KLEUTER	141	0.5	0.09	27	164	0.5	0.10	30	132	0.4	0.09	27	113	0.4	0.09	27		
BIKE SA MAGAZINE	204	0.7	0.10	32	218	0.7	0.11	35	232	0.7	0.11	35	215	0.7	0.11	35		
BLUNT MAGAZINE	126	0.4	0.08	24	127	0.4	0.09	27	117	0.4	0.09	27	##	##	##	##		
BONA	2055	6.6	0.31	96	2214	7.1	0.35	108	2188	7.0	0.34	108	2218	7.1	0.35	109		
CAR	872	2.8	0.21	64	908	2.9	0.23	70	978	3.1	0.23	73	896	2.9	0.23	71		
CARAVAN AND OUTDOOR LIFE	123	0.4	0.08	24	136	0.4	0.09	27	115	0.4	0.09	27	104	0.3	0.07	23		
CLEO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	86	0.3	0.07	23		
COMPLEAT GOLFER MAGAZINE	133	0.4	0.08	24	110	0.4	0.09	27	128	0.4	0.09	27	134	0.4	0.09	27		
COMPUTERACTIVE	n/a	n/a	n/a	n/a	114	0.4	0.09	27	171	0.5	0.10	30	161	0.5	0.10	30		
CONDE NAST HOUSE & GARDEN	444	1.4	0.15	45	418	1.3	0.15	48	417	1.3	0.15	48	379	1.2	0.15	46		
COSMOPOLITAN	857	2.8	0.21	64	943	3.0	0.23	72	895	2.9	0.23	71	823	2.6	0.21	67		
DRIVE 2.0	156	0.5	0.09	27	94	0.3	0.07	23	##	##	##	##	##	##	##	##		
ELLE	369	1.2	0.14	42	389	1.3	0.15	48	375	1.2	0.15	46	362	1.2	0.15	46		
ENTERPRISE	86	0.3	0.07	21	112	0.4	0.09	27	116	0.4	0.09	27	99	0.3	0.07	23		
ENTREPRENEUR	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	154	0.5	0.10	30		
ESSENTIALS	235	0.8	0.11	34	220	0.7	0.11	35	192	0.6	0.10	33	172	0.6	0.10	33		
FAIRLADY	914	2.9	0.21	65	975	3.1	0.23	73	830	2.6	0.21	67	758	2.4	0.21	65		
FEMINA	266	0.9	0.12	37	256	0.8	0.12	37	274	0.9	0.13	40	274	0.9	0.13	40		
FHM	726	2.3	0.19	58	737	2.4	0.21	64	681	2.2	0.20	62	619	2.0	0.19	59		
FINESSE	343	1.1	0.13	40	309	1.0	0.13	42	282	0.9	0.13	40	264	0.8	0.12	38		
FOOD & HOME ENT.	403	1.3	0.14	44	439	1.4	0.16	49	486	1.6	0.17	53	499	1.6	0.17	53		
GETAWAY	475	1.5	0.15	47	429	1.4	0.16	49	378	1.2	0.15	46	371	1.2	0.15	46		
GLAMOUR	415	1.3	0.14	44	441	1.4	0.16	49	473	1.5	0.16	51	449	1.4	0.16	50		
GO!	n/a	n/a	n/a	n/a	133	0.4	0.09	27	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
GO! / WEG!	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	271	0.9	0.13	40	201	0.6	# 0.10	33		
GOLF DIGEST	129	0.4	0.08	24	132	0.4	0.09	27	138	0.4	0.09	27	122	0.4	0.09	27		
GQ SA	319	1.0	0.12	39	320	1.0	0.13	42	276	0.9	0.13	40	270	0.9	0.13	40		
HOME	219	0.7	0.10	32	237	0.8	0.12	37	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
HOME / TUIS	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	231	0.7	0.11	35	136	0.4	# 0.09	27		
HOUSE AND LEISURE	247	0.8	0.11	34	251	0.8	0.12	37	273	0.9	0.13	40	252	0.8	0.12	38		
IDEAS (WOMAN'S VALUE/IDEES (DIT)	433	1.4	0.15	45	258	0.8	0.12	37	225	0.7	0.11	35	196	0.6	0.10	33		
INSIG	80	0.3	0.07	21	68	0.2	0.06	19	64	0.2	0.06	19	##	##	##	##		
LEEF MET HART & SIEL	115	0.4	0.08	24	118	0.4	0.09	27	123	0.4	0.09	27	120	0.4	0.09	27		
LEISURE WHEELS**	n/a	n/a	n/a	n/a	103	0.3	0.07	23	128	0.4	0.09	27	114	0.4	0.09	27		
LIG GESINSTYDSKRIF	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	80	0.3	0.07	23	80	0.3	0.07	23		
LIVING AND LOVING	494	1.6	0.16	49	543	1.7	0.17	54	528	1.7	0.17	55	468	1.5	0.16	51		
LONGEVITY	97	0.3	0.07	21	108	0.3	0.07	23	122	0.4	0.09	27	110	0.4	0.09	27		
MAN MAGNUM	106	0.3	0.07	21	128	0.4	0.09	27	89	0.3	0.07	23	87	0.3	0.07	23		
MANWEES	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	38	0.1	0.04	13	##	##	##	##		

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	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	
<b>MONTHLY MAGAZINES (Cont.)</b>																	
MARIE CLAIRE	317	1.0	0.12	39	315	1.0	0.13	42	310	1.0	0.13	42	285	0.9	0.13	40	
MAX POWER	n/a	n/a	n/a	n/a	154	0.5	0.10	30	##	##	##	##	##	##	##	##	
MAVERICK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	50	0.2	0.06	19	##	##	##	##	
MEN'S HEALTH	814	2.6	0.20	62	871	2.8	0.22	69	884	2.8	0.22	70	854	2.7	0.22	68	
MEN'S HEALTH BESTLIFE	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	143	0.5	0.10	30	
MOOLOOP (WEGBREEK)	n/a	n/a	n/a	n/a	128	0.4	0.09	27	123	0.4	0.09	27	##	##	##	##	
NAG	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	94	0.3	0.07	23	88	0.3	0.07	23	
NATIONAL GEOGRAPHIC	350	1.1	0.13	40	356	1.1	0.14	44	416	1.3	0.15	48	406	1.3	0.15	48	
O' THE OPRAH MAG. SA	484	1.6	0.16	49	521	1.7	0.17	54	663	2.1	0.19	61	616	2.0	0.19	59	
PCFORMAT	188	0.6	0.10	30	216	0.7	0.11	35	185	0.6	0.10	33	161	0.5	0.10	30	
POPULAR MECHANICS	139	0.4	0.08	24	160	0.5	0.10	30	165	0.5	0.10	30	141	0.5	0.10	30	
PROPERTY:THE PROPERTY MAG.	307	1.0	0.12	39	326	1.0	0.13	42	419	1.3	0.15	48	413	1.3	0.15	48	
READER'S DIGEST	655	2.1	0.18	56	699	2.2	0.20	62	643	2.1	0.19	61	570	1.8	0.18	56	
REAL	406	1.3	0.14	44	425	1.4	0.16	49	458	1.5	0.16	51	449	1.4	0.16	50	
REAL SIMPLE SA	n/a	n/a	n/a	n/a	35	0.1	0.04	13	50	0.2	0.06	19	40	0.1	0.04	13	
ROOI ROSE	709	2.3	0.19	58	655	2.1	0.19	60	649	2.1	0.19	61	648	2.1	0.19	61	
RUNNER'S WORLD	54	0.2	0.06	17	63	0.2	0.06	19	64	0.2	0.06	19	67	0.2	0.06	19	
SA 4X4 MAGAZINE	152	0.5	0.09	27	162	0.5	0.10	30	200	0.6	0.10	33	195	0.6	0.10	33	
SA COUNTRY LIFE	172	0.6	0.10	30	177	0.6	0.10	32	119	0.4	0.09	27	108	0.3	0.07	23	
SA GARDEN	280	0.9	0.12	37	281	0.9	0.13	40	281	0.9	0.13	40	260	0.8	0.12	38	
SA GARDEN & HOME	595	1.9	0.17	53	569	1.8	0.18	56	509	1.6	0.17	53	491	1.6	0.17	53	
SA HOME OWNER	286	0.9	0.12	37	288	0.9	0.13	40	318	1.0	0.13	42	284	0.9	0.13	40	
SA INDIA	102	0.3	0.07	21	111	0.4	0.09	27	124	0.4	0.09	27	119	0.4	0.09	27	
SA TUIN PALEIS	144	0.5	0.09	27	137	0.4	0.09	27	129	0.4	0.09	27	118	0.4	0.09	27	
SACM (SA COMPUTER MAGAZINE) \$\$	232	0.7	0.10	32	254	0.8	0.12	37	119	0.4	0.09	27	33	0.1	#	0.04	13
SARIE	734	2.4	0.19	59	639	2.1	0.19	60	587	1.9	0.18	58	604	1.9	0.18	58	
SHAPE	194	0.6	0.10	30	204	0.7	0.11	35	208	0.7	0.11	35	193	0.6	0.10	33	
SL	112	0.4	0.08	24	85	0.3	0.07	23	##	##	##	##	##	##	##	##	
SOCCERLIFE FOURFOUR TWO	632	2.0	0.17	54	678	2.2	0.20	62	618	2.0	0.19	59	537	1.7	0.17	55	
SOUL MAGAZINE	164	0.5	0.09	27	181	0.6	0.10	32	205	0.7	0.11	35	211	0.7	0.11	35	
SPEED & SOUND MAG.	458	1.5	0.15	47	523	1.7	0.17	54	665	2.1	0.19	61	677	2.2	0.20	62	
SPORTS ILLUSTRATED	441	1.4	0.15	45	432	1.4	0.16	49	489	1.6	0.17	53	464	1.5	0.16	51	
STYWE LYNE/TIGHT LINES	167	0.5	0.09	27	148	0.5	0.10	30	145	0.5	0.10	30	134	0.4	0.09	27	
SUCCEED	85	0.3	0.07	21	131	0.4	0.09	27	116	0.4	0.09	27	95	0.3	0.07	23	
THE GARDENER MAGAZINE	190	0.6	0.10	30	197	0.6	0.10	32	219	0.7	0.11	35	209	0.7	0.11	35	
TOPBILLING MAGAZINE	335	1.1	0.13	40	389	1.3	0.15	48	436	1.4	0.16	50	453	1.4	0.16	50	
TOPBIKE	n/a	n/a	n/a	n/a	152	0.5	0.10	30	181	0.6	0.10	33	##	##	##	##	
TOPCAR	445	1.4	0.15	45	500	1.6	0.17	53	553	1.8	0.18	56	496	1.6	0.17	53	
TOPMOTOR	n/a	n/a	n/a	n/a	216	0.7	0.11	35	##	##	##	##	##	##	##	##	
TRIBUTE	n/a	n/a	n/a	n/a	185	0.6	0.10	32	208	0.7	0.11	35	##	##	##	##	
TRUE LOVE	2007	6.5	0.31	95	2170	7.0	0.34	107	2267	7.2	0.35	109	2175	6.9	0.34	107	
TRUE LOVE BABE	n/a	n/a	n/a	n/a	180	0.6	0.10	32	##	##	##	##	##	##	##	##	
TUIS	165	0.5	0.09	27	163	0.5	0.10	30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
WEG!	219	0.7	0.10	32	256	0.8	0.12	37	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
WIEL	107	0.3	0.07	21	106	0.3	0.07	23	102	0.3	0.07	23	98	0.3	0.07	23	
WINE MAGAZINE	127	0.4	0.08	24	138	0.4	0.09	27	123	0.4	0.09	27	123	0.4	0.09	27	
WOMAN & HOME	277	0.9	0.12	37	301	1.0	0.13	42	313	1.0	0.13	42	329	1.0	0.13	42	
Y MAG**	425	1.4	0.15	45	440	1.4	0.16	49	##	##	##	##	##	##	##	##	
YOUR BABY	258	0.8	0.11	34	281	0.9	0.13	40	266	0.8	0.12	38	249	0.8	0.12	38	
YOUR FAMILY	466	1.5	0.15	47	431	1.4	0.16	49	428	1.4	0.16	50	410	1.3	0.15	48	
YOUR PREGNANCY**	281	0.9	0.12	37	318	1.0	0.13	42	327	1.0	0.13	42	316	1.0	0.13	42	
ANY "AMPS" MONTHLY MAG.	8893	28.6	0.56	175	9218	29.6	0.62	192	9355	29.9	0.62	193	9255	29.6	0.62	193	

\*\* = frequency changed

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**AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES**

INFORMANTS POPULATION ('000)	AMPS 2007A				AMPS 2007B				AMPS 2008A				AMPS 2008B			
	24812	24812			21068	21068			21090	21090			21083	21083		
	31109	31109			31109	31109			31304	31304			31305	31305		
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b>ALTERNATE MONTHLY MAGS.</b>																
AFRICA BIRDS & BIRDING	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	105	0.3	0.07	23
AVOCADO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	55	0.2	0.06	19
BICYCLING	91	0.3	0.07	21	81	0.3	0.07	23	101	0.3	0.07	23	100	0.3	0.07	23
DE KAT	95	0.3	0.07	21	78	0.3	0.07	23	51	0.2	0.06	19	56	0.2	0.06	19
DRIVE OUT / WEGRY	n/a	n/a	n/a	n/a	65	0.2	0.06	19	90	0.3	0.07	23	93	0.3	0.07	23
ELLE DECORATION	n/a	n/a	n/a	n/a	218	0.7	0.11	35	204	0.7	0.11	35	179	0.6	0.10	33
FITPREGNANCY	135	0.4	0.08	24	138	0.4	0.09	27	148	0.5	0.10	30	166	0.5	0.10	30
GOOD TASTE	67	0.2	0.06	17	80	0.3	0.07	23	104	0.3	0.07	23	104	0.3	0.07	23
HABITAT	93	0.3	0.07	21	101	0.3	0.07	23	99	0.3	0.07	23	85	0.3	0.07	23
HUSTLER**	267	0.9	0.12	37	312	1.0	0.13	42	306	1.0	0.13	42	280	0.9	0.13	40
HYPE	174	0.6	0.10	30	230	0.7	0.11	35	305	1.0	0.13	42	321	1.0	0.13	42
LOSLYF**	109	0.3	0.07	21	98	0.3	0.07	23	95	0.3	0.07	23	95	0.3	0.07	23
MEN'S HEALTH LIVING	n/a	n/a	n/a	n/a	333	1.1	0.14	44	325	1.0	0.13	42	323	1.0	0.13	42
PSYCHOLOGIES MAG. SA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	104	0.3	0.07	23
SA DANCE & MUSIC	51	0.2	0.06	17	66	0.2	0.06	19	##	##	##	##	##	##	##	##
SALTWATER GIRL MAG.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	136	0.4	0.09	27
TASTE (WOOLWORTHS)	160	0.5	0.09	27	210	0.7	0.11	35	213	0.7	0.11	35	196	0.6	0.10	33
THREADS & CRAFTS	103	0.3	0.07	21	96	0.3	0.07	23	97	0.3	0.07	23	96	0.3	0.07	23
VUKUZENZELE	n/a	n/a	n/a	n/a	628	2.0	0.19	59	672	2.1	0.19	61	608	1.9	0.18	58
YOUR CHILD	n/a	n/a	n/a	n/a	193	0.6	0.10	32	178	0.6	0.10	33	##	##	##	##
ZIGZAG SURFING MAG.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	129	0.4	0.09	27
ANY "AMPS" ALTERNATE MONTHLY MAGAZIN	1827	5.9	0.29	91	2401	7.7	0.36	112	2642	8.4	0.37	117	2550	8.1	0.37	115
<b>QUARTERLY MAGAZINES</b>																
AA TRAVELLER	133	0.4	0.08	24	124	0.4	0.09	27	140	0.4	0.09	27	143	0.5	0.10	30
PERSONAL FINANCE	179	0.6	0.10	30	188	0.6	0.10	32	180	0.6	0.10	33	170	0.5	0.10	30
FULLTIME	119	0.4	0.08	24	##	##	##	##	##	##	##	##	##	##	##	##
VISI	75	0.2	0.06	17	82	0.3	0.07	23	57	0.2	0.06	19	##	##	##	##
WEGSLEEP	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	120	0.4	0.09	27	##	##	##	##
YOU PULSE/HUISGENOOT POLS	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	242	0.8	0.12	38
ANY "AMPS" QUARTERLY MAGAZINE	665	2.1	0.18	56	556	1.8	0.18	56	591	1.9	0.18	58	681	2.2	0.20	62
ANY "AMPS" MAGAZINE	11672	37.5	0.60	187	12239	39.3	0.66	205	12632	40.4	0.66	207	12537	40.0	0.66	207
ANY "AMPS" NEWSPAPER/MAGAZINE	17263	55.5	0.62	192	18049	58.0	0.67	207	18750	59.9	0.66	207	18870	60.3	0.66	207
<b>SUBSCRIBER MAGAZINES</b>																
APLUS CLUB MAGAZINE	n/a	n/a	na	n/a	211	0.7	0.11	35	262	0.8	0.12	38	261	0.8	0.12	38
CLICKS CLUBCARD	1125	3.6	0.23	72	1157	3.7	0.25	79	1041	3.3	0.24	75	991	3.2	0.24	74
CLUB (FOSCHINI GROUP)	953	3.1	0.22	67	1307	4.2	0.27	84	1114	3.6	0.25	79	1004	3.2	0.24	74
CLUB (LEWIS BEST ELECTRIC)	874	2.8	0.21	64	981	3.2	0.24	74	937	3.0	0.23	72	876	2.8	0.22	70
DISH/SKOTTEL (DSTV GUIDE)	782	2.5	0.19	60	780	2.5	0.21	66	944	3.0	0.23	72	976	3.1	0.23	73
EDGARS CLUB MAGAZINE	1950	6.3	0.30	94	2086	6.7	0.34	105	2160	6.9	0.34	107	2153	6.9	0.34	107
IN HOUSE CLUB	339	1.1	0.13	40	358	1.2	0.15	46	503	1.6	0.17	53	499	1.6	0.17	53
JET CLUB	3074	9.9	0.37	116	3300	10.6	0.42	129	3531	11.3	0.43	134	3511	11.2	0.43	133
MAGIC/M (M-NET TV GUIDE)	139	0.4	0.08	24	119	0.4	0.09	27	218	0.7	0.11	35	n/a	n/a	n/a	n/a
M (M-NET TV GIDS)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	151	0.5	0.10	30
MAGIC (M-NET TV GUIDE)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	158	0.5	0.10	30
VODAWORLD MAG.	977	3.1	0.22	67	1043	3.4	0.24	76	1068	3.4	0.24	77	1025	3.3	0.24	75
ANY "AMPS" SUBSCRIBER" MAGAZINE	6180	19.9	0.50	155	6430	20.7	0.55	170	6792	21.7	0.56	174	6829	21.8	0.56	174

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