

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

The “AMPS[®] Jan-Dec ‘09” was the first 12 month full DS-CAPI database. As a result of methodological changes introduced with DS-CAPI, previous readership data is not comparable.

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Jul ‘09-Jun ‘10.

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) - 562,000 readers, 1.7% of total adults – AMPS Jul ‘09-Jun ‘10.

The table indicates that there is a range of plus or minus 0.16%; and plus or minus 54,000 readers. This means that we can be 95% certain that the true value of Beeld lies somewhere in the range (1.7 – 0.16% to 1.7 + 0.16%, that is, 1.54% to 1.86%) or (562,000 – 54,000 to 562,000 + 54,000, that is, 508,000 to 616,000 readers).

Example 2 – Daily Sun – 4,956,000 readers, 14.6% of total adults – AMPS Jul ‘09-Jun ‘10.

The table indicates that there is a range of plus or minus 0.44%; and plus or minus 148,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (14.6 – 0.44% to 14.6 + 0.44%, that is, 14.16% to 15.04%) or (4,956,000 – 148,000 to 4,956,000 + 148,000, that is, 4,808,000 to 5,104,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS Jan-Dec ‘09 also have a range of possible values, and only when there is no overlap between the AMPS Jan-Dec ‘09 and AMPS Jul ‘09-Jun ‘10 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 Jan-Dec ‘09 and AMPS Jul ‘09-Jun ‘10 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 Jan-Dec ‘09 (1.35% to 1.65%) overlaps with the range for Beeld in AMPS Jul ‘09-Jun ‘10 (1.54% to 1.86%). In the case of Daily Sun readership, there is an overlap between the two years (13.87% to 14.73% in AMPS Jan-Dec ‘09 and 14.16% to 15.04% in AMPS Jul ‘09-Jun ‘10); therefore there is no statistical difference between them.

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '09				AMPS Jul '09 - Jun '10				
	TOTAL	TOTAL			TOTAL	TOTAL			
	25170	25170			25170	25170			
	32498	32498			34020	34020			
	'000s	%	± %	± '000	'000s	%	± %	± '000	
<u>DAILY NEWSPAPERS</u>									
BEELD	493	1.5	0.15	49	562	1.7	0.16	54	
BURGER	435	1.3	0.14	45	490	1.4	0.15	49	
BUSINESS DAY	91	0.3	0.07	22	76	0.2	0.06	19	
CAPE ARGUS	292	0.9	0.12	38	312	0.9	0.12	40	
CAPE TIMES	215	0.7	0.10	33	253	0.7	0.10	35	
CITIZEN	485	1.5	0.15	49	438	1.3	0.14	48	
DAILY DISPATCH	309	1.0	0.12	40	280	0.8	0.11	37	
DAILY NEWS	563	1.7	0.16	52	509	1.5	0.15	51	
DAILY SUN	4659	14.3	0.43	141	4956	14.6	0.44	148	
DAILY VOICE	584	1.8	0.16	53	627	1.8	0.16	56	
DFA	81	0.2	0.06	18	74	0.2	0.06	19	
HERALD	278	0.9	0.12	38	270	0.8	0.11	37	
ISOLEZWE	771	2.4	0.19	61	760	2.2	0.18	62	
MERCURY	269	0.8	0.11	36	269	0.8	0.11	37	
PRETORIA NEWS	160	0.5	0.09	28	136	0.4	0.08	27	
SON	776	2.4	0.19	61	984	2.9	+	0.21	71
SOWETAN	1487	4.6	0.26	84	1457	4.3	0.25	85	
THE STAR	675	2.1	0.18	58	561	1.7	#	0.16	54
THE TIMES	397	1.2	0.13	44	377	1.1	0.13	44	
VOLKSBLAD	126	0.4	0.08	25	159	0.5	0.09	30	
THE WITNESS	153	0.5	0.09	28	157	0.5	0.09	30	
ANY "AMPS" DAILY NEWSPAPER	9281	28.6	0.56	181	9941	29.2	0.56	191	
<u>WEEKLY NEWSPAPERS</u>									
BURGER (SAT)	357	1.1	0.13	42	313	0.9	0.12	40	
CITIZEN (SAT)	416	1.3	0.14	45	331	1.0	#	0.12	42
CITY PRESS (SUN)	2142	6.6	0.31	100	2122	6.2	0.30	101	
ILANGA LANGESONTO (SUN)	837	2.6	0.20	64	877	2.6	0.20	67	
INDEPENDENT ON SATURDAY	301	0.9	0.12	38	305	0.9	0.12	40	
ISOLEZWE NGESONTO (SUN)	645	2.0	0.17	56	715	2.1	0.18	60	
MAIL & GUARDIAN (FRI)	465	1.4	0.15	47	437	1.3	0.14	48	
NAWEEK BEELD (SAT)	186	0.6	0.10	31	198	0.6	0.10	32	
POST (WED)	432	1.3	0.14	45	439	1.3	0.14	48	
PTA NEWS WEEKEND (SAT)	85	0.3	0.07	22	64	0.2	0.06	19	
RAPPORT (SUN)	1478	4.5	0.26	83	1543	4.5	0.26	87	
SATURDAY DISPATCH	111	0.3	0.07	22	138	0.4	0.08	27	
SATURDAY STAR	475	1.5	0.15	49	361	1.1	#	0.13	44
SOCCER LADUMA	2883	8.9	0.35	114	2894	8.5	0.34	117	
SONDAG	161	0.5	0.09	28	141	0.4	0.08	27	
SONDAG SON					426	1.3	0.14	48	
SUNDAY INDEPENDENT	148	0.5	0.09	28	125	0.4	0.08	27	
SUNDAY SUN	2592	8.0	0.34	109	2508	7.4	0.32	110	
SUNDAY TIMES	4229	13.0	0.42	135	4085	12.0	#	0.40	137
SUNDAY TRIBUNE	739	2.3	0.19	60	657	1.9	#	0.17	57
SUNDAYWORLD	1890	5.8	0.29	94	1738	5.1	#	0.27	92
UMAFRIKA (FRI)	258	0.8	0.11	36	206	0.6	0.10	32	
VOLKSBLAD (SAT)	79	0.2	0.06	18	68	0.2	0.06	19	
WEEKEND ARGUS SATURDAY	267	0.8	0.11	36	248	0.7	0.10	35	
WEEKEND ARGUS SUNDAY	181	0.6	0.10	31	165	0.5	0.09	30	
WEEKEND WITNESS (SAT)	150	0.5	0.09	28	178	0.5	0.09	30	
WEEKENDPOST (SAT)	294	0.9	0.12	38	275	0.8	0.11	37	
THE ZIMBABWEAN (THURS)	80	0.2	0.06	18	70	0.2	0.06	19	
ANY "AMPS" WEEKLY NEWSPAPER	11366	35.0	0.59	191	11637	34.2	0.59	199	

** = frequency change

\$\$ = not released - less than 40 respondents // does not qualify for release

Significant increase = +, Significant decrease = #

= no longer on AMPS//not comparable

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '09				AMPS Jul '09 - Jun '10			
	TOTAL	TOTAL			TOTAL	TOTAL		
	25170 32498	25170 32498			25170 34020	25170 34020		
	'000s	%	± %	± '000	'000s	%	± %	± '000
BI-WEEKLY NEWSPAPERS								
ILANGA (MON/THU)	809	2.5	0.19	63	819	2.4	0.19	64
MONTHLY NEWSPAPERS								
BIGNEWS	67	0.2	0.06	18	48	0.1	#	0.04
THE TEACHER	194	0.6	0.10	31	197	0.6		0.10
ANY "AMPS" MONTHLY NEWSPAPER	261	0.8	0.11	36	237	0.7		0.10
ANY "AMPS" NEWSPAPER	15324	47.2	0.62	200	16206	47.6		0.62
WEEKLY MAGAZINES								
AUTO TRADER.CO.ZA	871	2.7	0.20	65	842	2.5		0.19
DRUM	2300	7.1	0.32	103	2673	7.9	+	0.33
FARMER'S WEEKLY	123	0.4	0.08	25	151	0.4		0.08
FM (FINANCIAL MAIL)	297	0.9	0.12	38	238	0.7		0.10
FINWEEK	89	0.3	0.07	22	91	0.3		0.07
HEAT	590	1.8	0.16	53	623	1.8		0.16
HUISGENOOT	2406	7.4	0.32	105	2595	7.6		0.33
LANDBOU WEEKBLAD	225	0.7	0.10	33	246	0.7		0.10
MOVE	1942	6.0	0.29	95	2188	6.4		0.30
PEOPLE	1647	5.1	0.27	88	1636	4.8		0.26
TIME	328	1.0	0.12	40	259	0.8		0.11
VROUKEUR	467	1.4	0.15	47	539	1.6		0.16
YOU	2387	7.3	0.32	104	2620	7.7		0.33
ANY "AMPS" WEEKLY MAGAZINE	8366	25.7	0.54	175	9060	26.6		0.55
FORTNIGHTLY MAGAZINES								
KICKOFF	3136	9.6	0.36	118	2926	8.6	#	0.35
TVPLUS	2000	6.2	0.30	97	2021	5.9		0.29
ANY "AMPS" FORTNIGHTLY MAGAZINE	4840	14.9	0.44	143	4663	13.7	#	0.42

** = frequency change

\$\$ = not released - less than 40 respondents // does not qualify for release

Significant increase = +, Significant decrease = #

= no longer on AMPS//not comparable

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '09				AMPS Jul '09 - Jun '10			
	TOTAL	TOTAL			TOTAL	TOTAL		
	25170	25170			25170	25170		
	32498	32498			34020	34020		
	'000s	%	± %	± '000	'000s	%	± %	± '000
MONTHLY MAGAZINES								
AFRICA GEOGRAPHIC \$\$	131	0.4	0.08	25	122	0.4	0.08	27
AMAKHOSI	1966	6.0	0.29	95	1788	5.3	#	0.28
ANIMALTALK	234	0.7	0.10	33	222	0.7	0.10	35
BABA & KLEUTER	80	0.2	0.06	18	81	0.2	0.06	19
BICYCLING **	133	0.4	0.08	25	92	0.3	0.07	23
BIKE SA MAGAZINE	247	0.8	0.11	36	255	0.7	0.10	35
BONA	3010	9.3	0.36	117	3321	9.8	0.37	125
CAR	1206	3.7	0.23	76	1150	3.4	0.22	76
CARAVAN & OUTDOOR LIFE \$\$	136	0.4	0.08	25	141	0.4	0.08	27
CLEO	118	0.4	0.08	25	119	0.3	0.07	23
COMPLEAT GOLFER	118	0.4	0.08	25	107	0.3	0.07	23
CONDE NAST HOUSE & GARDEN	407	1.3	0.14	45	377	1.1	0.13	44
COSMOPOLITAN	1109	3.4	0.22	73	1070	3.1	0.21	73
DESTINY	262	0.8	0.11	36	296	0.9	0.12	40
ELLE MAGAZINE	387	1.2	0.13	44	325	1.0	0.12	42
ENTREPRENEUR	182	0.6	0.10	31	146	0.4	#	0.08
ESSENTIALS	168	0.5	0.09	28	169	0.5	0.09	30
FAIRLADY	1076	3.3	0.22	72	982	2.9	0.21	71
FEMINA	294	0.9	0.12	38	##	##	##	##
FHM	807	2.5	0.19	63	815	2.4	0.19	64
FINESSE	305	0.9	0.12	38	290	0.9	0.12	40
FOOD & HOME ENT.	694	2.1	0.18	58	588	1.7	#	0.16
FRESH LIVING (PICK 'N PAY)					282	0.8	0.11	37
GETAWAY	614	1.9	0.17	55	565	1.7	0.16	54
GLAMOUR	577	1.8	0.16	53	596	1.8	0.16	56
GO! / WEG!	288	0.9	0.12	38	357	1.0	0.12	42
GOLF DIGEST	168	0.5	0.09	28	160	0.5	0.09	30
GQ SA	239	0.7	0.10	33	257	0.8	0.11	37
HOME / TUIS	430	1.3	0.14	45	495	1.5	0.15	51
HOUSE AND LEISURE	193	0.6	0.10	31	171	0.5	0.09	30
IDEAS / IDEES	229	0.7	0.10	33	199	0.6	0.10	32
LEEF MET HART & SIEL	116	0.4	0.08	25	113	0.3	0.07	23
LEISURE WHEELS	162	0.5	0.09	28	124	0.4	0.08	27
LIG GESINSTYDSKRIF	80	0.2	0.06	18	81	0.2	0.06	19
LIGHT	15	0.0	0.00	0	##	##	##	##
LIVING AND LOVING	658	2.0	0.17	56	540	1.6	#	0.16
LONGEVITY MAGAZINE	76	0.2	0.06	18	71	0.2	0.06	19
MAN MAGNUM	52	0.2	0.06	18	66	0.2	0.06	19
MARIE CLAIRE	331	1.0	0.12	40	332	1.0	0.12	42
MEN'S HEALTH	967	3.0	0.21	68	986	2.9	0.21	71
NAG	158	0.5	0.09	28	141	0.4	0.08	27
NATIONAL GEOGRAPHIC	518	1.6	0.16	50	440	1.3	#	0.14
NOSEWEEK	59	0.2	0.06	18	56	0.2	0.06	19
O' THE OPRAH MAGAZINE	558	1.7	0.16	52	549	1.6	0.16	53
PCFORMAT	256	0.8	0.11	36	244	0.7	0.10	35
PEOPLE PUZZLES	485	1.5	0.15	49	448	1.3	0.14	48
POPULAR MECHANICS	182	0.6	0.10	31	181	0.5	0.09	30
PROPERTY:THE PROPERTY MAGAZINE	421	1.3	0.14	45	370	1.1	0.13	44
READER'S DIGEST SA	461	1.4	0.15	47	506	1.5	0.15	51
REAL	937	2.9	0.21	67	837	2.5	0.19	66
ROOI ROSE	954	2.9	0.21	67	912	2.7	0.20	68

** = frequency change

\$\$ = not released - less than 40 respondents // does not qualify for release

Significant increase = +, Significant decrease = #

= no longer on AMPS//not comparable

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '09				AMPS Jul '09 - Jun '10			
	TOTAL	TOTAL			TOTAL	TOTAL		
	25170	25170			25170	25170		
	32498	32498			34020	34020		
	'000s	%	± %	± '000	'000s	%	± %	± '000
MONTHLY MAGAZINES (cont.)								
RUNNER'S WORLD	114	0.4	0.08	25	88	0.3	0.07	23
SA 4X4 \$\$	221	0.7	0.10	33	210	0.6	0.10	32
SA COMPUTER MAGAZINE SACM	45	0.1	0.04	13	##	##	##	##
SA COUNTRY LIFE	153	0.5	0.09	28	155	0.5	0.09	30
SA GARDEN / SA TUIN PALEIS	246	0.8	0.11	36	245	0.7	0.10	35
SA GARDEN & HOME	725	2.2	0.18	59	698	2.1	0.18	60
SA HOME OWNER	286	0.9	0.12	38	194	0.6	# 0.10	32
SA HUNTER/JAGTER	60	0.2	0.06	18	70	0.2	0.06	19
SA INDIA.COM	121	0.4	0.08	25	130	0.4	0.08	27
SALTWATER GIRL MAGAZINE	231	0.7	0.10	33	214	0.6	0.10	32
SARIE	844	2.6	0.20	64	904	2.7	0.20	68
SEVENTEEN	402	1.2	0.13	44	436	1.3	0.14	48
SHAPE	215	0.7	0.10	33	214	0.6	0.10	32
SOUL	320	1.0	0.12	40	301	0.9	0.12	40
SPEED & SOUND \$\$	809	2.5	0.19	63	877	2.6	0.20	67
SPORTS ILLUSTRATED SA	428	1.3	0.14	45	496	1.5	0.15	51
STYWE LYNE / TIGHT LINES \$\$	121	0.4	0.08	25	107	0.3	0.07	23
SUCCEED	125	0.4	0.08	25	113	0.3	0.07	23
TASTE (WOOLWORTHS)	129	0.4	0.08	25	110	0.3	0.07	23
THE GARDENER \$\$	308	0.9	0.12	38	279	0.8	0.11	37
TOPBILLING	871	2.7	0.20	65	939	2.8	0.20	69
TOPCAR	821	2.5	0.19	63	880	2.6	0.20	67
TRUE LOVE	3223	9.9	0.37	120	3170	9.3	0.36	122
DIE TUINIER	76	0.2	0.06	18	73	0.2	0.06	19
WEGSLEEP	86	0.3	0.07	22	66	0.2	0.06	19
WIEL	127	0.4	0.08	25	106	0.3	0.07	23
WINE MAGAZINE	155	0.5	0.09	28	104	0.3	# 0.07	23
WOMAN & HOME	359	1.1	0.13	42	312	0.9	0.12	40
YOUR BABY	263	0.8	0.11	36	252	0.7	0.10	35
YOUR FAMILY	491	1.5	0.15	49	474	1.4	0.15	49
ANY "AMPS" MONTHLY MAGAZINE	12218	37.6	0.60	194	12502	36.7	0.60	203

** = frequency change

\$\$ = not released - less than 40 respondents // does not qualify for release

Significant increase = +, Significant decrease = #

= no longer on AMPS//not comparable

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '09				AMPS Jul '09 - Jun '10			
	TOTAL	TOTAL			TOTAL	TOTAL		
	25170	25170			25170	25170		
	32498	32498			34020	34020		
	'000s	%	± %	± '000	'000s	%	± %	± '000
ALTERNATE MONTHLY MAGAZINES								
AFRICA BIRDS & BIRDING \$\$	100	0.3	0.07	22	112	0.3	0.07	23
AVOCADO / AVOKADO	78	0.2	0.06	18	87	0.3	0.07	23
DEKAT	121	0.4	0.08	25	132	0.4	0.08	27
DRIVE OUT / WEGRY	116	0.4	0.08	25	182	0.5	0.09	30
ELLE DECORATION	145	0.4	0.08	25	124	0.4	0.08	27
FITPREGNANCY	144	0.4	0.08	25	131	0.4	0.08	27
GOOD TASTE	83	0.3	0.07	22	58	0.2	0.06	19
HABITAT	97	0.3	0.07	22	61	0.2	0.06	19
HQ					143	0.4	0.08	27
HUSTLER	300	0.9	0.12	38	271	0.8	0.11	37
HYPE	675	2.1	0.18	58	661	1.9	0.17	57
INTIEM \$\$					24	0.1	0.04	13
LOSLYF	71	0.2	0.06	18	73	0.2	0.06	19
PSYCHOLOGIES MAGAZINE SA	133	0.4	0.08	25	137	0.4	0.08	27
SOCCERLIFE FOURFOUR TWO	876	2.7	0.20	65	776	2.3	#	0.19
STUFF	58	0.2	0.06	18	75	0.2	0.06	19
SUTRA \$\$	15	0.0	0.00	0	23	0.1	+	0.04
VISI	43	0.1	0.04	13	44	0.1		0.04
VUK'UZENZELE	1177	3.6	0.23	75	1455	4.3	+	0.25
YOUR PREGNANCY	312	1.0	0.12	40	296	0.9		0.12
ZIGZAG	119	0.4	0.08	25	106	0.3		0.07
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3630	11.2	0.39	127	3890	11.4		0.39
QUARTERLY MAGAZINES								
AA TRAVELLER	247	0.8	0.11	36	213	0.6		0.10
HUISGENOOT TEMPO					87	0.3		0.07
PERSONAL FINANCE	263	0.8	0.11	36	185	0.5	#	0.09
PRIVE \$\$	30	0.1	0.04	13	33	0.1		0.04
SARIE KOS	126	0.4	0.08	25	125	0.4		0.08
DIE WOORD VIR VANDAG \$\$	25	0.1	0.04	13	24	0.1		0.04
THE WORD FOR TODAY \$\$	16	0.0	0.00	0	21	0.1	+	0.04
YOU PULSE / HUISGENOOT POLS	145	0.4	0.08	25	246	0.7	+	0.10
ANY "AMPS" QUARTERLY MAGAZINE	789	2.4	0.19	61	931	2.7		0.20
ANY "AMPS" MAGAZINE	16237	50.0	0.62	201	16937	49.8		0.62
ANY "AMPS" NEWSP./MAGAZINE	20508	63.1	0.60	194	21799	64.1		0.59
SUBSCRIBER MAGAZINES								
DISH/SKOTTEL (DSTV)	1798	5.5	0.28	92	2262	6.6	+	0.31
M (M-NET)	104	0.3	0.07	22	76	0.2		0.06
MAGIC (M-NET)	165	0.5	0.09	28	138	0.4		0.08
VODAWORLD MAGAZINE	1496	4.6	0.26	84	##	##		##
ANY "AMPS" SUBSCRIBER MAGAZINE	3141	9.7	0.37	119	3389	10.0		0.37

** = frequency change

\$\$ = not released - less than 40 respondents // does not qualify for release

Significant increase = +, Significant decrease = #

= no longer on AMPS//not comparable