

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

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

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The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Jan-Dec ‘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) - 506,000 readers, 1.5% of total adults – AMPS Jan-Dec ‘10.

The table indicates that there is a range of plus or minus 0.15%; and plus or minus 51,000 readers. This means that we can be 95% certain that the true value of Beeld lies somewhere in the range (1.5 – 0.15% to 1.5 + 0.15%, that is, 1.35% to 1.65%) or (506,000 – 51,000 to 506,000 + 51,000, that is, 455,000 to 557,000 readers).

Example 2 – Daily Sun – 5,023,000 readers, 14.8% of total adults – AMPS Jan-Dec ‘10.

The table indicates that there is a range of plus or minus 0.44%; and plus or minus 149,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (14.8 – 0.44% to 14.8 + 0.44%, that is, 14.36% to 15.24%) or (5,023,000 – 149,000 to 5,023,000 + 149,000, that is, 4,874,000 to 5,172,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS Jul ‘09-Jun ‘10 also have a range of possible values, and only when there is no overlap between the AMPS Jul ‘09-Jun ‘10 and AMPS Jan-Dec ‘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 Jul ‘09-Jun ‘10 and AMPS Jan-Dec ‘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 Jul ‘09-Jun ‘10 (1.54% to 1.86%) overlaps with the range for Beeld in AMPS Jan-Dec ‘10 (1.35% to 1.65%). In the case of Daily Sun readership, there is an overlap between the two years (14.16% to 15.04%) in AMPS Jul ‘09-Jun ‘10 and (14.36% to 15.24% in AMPS Jan-Dec ‘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				AMPS Jan - Dec '10				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		
	25170	25170	25170	25170	25170	25170	25170	25170	25160	25160	25160	25160	
	32498	32498	34020	34020	34020	34020	34020	34020	34020	34020	34020	34020	
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	
<b><u>DAILY NEWSPAPERS</u></b>													
BEELD	493	1.5	0.15	49	562	1.7	0.16	54	506	1.5	0.15	51	
BURGER	435	1.3	0.14	45	490	1.4	0.15	49	487	1.4	0.15	49	
BUSINESS DAY	91	0.3	0.07	22	76	0.2	0.06	19	85	0.2	0.06	19	
CAPE ARGUS	292	0.9	0.12	38	312	0.9	0.12	40	349	1.0	0.12	42	
CAPE TIMES	215	0.7	0.10	33	253	0.7	0.10	35	268	0.8	0.11	37	
CITIZEN	485	1.5	0.15	49	438	1.3	0.14	48	370	1.1	0.13	44	
DAILY DISPATCH	309	1.0	0.12	40	280	0.8	0.11	37	269	0.8	0.11	37	
DAILY NEWS	563	1.7	0.16	52	509	1.5	0.15	51	430	1.3	0.14	48	
DAILY SUN	4659	14.3	0.43	141	4956	14.6	0.44	148	5023	14.8	0.44	149	
DAILY VOICE	584	1.8	0.16	53	627	1.8	0.16	56	585	1.7	0.16	54	
DFA	81	0.2	0.06	18	74	0.2	0.06	19	75	0.2	0.06	19	
HERALD	278	0.9	0.12	38	270	0.8	0.11	37	256	0.8	0.11	37	
ISOLEZWE	771	2.4	0.19	61	760	2.2	0.18	62	696	2	0.17	59	
MERCURY	269	0.8	0.11	36	269	0.8	0.11	37	275	0.8	0.11	37	
PRETORIA NEWS	160	0.5	0.09	28	136	0.4	0.08	27	105	0.3	0.07	23	
SON	776	2.4	0.19	61	984	2.9	0.21	71	1039	3.1	0.21	73	
SOWETAN	1487	4.6	0.26	84	1457	4.3	0.25	85	1522	4.5	0.26	87	
THE STAR	675	2.1	0.18	58	561	1.7	0.16	54	574	1.7	0.16	54	
THE TIMES	397	1.2	0.13	44	377	1.1	0.13	44	331	1.0	0.12	42	
VOLKSBLAD	126	0.4	0.08	25	159	0.5	0.09	30	162	0.5	0.09	30	
THE WITNESS	153	0.5	0.09	28	157	0.5	0.09	30	152	0.4	0.08	27	
ANY "AMPS" DAILY NEWSPAPER	9281	28.6	0.56	181	9941	29.2	0.56	191	9990	29.4	0.56	192	
<b><u>WEEKLY NEWSPAPERS</u></b>													
BURGER (SAT)	357	1.1	0.13	42	313	0.9	0.12	40	194	0.6	#	0.10	32
CITY PRESS (SUN)	2142	6.6	0.31	100	2122	6.2	0.30	101	1867	5.5	#	0.28	96
ILANGA LANGESONTO (SUN)	837	2.6	0.20	64	877	2.6	0.20	67	868	2.6		0.20	67
INDEPENDANT ON SATURDAY	301	0.9	0.12	38	305	0.9	0.12	40	280	0.8		0.11	37
ISOLEZWE NGESONTO (SUN)	645	2.0	0.17	56	715	2.1	0.18	60	755	2.2		0.18	62
MAIL & GUARDIAN (FRI)	465	1.4	0.15	47	437	1.3	0.14	48	428	1.3		0.14	48
NAWEEK BEELD (SAT)	186	0.6	0.10	31	198	0.6	0.10	32	114	0.3	#	0.07	23
POST (WED)	432	1.3	0.14	45	439	1.3	0.14	48	429	1.3		0.14	48
PTA NEWS WEEKEND (SAT) \$\$	85	0.3	0.07	22	64	0.2	0.06	19	37	0.1	#	0.04	13
RAPPORT (SUN)	1478	4.5	0.26	83	1543	4.5	0.26	87	1396	4.1		0.25	83
SATURDAY DISPATCH	111	0.3	0.07	22	138	0.4	0.08	27	148	0.4		0.08	27
SATURDAY STAR	475	1.5	0.15	49	361	1.1	0.13	44	291	0.9		0.12	40
SOCCERWEEK (THURS)									274	0.8		0.11	37
SOCCER LADUMA	2883	8.9	0.35	114	2894	8.5	0.34	117	2925	8.6		0.35	118
SONDAG	161	0.5	0.09	28	141	0.4	0.08	27	179	0.5		0.09	30
SONDAG SON					426	1.3	0.14	48	389	1.1		0.13	44
SUNDAY INDEPENDENT	148	0.5	0.09	28	125	0.4	0.08	27	107	0.3		0.07	23
SUNDAY SUN	2592	8.0	0.34	109	2508	7.4	0.32	110	2371	7.0		0.32	107
SUNDAY TIMES	4229	13.0	0.42	135	4085	12.0	0.40	137	3800	11.2	#	0.39	133
SUNDAY TRIBUNE	739	2.3	0.19	60	657	1.9	0.17	57	624	1.8		0.16	56
SUNDAYWORLD	1890	5.8	0.29	94	1738	5.1	0.27	92	1680	4.9		0.27	91
SUPER SATURDAY CITIZEN @@	416	1.3	0.14	45	331	1	0.12	42	181	0.5	#	0.09	30
UMAFRIKA (FRI)	258	0.8	0.11	36	206	0.6	0.10	32	233	0.7		0.10	35
VOLKSBLAD (SAT)	79	0.2	0.06	18	68	0.2	0.06	19	62	0.2		0.06	19
WEEKEND ARGUS SATURDAY	267	0.8	0.11	36	248	0.7	0.10	35	213	0.6		0.10	32
WEEKEND ARGUS SUNDAY	181	0.6	0.10	31	165	0.5	0.09	30	145	0.4		0.08	27
WEEKEND WITNESS (SAT)	150	0.5	0.09	28	178	0.5	0.09	30	171	0.5		0.09	30
WEEKENDPOST (SAT)	294	0.9	0.12	38	275	0.8	0.11	37	218	0.6		0.10	32
THE ZIMBABWEAN (THURS)	80	0.2	0.06	18	70	0.2	0.06	19	47	0.1	#	0.04	13
ANY "AMPS" WEEKLY NEWSPAPER	11366	35.0	0.59	191	11637	34.2	0.59	199	11351	33.4		0.58	198
<b><u>BI-WEEKLY NEWSPAPERS</u></b>													
ILANGA (MON/THU)	809	2.5	0.19	63	819	2.4	0.19	64	770	2.3		0.19	63
<b><u>MONTHLY NEWSPAPERS</u></b>													
BIGNEWS	67	0.2	0.06	18	48	0.1	0.04	13	##	##	##	##	
THE TEACHER	194	0.6	0.10	31	197	0.6	0.10	32	169	0.5		0.09	30
ANY "AMPS" MONTHLY NEWSPAPER	261	0.8	0.11	36	237	0.7	0.10	35	202	0.6		0.10	32
ANY "AMPS" NEWSPAPER	15324	47.2	0.62	200	16206	47.6	0.62	210	16150	47.5		0.62	210

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	32498	32498			34020	34020			34020	34020			
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	
<b>WEEKLY MAGAZINES</b>													
AUTO TRADER.CO.ZA	871	2.7	0.20	65	842	2.5	0.19	66	593	1.7	#	0.16	54
DRUM	2300	7.1	0.32	103	2673	7.9	0.33	113	2839	8.3		0.34	116
FARMER'S WEEKLY	123	0.4	0.08	25	151	0.4	0.08	27	135	0.4		0.08	27
FM (FINANCIAL MAIL)	297	0.9	0.12	38	238	0.7	0.10	35	217	0.6		0.10	32
FINWEEK	89	0.3	0.07	22	91	0.3	0.07	23	75	0.2		0.06	19
HEAT	590	1.8	0.16	53	623	1.8	0.16	56	574	1.7		0.16	54
HUISGENOOT	2406	7.4	0.32	105	2595	7.6	0.33	111	2480	7.3		0.32	109
LANDBOU WEEKBLAD	225	0.7	0.10	33	246	0.7	0.10	35	240	0.7		0.10	35
MOVE	1942	6.0	0.29	95	2188	6.4	0.30	103	2337	6.9		0.31	107
PEOPLE	1647	5.1	0.27	88	1636	4.8	0.26	90	1631	4.8		0.26	90
TIME	328	1.0	0.12	40	259	0.8	0.11	37	230	0.7		0.10	35
VROUEKEUR	467	1.4	0.15	47	539	1.6	0.16	53	497	1.5		0.15	51
YOU	2387	7.3	0.32	104	2620	7.7	0.33	112	2604	7.7		0.33	112
ANY "AMPS" WEEKLY MAGAZINE	8366	25.7	0.54	175	9060	26.6	0.55	186	9119	26.8		0.55	186
<b>FORTNIGHTLY MAGAZINES</b>													
KICKOFF	3136	9.6	0.36	118	2926	8.6	0.35	118	2716	8.0		0.34	114
KUIER									166	0.5		0.09	30
TVPLUS	2000	6.2	0.30	97	2021	5.9	0.29	99	1567	4.6	#	0.26	88
ANY "AMPS" FORTNIGHTLY MAGAZINE	4840	14.9	0.44	143	4663	13.7	0.42	145	4132	12.1	#	0.40	137
<b>MONTHLY MAGAZINES</b>													
AFRICA GEOGRAPHIC	131	0.4	0.08	25	122	0.4	0.08	27	85	0.3		0.07	23
AMAKHOSI	1966	6.0	0.29	95	1788	5.3	0.28	94	1538	4.5	#	0.26	87
ANIMALTALK	234	0.7	0.10	33	222	0.7	0.10	35	176	0.5	#	0.09	30
BABA & KLEUTER	80	0.2	0.06	18	81	0.2	0.06	19	93	0.3		0.07	23
BICYCLING	133	0.4	0.08	25	92	0.3	0.07	23	68	0.2		0.06	19
BIKE SA MAGAZINE	247	0.8	0.11	36	255	0.7	0.10	35	243	0.7		0.10	35
BONA	3010	9.3	0.36	117	3321	9.8	0.37	125	3603	10.6	+	0.38	129
CAR	1206	3.7	0.23	76	1150	3.4	0.22	76	1108	3.3		0.22	75
CARAVAN & OUTDOOR LIFE	136	0.4	0.08	25	141	0.4	0.08	27	101	0.3		0.07	23
CLEO	118	0.4	0.08	25	119	0.3	0.07	23	132	0.4		0.08	27
COMPLEAT GOLFER	118	0.4	0.08	25	107	0.3	0.07	23	65	0.2		0.06	19
CONDE NAST HOUSE & GARDEN	407	1.3	0.14	45	377	1.1	0.13	44	311	0.9		0.12	40
COSMOPOLITAN	1109	3.4	0.22	73	1070	3.1	0.21	73	948	2.8		0.20	69
DESTINY	262	0.8	0.11	36	296	0.9	0.12	40	237	0.7		0.10	35
ELLE MAGAZINE	387	1.2	0.13	44	325	1.0	0.12	42	286	0.8		0.11	37
ENTREPRENEUR	182	0.6	0.10	31	146	0.4	0.08	27	118	0.3		0.07	23
ESSENTIALS	168	0.5	0.09	28	169	0.5	0.09	30	149	0.4		0.08	27
FAIRLADY	1076	3.3	0.22	72	982	2.9	0.21	71	742	2.2	#	0.18	62
FHM	807	2.5	0.19	63	815	2.4	0.19	64	775	2.3		0.19	63
FINESSE	305	0.9	0.12	38	290	0.9	0.12	40	230	0.7		0.10	35
FOOD & HOME ENT.	694	2.1	0.18	58	588	1.7	0.16	54	529	1.6		0.16	53
FRESH LIVING (PICK 'N PAY)					282	0.8	0.11	37	318	0.9		0.12	40
GETAWAY	614	1.9	0.17	55	565	1.7	0.16	54	510	1.5		0.15	51
GLAMOUR	577	1.8	0.16	53	596	1.8	0.16	56	565	1.7		0.16	54
GO! / WEG!	288	0.9	0.12	38	357	1.0	0.12	42	331	1.0		0.12	42
GOLF DIGEST	168	0.5	0.09	28	160	0.5	0.09	30	146	0.4		0.08	27
GQ SA	239	0.7	0.10	33	257	0.8	0.11	37	244	0.7		0.10	35
HOME / TUIS	430	1.3	0.14	45	495	1.5	0.15	51	422	1.2	#	0.13	46
HOUSE AND LEISURE	193	0.6	0.10	31	171	0.5	0.09	30	149	0.4		0.08	27
IDEAS / IDEES	229	0.7	0.10	33	199	0.6	0.10	32	157	0.5		0.09	30
LEEF MET HART & SIEL	116	0.4	0.08	25	113	0.3	0.07	23	117	0.3		0.07	23
LEISURE WHEELS	162	0.5	0.09	28	124	0.4	0.08	27	108	0.3		0.07	23
LIG GESINSTYDSKRIF	80	0.2	0.06	18	81	0.2	0.06	19	64	0.2		0.06	19
LIVING AND LOVING	658	2.0	0.17	56	540	1.6	0.16	53	446	1.3	#	0.14	48
LONGEVITY	76	0.2	0.06	18	71	0.2	0.06	19	57	0.2		0.06	19
MAN MAGNUM	52	0.2	0.06	18	66	0.2	0.06	19	72	0.2		0.06	19
MARIE CLAIRE	331	1.0	0.12	40	332	1.0	0.12	42	252	0.7	#	0.10	35
MEN'S HEALTH	967	3.0	0.21	68	986	2.9	0.21	71	938	2.8		0.20	69
NAG	158	0.5	0.09	28	141	0.4	0.08	27	144	0.4		0.08	27
NATIONAL GEOGRAPHIC	518	1.6	0.16	50	440	1.3	0.14	48	368	1.1		0.13	44
NOSEWEEK	59	0.2	0.06	18	56	0.2	0.06	19	66	0.2		0.06	19

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	25170	25170	25170	25170	25170	25170	25170	25170	25160	25160	25160	25160	
	32498	32498	34020	34020	34020	34020	34020	34020	34020	34020	34020	34020	
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	
<b>MONTHLY MAGAZINES (cont.)</b>													
O' THE OPRAH MAGAZINE	558	1.7	0.16	52	549	1.6	0.16	53	511	1.5	0.15	51	
PCFORMAT	256	0.8	0.11	36	244	0.7	0.10	35	220	0.6	0.10	32	
PEOPLE PUZZLES	485	1.5	0.15	49	448	1.3	0.14	48	452	1.3	0.14	48	
POPULAR MECHANICS	182	0.6	0.10	31	181	0.5	0.09	30	183	0.5	0.09	30	
PROPERTY:THE PROPERTY MAGAZINE	421	1.3	0.14	45	370	1.1	0.13	44	288	0.8	#	0.11	37
READER'S DIGEST SA	461	1.4	0.15	47	506	1.5	0.15	51	521	1.5	0.15	51	
REAL	937	2.9	0.21	67	837	2.5	0.19	66	753	2.2	0.18	62	
ROOI ROSE	954	2.9	0.21	67	912	2.7	0.20	68	752	2.2	#	0.18	62
RUNNER'S WORLD	114	0.4	0.08	25	88	0.3	0.07	23	45	0.1	#	0.04	13
SA 4X4	221	0.7	0.10	33	210	0.6	0.10	32	179	0.5	0.09	30	
SA COUNTRY LIFE	153	0.5	0.09	28	155	0.5	0.09	30	133	0.4	0.08	27	
SA GARDEN / SA TUIN PALEIS	246	0.8	0.11	36	245	0.7	0.10	35	205	0.6	0.10	32	
SA GARDEN & HOME	725	2.2	0.18	59	698	2.1	0.18	60	673	2.0	0.17	59	
SA HOME OWNER	286	0.9	0.12	38	194	0.6	0.10	32	193	0.6	0.10	32	
SA HUNTER/JAGTER	60	0.2	0.06	18	70	0.2	0.06	19	60	0.2	0.06	19	
SA INDIA.COM	121	0.4	0.08	25	130	0.4	0.08	27	117	0.3	0.07	23	
SA RUGBY MAG.									348	1.0	0.12	42	
SALTWATER GIRL MAGAZINE	231	0.7	0.10	33	214	0.6	0.10	32	157	0.5	0.09	30	
SARIE	844	2.6	0.20	64	904	2.7	0.20	68	767	2.3	#	0.19	63
SEVENTEEN	402	1.2	0.13	44	436	1.3	0.14	48	372	1.1	0.13	44	
SHAPE	215	0.7	0.10	33	214	0.6	0.10	32	180	0.5	0.09	30	
SL MAGAZINE \$\$									37	0.1	0.04	13	
SOUL	320	1.0	0.12	40	301	0.9	0.12	40	273	0.8	0.11	37	
SPEED & SOUND	809	2.5	0.19	63	877	2.6	0.20	67	865	2.5	0.19	66	
SPORTS ILLUSTRATED SA	428	1.3	0.14	45	496	1.5	0.15	51	410	1.2	#	0.13	46
STYWE LYNE/TIGHT LINES	121	0.4	0.08	25	107	0.3	0.07	23	89	0.3	0.07	23	
SUCCEED	125	0.4	0.08	25	113	0.3	0.07	23	106	0.3	0.07	23	
TASTE (WOOLWORTHS)	129	0.4	0.08	25	110	0.3	0.07	23	99	0.3	0.07	23	
THE GARDENER	308	0.9	0.12	38	279	0.8	0.11	37	207	0.6	0.10	32	
TOPBILLING	871	2.7	0.20	65	939	2.8	0.20	69	771	2.3	#	0.19	63
TOPCAR	821	2.5	0.19	63	880	2.6	0.20	67	863	2.5	0.19	66	
TRUE LOVE	3223	9.9	0.37	120	3170	9.3	0.36	122	3059	9.0	0.35	120	
DIE TUINIER	76	0.2	0.06	18	73	0.2	0.06	19	64	0.2	0.06	19	
WEGSLEEP	86	0.3	0.07	22	66	0.2	0.06	19	68	0.2	0.06	19	
WIEL	127	0.4	0.08	25	106	0.3	0.07	23	100	0.3	0.07	23	
WINE MAGAZINE	155	0.5	0.09	28	104	0.3	0.07	23	92	0.3	0.07	23	
WOMAN & HOME	359	1.1	0.13	42	312	0.9	0.12	40	282	0.8	0.11	37	
YOUR BABY & TODDLER @@	263	0.8	0.11	36	252	0.7	0.10	35	233	0.7	0.10	35	
YOUR FAMILY	491	1.5	0.15	49	474	1.4	0.15	49	433	1.3	0.14	48	
ANY "AMPS" MONTHLY MAGAZINE	12218	37.6	0.60	194	12502	36.7	0.60	203	12506	36.8	0.60	203	
<b>ALTERNATE MONTHLY MAGAZINES</b>													
AFRICA BIRDS & BIRDING	100	0.3	0.07	22	112	0.3	0.07	23	79	0.2	0.06	19	
AVOCADO / AVOKADO	78	0.2	0.06	18	87	0.3	0.07	23	77	0.2	0.06	19	
DEKAT	121	0.4	0.08	25	132	0.4	0.08	27	87	0.3	0.07	23	
DRIVE OUT / WEGRY	116	0.4	0.08	25	182	0.5	0.09	30	154	0.5	0.09	30	
ELLE DECORATION	145	0.4	0.08	25	124	0.4	0.08	27	123	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	40	0.1	#	0.04	13
HABITAT	97	0.3	0.07	22	61	0.2	0.06	19	48	0.1	#	0.04	13
HQ					143	0.4	0.08	27	99	0.3	0.07	23	
HUSTLER	300	0.9	0.12	38	271	0.8	0.11	37	260	0.8	0.11	37	
HYPE	675	2.1	0.18	58	661	1.9	0.17	57	569	1.7	0.16	54	
INTIEM \$\$					24	0.1	0.04	13	24	0.1	0.04	13	
LOSLYF	71	0.2	0.06	18	73	0.2	0.06	19	67	0.2	0.06	19	
PSYCHOLOGIES MAGAZINE SA	133	0.4	0.08	25	137	0.4	0.08	27	146	0.4	0.08	27	
SOCCERLIFE FOURFOURTWO	876	2.7	0.20	65	776	2.3	0.19	63	##	##	##	##	
STUFF	58	0.2	0.06	18	75	0.2	0.06	19	87	0.3	0.07	23	
SUTRA \$\$	15	0.0	0.00	0	23	0.1	0.04	13	25	0.1	0.04	13	
VISI \$\$	43	0.1	0.04	13	44	0.1	0.04	13	30	0.1	0.04	13	
VUKUZENZELE	1177	3.6	0.23	75	1455	4.3	0.25	85	1513	4.4	0.25	86	
YOUR PREGNANCY	312	1.0	0.12	40	296	0.9	0.12	40	314	0.9	0.12	40	
ZIGZAG	119	0.4	0.08	25	106	0.3	0.07	23	83	0.2	0.06	19	
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3630	11.2	0.39	127	3890	11.4	0.39	134	3741	11.0	0.39	132	

\*\* = frequency change

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Significant increase = +, Significant decrease = #

@@ = Name change

## = no longer on AMPS/not comparable

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES**

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '09				AMPS Jul '09 - Jun '10				AMPS Jan - Dec '10				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		
	25170	25170	32498	32498	25170	25170	34020	34020	25160	25160	34020	34020	
	'000s	%	±	%	±	'000	'000s	%	±	%	±	'000	
<b>QUARTERLY MAGAZINES</b>													
AA TRAVELLER	247	0.8	0.11	36	213	0.6	0.10	32	189	0.6	0.10	32	
HUISGENOOT TEMPO					87	0.3	0.07	23	110	0.3	0.07	23	
NATIONAL GEOGRAPHIC TRAVELLER SA									263	0.8	0.11	37	
PERSONAL FINANCE	263	0.8	0.11	36	185	0.5	0.09	30	162	0.5	0.09	30	
PRIVE (SUN INTERNATIONAL) \$\$	30	0.1	0.04	13	33	0.1	0.04	13	49	0.1	0.04	13	
SARIE KOS	126	0.4	0.08	25	125	0.4	0.08	27	138	0.4	0.08	27	
DIE WOORD VIR VANDAG \$\$	25	0.1	0.04	13	24	0.1	0.04	13	18	0.1	0.04	13	
THE WORD FOR TODAY \$\$	16	0.0	0.00	0	21	0.1	0.04	13	20	0.1	0.04	13	
YOU PULSE / HUISGENOOT POLS	145	0.4	0.08	25	246	0.7	0.10	35	239	0.7	0.10	35	
ANY "AMPS" QUARTERLY MAGAZINE	789	2.4	0.19	61	931	2.7	0.20	68	1031	3	0.21	72	
ANY "AMPS" MAGAZINE	16237	50.0	0.62	201	16937	49.8	0.62	210	17175	50.5	0.62	210	
ANY "AMPS" NEWSP./MAGAZINE	20508	63.1	0.60	194	21799	64.1	0.59	202	21984	64.6	0.59	201	
<b>SUBSCRIBER MAGAZINES</b>													
DISH/SKOTTEL (DSTV)	1798	5.5	0.28	92	2262	6.6	0.31	104	2807	8.3	+	0.34	116
M (M-NET)	104	0.3	0.07	22	76	0.2	0.06	19	57	0.2	0.06	19	
MAGIC (M-NET)	165	0.5	0.09	28	138	0.4	0.08	27	122	0.4	0.08	27	
REALITY BY SANLAM									75	0.2	0.06	19	
ANY "AMPS" SUBSCRIBER MAGAZINE	3141	9.7	0.37	119	3389	10.0	0.37	126	3405	10.0	0.37	126	

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