

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Jan-Dec '12.

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) - 441,000 readers, 1.3% of total adults – AMPS Jan-Dec '12.

The table indicates that there is a range of plus or minus 0.14%; and plus or minus 49,000 readers. This means that we can be 95% certain that the true value of Beeld lies somewhere in the range (1.3 – 0.14% to 1.3 + 0.14%, that is, 1.16% to 1.44%) or (441,000 – 49,000 to 441,000 + 49,000, that is, 392,000 to 490,000 readers).

Example 2 – Daily Sun – 5,554,000 readers, 15.9% of total adults – AMPS Jan-Dec '12.

The table indicates that there is a range of plus or minus 0.45%; and plus or minus 158,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (15.9 – 0.45% to 15.9 + 0.45%, that is, 15.45% to 16.35%) or (5,554,000 – 158,000 to 5,554,000 + 158,000, that is, 5,396,000 to 5,712,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS Jul '11-Jun '12 also have a range of possible values, and only when there is no overlap between the AMPS Jul '11-Jun '12 and AMPS Jan-Dec '12 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 '11-Jun '12 and AMPS Jan-Dec '12 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 '11-Jun '12 (1.07% to 1.33%) overlaps with the range for Beeld in AMPS Jan-Dec '12 (1.16% to 1.44%). In the case of Daily Sun readership, there is an overlap between the two years (15.74% to 16.66% in AMPS Jul '11-Jun '12) and (15.45% to 16.35% in AMPS Jan-Dec '12); therefore there is no statistical difference between them.

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jul '10 - Jun '11				AMPS Jan - Dec '11				AMPS Jul '11 - Jun '12				AMPS Jan - Dec '12			
	TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL			
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000
	25160	25160			25160	25160			25162	25162			25108	25108		
	34020	34020			34934	34934			34934	34934			34935	34935		
DAILY NEWSPAPERS																
BEELD	511	1.5	0.15	51	463	1.3	0.14	49	426	1.2	0.13	47	441	1.3	0.14	49
BURGER	470	1.4	0.15	49	456	1.3	0.14	49	471	1.3	0.14	49	497	1.4	0.15	51
BUSINESS DAY	79	0.2	0.06	19	62	0.2	0.06	19	68	0.2	0.06	19	59	0.2	0.06	19
CAPE ARGUS	321	0.9	0.12	40	287	0.8	0.11	38	288	0.8	0.11	38	294	0.8	0.11	38
CAPE TIMES	231	0.7	0.10	35	225	0.6	0.10	33	261	0.7	0.10	36	258	0.7	0.10	36
CITIZEN	379	1.1	0.13	44	508	1.5	0.15	52	519	1.5	0.15	52	451	1.3	0.14	49
DAILY DISPATCH	261	0.8	0.11	37	232	0.7	0.10	36	237	0.7	0.10	36	238	0.7	0.10	36
DAILY NEWS	377	1.1	0.13	44	353	1.0	0.12	43	342	1.0	0.12	43	295	0.8	0.11	38
DAILY SUN	5220	15.3	0.44	151	5561	15.9	0.45	158	5669	16.2	0.46	159	5554	15.9	0.45	158
DAILY VOICE	591	1.7	0.16	54	556	1.6	0.16	54	493	1.4	0.15	51	463	1.3	@	14
DFA	82	0.2	0.06	19	78	0.2	0.06	19	76	0.2	0.06	19	76	0.2	0.06	19
HERALD	236	0.7	0.10	35	238	0.7	0.10	36	242	0.7	0.10	36	257	0.7	0.10	36
ISOLEZWE	756	2.2	0.18	62	912	2.6	0.20	69	867	2.5	0.19	67	943	2.7	0.20	70
MERCURY	247	0.7	0.10	35	225	0.6	0.10	33	237	0.7	0.10	36	234	0.7	0.10	36
NEW AGE					39	0.1	0.04	14	87	0.2	0.06	19	107	0.3	&	0.07
PRETORIA NEWS	108	0.3	0.07	23	128	0.4	0.08	27	147	0.4	0.08	27	141	0.4	0.08	27
SON	1132	3.3	0.22	75	1097	3.1	0.21	75	1058	3.0	0.21	74	1102	3.2	0.22	76
SOWETAN	1618	4.8	0.26	90	1722	4.9	0.27	93	1651	4.7	0.26	91	1646	4.7	0.26	91
THE STAR	576	1.7	0.16	54	640	1.8	0.16	57	683	2.0	0.17	60	615	1.8	0.16	57
THE TIMES	313	0.9	0.12	40	322	0.9	0.12	41	342	1.0	0.12	43	287	0.8	0.11	38
VOLKSBLAD	178	0.5	0.09	30	162	0.5	0.09	30	148	0.4	0.08	27	155	0.4	0.08	27
THE WITNESS	147	0.4	0.08	27	119	0.3	0.07	24	118	0.3	0.07	24	134	0.4	0.08	27
ANY *AMPS* DAILY NEWSPAPER	10316	30.3	0.57	193	10761	30.8	0.57	199	10808	30.9	0.57	199	10795	30.9	0.57	200

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jul '10 - Jun '11				AMPS Jan - Dec '11				AMPS Jul '11 - Jun '12				AMPS Jan - Dec '12				
	TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL				
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	
25160	25160			25160	25160			25162	25162			25108	25108				
34020	34020			34934	34934			34934	34934			34935	34935				
WEEKLY NEWSPAPERS																	
BURGER (SAT)	226	0.7	0.10	35	386	1.1	0.13	45	345	1.0	0.12	43	272	0.8	@	0.11	38
CITY PRESS (SUN)	1604	4.7	0.26	89	1746	5.0	0.27	94	1863	5.3	0.28	97	1757	5.0		0.27	94
ILANGA LANGESONTO (SUN)	910	2.7	0.20	68	950	2.7	0.20	70	830	2.4	0.19	66	869	2.5		0.19	67
INDEPENDENT ON SATURDAY	275	0.8	0.11	37	239	0.7	0.10	36	208	0.6	0.10	33	219	0.6		0.10	33
ISOLEZWE NGESONTO (SUN)	764	2.2	0.18	62	889	2.5	0.19	67	784	2.2	0.18	63	668	1.9	@	0.17	59
ISOLEZWE NGOMGOIBELO (SAT)													487	1.4		0.15	51
MAIL & GUARDIAN (FRI)	383	1.1	0.13	44	424	1.2	0.13	47	425	1.2	0.13	47	459	1.3		0.14	49
NAWEEK BEELD (SAT)	73	0.2	0.06	19	73	0.2	0.06	19	71	0.2	0.06	19	53	0.2		0.06	19
POST (WED)	394	1.2	0.13	46	341	1.0	0.12	43	339	1.0	0.12	43	345	1.0		0.12	43
PTA NEWS WEEKEND (SAT) \$\$	21	0.1	0.04	13	35	0.1	0.04	14	31	0.1	0.04	14	34	0.1		0.04	14
RAPPORT (SUN)	1437	4.2	0.25	84	1476	4.2	0.25	87	1320	3.8	0.24	83	1286	3.7	@	0.23	82
SATURDAY DISPATCH	105	0.3	0.07	23	91	0.3	0.07	24	101	0.3	0.07	24	130	0.4		0.08	27
SATURDAY STAR	234	0.7	0.10	35	237	0.7	0.10	36	236	0.7	0.10	36	249	0.7		0.10	36
SOCCER LADUMA (WED)	3009	8.8	0.35	119	3182	9.1	0.36	124	2846	8.1	0.34	118	2767	7.9	@	0.33	117
SON OP SONDAG	502	1.5	0.15	51	609	1.7	0.16	56	495	1.4	0.15	51	457	1.3	@	0.14	49
SONDAG	190	0.6	0.10	32	185	0.5	0.09	30	160	0.5	0.09	30	120	0.3	@ #	0.07	24
SUNDAY INDEPENDENT	67	0.2	0.06	19	74	0.2	0.06	19	67	0.2	0.06	19	81	0.2		0.06	19
SUNDAY SUN	2416	7.1	0.32	108	2567	7.3	0.32	112	2601	7.4	0.32	113	2608	7.5		0.33	114
SUNDAY TIMES	3659	10.8	0.38	130	3733	10.7	0.38	133	3688	10.6	0.38	133	3411	9.8	@ #	0.37	128
SUNDAY TRIBUNE	575	1.7	0.16	54	487	1.4	0.15	51	438	1.3	0.14	49	446	1.3		0.14	49
SUNDAYWORLD	1594	4.7	0.26	89	1547	4.4	0.25	89	1577	4.5	0.26	89	1526	4.4		0.25	89
SUPER SATURDAY CITIZEN \$\$	51	0.1	0.04	13	67	0.2	0.06	19	51	0.1	0.04	14	37	0.1	@	0.04	14
UMAFRIKA (FRI)	214	0.6	0.10	32	224	0.6	0.10	33	174	0.5	0.09	30	129	0.4	@	0.08	27
VOLKSBLAD (SAT)	67	0.2	0.06	19	49	0.1	0.04	14	30	0.1	0.04	14	31	0.1		0.04	14
WEEKEND ARGUS SATURDAY	190	0.6	0.10	32	181	0.5	0.09	30	194	0.6	0.10	33	155	0.4	#	0.08	27
WEEKEND ARGUS SUNDAY	136	0.4	0.08	27	123	0.4	0.08	27	139	0.4	0.08	27	140	0.4		0.08	27
WEEKEND WITNESS (SAT)	153	0.5	0.09	30	124	0.4	0.08	27	92	0.3	0.07	24	100	0.3		0.07	24
WEEKENDPOST (SAT)	201	0.6	0.10	32	209	0.6	0.10	33	203	0.6	0.10	33	194	0.6		0.10	33
THE ZIMBABWEAN (THURS) \$\$	39	0.1	0.04	13	48	0.1	0.04	14	40	0.1	0.04	14	44	0.1		0.04	14
ANY 'AMPS' WEEKLY NEWSPAPER	11387	33.5	0.58	198	11915	34.1	0.59	205	11476	32.8	0.58	203	11124	31.8	@	0.58	201

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	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	
POPULATION ('000)	34020	34020	34934	34934	34934	34934	34934	34934	34934	34934	34934	34935	34935	34935	34935	34935	
	'000s	%	± % ± '000	'000s	%	± % ± '000	'000s	%	± % ± '000	'000s	%	± % ± '000	'000s	%	± % ± '000	'000s	
BI-WEEKLY NEWSPAPERS																	
ILANGA (MON/THU)	848	2.5	0.19	66	971	2.8	0.20	71	1006	2.9	0.21	72	937	2.7	0.20	70	
MONTHLY NEWSPAPERS																	
THE TEACHER	159	0.5	0.09	30	195	0.6	0.10	33	182	0.5	0.09	30	152	0.4	@	0.08	27
VUK'UZENZELE	1489	4.4	0.25	86	1261	3.6	0.23	80	1089	3.1	0.21	75	888	2.5	@ #	0.19	67
ANY *AMPS* MONTHLY NEWSPAPER									1244	3.6	0.23	80	1022	2.9	#	0.21	73
ANY *AMPS* NEWSPAPER	16321	48.0	0.62	210	17072	48.9	0.62	216	17463	50.0	0.62	216	17105	49.0		0.62	216
WEEKLY MAGAZINES																	
AUTO TRADER.CO.ZA	530	1.6	0.16	53	558	1.6	0.16	54	494	1.4	0.15	51	466	1.3	@	0.14	49
DRUM	2695	7.9	0.33	113	2895	8.3	0.34	119	2906	8.3	0.34	119	2743	7.9		0.33	117
FARMER'S WEEKLY	121	0.4	0.08	27	140	0.4	0.08	27	121	0.3	0.07	24	113	0.3		0.07	24
FM (FINANCIAL MAIL)	190	0.6	0.10	32	135	0.4	0.08	27	126	0.4	0.08	27	146	0.4		0.08	27
FINWEEK	68	0.2	0.06	19	79	0.2	0.06	19	47	0.1	0.04	14	34	0.1	@	0.04	14
HEAT	526	1.5	0.15	51	585	1.7	0.16	56	495	1.4	0.15	51	386	1.1	@ #	0.13	45
HUISGENOOT	2415	7.1	0.32	108	2264	6.5	0.30	106	2070	5.9	0.29	102	2006	5.7	@	0.29	100
LANDBOU WEEKBLAD	195	0.6	0.10	32	201	0.6	0.10	33	218	0.6	0.10	33	171	0.5		0.09	30
MOVE!	2388	7.0	0.32	107	2475	7.1	0.32	111	2383	6.8	0.31	109	2168	6.2	@	0.30	104
PEOPLE	1556	4.6	0.26	88	1475	4.2	0.25	87	1302	3.7	0.23	81	1213	3.5	@	0.23	79
TIME	176	0.5	0.09	30	187	0.5	0.09	30	197	0.6	0.10	33	198	0.6		0.10	33
VROUEKEUR	430	1.3	0.14	48	398	1.1	0.13	45	405	1.2	0.13	47	350	1.0		0.12	43
YOU	2557	7.5	0.33	111	2428	7.0	0.32	110	2191	6.3	0.30	105	2108	6.0	@	0.29	103
ANY *AMPS* WEEKLY MAGAZINE	8936	26.3	0.54	185	8900	25.5	0.54	188	8553	24.5	0.53	186	8357	23.9	@	0.53	184
FORTNIGHTLY MAGAZINES																	
KUIER	218	0.6	0.10	32	270	0.8	0.11	38	363	1.0	0.12	43	464	1.3	& +	0.14	49
TVPLUS	1446	4.2	0.25	84	1370	3.9	0.24	84	1189	3.4	0.22	78	1008	2.9	@ #	0.21	73
ANY *AMPS* FORTNIGHTLY MAGAZINE	3913	11.5	0.39	134	4091	11.7	0.40	139	3962	11.3	0.39	137	2603	7.4	@ #	0.32	113

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	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
	25160	25160			25160	25160			25162	25162			25108	25108		
	34020	34020			34934	34934			34934	34934			34935	34935		
MONTHLY MAGAZINES																
AFRICA GEOGRAPHIC	62	0.2	0.06	19	58	0.2	0.06	19	57	0.2	0.06	19	73	0.2	0.06	19
AMAKHOSI	1480	4.4	0.25	86	1681	4.8	0.26	92	1654	4.7	0.26	91	1537	4.4	0.25	89
ANIMALTALK	162	0.5	0.09	30	169	0.5	0.09	30	169	0.5	0.09	30	142	0.4	0.08	27
BABA & KLEUTER	91	0.3	0.07	23	99	0.3	0.07	24	95	0.3	0.07	24	91	0.3	0.07	24
BICYCLING	73	0.2	0.06	19	72	0.2	0.06	19	62	0.2	0.06	19	58	0.2	0.06	19
BIKE SA MAGAZINE	214	0.6	0.10	32	179	0.5	0.09	30	185	0.5	0.09	30	200	0.6	0.10	33
BONA	3785	11.1	0.39	132	3772	10.8	0.38	134	3353	9.6	0.36	127	3071	8.8	@ #	0.35 122
CAR	1165	3.4	0.22	76	1145	3.3	0.22	77	996	2.9	0.21	72	884	2.5	@	0.19 67
CARAVAN & OUTDOOR LIFE	83	0.2	0.06	19	89	0.3	0.07	24	82	0.2	0.06	19	72	0.2	0.06	19
CLEO	166	0.5	0.09	30	148	0.4	0.08	27	###	###	###	###	###	###	###	###
COMPLETE GOLFER	44	0.1	0.04	13	41	0.1	0.04	14	59	0.2	0.06	19	73	0.2	&	0.06 19
CONDE NAST HOUSE & GARDEN	286	0.8	0.11	37	294	0.8	0.11	38	282	0.8	0.11	38	272	0.8	0.11	38
COSMOPOLITAN	855	2.5	0.19	66	833	2.4	0.19	66	856	2.5	0.19	67	821	2.3	0.19	65
DESTINY	192	0.6	0.10	32	171	0.5	0.09	30	199	0.6	0.10	33	236	0.7	&	0.10 36
DRIVE OUT / WEGRY	138	0.4	0.08	27	141	0.4	0.08	27	151	0.4	0.08	27	112	0.3	0.07	24
ELLE MAGAZINE	314	0.9	0.12	40	262	0.7	0.10	36	232	0.7	0.10	36	253	0.7	0.10	36
ENTREPRENEUR	120	0.4	0.08	27	133	0.4	0.08	27	154	0.4	0.08	27	182	0.5	0.09	30
ESSENTIALS	129	0.4	0.08	27	149	0.4	0.08	27	165	0.5	0.09	30	140	0.4	0.08	27
FAIRLADY	737	2.2	0.18	62	837	2.4	0.19	66	813	2.3	0.19	65	780	2.2	0.18	63
FARMING SA	80	0.2	0.06	19	89	0.3	0.07	24	###	###	###	###	###	###	###	###
FHM	737	2.2	0.18	62	669	1.9	0.17	59	662	1.9	0.17	59	677	1.9	0.17	59
FINESSE	225	0.7	0.10	35	245	0.7	0.10	36	210	0.6	0.10	33	186	0.5	@	0.09 30
FOOD & HOME ENT.	517	1.5	0.15	51	517	1.5	0.15	52	488	1.4	0.15	51	479	1.4	0.15	51
FRESH LIVING (PICK 'N PAY)	365	1.1	0.13	44	382	1.1	0.13	45	422	1.2	0.13	47	448	1.3	0.14	49
GETAWAY	534	1.6	0.16	53	513	1.5	0.15	52	478	1.4	0.15	51	537	1.5	0.15	53
GLAMOUR	580	1.7	0.16	54	557	1.6	0.16	54	544	1.6	0.16	54	605	1.7	0.16	56
GO! / WEG!	296	0.9	0.12	40	322	0.9	0.12	41	322	0.9	0.12	41	292	0.8	0.11	38
GOLF DIGEST	112	0.3	0.07	23	91	0.3	0.07	24	115	0.3	0.07	24	118	0.3	0.07	24
GQ SA	190	0.6	0.10	32	168	0.5	0.09	30	215	0.6	0.10	33	247	0.7	&	0.10 36
HOME / TUIS	394	1.2	0.12	46	357	1.0	0.12	43	401	1.1	0.13	45	378	1.1	0.13	45
HOUSE AND LEISURE	161	0.5	0.09	30	159	0.5	0.09	30	142	0.4	0.08	27	146	0.4	0.08	27
HUSTLER	195	0.6	0.10	32	168	0.5	0.09	30	188	0.5	0.09	30	179	0.5	0.09	30
IDEAS / IDEES	142	0.4	0.08	27	151	0.4	0.08	27	157	0.4	0.08	27	145	0.4	0.08	27
KICKOFF **	2526	7.4	0.32	110	2707	7.7	0.33	115	2647	7.6	0.33	114	2889	8.3	+	0.34 119
LEEF MET HART & SIEL	114	0.3	0.07	23	129	0.4	0.08	27	128	0.4	0.08	27	99	0.3	0.07	24
LEISURE WHEELS	107	0.3	0.07	23	103	0.3	0.07	24	108	0.3	0.07	24	95	0.3	0.07	24

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	TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL				
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	
25160	25160			25160	25160			25162	25162			25108	25108				
34020	34020			34934	34934			34934	34934			34935	34935				
MONTHLY MAGAZINES (cont.....)																	
LIG	56	0.2	0.06	19	75	0.2	0.06	19	98	0.3	0.07	24	109	0.3	0.07	24	
LIVING AND LOVING	439	1.3	0.14	48	425	1.2	0.13	47	420	1.2	0.13	47	419	1.2	0.13	47	
LONGEVITY	37	0.1	0.04	13	47	0.1	0.04	14	56	0.2	0.06	19	68	0.2	&	0.06	19
LOSLYF	50	0.1	0.04	13	39	0.1	0.04	14	42	0.1	0.04	14	35	0.1	0.04	14	
MAMAS & PAPAS									116	0.3	0.07	24	84	0.2	0.06	19	
MARIE CLAIRE	240	0.7	0.10	35	240	0.7	0.10	36	208	0.6	0.10	33	203	0.6	0.10	33	
MEN'S HEALTH	933	2.7	0.20	68	1003	2.9	0.21	72	1037	3.0	0.21	74	938	2.7	0.20	70	
NAG	150	0.4	0.08	27	160	0.5	0.09	30	164	0.5	0.09	30	168	0.5	0.09	30	
NATIONAL GEOGRAPHIC	334	1.0	0.12	42	316	0.9	0.12	41	316	0.9	0.12	41	327	0.9	0.12	41	
NOSEWEEK	55	0.2	0.06	19	46	0.1	0.04	14	49	0.1	0.04	14	60	0.2	& +	0.06	19
O' THE OPRAH MAGAZINE SA	476	1.4	0.15	49	455	1.3	0.14	49	418	1.2	0.13	47	365	1.0	@	0.12	43
PCFORMAT	205	0.6	0.10	32	202	0.6	0.10	33	200	0.6	0.10	33	212	0.6		0.10	33
POPULAR MECHANICS	187	0.5	0.09	30	176	0.5	0.09	30	211	0.6	0.10	33	207	0.6		0.10	33
PROPERTY	275	0.8	0.11	37	266	0.8	0.11	38	272	0.8	0.11	38	280	0.8		0.11	38
READER'S DIGEST SA	431	1.3	0.14	48	436	1.2	0.13	47	462	1.3	0.14	49	412	1.2		0.13	47
REAL	726	2.1	0.18	60	714	2.0	0.17	60	733	2.1	0.18	62	685	2.0		0.17	60
ROOI ROSE	825	2.4	0.19	64	909	2.6	0.20	69	863	2.5	0.19	67	807	2.3		0.19	65
RUNNER'S WORLD	54	0.2	0.06	19	62	0.2	0.06	19	81	0.2	0.06	19	79	0.2		0.06	19
SA COUNTRY LIFE	88	0.3	0.07	23	67	0.2	0.06	19	100	0.3	0.07	24	127	0.4	&	0.08	27
SA GARDEN / SA TUIN	183	0.5	0.09	30	233	0.7	0.10	36	255	0.7	0.10	36	##	##	##	##	
SA GARDEN & HOME	589	1.7	0.16	54	520	1.5	0.15	52	590	1.7	0.16	56	593	1.7		0.16	56
SA HOME OWNER	190	0.6	0.10	32	171	0.5	0.09	30	155	0.4	0.08	27	167	0.5		0.09	30
SA HUNTER/JAGTER	47	0.1	0.04	13	51	0.1	0.04	14	78	0.2	0.06	19	59	0.2	&	0.06	19
SA INDIA	##	##	##	##	##	##	##	##	106	0.3	0.07	24	83	0.2		0.06	19
SA RUGBY MAG.	300	0.9	0.12	40	293	0.8	0.11	38	311	0.9	0.12	41	293	0.8		0.11	38
SA4X4	145	0.4	0.08	27	167	0.5	0.09	30	217	0.6	0.10	33	193	0.6		0.10	33
SARIE	828	2.4	0.19	64	868	2.5	0.19	67	816	2.3	0.19	65	790	2.3		0.19	65
SEVENTEEN	380	1.1	0.13	44	340	1.0	0.12	43	318	0.9	0.12	41	332	0.9		0.12	41
SHAPE MAGAZINE	174	0.5	0.09	30	176	0.5	0.09	30	172	0.5	0.09	30	##	##	##	##	
SOUL	287	0.8	0.11	37	333	1.0	0.12	43	284	0.8	0.11	38	235	0.7	@	0.10	36
SPEED & SOUND	873	2.6	0.20	67	892	2.6	0.20	69	854	2.4	0.19	66	803	2.3		0.19	65
SPORTS ILLUSTRATED SA	307	0.9	0.12	40	292	0.8	0.11	38	299	0.9	0.12	41	330	0.9		0.12	41
STYWE LYNNE/TIGHT LINES \$\$	84	0.2	0.06	19	105	0.3	0.07	24	115	0.3	0.07	24	103	0.3		0.07	24
SUCCEED	86	0.3	0.07	23	105	0.3	0.07	24	104	0.3	0.07	24	89	0.3		0.07	24
TASTE (WOOLWORTHS)	100	0.3	0.07	23	118	0.3	0.07	24	117	0.3	0.07	24	113	0.3		0.07	24
THE GARDENER MAG.	181	0.5	0.09	30	177	0.5	0.09	30	169	0.5	0.09	30	171	0.5		0.09	30
TOPBILLING	653	1.9	0.17	57	679	1.9	0.17	59	##	##	##	##	##	##	##	##	##

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	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
25160	25160				25160	25160			25162	25162			25108	25108		
34020	34020			34934	34934			34934	34934			34935	34935			
MONTHLY MAGAZINES (cont.....)																
TOPCAR	907	2.7	0.20	68	947	2.7	0.20	70	978	2.8	0.20	71	894	2.6	0.20	69
TRUE LOVE	2838	8.3	0.34	116	2722	7.8	0.33	116	2642	7.6	0.33	114	2431	7.0	@	0.32 110
DIE TUINIER TYDSKRIF	47	0.1	0.04	13	48	0.1	0.04	14	66	0.2	0.06	19	56	0.2	&	0.06 19
WEGSLEEP	64	0.2	0.06	19	66	0.2	0.06	19	97	0.3	0.07	24	83	0.2		0.06 19
WOMAN&HOME	307	0.9	0.12	40	347	1.0	0.12	43	379	1.1	0.13	45	345	1.0		0.12 43
WOMEN'S HEALTH	383	1.1	0.13	44	381	1.1	0.13	45	476	1.4	0.15	51	460	1.3		0.14 49
YOUR BABY @@	227	0.7	0.10	35	210	0.6	0.10	33	236	0.7	0.10	36	242	0.7		0.10 36
YOUR FAMILY	440	1.3	0.14	48	413	1.2	0.13	47	388	1.1	0.13	45	352	1.0		0.12 43
ANY *AMPS* MONTHLY MAGAZINE	12684	37.3	0.60	203	13198	37.8	0.60	209	12595	36.1	0.59	207	12484	35.7	@	0.59 207
SIX-WEEKLY MAGAZINES																
SALTWATER GIRL MAGAZINE **	127	0.4	0.08	27	135	0.4	0.08	27	136	0.4	0.08	27	120	0.3		0.07 24
ZIGZAG **	##	##	##	##	##	##	##	##	64	0.2	0.06	19	70	0.2		0.06 19
ALTERNATE MONTHLY MAGAZINES																
AFRICA BIRDS & BIRDING	64	0.2	0.06	19	61	0.2	0.06	19	##	##	##	##	##	##	##	##
DEKAT	62	0.2	0.06	19	55	0.2	0.06	19	58	0.2	0.06	19	43	0.1	@ #	0.04 14
DESTINY MAN									62	0.2	0.06	19	68	0.2		0.06 19
ELLE DECORATION	117	0.3	0.07	23	101	0.3	0.07	24	97	0.3	0.07	24	104	0.3		0.07 24
GOOD TASTE	52	0.2	0.06	19	61	0.2	0.06	19	55	0.2	0.06	19	63	0.2		0.06 19
HABITAT	51	0.1	0.04	13	50	0.1	0.04	14	46	0.1	0.04	14	53	0.2	& +	0.06 19
HQ (HORSE QUARTERLY)	109	0.3	0.07	23	96	0.3	0.07	24	92	0.3	0.07	24	68	0.2		0.06 19
HYPE	537	1.6	0.16	53	615	1.8	0.16	57	618	1.8	0.16	57	564	1.6		0.16 54
SARIE KOS	124	0.4	0.08	27	153	0.4	0.08	27	168	0.5	0.09	30	126	0.4		0.08 27
STUFF	74	0.2	0.06	19	71	0.2	0.06	19	86	0.2	0.06	19	104	0.3		0.07 24
WEIGH-LESS					153	0.4	0.08	27	145	0.4	0.08	27	114	0.3		0.07 24
YOUR BUSINESS									100	0.3	0.07	24	101	0.3		0.07 24
YOUR PREGNANCY	385	1.1	0.13	44	343	1.0	0.12	43	377	1.1	0.13	45	398	1.1		0.13 45
ANY *AMPS* ALTERNATE MONTHLY MAGAZINE	3342	9.8	0.37	125	2381	6.8	0.31	109	1897	5.4	0.28	98	1691	4.8	@ #	0.26 92
QUARTERLY MAGAZINES																
AA TRAVELLER	178	0.5	0.09	30	183	0.5	0.09	30	210	0.6	0.10	33	210	0.6		0.10 33
HUISGENOOT TEMPO	123	0.4	0.08	27	146	0.4	0.08	27	128	0.4	0.08	27	108	0.3		0.07 24
NATIONAL GEOGRAPHIC TRAVELLER SA	254	0.7	0.10	35	265	0.8	0.11	38	255	0.7	0.10	36	254	0.7		0.10 36
PERSONAL FINANCE	166	0.5	0.09	30	173	0.5	0.09	30	174	0.5	0.09	30	192	0.5		0.09 30
ANY *AMPS* QUARTERLY MAGAZINE	1025	3.0	0.21	72	950	2.7	0.20	70	728	2.1	0.18	62	709	2.0	@	0.17 60

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	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	
ANY *AMPS* MAGAZINE	17309	50.9	0.62	210	17624	50.5	0.62	216	17031	48.8	0.62	216	16397	46.9	@ #	0.62	216
ANY *AMPS* NEWSP./MAGAZINE	22069	64.9	0.59	201	22998	65.8	0.59	205	22925	65.6	0.59	205	22518	64.5	@	0.59	207
SUBSCRIBER MAGAZINES																	
PREMIUM/COMPACT DISH/SKOTTEL @@	3752	11.0	0.39	132	4142	11.9	0.40	140	4005	11.5	0.39	138	3096	8.9	@ #	0.35	123
M (M-NET)	46	0.1	0.04	13	46	0.1	0.04	14	42	0.1	0.04	14	41	0.1		0.04	14
MAGIC (M-NET)	113	0.3	0.07	23	125	0.4	0.08	27	110	0.3	0.07	24	105	0.3		0.07	24
REALITY BY SANLAM	64	0.2	0.06	19	82	0.2	0.06	19	80	0.2	0.06	19	70	0.2		0.06	19
ANY *AMPS* SUBSCRIBER MAGAZINE (excl. store magazines)	3910	11.5	0.39	134	4314	12.3	0.41	142	4145	11.9	0.40	140	3251	9.3	@ #	0.36	126
STORE MAGAZINES																	
ACKERMANS CLUB/KLUB	243	0.7	0.10	35	214	0.6	0.10	33	120	0.3	0.07	24	103	0.3	@	0.07	24
CLICKS CLUBCARD	1491	4.4	0.25	86	1083	3.1	0.21	75	836	2.4	0.19	66	848	2.4	@	0.19	66
EDGARS CLUB/KLUB	2103	6.2	0.30	101	1915	5.5	0.28	98	1617	4.6	0.26	90	1476	4.2	@	0.25	87
JET CLUB	3987	11.7	0.40	135	4336	12.4	0.41	142	4254	12.2	0.40	141	3697	10.6	@ #	0.38	133
BEARES CLUB (Beares/Lubners)	392	1.2	0.13	46	567	1.6	0.16	54	494	1.4	0.15	51	392	1.1	@ #	0.13	45
ELLERINES CLUB (incl. FurnCity \ Savells FairdealTownTalk Furnishers)	410	1.2	0.13	46	426	1.2	0.13	47	370	1.1	0.13	45	375	1.1		0.13	45
FURNITURE CITY CLUB	224	0.7	0.10	35	363	1.0	0.12	43	278	0.8	0.11	38	231	0.7	@	0.10	36
GEEN & RICHARDS CLUB	170	0.5	0.09	30	325	0.9	0.12	41	380	1.1	0.13	45	359	1.0		0.12	43
CLUB A (better living (Morkels/Russells), Bradlows modern living,Electric Express, Joshua Doore) \$\$	867	2.6	0.20	67	845	2.4	0.19	66	761	2.2	0.18	63	752	2.2		0.18	63
CLUB B (Barnetts, Price 'n Pride) \$\$	759	2.2	0.18	62	691	2.0	0.17	60	599	1.7	0.16	56	514	1.5	@	0.15	53
CLUB (Foschini Group) \$\$	1125	3.3	0.22	75	857	2.5	0.19	67	619	1.8	0.16	57	572	1.6	@	0.16	54
SPORTS CLUB (Foschini Group) \$\$	414	1.2	0.13	46	237	0.7	0.10	36	198	0.6	0.10	33	212	0.6		0.10	33
BEST HOME & ELECTRIC CLUB / LEWIS CLUB \$\$	1180	3.5	0.23	77	1343	3.8	0.24	83	1436	4.1	0.25	86	1253	3.6	#	0.23	81
INSPIRATIONS MAGAZINE (MILADY'S) \$\$	123	0.4	0.08	27	72	0.2	0.06	19	13	0.0	0.00	0	9	0.0	@	0.00	0
ANY *AMPS* STORE MAGAZINE	8070	23.7	0.53	179	8153	23.3	0.52	182	7893	22.6	0.52	181	7277	20.8	@ #	0.50	175

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