

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Jul '11-Jun '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) - 426,000 readers, 1.2% of total adults – AMPS Jul '11-Jun '12.

The table indicates that there is a range of plus or minus 0.13%; and plus or minus 47,000 readers. This means that we can be 95% certain that the true value of Beeld lies somewhere in the range (1.2 – 0.13% to 1.2 + 0.13%, that is, 1.07% to 1.33%) or (426,000 – 47,000 to 426,000 + 47,000, that is, 379,000 to 473,000 readers).

Example 2 – Daily Sun – 5,669,000 readers, 16.2% of total adults – AMPS Jul '11-Jun '12.

The table indicates that there is a range of plus or minus 0.46%; and plus or minus 159,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (16.2 – 0.46% to 16.2 + 0.46%, that is, 15.74% to 16.66%) or (5,669,000 – 159,000 to 5,669,000 + 159,000, that is, 5,510,000 to 5,828,000 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 '11 also have a range of possible values, and only when there is no overlap between the AMPS Jan-Dec '11 and AMPS Jul '11-Jun '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 Jan-Dec '11 and AMPS Jul '11-Jun '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 Jan-Dec '11 (1.16% to 1.44%) overlaps with the range for Beeld in AMPS Jul '11-Jun '12 (1.07% to 1.33%). In the case of Daily Sun readership, there is an overlap between the two years (15.45% to 16.35% in AMPS Jan-Dec '11) and (15.74% to 16.66% in AMPS Jul '11-Jun '12); therefore there is no statistical difference between them.

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '10				AMPS Jul '10 - Jun '11				AMPS Jan - Dec '11				AMPS Jul '11 - Jun '12			
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25160	25162	25162		
	34020	34020	34020	34020	34020	34020	34020	34020	34934	34934	34934	34934	34934	34934		
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000
<u>DAILY NEWSPAPERS</u>																
BEELD	506	1.5	0.15	51	511	1.5	0.15	51	463	1.3	0.14	49	426	1.2 @	0.13	47
BURGER	487	1.4	0.15	49	470	1.4	0.15	49	456	1.3	0.14	49	471	1.3	0.14	49
BUSINESS DAY	85	0.2	0.06	19	79	0.2	0.06	19	62	0.2	0.06	19	68	0.2	0.06	19
CAPE ARGUS	349	1.0	0.12	42	321	0.9	0.12	40	287	0.8	0.11	38	288	0.8	0.11	38
CAPE TIMES	268	0.8	0.11	37	231	0.7	0.10	35	225	0.6	0.10	33	261	0.7	0.10	36
CITIZEN	370	1.1	0.13	44	379	1.1	0.13	44	508	1.5	0.15	52	519	1.5 &	0.15	52
DAILY DISPATCH	269	0.8	0.11	37	261	0.8	0.11	37	232	0.7	0.10	36	237	0.7	0.10	36
DAILY NEWS *	430	1.3	0.14	48	377	1.1	0.13	44	353	1.0	0.12	43	342	1.0	0.12	43
DAILY SUN	5023	14.8	0.44	149	5220	15.3	0.44	151	5561	15.9	0.45	158	5669	16.2	0.46	159
DAILY VOICE	585	1.7	0.16	54	591	1.7	0.16	54	556	1.6	0.16	54	493	1.4	0.15	51
DFA	75	0.2	0.06	19	82	0.2	0.06	19	78	0.2	0.06	19	76	0.2	0.06	19
HERALD	256	0.8	0.11	37	236	0.7	0.10	35	238	0.7	0.10	36	242	0.7	0.10	36
ISOLEZWE	696	2	0.17	59	756	2.2	0.18	62	912	2.6	0.20	69	867	2.5	0.19	67
MERCURY	275	0.8	0.11	37	247	0.7	0.10	35	225	0.6	0.10	33	237	0.7	0.10	36
NEW AGE									39	0.1	0.04	14	87	0.2 & +	0.06	19
PRETORIA NEWS	105	0.3	0.07	23	108	0.3	0.07	23	128	0.4	0.08	27	147	0.4	0.08	27
SON	1039	3.1	0.21	73	1132	3.3	0.22	75	1097	3.1	0.21	75	1058	3.0	0.21	74
SOWETAN	1522	4.5	0.26	87	1618	4.8	0.26	90	1722	4.9	0.27	93	1651	4.7	0.26	91
THE STAR	574	1.7	0.16	54	576	1.7	0.16	54	640	1.8	0.16	57	683	2.0	0.17	60
THE TIMES	331	1.0	0.12	42	313	0.9	0.12	40	322	0.9	0.12	41	342	1.0	0.12	43
VOLKSBLAD	162	0.5	0.09	30	178	0.5	0.09	30	162	0.5	0.09	30	148	0.4	0.08	27
THE WITNESS	152	0.4	0.08	27	147	0.4	0.08	27	119	0.3	0.07	24	118	0.3	0.07	24
ANY "AMPS" DAILY NEWSPAPER	9990	29.4	0.56	192	10316	30.3	0.57	193	10761	30.8	0.57	199	10808	30.9	0.57	199
<u>WEEKLY NEWSPAPERS</u>																
BURGER (SAT)	194	0.6	0.10	32	226	0.7	0.10	35	386	1.1	0.13	45	345	1.0 &	0.12	43
CITY PRESS (SUN)	1867	5.5	0.28	96	1604	4.7	0.26	89	1746	5.0	0.27	94	1863	5.3 &	0.28	97
ILANGA LANGESONTO (SUN)	868	2.6	0.20	67	910	2.7	0.20	68	950	2.7	0.20	70	830	2.4	0.19	66
INDEPENDENT ON SATURDAY	280	0.8	0.11	37	275	0.8	0.11	37	239	0.7	0.10	36	208	0.6	0.10	33
ISOLEZWE NGESONTO (SUN)	755	2.2	0.18	62	764	2.2	0.18	62	889	2.5	0.19	67	784	2.2	0.18	63
MAIL & GUARDIAN (FRI)	428	1.3	0.14	48	383	1.1	0.13	44	424	1.2	0.13	47	425	1.2	0.13	47
NAWEEK BEELD (SAT)	114	0.3	0.07	23	73	0.2	0.06	19	73	0.2	0.06	19	71	0.2	0.06	19
POST (WED)	429	1.3	0.14	48	394	1.2	0.13	46	341	1.0	0.12	43	339	1.0	0.12	43
PTA NEWS WEEKEND (SAT) \$\$	37	0.1	0.04	13	21	0.1	0.04	13	35	0.1	0.04	14	31	0.1	0.04	14
RAPPORT (SUN)	1396	4.1	0.25	83	1437	4.2	0.25	84	1476	4.2	0.25	87	1320	3.8	0.24	83
SATURDAY DISPATCH	148	0.4	0.08	27	105	0.3	0.07	23	91	0.3	0.07	24	101	0.3	0.07	24
SATURDAY STAR	291	0.9	0.12	40	234	0.7	0.10	35	237	0.7	0.10	36	236	0.7	0.10	36
SOCCER LADUMA	2925	8.6	0.35	118	3009	8.8	0.35	119	3182	9.1	0.36	124	2846	8.1 @ #	0.34	118
SON OP SONDAG *	389	1.1	0.13	44	502	1.5	0.15	51	609	1.7	0.16	56	495	1.4	0.15	51
SONDAG *	179	0.5	0.09	30	190	0.6	0.10	32	185	0.5	0.09	30	160	0.5	0.09	30
SUNDAY INDEPENDENT	107	0.3	0.07	23	67	0.2	0.06	19	74	0.2	0.06	19	67	0.2	0.06	19
SUNDAY SUN	2371	7.0	0.32	107	2416	7.1	0.32	108	2567	7.3	0.32	112	2601	7.4	0.32	113
SUNDAY TIMES	3800	11.2	0.39	133	3659	10.8	0.38	130	3733	10.7	0.38	133	3688	10.6	0.38	133
SUNDAY TRIBUNE	624	1.8	0.16	56	575	1.7	0.16	54	487	1.4	0.15	51	438	1.3 @	0.14	49
SUNDAYWORLD	1680	4.9	0.27	91	1594	4.7	0.26	89	1547	4.4	0.25	89	1577	4.5	0.26	89
SUPER SATURDAY CITIZEN \$\$	181	0.5	0.09	30	51	0.1	0.04	13	67	0.2	0.06	19	51	0.1 #	0.04	14
UMAFRIKA (FRI)	233	0.7	0.10	35	214	0.6	0.10	32	224	0.6	0.10	33	174	0.5	0.09	30
VOLKSBLAD (SAT)	62	0.2	0.06	19	67	0.2	0.06	19	49	0.1	0.04	14	30	0.1 @	0.04	14
WEEKEND ARGUS SATURDAY	213	0.6	0.10	32	190	0.6	0.10	32	181	0.5	0.09	30	194	0.6	0.10	33
WEEKEND ARGUS SUNDAY	145	0.4	0.08	27	136	0.4	0.08	27	123	0.4	0.08	27	139	0.4	0.08	27
WEEKEND WITNESS (SAT)	171	0.5	0.09	30	153	0.5	0.09	30	124	0.4	0.08	27	92	0.3 @	0.07	24
WEEKENDPOST (SAT)	218	0.6	0.10	32	201	0.6	0.10	32	209	0.6	0.10	33	203	0.6	0.10	33
THE ZIMBABWEAN (THURS) \$\$	47	0.1	0.04	13	39	0.1	0.04	13	48	0.1	0.04	14	40	0.1	0.04	14
ANY "AMPS" WEEKLY NEWSPAPER	11351	33.4	0.58	198	11387	33.5	0.58	198	11915	34.1	0.59	205	11476	32.8 #	0.58	203
<u>BI-WEEKLY NEWSPAPERS</u>																
ILANGA (MON/THU)	770	2.3	0.19	63	848	2.5	0.19	66	971	2.8	0.20	71	1006	2.9	0.21	72
<u>MONTHLY NEWSPAPERS</u>																
VUK'UZENZELE **	1513	4.4	0.25	86	1489	4.4	0.25	86	1261	3.6	0.23	80	1089	3.1 @ #	0.21	75
THE TEACHER	169	0.5	0.09	30	159	0.5	0.09	30	195	0.6	0.10	33	182	0.5	0.09	30
ANY "AMPS" MONTHLY NEWSPAPER													1244	3.6	0.23	80
ANY "AMPS" NEWSPAPER	16150	47.5	0.62	210	16321	48.0	0.62	210	17072	48.9	0.62	216	17463	50.0 &	0.62	216

Significant increase = +, Significant decrease = #

Annual significant increase = &, Annual significant decrease = @

* See Technical Report

** = frequency change

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

@=#Name change

= no longer on AMPS/not comparable

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	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020		
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000
WEEKLY MAGAZINES																
AUTO TRADER.CO.ZA	593	1.7	0.16	54	530	1.6	0.16	53	558	1.6	0.16	54	494	1.4	0.15	51
DRUM	2839	8.3	0.34	116	2695	7.9	0.33	113	2895	8.3	0.34	119	2906	8.3	0.34	119
FARMER'S WEEKLY	135	0.4	0.08	27	121	0.4	0.08	27	140	0.4	0.08	27	121	0.3	0.07	24
FM (FINANCIAL MAIL)	217	0.6	0.10	32	190	0.6	0.10	32	135	0.4	0.08	27	126	0.4	@	0.08
FINWEEK	75	0.2	0.06	19	68	0.2	0.06	19	79	0.2	0.06	19	47	0.1	@ #	0.04
HEAT	574	1.7	0.16	54	526	1.5	0.15	51	585	1.7	0.16	56	495	1.4	0.15	51
HUISGENOOT	2480	7.3	0.32	109	2415	7.1	0.32	108	2264	6.5	0.30	106	2070	5.9	@ #	0.29
LANDBOU WEEKBLAD	240	0.7	0.10	35	195	0.6	0.10	32	201	0.6	0.10	33	218	0.6	0.10	33
MOVE!	2337	6.9	0.31	107	2388	7.0	0.32	107	2475	7.1	0.32	111	2383	6.8	0.31	109
PEOPLE	1631	4.8	0.26	90	1556	4.6	0.26	88	1475	4.2	0.25	87	1302	3.7	@ #	0.23
TIME	230	0.7	0.10	35	176	0.5	0.09	30	187	0.5	0.09	30	197	0.6	0.10	33
VROUKEUR	497	1.5	0.15	51	430	1.3	0.14	48	398	1.1	0.13	45	405	1.2	0.13	47
YOU	2604	7.7	0.33	112	2557	7.5	0.33	111	2428	7.0	0.32	110	2191	6.3	@ #	0.30
ANY "AMPS" WEEKLY MAGAZINE	9119	26.8	0.55	186	8936	26.3	0.54	185	8900	25.5	0.54	188	8553	24.5	@	0.53
FORTNIGHTLY MAGAZINES																
KICKOFF *	2716	8.0	0.34	114	2526	7.4	0.32	110	2707	7.7	0.33	115	2647	7.6	0.33	114
KUIER	166	0.5	0.09	30	218	0.6	0.10	32	270	0.8	0.11	38	363	1.0	&	0.12
TVPLUS	1567	4.6	0.26	88	1446	4.2	0.25	84	1370	3.9	0.24	84	1189	3.4	@ #	0.22
ANY "AMPS" FORTNIGHTLY MAGAZINE	4132	12.1	0.40	137	3913	11.5	0.39	134	4091	11.7	0.40	139	3962	11.3	0.39	137
MONTHLY MAGAZINES																
AFRICA GEOGRAPHIC	85	0.3	0.07	23	62	0.2	0.06	19	58	0.2	0.06	19	57	0.2	0.06	19
AMAKHOSI	1538	4.5	0.26	87	1460	4.4	0.25	86	1681	4.8	0.26	92	1654	4.7	0.26	91
ANIMALTALK	176	0.5	0.09	30	162	0.5	0.09	30	169	0.5	0.09	30	169	0.5	0.09	30
BABA & KLEUTER	93	0.3	0.07	23	91	0.3	0.07	23	99	0.3	0.07	24	95	0.3	0.07	24
BICYCLING	68	0.2	0.06	19	73	0.2	0.06	19	72	0.2	0.06	19	62	0.2	0.06	19
BIKE SA MAGAZINE	243	0.7	0.10	35	214	0.6	0.10	32	179	0.5	0.09	30	185	0.5	0.09	30
BONA	3603	10.6	0.38	129	3785	11.1	0.39	132	3772	10.8	0.38	134	3353	9.6	@ #	0.36
CAR	1108	3.3	0.22	75	1165	3.4	0.22	76	1145	3.3	0.22	77	996	2.9	@	0.21
CARAVAN & OUTDOOR LIFE	101	0.3	0.07	23	83	0.2	0.06	19	89	0.3	0.07	24	82	0.2	0.06	19
CLEO	132	0.4	0.08	27	166	0.5	0.09	30	148	0.4	0.08	27	##	##	##	##
COMPLEAT GOLFER	65	0.2	0.06	19	44	0.1	0.04	13	41	0.1	0.04	14	59	0.2	& +	0.06
CONDE NAST HOUSE & GARDEN	311	0.9	0.12	40	286	0.8	0.11	37	294	0.8	0.11	38	282	0.8	0.11	38
COSMOPOLITAN	948	2.8	0.20	69	855	2.5	0.19	66	833	2.4	0.19	66	856	2.5	0.19	67
DESTINY	237	0.7	0.10	35	192	0.6	0.10	32	171	0.5	0.09	30	199	0.6	0.10	33
DRIVE OUT / WEGRY	154	0.5	0.09	30	138	0.4	0.08	27	141	0.4	0.08	27	151	0.4	0.08	27
ELLE MAGAZINE	286	0.8	0.11	37	314	0.9	0.12	40	262	0.7	0.10	36	232	0.7	0.10	36
ENTREPRENEUR	118	0.3	0.07	23	120	0.4	0.08	27	133	0.4	0.08	27	154	0.4	0.08	27
ESSENTIALS	149	0.4	0.08	27	129	0.4	0.08	27	149	0.4	0.08	27	165	0.5	0.09	30
FAIRLADY	742	2.2	0.18	62	737	2.2	0.18	62	837	2.4	0.19	66	813	2.3	0.19	65
FARMING SA					80	0.2	0.06	19	89	0.3	0.07	24	##	##	##	##
FHM	775	2.3	0.19	63	737	2.2	0.18	62	669	1.9	0.17	59	662	1.9	0.17	59
FINESSE	230	0.7	0.10	35	225	0.7	0.10	35	245	0.7	0.10	36	210	0.6	0.10	33
FOOD & HOME ENT.	529	1.6	0.16	53	517	1.5	0.15	51	517	1.5	0.15	52	488	1.4	0.15	51
FRESH LIVING (PICK 'N PAY)	318	0.9	0.12	40	365	1.1	0.13	44	382	1.1	0.13	45	422	1.2	0.13	47
GETAWAY	510	1.5	0.15	51	534	1.6	0.16	53	513	1.5	0.15	52	478	1.4	0.15	51
GLAMOUR	565	1.7	0.16	54	580	1.7	0.16	54	557	1.6	0.16	54	544	1.6	0.16	54
GO! / WEGI	331	1.0	0.12	42	296	0.9	0.12	40	322	0.9	0.12	41	322	0.9	0.12	41
GOLF DIGEST	146	0.4	0.08	27	112	0.3	0.07	23	91	0.3	0.07	24	115	0.3	0.07	24
GQ SA	244	0.7	0.10	35	190	0.6	0.10	32	168	0.5	0.09	30	215	0.6	0.10	33
HOME / TUIS	422	1.2	0.13	46	394	1.2	0.13	46	357	1.0	0.12	43	401	1.1	0.13	45
HOUSE AND LEISURE	149	0.4	0.08	27	161	0.5	0.09	30	159	0.5	0.09	30	142	0.4	0.08	27
HUSTLER	260	0.8	0.11	37	195	0.6	0.10	32	168	0.5	0.09	30	188	0.5	0.09	30
IDEAS / IDEES	157	0.5	0.09	30	142	0.4	0.08	27	151	0.4	0.08	27	157	0.4	0.08	27
LEEF MET HART & SIEL	117	0.3	0.07	23	114	0.3	0.07	23	129	0.4	0.08	27	128	0.4	0.08	27
LEISURE WHEELS	108	0.3	0.07	23	107	0.3	0.07	23	103	0.3	0.07	24	108	0.3	0.07	24
LIG @	64	0.2	0.06	19	56	0.2	0.06	19	75	0.2	0.06	19	98	0.3	0.07	24
LIVING AND LOVING	446	1.3	0.14	48	439	1.3	0.14	48	425	1.2	0.13	47	420	1.2	0.13	47
LONGEVITY	57	0.2	0.06	19	37	0.1	0.04	13	47	0.1	0.04	14	56	0.2	& +	0.06
LOSLYF	67	0.2	0.06	19	50	0.1	0.04	13	39	0.1	0.04	14	42	0.1	0.04	14
MAMAS & PAPAS													116	0.3	0.07	24
MARIE CLAIRE	252	0.7	0.10	35	240	0.7	0.10	35	240	0.7	0.10	36	208	0.6	0.10	33
MEN'S HEALTH	938	2.8	0.20	69	933	2.7	0.20	68	1003	2.9	0.21	72	1037	3.0	0.21	74
NAG	144	0.4	0.08	27	150	0.4	0.08	27	160	0.5	0.09	30	164	0.5	0.09	30
NATIONAL GEOGRAPHIC	368	1.1	0.13	44	334	1.0	0.12	42	316	0.9	0.12	41	316	0.9	0.12	41
NOSEWEEK	66	0.2	0.06	19	55	0.2	0.06	19	46	0.1	0.04	14	49	0.1	@	0.04
O' THE OPRAH MAGAZINE SA	511	1.5	0.15	51	476	1.4	0.15	49	455	1.3	0.14	49	418	1.2	0.13	47
PCFORMAT	220	0.6	0.10	32	205	0.6	0.10	32	202	0.6	0.10	33	200	0.6	0.10	33
POPULAR MECHANICS	183	0.5	0.09	30	187	0.5	0.09	30	176	0.5	0.09	30	211	0.6	0.10	33

Significant increase = +, Significant decrease = #

Annual significant increase = &, Annual significant decrease = @

* See Technical Report

** = frequency change

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

@=@=Name change

= no longer on AMPS/not comparable

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '10				AMPS Jul '10 - Jun '11				AMPS Jan - Dec '11				AMPS Jul '11 - Jun '12				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL				
	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020			
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	
MONTHLY MAGAZINES (cont.)																	
PROPERTY	288	0.8	0.11	37	275	0.8	0.11	37	266	0.8	0.11	38	272	0.8	0.11	38	
READER'S DIGEST SA	521	1.5	0.15	51	431	1.3	0.14	48	436	1.2	0.13	47	462	1.3	0.14	49	
REAL	753	2.2	0.18	62	726	2.1	0.18	60	714	2.0	0.17	60	733	2.1	0.18	62	
ROOI ROSE	752	2.2	0.18	62	825	2.4	0.19	64	909	2.6	0.20	69	863	2.5	0.19	67	
RUNNER'S WORLD	45	0.1	0.04	13	54	0.2	0.06	19	62	0.2	0.06	19	81	0.2	0.06	19	
SA COUNTRY LIFE	133	0.4	0.08	27	88	0.3	0.07	23	67	0.2	0.06	19	100	0.3	0.07	24	
SA GARDEN / SA TUIN @@	205	0.6	0.10	32	183	0.5	0.09	30	233	0.7	0.10	36	255	0.7	&	0.10	36
SA GARDEN & HOME	673	2.0	0.17	59	589	1.7	0.16	54	520	1.5	0.15	52	590	1.7	0.16	56	
SA HOME OWNER	193	0.6	0.10	32	190	0.6	0.10	32	171	0.5	0.09	30	155	0.4	@	0.08	27
SA HUNTER/JAGTER	60	0.2	0.06	19	47	0.1	0.04	13	51	0.1	0.04	14	78	0.2	& +	0.06	19
SA INDIA	117	0.3	0.07	23	##	##	##	##	##	##	##	##	106	0.3	&	0.07	24
SA RUGBY MAG.	348	1.0	0.12	42	300	0.9	0.12	40	293	0.8	0.11	38	311	0.9	0.12	41	
SA4X4	179	0.5	0.09	30	145	0.4	0.08	27	167	0.5	0.09	30	217	0.6	&	0.10	33
SARIE	767	2.3	0.19	63	828	2.4	0.19	64	868	2.5	0.19	67	816	2.3	0.19	65	
SEVENTEEN	372	1.1	0.13	44	380	1.1	0.13	44	340	1.0	0.12	43	318	0.9	0.12	41	
SHAPE MAGAZINE	180	0.5	0.09	30	174	0.5	0.09	30	176	0.5	0.09	30	172	0.5	0.09	30	
SOUL	273	0.8	0.11	37	287	0.8	0.11	37	333	1.0	0.12	43	284	0.8	0.11	38	
SPEED & SOUND	865	2.5	0.19	66	873	2.6	0.20	67	892	2.6	0.20	69	854	2.4	0.19	66	
SPORTS ILLUSTRATED SA	410	1.2	0.13	46	307	0.9	0.12	40	292	0.8	0.11	38	299	0.9	0.12	41	
STYWE LYNNE/TIGHT LINES \$\$	89	0.3	0.07	23	84	0.2	0.06	19	105	0.3	0.07	24	115	0.3	0.07	24	
SUCCEED	106	0.3	0.07	23	86	0.3	0.07	23	105	0.3	0.07	24	104	0.3	0.07	24	
TASTE (WOOLWORTHS)	99	0.3	0.07	23	100	0.3	0.07	23	118	0.3	0.07	24	117	0.3	0.07	24	
THE GARDENER MAG.	207	0.6	0.10	32	181	0.5	0.09	30	177	0.5	0.09	30	169	0.5	0.09	30	
TOPBILLING	771	2.3	0.19	63	653	1.9	0.17	57	679	1.9	0.17	59	##	##	##	##	
TOPCAR	863	2.5	0.19	66	907	2.7	0.20	68	947	2.7	0.20	70	978	2.8	0.20	71	
TRUE LOVE	3059	9.0	0.35	120	2838	8.3	0.34	116	2722	7.8	0.33	116	2642	7.6	@	0.33	114
DIE TUINIER TYDSKRIF	64	0.2	0.06	19	47	0.1	0.04	13	48	0.1	0.04	14	66	0.2	& +	0.06	19
WEGSLEEP	68	0.2	0.06	19	64	0.2	0.06	19	66	0.2	0.06	19	97	0.3	&	0.07	24
WOMAN & HOME	282	0.8	0.11	37	307	0.9	0.12	40	347	1.0	0.12	43	379	1.1	0.13	45	
WOMAN'S HEALTH					383	1.1	0.13	44	381	1.1	0.13	45	476	1.4	& +	0.15	51
YOUR BABY & TODDLER	233	0.7	0.10	35	227	0.7	0.10	35	210	0.6	0.10	33	236	0.7	0.10	36	
YOUR FAMILY	433	1.3	0.14	48	440	1.3	0.14	48	413	1.2	0.13	47	388	1.1	0.13	45	
ANY "AMPS" MONTHLY MAGAZINE	12506	36.8	0.60	203	12684	37.3	0.60	203	13198	37.8	0.60	209	12595	36.1	@ #	0.59	207
ALTERNATE MONTHLY MAGAZINES																	
AFRICA BIRDS & BIRDING	79	0.2	0.06	19	64	0.2	0.06	19	61	0.2	0.06	19	##	##	##	##	
DEKAT	87	0.3	0.07	23	62	0.2	0.06	19	55	0.2	0.06	19	58	0.2	0.06	19	
DESTINY MAN													62	0.2	0.06	19	
ELLE DECORATION	123	0.4	0.08	27	117	0.3	0.07	23	101	0.3	0.07	24	97	0.3	0.07	24	
GOOD TASTE	40	0.1	0.04	13	52	0.2	0.06	19	61	0.2	0.06	19	55	0.2	0.06	19	
HABITAT	48	0.1	0.04	13	51	0.1	0.04	13	50	0.1	0.04	14	46	0.1	0.04	14	
HQ (HORSE QUARTERLY) @@	99	0.3	0.07	23	109	0.3	0.07	23	96	0.3	0.07	24	92	0.3	0.07	24	
HYPE	569	1.7	0.16	54	537	1.6	0.16	53	615	1.8	0.16	57	618	1.8	0.16	57	
SALTWATER GIRL MAGAZINE	157	0.5	0.09	30	127	0.4	0.08	27	135	0.4	0.08	27	136	0.4	0.08	27	
SARIE KOS	138	0.4	0.08	27	124	0.4	0.08	27	153	0.4	0.08	27	168	0.5	0.09	30	
STUFF	87	0.3	0.07	23	74	0.2	0.06	19	71	0.2	0.06	19	86	0.2	0.06	19	
WEIGH-LESS									153	0.4	0.08	27	145	0.4	&	0.08	27
YOUR BUSINESS													100	0.3	0.07	24	
YOUR PREGNANCY	314	0.9	0.12	40	385	1.1	0.13	44	343	1.0	0.12	43	377	1.1	0.13	45	
ZIGZAG	83	0.2	0.06	19	##	##	##	##	##	##	##	##	64	0.2	0.06	19	
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3741	11.0	0.39	132	3342	9.8	0.37	125	2381	6.8	0.31	109	1897	5.4	@ #	0.28	98

Significant increase = +, Significant decrease = #

Annual significant increase = &, Annual significant decrease = @

* See Technical Report

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '10				AMPS Jul '10 - Jun '11				AMPS Jan - Dec '11				AMPS Jul '11 - Jun '12				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL				
	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34020	25160 34934	25160 34934	25160 34934	25160 34934	25162 34934	25162 34934	25162 34934	25162 34934			
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	
QUARTERLY MAGAZINES																	
AA TRAVELLER	189	0.6	0.10	32	178	0.5	0.09	30	183	0.5	0.09	30	210	0.6	0.10	33	
HUISGENOOT TEMPO	110	0.3	0.07	23	123	0.4	0.08	27	146	0.4	0.08	27	128	0.4	0.08	27	
NATIONAL GEOGRAPHIC TRAVELLER SA	263	0.8	0.11	37	254	0.7	0.10	35	265	0.8	0.11	38	255	0.7	0.10	36	
PERSONAL FINANCE	162	0.5	0.09	30	166	0.5	0.09	30	173	0.5	0.09	30	174	0.5	0.09	30	
ANY "AMPS" QUARTERLY MAGAZINE	1031	3	0.21	72	1025	3.0	0.21	72	950	2.7	0.20	70	728	2.1	@ #	0.18	62
ANY "AMPS" MAGAZINE	17175	50.5	0.62	210	17309	50.9	0.62	210	17624	50.5	0.62	216	17031	48.8	@ #	0.62	216
ANY "AMPS" NEWSP./MAGAZINE	21984	64.6	0.59	201	22069	64.9	0.59	201	22998	65.8	0.59	205	22925	65.6		0.59	205
SUBSCRIBER MAGAZINES																	
DISH/SKOTTEL (DSTV)	2807	8.3	0.34	116	3752	11.0	0.39	132	4142	11.9	0.40	140	4005	11.5		0.39	138
M (M-NET)	57	0.2	0.06	19	46	0.1	0.04	13	46	0.1	0.04	14	42	0.1		0.04	14
MAGIC (M-NET)	122	0.4	0.08	27	113	0.3	0.07	23	125	0.4	0.08	27	110	0.3		0.07	24
REALITY BY SANLAM	75	0.2	0.06	19	64	0.2	0.06	19	82	0.2	0.06	19	80	0.2		0.06	19
ANY "AMPS" SUBSCRIBER MAGAZINE (excl. store magazines)	3405	10.0	0.37	126	3910	11.5	0.39	134	4314	12.3	0.41	142	4145	11.9		0.40	140
STORE MAGAZINES																	
ACKERMANS CLUB/KLUB @@					243	0.7	0.10	35	214	0.6	0.10	33	120	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
EDGARS CLUB/KLUB					2103	6.2	0.30	101	1915	5.5	0.28	98	1617	4.6	@ #	0.26	90
JET CLUB					3987	11.7	0.40	135	4336	12.4	0.41	142	4254	12.2		0.40	141
BEARES CLUB (Beares/Lubners)					392	1.2	0.13	46	567	1.6	0.16	54	494	1.4		0.15	51
ELLERINES CLUB (Ellerines \ FurnCity \ Savells Fairdeal\TownTalk Furnishers)					410	1.2	0.13	46	426	1.2	0.13	47	370	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
GEEN & RICHARDS CLUB					170	0.5	0.09	30	325	0.9	0.12	41	380	1.1	&	0.13	45
CLUB A (Bradlows modern living,Electric Express, Joshua Doore, Morkels/Russells better living) \$\$					867	2.6	0.20	67	845	2.4	0.19	66	761	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
FOSCHINI GROUP CLUB \$\$					1125	3.3	0.22	75	857	2.5	0.19	67	619	1.8	@ #	0.16	57
FOSCHINI GROUP SPORTS CLUB \$\$					414	1.2	0.13	46	237	0.7	0.10	36	198	0.6	@	0.10	33
LEWIS/BEST ELECTRIC CLUB \$\$					1180	3.5	0.23	77	1343	3.8	0.24	83	1436	4.1	&	0.25	86
INSPIRATIONS MAGAZINE (MILADY'S) \$\$					123	0.4	0.08	27	72	0.2	0.06	19	13	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

Significant increase = +, Significant decrease = #

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