

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Jul'12-Jun'13.

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) - 496,000 readers, 1.3% of total adults – AMPS Jul'12-Jun'13.

The table indicates that there is a range of plus or minus 0.14%; and plus or minus 52,000 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 (496,000 – 52,000 to 496,000 + 52,000, that is, 444,000 to 548,000 readers).

Example 2 – Daily Sun – 5,488,000 readers, 14.7% of total adults – AMPS Jul'12-Jun'13.

The table indicates that there is a range of plus or minus 0.44%; and plus or minus 162,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (14.7 – 0.44% to 14.7 + 0.44%, that is, 14.26% to 15.14%) or (5,488,000 – 162,000 to 5,488,000 + 162,000, that is, 5,326,000 to 5,650,000 readers).

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '11				AMPS Jul '11 - Jun '12				AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^						
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL						
	'000s	%	±	%	±	'000	'000s	%	±	%	±	'000	'000s	%	±	%	±	'000	
DAILY NEWSPAPERS																			
BEELD	463	1.3	0.14	49	426	1.2	0.13	47	441	1.3	0.14	49	496	1.3	0.14	52			
BURGER	456	1.3	0.14	49	471	1.3	0.14	49	497	1.4	0.15	51	484	1.3	0.14	52			
BUSINESS DAY	62	0.2	0.06	19	68	0.2	0.06	19	59	0.2	0.06	19	69	0.2	0.05	20			
CAPE ARGUS	287	0.8	0.11	38	288	0.8	0.11	38	294	0.8	0.11	38	303	0.8	0.11	41			
CAPE TIMES	225	0.6	0.10	33	261	0.7	0.10	36	258	0.7	0.10	36	251	0.7	0.10	38			
CITIZEN	508	1.5	0.15	52	519	1.5	0.15	52	451	1.3	0.14	49	448	1.2	0.13	50			
DAILY DISPATCH	232	0.7	0.10	36	237	0.7	0.10	36	238	0.7	0.10	36	224	0.6	0.09	35			
DAILY NEWS	353	1.0	0.12	43	342	1.0	0.12	43	295	0.8	0.11	38	225	0.6	0.09	35			
DAILY SUN	5561	15.9	0.45	158	5669	16.2	0.46	159	5554	15.9	0.45	158	5488	14.7	0.44	162			
DAILY VOICE	556	1.6	0.16	54	493	1.4	0.15	51	463	1.3	0.14	49	528	1.4	0.14	54			
DFA	78	0.2	0.06	19	76	0.2	0.06	19	76	0.2	0.06	19	57	0.2	0.05	20			
HERALD	238	0.7	0.10	36	242	0.7	0.10	36	257	0.7	0.10	36	201	0.5	0.09	32			
ISOLEZWE	912	2.6	0.20	69	867	2.5	0.19	67	943	2.7	0.20	70	1049	2.8	0.20	75			
MERCURY	225	0.6	0.10	33	237	0.7	0.10	36	234	0.7	0.10	36	217	0.6	0.09	35			
NEW AGE	39	0.1	0.04	14	87	0.2	0.06	19	107	0.3	0.07	24	143	0.4	0.08	29			
PRETORIA NEWS	128	0.4	0.08	27	147	0.4	0.08	27	141	0.4	0.08	27	172	0.5	0.09	32			
SON	1097	3.1	0.21	75	1058	3.0	0.21	74	1102	3.2	0.22	76	1130	3.0	0.21	78			
SOWETAN	1722	4.9	0.27	93	1651	4.7	0.26	91	1646	4.7	0.26	91	1692	4.5	0.25	95			
THE STAR	640	1.8	0.16	57	683	2.0	0.17	60	615	1.8	0.16	57	661	1.8	0.16	61			
THE TIMES	322	0.9	0.12	41	342	1.0	0.12	43	287	0.8	0.11	38	290	0.8	0.11	41			
VOLKSBLAD	162	0.5	0.09	30	148	0.4	0.08	27	155	0.4	0.08	27	126	0.3	0.07	25			
THE WITNESS	119	0.3	0.07	24	118	0.3	0.07	24	134	0.4	0.08	27	118	0.3	0.07	25			
ANY 'AMPS' DAILY NEWSPAPER	10761	30.8	0.57	199	10808	30.9	0.57	199	10795	30.9	0.57	200	10936	29.4	0.56	208			

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	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL				
	'000s	%	±	%	±	'000	%	±	%	±	'000	%	±	%	±	'000	
WEEKLY NEWSPAPERS																	
BURGER SATERDAG	386	1.1	0.13	45	345	1.0	0.12	43	272	0.8	0.11	38	260	0.7	0.10	38	
CITY PRESS (SUN)	1746	5.0	0.27	94	1863	5.3	0.28	97	1757	5.0	0.27	94	1989	5.3	0.28	102	
ILANGA LANGESONTO (SUN)	950	2.7	0.20	70	830	2.4	0.19	66	869	2.5	0.19	67	917	2.5	0.19	71	
INDEPENDENT ON SATURDAY	239	0.7	0.10	36	208	0.6	0.10	33	219	0.6	0.10	33	190	0.5	0.09	32	
ISOLEZWE NGESONTO (SUN)	889	2.5	0.19	67	784	2.2	0.18	63	668	1.9	0.17	59	704	1.9	0.17	62	
ISOLEZWE NGOMGOIBELO (SAT)									487	1.4	0.15	51	523	1.4	0.14	54	
MAIL & GUARDIAN (FRI)	424	1.2	0.13	47	425	1.2	0.13	47	459	1.3	0.14	49	486	1.3	0.14	52	
NAWEEK BEELD (SAT)	73	0.2	0.06	19	71	0.2	0.06	19	53	0.2	0.06	19	43	0.1	0.04	14	
POST (WED)	341	1.0	0.12	43	339	1.0	0.12	43	345	1.0	0.12	43	312	0.8	0.11	41	
PTA NEWS WEEKEND (SAT) \$\$	35	0.1	0.04	14	31	0.1	0.04	14	34	0.1	0.04	14	29	0.1	0.04	14	
RAPPORT (SUN)	1476	4.2	0.25	87	1320	3.8	0.24	83	1286	3.7	0.23	82	1350	3.6	0.23	85	
SATERDAG VOLKSBLAD @@	49	0.1	0.04	14	30	0.1	0.04	14	31	0.1	0.04	14	29	0.1	0.04	14	
SATURDAY DISPATCH	91	0.3	0.07	24	101	0.3	0.07	24	130	0.4	0.08	27	124	0.3	0.07	25	
SATURDAY STAR	237	0.7	0.10	36	236	0.7	0.10	36	249	0.7	0.10	36	247	0.7	0.10	38	
SOCCER LADUMA (WED)	3182	9.1	0.36	124	2846	8.1	0.34	118	2767	7.9	0.33	117	3133	8.4	0.34	127	
SON OP SONDAG	609	1.7	0.16	56	495	1.4	0.15	51	457	1.3	0.14	49	454	1.2	0.13	50	
SONDAG	185	0.5	0.09	30	160	0.5	0.09	30	120	0.3	0.07	24	126	0.3	0.07	25	
SUNDAY INDEPENDENT	74	0.2	0.06	19	67	0.2	0.06	19	81	0.2	0.06	19	91	0.2	0.05	20	
SUNDAY SUN	2567	7.3	0.32	112	2601	7.4	0.32	113	2608	7.5	0.33	114	2646	7.1	0.32	117	
SUNDAY TIMES	3733	10.7	0.38	133	3688	10.6	0.38	133	3411	9.8	0.37	128	3651	9.8	0.37	136	
SUNDAY TRIBUNE	487	1.4	0.15	51	438	1.3	0.14	49	446	1.3	0.14	49	422	1.1	0.13	48	
SUNDAYWORLD	1547	4.4	0.25	89	1577	4.5	0.26	89	1526	4.4	0.25	89	1620	4.4	0.25	94	
SUPER SATURDAY CITIZEN \$\$	67	0.2	0.06	19	51	0.1	0.04	14	37	0.1	0.04	14	55	0.1	0.04	14	
UMAFRIKA (FRI) \$\$	224	0.6	0.10	33	174	0.5	0.09	30	129	0.4	0.08	27	\$\$	\$\$	\$\$	\$\$	
WEEKEND ARGUS SATURDAY	181	0.5	0.09	30	194	0.6	0.10	33	155	0.4	0.08	27	154	0.4	0.08	29	
WEEKEND ARGUS SUNDAY	123	0.4	0.08	27	139	0.4	0.08	27	140	0.4	0.08	27	139	0.4	0.08	29	
WEEKENDPOST (SAT)	209	0.6	0.10	33	203	0.6	0.10	33	194	0.6	0.10	33	156	0.4	0.08	29	
WEEKEND WITNESS (SAT)	124	0.4	0.08	27	92	0.3	0.07	24	100	0.3	0.07	24	106	0.3	0.07	25	
THE ZIMBABWEAN (THURS) \$\$	48	0.1	0.04	14	40	0.1	0.04	14	44	0.1	0.04	14	58	0.2	0.05	20	
ANY "AMPS" WEEKLY NEWSPAPER	11915	34.1	0.59	205	11476	32.8	0.58	203	11124	31.8	0.58	201	11830	31.8	0.57	213	

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BI-WEEKLY NEWSPAPERS																	
ILANGA (MON/THU)	971	2.8	0.20	71	1006	2.9	0.21	72	937	2.7	0.20	70	810	2.2	0.18	67	
MONTHLY NEWSPAPERS																	
THE TEACHER	195	0.6	0.10	33	182	0.5	0.09	30	152	0.4	0.08	27	168	0.5	0.09	32	
VUKUZENZELE	1261	3.6	0.23	80	1089	3.1	0.21	75	888	2.5	0.19	67	849	2.3	0.18	69	
ANY "AMPS" MONTHLY NEWSPAPER					1244	3.6	0.23	80	1022	2.9	0.21	73	995	2.7	0.20	74	
ANY "AMPS" NEWSPAPER	17072	48.9	0.62	216	17463	50.0	0.62	216	17105	49.0	0.62	216	17674	47.5	0.61	228	
WEEKLY MAGAZINES																	
AUTO TRADER.CO.ZA	558	1.6	0.16	54	494	1.4	0.15	51	466	1.3	0.14	49	542	1.5	0.15	56	
DRUM	2895	8.3	0.34	119	2906	8.3	0.34	119	2743	7.9	0.33	117	3027	8.1	0.34	125	
FARMER'S WEEKLY	140	0.4	0.08	27	121	0.3	0.07	24	113	0.3	0.07	24	142	0.4	0.08	29	
FM (FINANCIAL MAIL)	135	0.4	0.08	27	126	0.4	0.08	27	146	0.4	0.08	27	172	0.5	0.09	32	
FINWEEK	79	0.2	0.06	19	47	0.1	0.04	14	34	0.1	0.04	14	47	0.1	0.04	14	
GRAZIA SA													63	0.2	0.05	20	
HEAT	585	1.7	0.16	56	495	1.4	0.15	51	386	1.1	0.13	45	441	1.2	0.13	50	
HUISGENOOT	2264	6.5	0.30	106	2070	5.9	0.29	102	2006	5.7	0.29	100	2224	6.0	0.29	109	
LANDBOU WEEKBLAD	201	0.6	0.10	33	218	0.6	0.10	33	171	0.5	0.09	30	190	0.5	0.09	32	
MOVE!	2475	7.1	0.32	111	2383	6.8	0.31	109	2168	6.2	0.30	104	2228	6.0	0.29	109	
PEOPLE	1475	4.2	0.25	87	1302	3.7	0.23	81	1213	3.5	0.23	79	1276	3.4	0.22	83	
TIME	187	0.5	0.09	30	197	0.6	0.10	33	198	0.6	0.10	33	188	0.5	0.09	32	
VROUEKEUR	398	1.1	0.13	45	405	1.2	0.13	47	350	1.0	0.12	43	334	0.9	0.12	43	
YOU	2428	7.0	0.32	110	2191	6.3	0.30	105	2108	6.0	0.29	103	2304	6.2	0.30	110	
ANY "AMPS" WEEKLY MAGAZINE	8900	25.5	0.54	188	8553	24.5	0.53	186	8357	23.9	0.53	184	9080	24.4	0.53	196	
FORTNIGHTLY MAGAZINES																	
KUIER	270	0.8	0.11	38	363	1.0	0.12	43	464	1.3	0.14	49	591	1.6	0.15	57	
TVPLUS	1370	3.9	0.24	84	1189	3.4	0.22	78	1008	2.9	0.21	73	940	2.5	0.19	71	
ANY "AMPS" FORTNIGHTLY MAGAZINE	4091	11.7	0.40	139	3962	11.3	0.39	137	2603	7.4	0.32	113	1436	3.9	0.24	89	

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MONTHLY MAGAZINES																
AFRICA GEOGRAPHIC \$\$	58	0.2	0.06	19	57	0.2	0.06	19	73	0.2	0.06	19	\$\$	\$\$	\$\$	\$\$
AMAKHOSI	1681	4.8	0.26	92	1654	4.7	0.26	91	1537	4.4	0.25	89	1724	4.6	0.26	96
ANIMALTALK	169	0.5	0.09	30	169	0.5	0.09	30	142	0.4	0.08	27	125	0.3	0.07	25
BABA & KLEUTER	99	0.3	0.07	24	95	0.3	0.07	24	91	0.3	0.07	24	83	0.2	0.05	20
BICYCLING	72	0.2	0.06	19	62	0.2	0.06	19	58	0.2	0.06	19	82	0.2	0.05	20
BIKE SA MAGAZINE	179	0.5	0.09	30	185	0.5	0.09	30	200	0.6	0.10	33	194	0.5	0.09	32
BONA	3772	10.8	0.38	134	3353	9.6	0.36	127	3071	8.8	0.35	122	2909	7.8	0.33	123
CAR	1145	3.3	0.22	77	996	2.9	0.21	72	884	2.5	0.19	67	894	2.4	0.19	70
CARAVAN & OUTDOOR LIFE	89	0.3	0.07	24	82	0.2	0.06	19	72	0.2	0.06	19	73	0.2	0.05	20
CLEO	148	0.4	0.08	27	##	##	##	##	##	##	##	##	##	##	##	##
COMPLEAT GOLFER	41	0.1	0.04	14	59	0.2	0.06	19	73	0.2	0.06	19	56	0.2	0.05	20
CONDE NAST HOUSE & GARDEN	294	0.8	0.11	38	282	0.8	0.11	38	272	0.8	0.11	38	300	0.8	0.11	41
COSMOPOLITAN	833	2.4	0.19	66	856	2.5	0.19	67	821	2.3	0.19	65	897	2.4	0.19	70
DESTINY	171	0.5	0.09	30	199	0.6	0.10	33	236	0.7	0.10	36	264	0.7	0.10	38
DRIVE OUT / WEGRY	141	0.4	0.08	27	151	0.4	0.08	27	112	0.3	0.07	24	117	0.3	0.07	25
ELLE MAGAZINE	262	0.7	0.10	36	232	0.7	0.10	36	253	0.7	0.10	36	316	0.8	0.11	41
ENTREPRENEUR	133	0.4	0.08	27	154	0.4	0.08	27	182	0.5	0.09	30	207	0.6	0.09	35
ESSENTIALS	149	0.4	0.08	27	165	0.5	0.09	30	140	0.4	0.08	27	136	0.4	0.08	29
FAIRLADY	837	2.4	0.19	66	813	2.3	0.19	65	780	2.2	0.18	63	853	2.3	0.18	69
FARMING SA	89	0.3	0.07	24	##	##	##	##	##	##	##	##	##	##	##	##
FHM	669	1.9	0.17	59	662	1.9	0.17	59	677	1.9	0.17	59	726	1.9	0.17	62
FINESSE	245	0.7	0.10	36	210	0.6	0.10	33	186	0.5	0.09	30	190	0.5	0.09	32
FOOD & HOME ENT.	517	1.5	0.15	52	488	1.4	0.15	51	479	1.4	0.15	51	638	1.7	0.16	59
FRESH LIVING (PICK 'N PAY)	382	1.1	0.13	45	422	1.2	0.13	47	448	1.3	0.14	49	524	1.4	0.14	54
GETAWAY	513	1.5	0.15	52	478	1.4	0.15	51	537	1.5	0.15	53	607	1.6	0.15	57
GLAMOUR	557	1.6	0.16	54	544	1.6	0.16	54	605	1.7	0.16	56	707	1.9	0.17	62
GO! / WEG!	322	0.9	0.12	41	322	0.9	0.12	41	292	0.8	0.11	38	341	0.9	0.12	43
GOEIE HUISHOUDING / GOOD HOUSEKEEPING													137	0.4	0.08	29
GOLF DIGEST	91	0.3	0.07	24	115	0.3	0.07	24	118	0.3	0.07	24	121	0.3	0.07	25
GQ SA	168	0.5	0.09	30	215	0.6	0.10	33	247	0.7	0.10	36	327	0.9	0.12	43
HOME / TUIS	357	1.0	0.12	43	401	1.1	0.13	45	378	1.1	0.13	45	425	1.1	0.13	48
HOUSE AND LEISURE	159	0.5	0.09	30	142	0.4	0.08	27	146	0.4	0.08	27	166	0.4	0.08	29
HUSTLER	168	0.5	0.09	30	188	0.5	0.09	30	179	0.5	0.09	30	201	0.5	0.09	32
IDEAS / IDEES	151	0.4	0.08	27	157	0.4	0.08	27	145	0.4	0.08	27	159	0.4	0.08	29
KICKOFF	2707	7.7	0.33	115	2647	7.6	0.33	114	2889	8.3	0.34	119	3567	9.6	0.36	135
LEEF MET HART & SIEL	129	0.4	0.08	27	128	0.4	0.08	27	99	0.3	0.07	24	118	0.3	0.07	25
LEISURE WHEELS	103	0.3	0.07	24	108	0.3	0.07	24	95	0.3	0.07	24	86	0.2	0.05	20

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25160	25160	34934	34934	25162	25162	34934	34934	25108	25108	34935	34935	25432	25432	37214	37214	
MONTHLY MAGAZINES (cont.....)																
LIG	75	0.2	0.06	19	98	0.3	0.07	24	109	0.3	0.07	24	128	0.3	0.07	25
LIVING AND LOVING	425	1.2	0.13	47	420	1.2	0.13	47	419	1.2	0.13	47	482	1.3	0.14	52
LONGEVITY	47	0.1	0.04	14	56	0.2	0.06	19	68	0.2	0.06	19	80	0.2	0.05	20
LOSLYF	39	0.1	0.04	14	42	0.1	0.04	14	35	0.1	0.04	14	29	0.1	0.04	14
MAMAS & PAPAS					116	0.3	0.07	24	84	0.2	0.06	19	103	0.3	0.07	25
MARIE CLAIRE	240	0.7	0.10	36	208	0.6	0.10	33	203	0.6	0.10	33	214	0.6	0.09	35
MEN'S HEALTH	1003	2.9	0.21	72	1037	3.0	0.21	74	938	2.7	0.20	70	982	2.6	0.20	73
NAG	160	0.5	0.09	30	164	0.5	0.09	30	168	0.5	0.09	30	175	0.5	0.09	32
NATIONAL GEOGRAPHIC	316	0.9	0.12	41	316	0.9	0.12	41	327	0.9	0.12	41	307	0.8	0.11	41
NOSEWEEK	46	0.1	0.04	14	49	0.1	0.04	14	60	0.2	0.06	19	54	0.1	0.04	14
O' THE OPRAH MAGAZINE SA	455	1.3	0.14	49	418	1.2	0.13	47	365	1.0	0.12	43	354	1.0	0.12	46
PCFORMAT	202	0.6	0.10	33	200	0.6	0.10	33	212	0.6	0.10	33	212	0.6	0.09	35
POPULAR MECHANICS	176	0.5	0.09	30	211	0.6	0.10	33	207	0.6	0.10	33	190	0.5	0.09	32
PROPERTY	266	0.8	0.11	38	272	0.8	0.11	38	280	0.8	0.11	38	##	##	##	##
READER'S DIGEST SA	436	1.2	0.13	47	462	1.3	0.14	49	412	1.2	0.13	47	404	1.1	0.13	48
REAL	714	2.0	0.17	60	733	2.1	0.18	62	685	2.0	0.17	60	764	2.1	0.18	66
ROOI ROSE	909	2.6	0.20	69	863	2.5	0.19	67	807	2.3	0.19	65	779	2.1	0.18	66
RUNNER'S WORLD	62	0.2	0.06	19	81	0.2	0.06	19	79	0.2	0.06	19	74	0.2	0.05	20
SA4X4	167	0.5	0.09	30	217	0.6	0.10	33	193	0.6	0.10	33	182	0.5	0.09	32
SA COUNTRY LIFE	67	0.2	0.06	19	100	0.3	0.07	24	127	0.4	0.08	27	103	0.3	0.07	25
SA GARDEN / SA TUIN	233	0.7	0.10	36	255	0.7	0.10	36	##	##	##	##	##	##	##	##
SA GARDEN & HOME	520	1.5	0.15	52	590	1.7	0.16	56	593	1.7	0.16	56	579	1.6	0.15	57
SA HOME OWNER	171	0.5	0.09	30	155	0.4	0.08	27	167	0.5	0.09	30	191	0.5	0.09	32
SA HUNTER/JAGTER	51	0.1	0.04	14	78	0.2	0.06	19	59	0.2	0.06	19	47	0.1	0.04	14
SA INDIA	##	##	##	##	106	0.3	0.07	24	83	0.2	0.06	19	98	0.3	0.07	25
SA RUGBY MAG.	293	0.8	0.11	38	311	0.9	0.12	41	293	0.8	0.11	38	290	0.8	0.11	41
SARIE	868	2.5	0.19	67	816	2.3	0.19	65	790	2.3	0.19	65	775	2.1	0.18	66
SEVENTEEN	340	1.0	0.12	43	318	0.9	0.12	41	332	0.9	0.12	41	375	1.0	0.12	46
SHAPE MAGAZINE	176	0.5	0.09	30	172	0.5	0.09	30	##	##	##	##	##	##	##	##
SOUL	333	1.0	0.12	43	284	0.8	0.11	38	235	0.7	0.10	36	252	0.7	0.10	38
SPEED & SOUND	892	2.6	0.20	69	854	2.4	0.19	66	803	2.3	0.19	65	808	2.2	0.18	67
SPORTS ILLUSTRATED SA \$\$	292	0.8	0.11	38	299	0.9	0.12	41	330	0.9	0.12	41	##	##	##	##
STYWE LYNE/TIGHT LINES \$\$	105	0.3	0.07	24	115	0.3	0.07	24	103	0.3	0.07	24	76	0.2	0.05	20
SUCCEED \$\$	105	0.3	0.07	24	104	0.3	0.07	24	89	0.3	0.07	24	86	0.2	0.05	20
TASTE (WOOLWORTHS)	118	0.3	0.07	24	117	0.3	0.07	24	113	0.3	0.07	24	121	0.3	0.07	25
THE GARDENER MAG.	177	0.5	0.09	30	169	0.5	0.09	30	171	0.5	0.09	30	189	0.5	0.09	32
TOPBILLING	679	1.9	0.17	59	##	##	##	##	##	##	##	##	##	##	##	##

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^ NB: RESULTS NOT COMPARABLE TO PREVIOUS PERIODS

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '11				AMPS Jul '11 - Jun '12				AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^			
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
MONTHLY MAGAZINES (cont.....)																
TOPCAR	947	2.7	0.20	70	978	2.8	0.20	71	894	2.6	0.20	69	757	2.0	0.17	64
TOPGEAR SA													731	2.0	0.17	64
TRUE LOVE	2722	7.8	0.33	116	2642	7.6	0.33	114	2431	7.0	0.32	110	2609	7.0	0.31	117
DIE TUINIER TYDSKRIF	48	0.1	0.04	14	66	0.2	0.06	19	56	0.2	0.06	19	56	0.2	0.05	20
WEGSLEEP	66	0.2	0.06	19	97	0.3	0.07	24	83	0.2	0.06	19	74	0.2	0.05	20
WOMAN&HOME	347	1.0	0.12	43	379	1.1	0.13	45	345	1.0	0.12	43	341	0.9	0.12	43
WOMEN'S HEALTH	381	1.1	0.13	45	476	1.4	0.15	51	460	1.3	0.14	49	462	1.2	0.13	50
YOUR FAMILY	413	1.2	0.13	47	388	1.1	0.13	45	352	1.0	0.12	43	352	0.9	0.12	43
ANY 'AMPS' MONTHLY MAGAZINE	13198	37.8	0.60	209	12595	36.1	0.59	207	12484	35.7	0.59	207	13674	36.7	0.59	220
SIX-WEEKLY MAGAZINES																
SALTWATER GIRL MAGAZINE	135	0.4	0.08	27	136	0.4	0.08	27	120	0.3	0.07	24	105	0.3	0.07	25
ZIGZAG	##	##	##	##	64	0.2	0.06	19	70	0.2	0.06	19	56	0.2	0.05	20
ANY 'AMPS' SIX-WEEKLY MAGAZINE													158	0.4	0.08	29
ALTERNATE MONTHLY MAGAZINES																
AFRICA BIRDS & BIRDING	61	0.2	0.06	19	##	##	##	##	##	##	##	##	##	##	##	##
DEKAT	55	0.2	0.06	19	58	0.2	0.06	19	43	0.1	0.04	14	32	0.1	0.04	14
DESTINY MAN					62	0.2	0.06	19	68	0.2	0.06	19	92	0.2	0.05	20
ELLE DECORATION	101	0.3	0.07	24	97	0.3	0.07	24	104	0.3	0.07	24	122	0.3	0.07	25
GOOD TASTE	61	0.2	0.06	19	55	0.2	0.06	19	63	0.2	0.06	19	79	0.2	0.05	20
HABITAT	50	0.1	0.04	14	46	0.1	0.04	14	53	0.2	0.06	19	51	0.1	0.04	14
HQ (HORSE QUARTERLY)	96	0.3	0.07	24	92	0.3	0.07	24	68	0.2	0.06	19	62	0.2	0.05	20
HYPE	615	1.8	0.16	57	618	1.8	0.16	57	564	1.6	0.16	54	547	1.5	0.15	56
SARIE KOS	153	0.4	0.08	27	168	0.5	0.09	30	126	0.4	0.08	27	107	0.3	0.07	25
STUFF	71	0.2	0.06	19	86	0.2	0.06	19	104	0.3	0.07	24	101	0.3	0.07	25
WEIGH-LESS	153	0.4	0.08	27	145	0.4	0.08	27	114	0.3	0.07	24	153	0.4	0.08	29
YOUR BABY **	210	0.6	0.10	33	236	0.7	0.10	36	242	0.7	0.10	36	312	0.8	0.11	41
YOUR BUSINESS					100	0.3	0.07	24	101	0.3	0.07	24	107	0.3	0.07	25
YOUR PREGNANCY	343	1.0	0.12	43	377	1.1	0.13	45	398	1.1	0.13	45	458	1.2	0.13	50
ANY 'AMPS' ALTERNATE MONTHLY MAGAZINE	2381	6.8	0.31	109	1897	5.4	0.28	98	1691	4.8	0.26	92	1800	4.8	0.26	98

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '11				AMPS Jul '11 - Jun '12				AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^					
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL					
	'000s	%	±	%	±	%	±	%	±	%	±	%	±	%	±	%		
QUARTERLY MAGAZINES																		
AA TRAVELLER	183	0.5	0.09	30	210	0.6	0.10	33	210	0.6	0.10	33	182	0.5	0.09	32		
HUISGENOOT TEMPO	146	0.4	0.08	27	128	0.4	0.08	27	108	0.3	0.07	24	##	##	##	##		
NATIONAL GEOGRAPHIC TRAVELLER SA	265	0.8	0.11	38	255	0.7	0.10	36	254	0.7	0.10	36	##	##	##	##		
PERSONAL FINANCE	173	0.5	0.09	30	174	0.5	0.09	30	192	0.5	0.09	30	212	0.6	0.09	35		
ANY "AMPS" QUARTERLY MAGAZINE	950	2.7	0.20	70	728	2.1	0.18	62	709	2.0	0.17	60	732	2.0	0.17	64		
ANY "AMPS" MAGAZINE	17624	50.5	0.62	216	17031	48.8	0.62	216	16397	46.9	0.62	216	17403	46.8	0.61	228		
ANY "AMPS" NEWSP./MAGAZINE	22998	65.8	0.59	205	22925	65.6	0.59	205	22518	64.5	0.59	207	23684	63.6	0.59	220		
SUBSCRIBER MAGAZINES																		
DSTV @@	4142	11.9	0.40	140	4005	11.5	0.39	138	3096	8.9	0.35	123	4067	10.9	0.38	143		
M @@ \$\$	46	0.1	0.04	14	42	0.1	0.04	14	41	0.1	0.04	14	26	0.1	0.04	14		
MAGIC @@	125	0.4	0.08	27	110	0.3	0.07	24	105	0.3	0.07	24	95	0.3	0.07	25		
REALITY BY SANLAM	82	0.2	0.06	19	80	0.2	0.06	19	70	0.2	0.06	19	77	0.2	0.05	20		
ANY "AMPS" SUBSCRIBER MAGAZINE (excl. store magazines)	4314	12.3	0.41	142	4145	11.9	0.40	140	3251	9.3	0.36	126	4203	11.3	0.39	145		
STORE MAGAZINES																		
ACKERMANS CLUB/KLUB	214	0.6	0.10	33	120	0.3	0.07	24	103	0.3	0.07	24	145	0.4	0.08	29		
BEARES CLUB (Beares/Lubners)	567	1.6	0.16	54	494	1.4	0.15	51	392	1.1	0.13	45	385	1.0	0.12	46		
CLICKS CLUBCARD **	1083	3.1	0.21	75	836	2.4	0.19	66	848	2.4	0.19	66	907	2.4	0.19	70		
EDGARS CLUB/KLUB	1915	5.5	0.28	98	1617	4.6	0.26	90	1476	4.2	0.25	87	1592	4.3	0.25	93		
ELLERINES CLUB (incl. FurnCity \ Savells Fairdeal/TownTalk Furnishers)	426	1.2	0.13	47	370	1.1	0.13	45	375	1.1	0.13	45	440	1.2	0.13	50		
FURNITURE CITY CLUB	363	1.0	0.12	43	278	0.8	0.11	38	231	0.7	0.10	36	273	0.7	0.10	38		
GEEN & RICHARDS CLUB	325	0.9	0.12	41	380	1.1	0.13	45	359	1.0	0.12	43	306	0.8	0.11	41		
JET CLUB	4336	12.4	0.41	142	4254	12.2	0.40	141	3697	10.6	0.38	133	4217	11.3	0.39	145		
INSPIRATIONS MAGAZINE (MILADY'S) \$\$	72	0.2	0.06	19	13	0.0	0.00	0	9	0.0	0.00	0	13	0.0	0.00	0		
CLUB A (better living (Morkels/Russells), Bradlows modern living, Electric Express, Joshua Doore)	845	2.4	0.19	66	761	2.2	0.18	63	752	2.2	0.18	63	##	##	##	##		
CLUB B (Barnetts, Price 'n Pride)	691	2.0	0.17	60	599	1.7	0.16	56	514	1.5	0.15	53	##	##	##	##		
CLUB (Foschini Group)	857	2.5	0.19	67	619	1.8	0.16	57	572	1.6	0.16	54	##	##	##	##		
SPORTS CLUB (Foschini Group)	237	0.7	0.10	36	198	0.6	0.10	33	212	0.6	0.10	33	##	##	##	##		
BEST HOME & ELECTRIC CLUB / LEWIS CLUB	1343	3.8	0.24	83	1436	4.1	0.25	86	1253	3.6	0.23	81	##	##	##	##		
ANY "AMPS" STORE MAGAZINE	8153	23.3	0.52	182	7893	22.6	0.52	181	7277	20.8	0.50	175	7282	19.6	0.49	182		

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