

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Dec'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) - 485,000 readers, 1.3% of total adults – AMPS Dec'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 (485,000 – 52,000 to 485,000 + 52,000, that is, 433,000 to 537,000 readers).

Example 2 – Daily Sun – 5,661,000 readers, 15.2% of total adults – AMPS Dec'13.

The table indicates that there is a range of plus or minus 0.44%; and plus or minus 164,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (15.2 – 0.44% to 15.2 + 0.44%, that is, 14.76% to 15.64%) or (5,661,000 – 164,000 to 5,661,000 + 164,000, that is, 5,497,000 to 5,825,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS Jul'12 - Jun'13 also have a range of possible values, and only when there is no overlap between the AMPS Jul'12 - Jun'13 and AMPS Dec'13 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'12 - Jun'13 and AMPS Dec'13 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'12 - Jun'13 (1.16% to 1.44%) overlaps with the range for Beeld in AMPS Dec'13 (1.16% to 1.44%). In the case of Daily Sun readership, there is an overlap between the two years (14.26% to 15.14% in AMPS Jul'12 - Jun'13) and (14.76% to 15.64% in AMPS Dec'13); therefore there is no statistical difference between them.

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jul '11 - Jun '12				AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^							
	TOTAL TOTAL								TOTAL TOTAL											
	25162		25162		25108		25108		25432		25432		25444		25444					
	34934		34934		34935		34935		37214		37214		37214		37214					
	'000s	%	±	%	±	%	±	'000	'000s	%	±	%	±	'000	'000s	%	±	%	±	'000
DAILY NEWSPAPERS																				
BEELD	426	1.2	0.13	47	441	1.3	0.14	49	496	1.3	0.14	52	485	1.3	0.14	52				
BURGER	471	1.3	0.14	49	497	1.4	0.15	51	484	1.3	0.14	52	459	1.2	0.13	50				
BUSINESS DAY	68	0.2	0.06	19	59	0.2	0.06	19	69	0.2	0.05	20	79	0.2	0.05	20				
CAPE ARGUS	288	0.8	0.11	38	294	0.8	0.11	38	303	0.8	0.11	41	319	0.9	0.12	43				
CAPE TIMES	261	0.7	0.10	36	258	0.7	0.10	36	251	0.7	0.10	38	215	0.6	0.09	35				
CITIZEN	519	1.5	0.15	52	451	1.3	0.14	49	448	1.2	0.13	50	452	1.2	0.13	50				
DAILY DISPATCH	237	0.7	0.10	36	238	0.7	0.10	36	224	0.6	0.09	35	233	0.6	0.09	35				
DAILY NEWS	342	1.0	0.12	43	295	0.8	0.11	38	225	0.6	0.09	35	236	0.6	0.09	35				
DAILY SUN	5669	16.2	0.46	159	5554	15.9	0.45	158	5488	14.7	0.44	162	5661	15.2	0.44	164				
DAILY VOICE	493	1.4	0.15	51	463	1.3	0.14	49	528	1.4	0.14	54	509	1.4	0.14	54				
DFA	76	0.2	0.06	19	76	0.2	0.06	19	57	0.2	0.05	20	62	0.2	0.05	20				
HERALD	242	0.7	0.10	36	257	0.7	0.10	36	201	0.5	0.09	32	208	0.6	0.09	35				
ISOLEZWE	867	2.5	0.19	67	943	2.7	0.20	70	1049	2.8	0.20	75	1065	2.9	0.21	77				
MERCURY	237	0.7	0.10	36	234	0.7	0.10	36	217	0.6	0.09	35	197	0.5	0.09	32				
NEW AGE	87	0.2	0.06	19	107	0.3	0.07	24	143	0.4	0.08	29	178	0.5	0.09	32				
PRETORIA NEWS	147	0.4	0.08	27	141	0.4	0.08	27	172	0.5	0.09	32	174	0.5	0.09	32				
SON	1058	3.0	0.21	74	1102	3.2	0.22	76	1130	3.0	0.21	78	1097	2.9	0.21	77				
SOWETAN	1651	4.7	0.26	91	1646	4.7	0.26	91	1692	4.5	0.25	95	1748	4.7	0.26	97				
THE STAR	683	2.0	0.17	60	615	1.8	0.16	57	661	1.8	0.16	61	656	1.8	0.16	61				
THE TIMES	342	1.0	0.12	43	287	0.8	0.11	38	290	0.8	0.11	41	349	0.9	0.12	43				
VOLKBLAD	148	0.4	0.08	27	155	0.4	0.08	27	126	0.3	0.07	25	135	0.4	0.08	29				
THE WITNESS	118	0.3	0.07	24	134	0.4	0.08	27	118	0.3	0.07	25	116	0.3	0.07	25				
ANY "AMPS" DAILY NEWSPAPER	10808	30.9	0.57	199	10795	30.9	0.57	200	10936	29.4	0.56	208	11080	29.8	0.56	209				

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	'000s	%	±	%	±	%	±	%	±	%	±	%	±	%		
	25162	25162			25108	25108			25432	25432			25444	25444		
	34934	34934			34935	34935			37214	37214			37214	37214		
	'000s	%	±	%	'000s	%	±	%	'000s	%	±	%	'000s	%		
WEEKLY NEWSPAPERS																
BURGER SATERDAG	345	1.0	0.12	43	272	0.8	0.11	38	260	0.7	0.10	38	243	0.7		
CITY PRESS (SUN)	1863	5.3	0.28	97	1757	5.0	0.27	94	1989	5.3	0.28	102	1996	5.4		
ILANGA LANGESONTO (SUN)	830	2.4	0.19	66	869	2.5	0.19	67	917	2.5	0.19	71	874	2.3		
INDEPENDENT ON SATURDAY	208	0.6	0.10	33	219	0.6	0.10	33	190	0.5	0.09	32	173	0.5		
ISOLEZWE NGESONTO (SUN)	784	2.2	0.18	63	668	1.9	0.17	59	704	1.9	0.17	62	732	2.0		
ISOLEZWE NGOMGOIBELO (SAT)					487	1.4	0.15	51	523	1.4	0.14	54	545	1.5		
MAIL & GUARDIAN (FRI)	425	1.2	0.13	47	459	1.3	0.14	49	486	1.3	0.14	52	504	1.4		
NAWEEK BEELD (SAT)	71	0.2	0.06	19	53	0.2	0.06	19	43	0.1	0.04	14	33	0.1		
POST (WED)	339	1.0	0.12	43	345	1.0	0.12	43	312	0.8	0.11	41	299	0.8		
PTA NEWS WEEKEND (SAT) \$\$	31	0.1	0.04	14	34	0.1	0.04	14	29	0.1	0.04	14	28	0.1		
RAPPORT (SUN)	1320	3.8	0.24	83	1286	3.7	0.23	82	1350	3.6	0.23	85	1338	3.6		
SATERDAG VOLKSBLAD @@	30	0.1	0.04	14	31	0.1	0.04	14	29	0.1	0.04	14	27	0.1		
SATURDAY DISPATCH	101	0.3	0.07	24	130	0.4	0.08	27	124	0.3	0.07	25	119	0.3		
SATURDAY STAR	236	0.7	0.10	36	249	0.7	0.10	36	247	0.7	0.10	38	227	0.6		
SOCCER LADUMA (WED)	2846	8.1	0.34	118	2767	7.9	0.33	117	3133	8.4	0.34	127	3185	8.6		
SON OP SONDAG	495	1.4	0.15	51	457	1.3	0.14	49	454	1.2	0.13	50	416	1.1		
SONDAG	160	0.5	0.09	30	120	0.3	0.07	24	126	0.3	0.07	25	##	##		
SUNDAY INDEPENDENT	67	0.2	0.06	19	81	0.2	0.06	19	91	0.2	0.05	20	64	0.2		
SUNDAY SUN	2601	7.4	0.32	113	2608	7.5	0.33	114	2646	7.1	0.32	117	2579	6.9		
SUNDAY TIMES	3688	10.6	0.38	133	3411	9.8	0.37	128	3651	9.8	0.37	136	3658	9.8		
SUNDAY TRIBUNE	438	1.3	0.14	49	446	1.3	0.14	49	422	1.1	0.13	48	435	1.2		
SUNDAYWORLD	1577	4.5	0.26	89	1526	4.4	0.25	89	1620	4.4	0.25	94	1531	4.1		
SUPER SATURDAY CITIZEN \$\$	51	0.1	0.04	14	37	0.1	0.04	14	55	0.1	0.04	14	44	0.1		
UMAFRIKA (FRI)	174	0.5	0.09	30	129	0.4	0.08	27	##	##	##	##	##	##		
WEEKEND ARGUS SATURDAY	194	0.6	0.10	33	155	0.4	0.08	27	154	0.4	0.08	29	141	0.4		
WEEKEND ARGUS SUNDAY	139	0.4	0.08	27	140	0.4	0.08	27	139	0.4	0.08	29	114	0.3		
WEEKENDPOST (SAT)	203	0.6	0.10	33	194	0.6	0.10	33	156	0.4	0.08	29	155	0.4		
WEEKEND WITNESS (SAT)	92	0.3	0.07	24	100	0.3	0.07	24	106	0.3	0.07	25	100	0.3		
THE ZIMBABWEAN (THURS) \$\$	40	0.1	0.04	14	44	0.1	0.04	14	58	0.2	0.05	20	46	0.1		
ANY 'AMPS' WEEKLY NEWSPAPER	11476	32.8	0.58	203	11124	31.8	0.58	201	11830	31.8	0.57	213	11745	31.6		

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	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
BI-WEEKLY NEWSPAPERS																
ILANGA (MON/THU)	1006	2.9	0.21	72	937	2.7	0.20	70	810	2.2	0.18	67	812	2.2	0.18	67
MONTHLY NEWSPAPERS																
THE TEACHER	182	0.5	0.09	30	152	0.4	0.08	27	168	0.5	0.09	32	162	0.4	0.08	29
VUKUZENZELE	1089	3.1	0.21	75	888	2.5	0.19	67	849	2.3	0.18	69	901	2.4	0.19	70
ANY "AMPS" MONTHLY NEWSPAPER	1244	3.6	0.23	80	1022	2.9	0.21	73	995	2.7	0.20	74	1044	2.8	0.20	75
ANY "AMPS" NEWSPAPER	17463	50.0	0.62	216	17105	49.0	0.62	216	17674	47.5	0.61	228	17788	47.8	0.61	228
WEEKLY MAGAZINES																
AUTO TRADER.CO.ZA	494	1.4	0.15	51	466	1.3	0.14	49	542	1.5	0.15	56	576	1.5	0.15	56
DRUM	2906	8.3	0.34	119	2743	7.9	0.33	117	3027	8.1	0.34	125	3210	8.6	0.34	128
FARMER'S WEEKLY	121	0.3	0.07	24	113	0.3	0.07	24	142	0.4	0.08	29	137	0.4	0.08	29
FM (FINANCIAL MAIL)	126	0.4	0.08	27	146	0.4	0.08	27	172	0.5	0.09	32	155	0.4	0.08	29
FINWEEK	47	0.1	0.04	14	34	0.1	0.04	14	47	0.1	0.04	14	42	0.1	0.04	14
GRAZIA SA									63	0.2	0.05	20	73	0.2	0.05	20
HEAT	495	1.4	0.15	51	386	1.1	0.13	45	441	1.2	0.13	50	449	1.2	0.13	50
HUISGENOOT	2070	5.9	0.29	102	2006	5.7	0.29	100	2224	6	0.29	109	2278	6.1	0.29	109
LANDBOU WEEKBLAD	218	0.6	0.10	33	171	0.5	0.09	30	190	0.5	0.09	32	181	0.5	0.09	32
MOVE!	2383	6.8	0.31	109	2168	6.2	0.30	104	2228	6	0.29	109	2291	6.2	0.30	110
PEOPLE	1302	3.7	0.23	81	1213	3.5	0.23	79	1276	3.4	0.22	83	1357	3.6	0.23	85
TIME	197	0.6	0.10	33	198	0.6	0.10	33	188	0.5	0.09	32	197	0.5	0.09	32
VROUKEUR	405	1.2	0.13	47	350	1.0	0.12	43	334	0.9	0.12	43	373	1.0	0.12	45
YOU	2191	6.3	0.30	105	2108	6.0	0.29	103	2304	6.2	0.30	110	2334	6.3	0.30	111
ANY "AMPS" WEEKLY MAGAZINE	8553	24.5	0.53	186	8357	23.9	0.53	184	9080	24.4	0.53	196	9347	25.1	0.53	198
FORTNIGHTLY MAGAZINES																
KUIER	363	1.0	0.12	43	464	1.3	0.14	49	591	1.6	0.15	57	681	1.8	0.16	61
TVPLUS	1189	3.4	0.22	78	1008	2.9	0.21	73	940	2.5	0.19	71	894	2.4	0.19	70
ANY "AMPS" FORTNIGHTLY MAGAZINE	3962	11.3	0.39	137	2603	7.4	0.32	113	1436	3.9	0.24	89	1483	4.0	0.24	90

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	TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
MONTHLY MAGAZINES																
AFRICA GEOGRAPHIC	57	0.2	0.06	19	73	0.2	0.06	19	##	##	##	##	##	##	##	##
AMAKHOSI	1654	4.7	0.26	91	1537	4.4	0.25	89	1724	4.6	0.26	96	1785	4.8	0.26	98
ANIMALTALK	169	0.5	0.09	30	142	0.4	0.08	27	125	0.3	0.07	25	131	0.4	0.08	29
BABA & KLEUTER	95	0.3	0.07	24	91	0.3	0.07	24	83	0.2	0.05	20	81	0.2	0.05	20
BICYCLING	62	0.2	0.06	19	58	0.2	0.06	19	82	0.2	0.05	20	84	0.2	0.05	20
BIKE SA MAGAZINE	185	0.5	0.09	30	200	0.6	0.10	33	194	0.5	0.09	32	182	0.5	0.09	32
BONA	3353	9.6	0.36	127	3071	8.8	0.35	122	2909	7.8	0.33	123	3016	8.1	0.34	125
CAR	996	2.9	0.21	72	884	2.5	0.19	67	894	2.4	0.19	70	845	2.3	0.18	69
CARAVAN & OUTDOOR LIFE	82	0.2	0.06	19	72	0.2	0.06	19	73	0.2	0.05	20	83	0.2	0.05	20
COMPLEAT GOLFER	59	0.2	0.06	19	73	0.2	0.06	19	56	0.2	0.05	20	48	0.1	#	0.04 14
CONDE NAST HOUSE & GARDEN	282	0.8	0.11	38	272	0.8	0.11	38	300	0.8	0.11	41	299	0.8	0.11	41
COSMOPOLITAN	856	2.5	0.19	67	821	2.3	0.19	65	897	2.4	0.19	70	816	2.2	0.18	67
DESTINY	199	0.6	0.10	33	236	0.7	0.10	36	264	0.7	0.10	38	271	0.7	0.10	38
DRIVE OUT / WEGRY	151	0.4	0.08	27	112	0.3	0.07	24	117	0.3	0.07	25	117	0.3	0.07	25
ELLE MAGAZINE	232	0.7	0.10	36	253	0.7	0.10	36	316	0.8	0.11	41	293	0.8	0.11	41
ENTREPRENEUR	154	0.4	0.08	27	182	0.5	0.09	30	207	0.6	0.09	35	203	0.5	0.09	32
ESSENTIALS	165	0.5	0.09	30	140	0.4	0.08	27	136	0.4	0.08	29	134	0.4	0.08	29
FAIRLADY	813	2.3	0.19	65	780	2.2	0.18	63	853	2.3	0.18	69	821	2.2	0.18	67
FHM	662	1.9	0.17	59	677	1.9	0.17	59	726	1.9	0.17	62	652	1.8	0.16	61
FINESSE	210	0.6	0.10	33	186	0.5	0.09	30	190	0.5	0.09	32	170	0.5	0.09	32
FOOD & HOME ENT.	488	1.4	0.15	51	479	1.4	0.15	51	638	1.7	0.16	59	670	1.8	0.16	61
FRESH LIVING (PICK 'N PAY)	422	1.2	0.13	47	448	1.3	0.14	49	524	1.4	0.14	54	538	1.4	0.14	54
GETAWAY	478	1.4	0.15	51	537	1.5	0.15	53	607	1.6	0.15	57	602	1.6	0.15	57
GLAMOUR	544	1.6	0.16	54	605	1.7	0.16	56	707	1.9	0.17	62	649	1.7	0.16	59
GO! / WEG!	322	0.9	0.12	41	292	0.8	0.11	38	341	0.9	0.12	43	343	0.9	0.12	43
GOEIE HUISHOUDING / GOOD HOUSEKEEPING									137	0.4	0.08	29	139	0.4	0.08	29
GOLF DIGEST	115	0.3	0.07	24	118	0.3	0.07	24	121	0.3	0.07	25	124	0.3	0.07	25
GQ SA	215	0.6	0.10	33	247	0.7	0.10	36	327	0.9	0.12	43	305	0.8	0.11	41
HOME / TUIS	401	1.1	0.13	45	378	1.1	0.13	45	425	1.1	0.13	48	485	1.3	0.14	52
HOUSE AND LEISURE	142	0.4	0.08	27	146	0.4	0.08	27	166	0.4	0.08	29	160	0.4	0.08	29
HQ (HORSE QUARTERLY) **	92	0.3	0.07	24	68	0.2	0.06	19	62	0.2	0.05	20	71	0.2	0.05	20
HUSTLER	188	0.5	0.09	30	179	0.5	0.09	30	201	0.5	0.09	32	206	0.6	0.09	35
IDEAS / IDEES	157	0.4	0.08	27	145	0.4	0.08	27	159	0.4	0.08	29	150	0.4	0.08	29
KICKOFF	2647	7.6	0.33	114	2889	8.3	0.34	119	3567	9.6	0.36	135	3878	10.4	+	0.38 140
LEEF MET HART & SIEL	128	0.4	0.08	27	99	0.3	0.07	24	118	0.3	0.07	25	148	0.4	0.08	29
LEISURE WHEELS	108	0.3	0.07	24	95	0.3	0.07	24	86	0.2	0.05	20	87	0.2	0.05	20

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25162	25162	25108	25108	25432	25432	25444	25444	34934	34934	34935	34935	37214	37214	37214	37214	
MONTHLY MAGAZINES (cont.....)																
LIG	98	0.3	0.07	24	109	0.3	0.07	24	128	0.3	0.07	25	137	0.4	0.08	29
LIVING AND LOVING	420	1.2	0.13	47	419	1.2	0.13	47	482	1.3	0.14	52	483	1.3	0.14	52
LONGEVITY	56	0.2	0.06	19	68	0.2	0.06	19	80	0.2	0.05	20	63	0.2	0.05	20
LOSLYF \$\$	42	0.1	0.04	14	35	0.1	0.04	14	29	0.1	0.04	14	34	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	104	0.3	0.07	25
MARIE CLAIRE	208	0.6	0.10	33	203	0.6	0.10	33	214	0.6	0.09	35	210	0.6	0.09	35
MEN'S HEALTH	1037	3.0	0.21	74	938	2.7	0.20	70	982	2.6	0.20	73	960	2.6	0.20	73
NAG	164	0.5	0.09	30	168	0.5	0.09	30	175	0.5	0.09	32	145	0.4	0.08	29
NATIONAL GEOGRAPHIC	316	0.9	0.12	41	327	0.9	0.12	41	307	0.8	0.11	41	318	0.9	0.12	43
NOSEWEEK	49	0.1	0.04	14	60	0.2	0.06	19	54	0.1	0.04	14	52	0.1	0.04	14
O' THE OPRAH MAGAZINE SA	418	1.2	0.13	47	365	1.0	0.12	43	354	1	0.12	46	327	0.9	0.12	43
PCFORMAT	200	0.6	0.10	33	212	0.6	0.10	33	212	0.6	0.09	35	216	0.6	0.09	35
POPULAR MECHANICS	211	0.6	0.10	33	207	0.6	0.10	33	190	0.5	0.09	32	173	0.5	0.09	32
READER'S DIGEST SA	462	1.3	0.14	49	412	1.2	0.13	47	404	1.1	0.13	48	359	1.0	0.12	45
REAL	733	2.1	0.18	62	685	2.0	0.17	60	764	2.1	0.18	66	758	2.0	0.17	64
ROOI ROSE	863	2.5	0.19	67	807	2.3	0.19	65	779	2.1	0.18	66	779	2.1	0.18	66
RUNNER'S WORLD	81	0.2	0.06	19	79	0.2	0.06	19	74	0.2	0.05	20	91	0.2	0.05	20
SA4X4	217	0.6	0.10	33	193	0.6	0.10	33	182	0.5	0.09	32	169	0.5	0.09	32
SA COUNTRY LIFE	100	0.3	0.07	24	127	0.4	0.08	27	103	0.3	0.07	25	90	0.2	0.05	20
SA GARDEN / SA TUIN	255	0.7	0.10	36	##	##	##	##	##	##	##	##	##	##	##	##
SA GARDEN & HOME	590	1.7	0.16	56	593	1.7	0.16	56	579	1.6	0.15	57	533	1.4	0.14	54
SA HOME OWNER	155	0.4	0.08	27	167	0.5	0.09	30	191	0.5	0.09	32	179	0.5	0.09	32
SA HUNTER/JAGTER	78	0.2	0.06	19	59	0.2	0.06	19	47	0.1	0.04	14	41	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	84	0.2	0.05	20
SA RUGBY MAG.	311	0.9	0.12	41	293	0.8	0.11	38	290	0.8	0.11	41	294	0.8	0.11	41
SARIE	816	2.3	0.19	65	790	2.3	0.19	65	775	2.1	0.18	66	763	2.0	0.17	64
SEVENTEEN	318	0.9	0.12	41	332	0.9	0.12	41	375	1	0.12	46	374	1.0	0.12	45
SHAPE MAGAZINE	172	0.5	0.09	30	##	##	##	##	##	##	##	##	##	##	##	##
SOUL	284	0.8	0.11	38	235	0.7	0.10	36	252	0.7	0.10	28	##	##	##	##
SPEED & SOUND	854	2.4	0.19	66	803	2.3	0.19	65	808	2.2	0.18	67	815	2.2	0.18	67
SPORTS ILLUSTRATED SA	299	0.9	0.12	41	330	0.9	0.12	41	##	##	##	##	##	##	##	##
STYWE LYNE/TIGHT LINES\$\$	115	0.3	0.07	24	103	0.3	0.07	24	76	0.2	0.05	20	61	0.2	0.05	20
SUCCEED	104	0.3	0.07	24	89	0.3	0.07	24	86	0.2	0.05	20	##	##	##	##
TASTE (WOOLWORTHS)	117	0.3	0.07	24	113	0.3	0.07	24	121	0.3	0.07	25	126	0.3	0.07	25
THE GARDENER MAGAZINE	169	0.5	0.09	30	171	0.5	0.09	30	189	0.5	0.09	32	194	0.5	0.09	32

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jul '11 - Jun '12				AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^			
	TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL				TOTAL TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
MONTHLY MAGAZINES (cont.....)																
TOPCAR	978	2.8	0.20	71	894	2.6	0.20	69	757	2	0.17	64	642	1.7	0.16	59
TOPGEAR SA									731	2	0.17	64	728	2.0	0.17	64
TRUE LOVE	2642	7.6	0.33	114	2431	7.0	0.32	110	2609	7	0.31	117	2494	6.7	0.31	114
DIE TUINIER TYDSKRIF	66	0.2	0.06	19	56	0.2	0.06	19	56	0.2	0.05	20	54	0.1	#	0.04 14
WEGSLEEP	97	0.3	0.07	24	83	0.2	0.06	19	74	0.2	0.05	20	79	0.2	0.05	20
WOMAN&HOME	379	1.1	0.13	45	345	1.0	0.12	43	341	0.9	0.12	43	350	0.9	0.12	43
WOMEN'S HEALTH	476	1.4	0.15	51	460	1.3	0.14	49	462	1.2	0.13	50	534	1.4	0.14	54
YOUR FAMILY	388	1.1	0.13	45	352	1.0	0.12	43	352	0.9	0.12	43	371	1.0	0.12	45
ANY 'AMPS' MONTHLY MAGAZINE	12595	36.1	0.59	207	12484	35.7	0.59	207	13674	36.7	0.59	220	13742	36.9	0.59	221
SIX-WEEKLY MAGAZINES																
SALTWATER GIRL @@	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	56	0.2	0.05	20
ALTERNATE MONTHLY MAGAZINES																
DEKAT	58	0.2	0.06	19	43	0.1	0.04	14	32	0.1	0.04	14	29	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	84	0.2	0.05	20
ELLE DECORATION	97	0.3	0.07	24	104	0.3	0.07	24	122	0.3	0.07	25	131	0.4	0.08	29
GOOD TASTE	55	0.2	0.06	19	63	0.2	0.06	19	79	0.2	0.05	20	70	0.2	0.05	20
HABITAT	46	0.1	0.04	14	53	0.2	0.06	19	51	0.1	0.04	14	54	0.1	0.04	14
HYPE	618	1.8	0.16	57	564	1.6	0.16	54	547	1.5	0.15	56	501	1.3	0.14	52
PROPERTY	272	0.8	0.11	38	280	0.8	0.11	38	##	##	##	##	##	##	##	##
SARIE KOS	168	0.5	0.09	30	126	0.4	0.08	27	107	0.3	0.07	25	130	0.4	0.08	29
STUFF	86	0.2	0.06	19	104	0.3	0.07	24	101	0.3	0.07	25	93	0.2	0.05	20
WEIGH-LESS	145	0.4	0.08	27	114	0.4	0.07	24	153	0.4	0.08	29	155	0.4	0.08	29
YOUR BABY **	236	0.7	0.10	36	242	0.7	0.10	36	312	0.8	0.11	41	366	1.0	0.12	45
YOUR BUSINESS	100	0.3	0.07	24	101	0.3	0.07	24	107	0.3	0.07	25	98	0.3	0.07	25
YOUR PREGNANCY	377	1.1	0.13	45	398	1.1	0.13	45	458	1.2	0.13	50	500	1.3	0.14	52
ANY 'AMPS' ALTERNATE MONTHLY MAGAZINE	1897	5.4	0.28	98	1691	4.8	0.26	92	1800	4.8	0.26	98	1989	5.3	0.28	102
QUARTERLY MAGAZINES																
AA TRAVELLER	210	0.6	0.10	33	210	0.6	0.10	33	182	0.5	0.09	32	172	0.5	0.09	32
HUISGENOOT TEMPO	128	0.4	0.08	27	108	0.3	0.07	24	##	##	##	##	##	##	##	##
NATIONAL GEOGRAPHIC TRAVELLER SA	255	0.7	0.10	36	254	0.7	0.10	36	##	##	##	##	##	##	##	##
PERSONAL FINANCE	174	0.5	0.09	30	192	0.5	0.09	30	212	0.6	0.09	35	204	0.5	0.09	32
ANY 'AMPS' QUARTERLY MAGAZINE	728	2.1	0.18	62	709	2.0	0.17	60	732	2	0.17	64	561	1.5	#	0.15 56

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INFORMANTS POPULATION ('000)	AMPS Jul '11 - Jun '12				AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL				
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	
ANY "AMPS" MAGAZINE	17031	48.8	0.62	216	16397	46.9	0.62	216	17403	46.8	0.61	228	17729	47.6	0.61	228	
ANY "AMPS" NEWSP./MAGAZINE	22925	65.6	0.59	205	22518	64.5	0.59	207	23684	63.6	0.59	220	23811	64.0	0.59	219	
SUBSCRIBER MAGAZINES																	
DSTV @@	4005	11.5	0.39	138	3096	8.9	0.35	123	4067	10.9	0.38	143	5616	15.1	+	0.44	164
M \$\$	42	0.1	0.04	14	41	0.1	0.04	14	26	0.1	0.04	14	7	0.0	#	0.00	0
MAGIC	110	0.3	0.07	24	105	0.3	0.07	24	95	0.3	0.07	25	81	0.2		0.05	20
REALITY BY SANLAM	80	0.2	0.06	19	70	0.2	0.06	19	77	0.2	0.05	20	86	0.2		0.05	20
ANY "AMPS" SUBSCRIBER MAGAZINE (excl. store magazines)	4145	11.9	0.40	140	3251	9.3	0.36	126	4203	11.3	0.39	145	5704	15.3	+	0.44	165
STORE MAGAZINES																	
ACKERMANS CLUB/KLUB	120	0.3	0.07	24	103	0.3	0.07	24	145	0.4	0.08	29	440	1.2	+	0.13	50
BEARES CLUB (Beares/Lubners)	494	1.4	0.15	51	392	1.1	0.13	45	385	1	0.12	46	336	0.9		0.12	43
CLICKS CLUBCARD **	836	2.4	0.19	66	848	2.4	0.19	66	907	2.4	0.19	70	1181	3.2	+	0.22	80
EDGARS CLUB/KLUB	1617	4.6	0.26	90	1476	4.2	0.25	87	1592	4.3	0.25	93	1534	4.1		0.24	91
ELLERINES CLUB (incl. FurnCity \ Savells Fairdeal/TownTalk Furnishers)	370	1.1	0.13	45	375	1.1	0.13	45	440	1.2	0.13	50	439	1.2		0.13	50
FURNITURE CITY CLUB	278	0.8	0.11	38	231	0.7	0.10	36	273	0.7	0.10	38	266	0.7		0.10	38
GEEN & RICHARDS CLUB	380	1.1	0.13	45	359	1.0	0.12	43	306	0.8	0.11	41	269	0.7		0.10	38
JET CLUB	4254	12.2	0.40	141	3697	10.6	0.38	133	4217	11.3	0.39	145	4463	12.0		0.40	149
INSPIRATIONS MAGAZINE (MILADY'S) \$\$	13	0.0	0.00	0.0	9	0.0	0.00	0.0	13	0.0	0.00	0.0	\$\$	\$\$		\$\$	\$\$
ANY "AMPS" STORE MAGAZINE	7893	22.6	0.52	181	7277	20.8	0.50	175	7282	19.6	0.49	182	7274	19.5		0.49	181

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