

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Jun'14.

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) - 430,000 readers, 1.1% of total adults – AMPS Jun'14.

The table indicates that there is a range of plus or minus 0.13%; and plus or minus 48,000 readers. This means that we can be 95% certain that the true value of Beeld lies somewhere in the range (1.1 – 0.13% to 1.1 + 0.13%, that is, 0.97% to 1.23%) or (430,000 – 48,000 to 430,000 + 48,000, that is, 382,000 to 478,000 readers).

Example 2 – Daily Sun – 5,351,000 readers, 14.2% of total adults – AMPS Jun'14.

The table indicates that there is a range of plus or minus 0.43%; and plus or minus 161,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (14.2 – 0.43% to 14.2 + 0.43%, that is, 13.77% to 14.63%) or (5,351,000 – 161,000 to 5,351,000 + 161,000, that is, 5,190,000 to 5,512,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS Dec'13 also have a range of possible values, and only when there is no overlap between the AMPS Dec'13 and AMPS Jun'14 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 Dec'13 and AMPS Jun'14 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 Dec'13 (1.16% to 1.44%) overlaps with the range for Beeld in AMPS Jun'14 (0.97% to 1.23%) therefore there is no statistical difference between them. In the case of Daily Sun readership, there is no overlap between the two years (14.76% to 15.64% in AMPS Dec'13) and (13.77% to 14.63% in AMPS Jun'14) thus there is a statistical difference between them.

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^				AMPS Jun '14 ^				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL				
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	
DAILY NEWSPAPERS																	
BEELD	441	1.3	0.14	49	496	1.3	0.14	52	485	1.3	0.14	52	430	1.1	0.13	48	
BURGER	497	1.4	0.15	51	484	1.3	0.14	52	459	1.2	0.13	50	421	1.1	0.13	48	
BUSINESS DAY	59	0.2	0.06	19	69	0.2	0.05	20	79	0.2	0.05	20	85	0.2	0.05	21	
CAPE ARGUS	294	0.8	0.11	38	303	0.8	0.11	41	319	0.9	0.12	43	344	0.9	0.12	44	
CAPE TIMES	258	0.7	0.10	36	251	0.7	0.10	38	215	0.6	0.09	35	200	0.5	0.09	33	
CITIZEN	451	1.3	0.14	49	448	1.2	0.13	50	452	1.2	0.13	50	437	1.2	0.13	50	
DAILY DISPATCH	238	0.7	0.10	36	224	0.6	0.09	35	233	0.6	0.09	35	210	0.6	0.09	36	
DAILY NEWS	295	0.8	0.11	38	225	0.6	0.09	35	236	0.6	0.09	35	255	0.7	0.10	39	
DAILY SUN	5554	15.9	0.45	158	5488	14.7	0.44	162	5661	15.2	0.44	164	5351	14.2	#	0.43	161
DAILY VOICE	463	1.3	0.14	49	528	1.4	0.14	54	509	1.4	0.14	54	468	1.2	0.13	50	
DFA	76	0.2	0.06	19	57	0.2	0.05	20	62	0.2	0.05	20	77	0.2	0.05	21	
HERALD	257	0.7	0.10	36	201	0.5	0.09	32	208	0.6	0.09	35	196	0.5	0.09	33	
ISOLEZWE	943	2.7	0.20	70	1049	2.8	0.20	75	1065	2.9	0.21	77	1176	3.1	0.21	80	
MERCURY	234	0.7	0.10	36	217	0.6	0.09	35	197	0.5	0.09	32	180	0.5	0.09	33	
NEW AGE (TNA) @@	107	0.3	0.07	24	143	0.4	0.08	29	178	0.5	0.09	32	153	0.4	0.08	29	
PRETORIA NEWS	141	0.4	0.08	27	172	0.5	0.09	32	174	0.5	0.09	32	125	0.3	#	0.07	25
SON	1102	3.2	0.22	76	1130	3.0	0.21	78	1097	2.9	0.21	77	1075	2.9	0.21	78	
SOWETAN	1646	4.7	0.26	91	1692	4.5	0.25	95	1748	4.7	0.26	97	1674	4.4	0.25	95	
THE STAR	615	1.8	0.16	57	661	1.8	0.16	61	656	1.8	0.16	61	659	1.7	0.16	60	
THE TIMES	287	0.8	0.11	38	290	0.8	0.11	41	349	0.9	0.12	43	309	0.8	0.11	41	
VOLKSBLAD	155	0.4	0.08	27	126	0.3	0.07	25	135	0.4	0.08	29	132	0.4	0.08	29	
THE WITNESS	134	0.4	0.08	27	118	0.3	0.07	25	116	0.3	0.07	25	98	0.3	0.07	25	
ANY "AMPS" DAILY NEWSPAPER	10795	30.9	0.57	200	10936	29.4	0.56	208	11080	29.8	0.56	209	10812	28.7	0.56	209	

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	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
WEEKLY NEWSPAPERS																
BEELD (SAT) @@	53	0.2	0.06	19	43	0.1	0.04	14	33	0.1	0.04	14	41	0.1	0.04	15
BURGER SATERDAG	272	0.8	0.11	38	260	0.7	0.10	38	243	0.7	0.10	38	227	0.6	0.09	36
CITY PRESS (SUN)	1757	5.0	0.27	94	1989	5.3	0.28	102	1996	5.4	0.28	103	1821	4.8	#	0.26 99
ILANGA LANGESONTO (SUN)	869	2.5	0.19	67	917	2.5	0.19	71	874	2.3	0.18	69	788	2.1		0.18 66
INDEPENDENT ON SATURDAY	219	0.6	0.10	33	190	0.5	0.09	32	173	0.5	0.09	32	145	0.4	0.08	29
ISOLEZWE NGESONTO (SUN)	668	1.9	0.17	59	704	1.9	0.17	62	732	2.0	0.17	64	733	1.9	0.17	63
ISOLEZWE NGOMGQIBELO (SAT)	487	1.4	0.15	51	523	1.4	0.14	54	545	1.5	0.15	56	511	1.4	0.14	54
MAIL & GUARDIAN (FRI)	459	1.3	0.14	49	486	1.3	0.14	52	504	1.4	0.14	54	535	1.4	0.14	54
POST (WED)	345	1.0	0.12	43	312	0.8	0.11	41	299	0.8	0.11	41	274	0.7	0.10	39
PTA NEWS WEEKEND (SAT) \$\$	34	0.1	0.04	14	29	0.1	0.04	14	28	0.1	0.04	14	14	0.0	#	0.00 0
RAPPORT (SUN)	1286	3.7	0.23	82	1350	3.6	0.23	85	1338	3.6	0.23	85	1270	3.4	0.22	84
SATERDAG VOLKSBLAD	31	0.1	0.04	14	29	0.1	0.04	14	27	0.1	0.04	14	27	0.1	0.04	15
SATURDAY CITIZEN @@	37	0.1	0.04	14	55	0.1	0.04	14	44	0.1	0.04	14	47	0.1	0.04	15
SATURDAY DISPATCH	130	0.4	0.08	27	124	0.3	0.07	25	119	0.3	0.07	25	102	0.3	0.07	25
SATURDAY STAR	249	0.7	0.10	36	247	0.7	0.10	38	227	0.6	0.09	35	209	0.6	0.09	36
SOCCER LADUMA (WED)	2767	7.9	0.33	117	3133	8.4	0.34	127	3185	8.6	0.34	128	3221	8.6	0.34	130
SON OP SONDAG	457	1.3	0.14	49	454	1.2	0.13	50	416	1.1	0.13	48	393	1.0	0.12	46
SONDAG	120	0.3	0.07	24	126	0.3	0.07	25	##	##	##	##	##	##	##	##
SUNDAY INDEPENDENT	81	0.2	0.06	19	91	0.2	0.05	20	64	0.2	0.05	20	74	0.2	0.05	21
SUNDAY SUN	2608	7.5	0.33	114	2646	7.1	0.32	117	2579	6.9	0.31	116	2481	6.6	0.30	115
SUNDAY TIMES	3411	9.8	0.37	128	3651	9.8	0.37	136	3658	9.8	0.37	136	3436	9.1	0.35	133
SUNDAY TRIBUNE	446	1.3	0.14	49	422	1.1	0.13	48	435	1.2	0.13	50	401	1.1	0.13	48
SUNDAYWORLD	1526	4.4	0.25	89	1620	4.4	0.25	94	1531	4.1	0.24	91	1419	3.8	0.23	88
UMAFRIKA (FRI)	129	0.4	0.08	27	##	##	##	##	##	##	##	##	##	##	##	##
WEEKEND ARGUS SATURDAY	155	0.4	0.08	27	154	0.4	0.08	29	141	0.4	0.08	29	123	0.3	0.07	25
WEEKEND ARGUS SUNDAY	140	0.4	0.08	27	139	0.4	0.08	29	114	0.3	0.07	25	127	0.3	0.07	25
WEEKENDPOST (SAT)	194	0.6	0.10	33	156	0.4	0.08	29	155	0.4	0.08	29	133	0.4	0.08	29
WEEKEND WITNESS (SAT)	100	0.3	0.07	24	106	0.3	0.07	25	100	0.3	0.07	25	67	0.2	0.05	21
THE ZIMBABWEAN (THURS) \$\$	44	0.1	0.04	14	58	0.2	0.05	20	46	0.1	0.04	14	52	0.1	0.04	15
ANY 'AMPS' WEEKLY NEWSPAPER	11124	31.8	0.58	201	11830	31.8	0.57	213	11745	31.6	0.57	213	11393	30.2	#	0.56 212

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	'000s	%	±	%	±	%	±	%	±	%	±	%	±	%			
BI-WEEKLY NEWSPAPERS																	
ILANGA (MON/THU)	937	2.7	0.20	70	810	2.2	0.18	67	812	2.2	0.18	67	811	2.2	0.18	68	
MONTHLY NEWSPAPERS																	
THE TEACHER	152	0.4	0.08	27	168	0.5	0.09	32	162	0.4	0.08	29	150	0.4	0.08	29	
VUKUZENZELE	888	2.5	0.19	67	849	2.3	0.18	69	901	2.4	0.19	70	790	2.1	0.18	66	
ANY "AMPS" MONTHLY NEWSPAPER	1022	2.9	0.21	73	995	2.7	0.20	74	1044	2.8	0.20	75	916	2.4	#	0.19	71
ANY "AMPS" NEWSPAPER	17105	49.0	0.62	216	17674	47.5	0.61	228	17788	47.8	0.61	228	17434	46.3	#	0.61	230
WEEKLY MAGAZINES																	
AUTO TRADER.CO.ZA	466	1.3	0.14	49	542	1.5	0.15	56	576	1.5	0.15	56	564	1.5	0.15	56	
DRUM	2743	7.9	0.33	117	3027	8.1	0.34	125	3210	8.6	0.34	128	3163	8.4	0.34	128	
FARMER'S WEEKLY	113	0.3	0.07	24	142	0.4	0.08	29	137	0.4	0.08	29	122	0.3	0.07	25	
FINANCIAL MAIL @@	146	0.4	0.08	27	172	0.5	0.09	32	155	0.4	0.08	29	137	0.4	0.08	29	
FINWEEK \$\$	34	0.1	0.04	14	47	0.1	0.04	14	42	0.1	0.04	14	31	0.1	0.04	15	
GRAZIA SA					63	0.2	0.05	20	73	0.2	0.05	20	56	0.1	#	0.04	15
HEAT	386	1.1	0.13	45	441	1.2	0.13	50	449	1.2	0.13	50	376	1.0	0.12	46	
HUISGENOOT	2006	5.7	0.29	100	2224	6	0.29	109	2278	6.1	0.29	109	2108	5.6	0.28	106	
LANDBOU WEEKBLAD	171	0.5	0.09	30	190	0.5	0.09	32	181	0.5	0.09	32	201	0.5	0.09	33	
MOVE!	2168	6.2	0.30	104	2228	6	0.29	109	2291	6.2	0.30	110	2013	5.3	#	0.27	104
PEOPLE	1213	3.5	0.23	79	1276	3.4	0.22	83	1357	3.6	0.23	85	1413	3.8	0.23	88	
TIME	198	0.6	0.10	33	188	0.5	0.09	32	197	0.5	0.09	32	190	0.5	0.09	33	
VROUKEUR	350	1.0	0.12	43	334	0.9	0.12	43	373	1.0	0.12	45	335	0.9	0.12	44	
YOU	2108	6.0	0.29	103	2304	6.2	0.30	110	2334	6.3	0.30	111	2215	5.9	0.29	109	
ANY "AMPS" WEEKLY MAGAZINE	8357	23.9	0.53	184	9080	24.4	0.53	196	9347	25.1	0.53	198	8885	23.6	#	0.52	196
FORTNIGHTLY MAGAZINES																	
KUIER	464	1.3	0.14	49	591	1.6	0.15	57	681	1.8	0.16	61	738	2.0	0.17	65	
TVPLUS	1008	2.9	0.21	73	940	2.5	0.19	71	894	2.4	0.19	70	786	2.1	0.18	66	
ANY "AMPS" FORTNIGHTLY MAGAZINE	2603	7.4	0.32	113	1436	3.9	0.24	89	1483	4.0	0.24	90	1434	3.8	0.23	88	

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	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	'000s	%	±	%	±	%	±	%	±	%	±	%	±	%		
25108	25108	25432	25432	25444	25444	25510	25510									
34935	34935	37214	37214	37214	37214	37665	37665									
MONTHLY MAGAZINES																
AFRICA GEOGRAPHIC	73	0.2	0.06	19	##	##	##	##	##	##	##	##	##	##		
AMAKHOSI	1537	4.4	0.25	89	1724	4.6	0.26	96	1785	4.8	0.26	98	1874	5.0		
ANIMALTALK	142	0.4	0.08	27	125	0.3	0.07	25	131	0.4	0.08	29	129	0.3		
BABA & KLEUTER	91	0.3	0.07	24	83	0.2	0.05	20	81	0.2	0.05	20	64	0.2		
BICYCLING	58	0.2	0.06	19	82	0.2	0.05	20	84	0.2	0.05	20	66	0.2		
BIKE SA MAGAZINE	200	0.6	0.10	33	194	0.5	0.09	32	182	0.5	0.09	32	166	0.4		
BONA	3071	8.8	0.35	122	2909	7.8	0.33	123	3016	8.1	0.34	125	3083	8.2		
CAR	884	2.5	0.19	67	894	2.4	0.19	70	845	2.3	0.18	69	895	2.4		
CARAVAN & OUTDOOR LIFE	72	0.2	0.06	19	73	0.2	0.05	20	83	0.2	0.05	20	73	0.2		
COMPLEAT GOLFER	73	0.2	0.06	19	56	0.2	0.05	20	48	0.1	0.04	14	43	0.1		
CONDE NAST HOUSE & GARDEN	272	0.8	0.11	38	300	0.8	0.11	41	299	0.8	0.11	41	252	0.7		
COSMOPOLITAN	821	2.3	0.19	65	897	2.4	0.19	70	816	2.2	0.18	67	667	1.8		
DESTINY	236	0.7	0.10	36	264	0.7	0.10	38	271	0.7	0.10	38	247	0.7		
DRIVE OUT / WEGRY	112	0.3	0.07	24	117	0.3	0.07	25	117	0.3	0.07	25	123	0.3		
ELLE MAGAZINE	253	0.7	0.10	36	316	0.8	0.11	41	293	0.8	0.11	41	259	0.7		
ENTREPRENEUR	182	0.5	0.09	30	207	0.6	0.09	35	203	0.5	0.09	32	148	0.4		
ESSENTIALS	140	0.4	0.08	27	136	0.4	0.08	29	134	0.4	0.08	29	126	0.3		
FAIRLADY	780	2.2	0.18	63	853	2.3	0.18	69	821	2.2	0.18	67	723	1.9		
FHM	677	1.9	0.17	59	726	1.9	0.17	62	652	1.8	0.16	61	##	##		
FINESSE	186	0.5	0.09	30	190	0.5	0.09	32	170	0.5	0.09	32	174	0.5		
FOOD & HOME ENTERTAINING	479	1.4	0.15	51	638	1.7	0.16	59	670	1.8	0.16	61	641	1.7		
FRESH LIVING (PICK 'N PAY)	448	1.3	0.14	49	524	1.4	0.14	54	538	1.4	0.14	54	492	1.3		
GETAWAY	537	1.5	0.15	53	607	1.6	0.15	57	602	1.6	0.15	57	509	1.4		
GLAMOUR	605	1.7	0.16	56	707	1.9	0.17	62	649	1.7	0.16	59	533	1.4		
GO! / WEG!	292	0.8	0.11	38	341	0.9	0.12	43	343	0.9	0.12	43	313	0.8		
GOEIE HUISHOUDING / GOOD HOUSEKEEPING					137	0.4	0.08	29	139	0.4	0.08	29	121	0.3		
GOLF DIGEST	118	0.3	0.07	24	121	0.3	0.07	25	124	0.3	0.07	25	100	0.3		
GQ SA	247	0.7	0.10	36	327	0.9	0.12	43	305	0.8	0.11	41	265	0.7		
HOME / TUIS	378	1.1	0.13	45	425	1.1	0.13	48	485	1.3	0.14	52	455	1.2		
HOUSE AND LEISURE	146	0.4	0.08	27	166	0.4	0.08	29	160	0.4	0.08	29	131	0.3		
HQ (HORSE QUARTERLY) **	68	0.2	0.06	19	62	0.2	0.05	20	71	0.2	0.05	20	61	0.2		
HUSTLER	179	0.5	0.09	30	201	0.5	0.09	32	206	0.6	0.09	35	204	0.5		
IDEAS / IDEES	145	0.4	0.08	27	159	0.4	0.08	29	150	0.4	0.08	29	155	0.4		
KICKOFF	2889	8.3	0.34	119	3567	9.6	0.36	135	3878	10.4	0.38	140	4034	10.7		
LEEF MET HART & SIEL	99	0.3	0.07	24	118	0.3	0.07	25	148	0.4	0.08	29	142	0.4		
LEISURE WHEELS	95	0.3	0.07	24	86	0.2	0.05	20	87	0.2	0.05	20	110	0.3		

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	'000s	%	±	%	±	%	±	%	±	%	±	%	±	%			
TOTAL TOTAL	25108	25108			25432	25432			25444	25444			25510	25510			
	34935	34935			37214	37214			37214	37214			37665	37665			
MONTHLY MAGAZINES (cont.....)																	
LIG	109	0.3	0.07	24	128	0.3	0.07	25	137	0.4	0.08	29	123	0.3	0.07	25	
LIVING AND LOVING	419	1.2	0.13	47	482	1.3	0.14	52	483	1.3	0.14	52	423	1.1	0.13	48	
LONGEVITY	68	0.2	0.06	19	80	0.2	0.05	20	63	0.2	0.05	20	52	0.1	#	0.04	15
LOSLYF \$\$	35	0.1	0.04	14	29	0.1	0.04	14	34	0.1	0.04	14	33	0.1		0.04	15
MAMAS & PAPAS	84	0.2	0.06	19	103	0.3	0.07	25	104	0.3	0.07	25	97	0.3		0.07	25
MARIE CLAIRE	203	0.6	0.10	33	214	0.6	0.09	35	210	0.6	0.09	35	184	0.5		0.09	33
MEN'S HEALTH	938	2.7	0.20	70	982	2.6	0.20	73	960	2.6	0.20	73	946	2.5		0.19	72
NAG	168	0.5	0.09	30	175	0.5	0.09	32	145	0.4	0.08	29	156	0.4		0.08	29
NATIONAL GEOGRAPHIC	327	0.9	0.12	41	307	0.8	0.11	41	318	0.9	0.12	43	308	0.8		0.11	41
NOSEWEEK	60	0.2	0.06	19	54	0.1	0.04	14	52	0.1	0.04	14	48	0.1		0.04	15
O' THE OPRAH MAGAZINE SA	365	1.0	0.12	43	354	1	0.12	46	327	0.9	0.12	43	293	0.8		0.11	41
PCFORMAT	212	0.6	0.10	33	212	0.6	0.09	35	216	0.6	0.09	35	##	##		##	##
POPULAR MECHANICS	207	0.6	0.10	33	190	0.5	0.09	32	173	0.5	0.09	32	150	0.4		0.08	29
READER'S DIGEST SA \$\$	412	1.2	0.13	47	404	1.1	0.13	48	359	1.0	0.12	45	307	0.8		0.11	41
REAL	685	2.0	0.17	60	764	2.1	0.18	66	758	2.0	0.17	64	##	##		##	##
RIDE \$\$													21	0.1		0.04	15
ROOI ROSE	807	2.3	0.19	65	779	2.1	0.18	66	779	2.1	0.18	66	656	1.7	#	0.16	60
RUNNER'S WORLD	79	0.2	0.06	19	74	0.2	0.05	20	91	0.2	0.05	20	78	0.2		0.05	21
SA4X4	193	0.6	0.10	33	182	0.5	0.09	32	169	0.5	0.09	32	163	0.4		0.08	29
SA COUNTRY LIFE	127	0.4	0.08	27	103	0.3	0.07	25	90	0.2	0.05	20	77	0.2		0.05	21
SA GARDEN & HOME	593	1.7	0.16	56	579	1.6	0.15	57	533	1.4	0.14	54	486	1.3		0.14	52
SA HOME OWNER	167	0.5	0.09	30	191	0.5	0.09	32	179	0.5	0.09	32	184	0.5		0.09	33
SA HUNTER/JAGTER	59	0.2	0.06	19	47	0.1	0.04	14	41	0.1	0.04	14	47	0.1		0.04	15
SA INDIA	83	0.2	0.06	19	98	0.3	0.07	25	84	0.2	0.05	20	78	0.2		0.05	21
SA RUGBY MAG.	293	0.8	0.11	38	290	0.8	0.11	41	294	0.8	0.11	41	255	0.7		0.10	39
SARIE	790	2.3	0.19	65	775	2.1	0.18	66	763	2.0	0.17	64	691	1.8		0.16	61
SEVENTEEN	332	0.9	0.12	41	375	1	0.12	46	374	1.0	0.12	45	##	##		##	##
SOUL	235	0.7	0.10	36	252	0.7	0.10	28	##	##	##	##	##	##		##	##
SPEED & SOUND	803	2.3	0.19	65	808	2.2	0.18	67	815	2.2	0.18	67	793	2.1		0.18	66
SPORTS ILLUSTRATED SA	330	0.9	0.12	41	##	##	##	##	##	##	##	##	##	##		##	##
STUFF **	104	0.3	0.07	24	101	0.3	0.07	25	93	0.2	0.05	20	66	0.2		0.05	21
STYWE LYNE/TIGHT LINES \$\$	103	0.3	0.07	24	76	0.2	0.05	20	61	0.2	0.05	20	62	0.2		0.05	21
SUCCEED	89	0.3	0.07	24	86	0.2	0.05	20	##	##	##	##	##	##		##	##
TASTE (WOOLWORTHS)	113	0.3	0.07	24	121	0.3	0.07	25	126	0.3	0.07	25	114	0.3		0.07	25
THE GARDENER MAGAZINE	171	0.5	0.09	30	189	0.5	0.09	32	194	0.5	0.09	32	181	0.5		0.09	33

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^				AMPS Jun '14 ^			
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
MONTHLY MAGAZINES (cont.....)																
TOPCAR	894	2.6	0.20	69	757	2	0.17	64	642	1.7	0.16	59	588	1.6	0.15	58
TOPGEAR SA					731	2	0.17	64	728	2.0	0.17	64	840	2.2	0.18	68
TRUE LOVE	2431	7.0	0.32	110	2609	7	0.31	117	2494	6.7	0.31	114	2262	6.0	#	0.29 110
DIE TUINIER TYDSKRIF	56	0.2	0.06	19	56	0.2	0.05	20	54	0.1	0.04	14	54	0.1	0.04	15
WEGSLEEP	83	0.2	0.06	19	74	0.2	0.05	20	79	0.2	0.05	20	90	0.2	0.05	21
WOMAN&HOME	345	1.0	0.12	43	341	0.9	0.12	43	350	0.9	0.12	43	318	0.8	0.11	41
WOMEN'S HEALTH	460	1.3	0.14	49	462	1.2	0.13	50	534	1.4	0.14	54	515	1.4	0.14	54
YOUR FAMILY	352	1.0	0.12	43	352	0.9	0.12	43	371	1.0	0.12	45	346	0.9	0.12	44
ANY 'AMPS' MONTHLY MAGAZINE	12484	35.7	0.59	207	13674	36.7	0.59	220	13742	36.9	0.59	221	13733	36.5	0.59	223
SIX-WEEKLY MAGAZINES																
SALTWATER GIRL	120	0.3	0.07	24	105	0.3	0.07	25	##	##	##	##	##	##	##	##
ZIGZAG	70	0.2	0.06	19	56	0.2	0.05	20	56	0.2	0.05	20	65	0.2	0.05	21
ALTERNATE MONTHLY MAGAZINES																
DEKAT	43	0.1	0.04	14	32	0.1	0.04	14	29	0.1	0.04	14	29	0.1	0.04	15
DESTINY MAN	68	0.2	0.06	19	92	0.2	0.05	20	84	0.2	0.05	20	65	0.2	0.05	21
ELLE DECORATION	104	0.3	0.07	24	122	0.3	0.07	25	131	0.4	0.08	29	150	0.4	0.08	29
GOOD TASTE	63	0.2	0.06	19	79	0.2	0.05	20	70	0.2	0.05	20	62	0.2	0.05	21
HABITAT	53	0.2	0.06	19	51	0.1	0.04	14	54	0.1	0.04	14	52	0.1	0.04	15
HYPE	564	1.6	0.16	54	547	1.5	0.15	56	501	1.3	0.14	52	497	1.3	0.14	52
INTIEM													33	0.1	0.04	15
PROPERTY	280	0.8	0.11	38	##	##	##	##	##	##	##	##	##	##	##	##
SARIE KOS	126	0.4	0.08	27	107	0.3	0.07	25	130	0.4	0.08	29	118	0.3	0.07	25
WEIGH-LESS	114	0.3	0.07	24	153	0.4	0.08	29	155	0.4	0.08	29	138	0.4	0.08	29
YOUR BABY	242	0.7	0.10	36	312	0.8	0.11	41	366	1.0	0.12	45	325	0.9	0.12	44
YOUR BUSINESS	101	0.3	0.07	24	107	0.3	0.07	25	98	0.3	0.07	25	103	0.3	0.07	25
YOUR PREGNANCY	398	1.1	0.13	45	458	1.2	0.13	50	500	1.3	0.14	52	426	1.1	0.13	48
ANY 'AMPS' ALTERNATE MONTHLY MAGAZINE	1691	4.8	0.26	92	1800	4.8	0.26	98	1989	5.3	0.28	102	1814	4.8	0.26	99
QUARTERLY MAGAZINES																
AA TRAVELLER	210	0.6	0.10	33	182	0.5	0.09	32	172	0.5	0.09	32	200	0.5	0.09	33
HUISGENOOT TEMPO	108	0.3	0.07	24	##	##	##	##	##	##	##	##	##	##	##	##
NATIONAL GEOGRAPHIC TRAVELLER SA	254	0.7	0.10	36	##	##	##	##	##	##	##	##	##	##	##	##
PERSONAL FINANCE	192	0.5	0.09	30	212	0.6	0.09	35	204	0.5	0.09	32	185	0.5	0.09	33
ANY 'AMPS' QUARTERLY MAGAZINE	709	2.0	0.17	60	732	2	0.17	64	561	1.5	0.15	56	394	1.0	#	0.12 46

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jan - Dec '12				AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^				AMPS Jun '14 ^				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL				
	'000s	%	±	%	±	%	±	%	±	%	±	%	±	%	±	%	
ANY "AMPS" MAGAZINE	16397	46.9	0.62	216	17403	46.8	0.61	228	17729	47.6	0.61	228	17657	46.9	0.61	231	
ANY "AMPS" NEWSP./MAGAZINE	22518	64.5	0.59	207	23684	63.6	0.59	220	23811	64.0	0.59	219	23811	63.2	0.59	223	
SUBSCRIBER MAGAZINES																	
DSTV	3096	8.9	0.35	123	4067	10.9	0.38	143	5616	15.1	0.44	164	6244	16.6	+	0.46	172
M \$\$	41	0.1	0.04	14	26	0.1	0.04	14	7	0.0	0.00	0	4	0.0		0.00	0
MAGIC	105	0.3	0.07	24	95	0.3	0.07	25	81	0.2	0.05	20	72	0.2		0.05	21
REALITY BY SANLAM	70	0.2	0.06	19	77	0.2	0.05	20	86	0.2	0.05	20	88	0.2		0.05	21
ANY "AMPS" SUBSCRIBER MAGAZINE (excl. store magazines)	3251	9.3	0.36	126	4203	11.3	0.39	145	5704	15.3	0.44	165	6319	16.8	+	0.46	173
STORE MAGAZINES																	
ACKERMANS @@**	103	0.3	0.07	24	145	0.4	0.08	29	440	1.2	0.13	50	844	2.2	+	0.18	68
BEARES CLUB (Beares/Lubners)	392	1.1	0.13	45	385	1	0.12	46	336	0.9	0.12	43	290	0.8		0.11	41
CLICKS CLUBCARD	848	2.4	0.19	66	907	2.4	0.19	70	1181	3.2	0.22	80	1442	3.8	+	0.23	88
EDGARS CLUB/KLUB	1476	4.2	0.25	87	1592	4.3	0.25	93	1534	4.1	0.24	91	1439	3.8		0.23	88
ELLERINES CLUB (incl. FurnCity \ Savells Fairdeal/TownTalk Furnishers)	375	1.1	0.13	45	440	1.2	0.13	50	439	1.2	0.13	50	377	1.0		0.12	46
FURNITURE CITY CLUB	231	0.7	0.10	36	273	0.7	0.10	38	266	0.7	0.10	38	221	0.6		0.09	36
GEEN & RICHARDS CLUB	359	1.0	0.12	43	306	0.8	0.11	41	269	0.7	0.10	38	229	0.6		0.09	36
JET CLUB	3697	10.6	0.38	133	4217	11.3	0.39	145	4463	12.0	0.40	149	4546	12.1		0.40	151
INSPIRATIONS MAGAZINE (MILADY'S) \$\$	9	0.0	0.00	0.0	13	0.0	0.00	0.0	\$\$	\$\$	\$\$	\$\$	##	##		##	##
ANY "AMPS" STORE MAGAZINE	7277	20.8	0.50	175	7282	19.6	0.49	182	7274	19.5	0.49	181	7280	19.3		0.48	182

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