

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Dec '15.

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 – Daily Dispatch - 251,000 readers, 0.7% of total adults – AMPS Dec '15.

The table indicates that there is a range of plus or minus 0.10%; and plus or minus 39,000 readers. This means that we can be 95% certain that the true value of Daily Dispatch lies somewhere in the range (0.7 – 0.10% to 0.7 + 0.10%, that is, 0.6% to 0.8%) or (251,000 – 39,000 to 251,000 + 39,000, that is, 212,000 to 290,000 readers).

Example 2 – Sowetan – 1,482,000 readers, 3.9% of total adults – AMPS Dec '15.

The table indicates that there is a range of plus or minus 0.24%; and plus or minus 91,000 readers. We can, therefore, be 95% certain that the true range of Sowetan lies in the range (3.9 – 0.24% to 3.9 + 0.24%, that is, 3.66% to 4.14%) or (1,482,000 – 91,000 to 1,482,000 + 91,000, that is, 1,391,000 to 1,573,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS Jun'15 also have a range of possible values, and only when there is no overlap between the AMPS Jun'15 and AMPS Dec'15 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 Jun'15 and AMPS Dec'15 are indicated as follows:

“+” indicates a significant increase

“#” indicates a significant decrease

In the case of the two examples, Daily Dispatch readership is essentially the same between the two years because the range for Daily Dispatch in AMPS Jun'15 (0.6% to 0.8%) overlaps with the range for Daily Dispatch in AMPS Dec'15 (0.6% to 0.8%). In the case of Sowetan readership, there is an overlap between the two years (3.95% to 4.45% in AMPS Jun'15) and (3.66% to 4.14% in AMPS Dec'15); therefore there is no statistical difference between them.

AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jun '14 ^				AMPS Dec '14 ^				AMPS Jun '15 ^				AMPS Dec '15 ^			
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	25510	25510	25584	25584	25584	25584	25584	25584	25584	25584	25584	25584	25584	25584		
	37665	37665	37665	37665	38259	38259	38259	38259	38259	38259	38259	38259	38259			
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000
6-DAY DAILY NEWSPAPERS																
BEELD **									384	1.0	0.12	47	378	1.0	0.12	47
BURGER **									400	1.0	0.12	47	331	0.9	0.12	44
PRETORIA NEWS **									127	0.3	0.07	26	144	0.4	0.08	30
VOLKSBLAD **									118	0.3	0.07	26	168	0.4	0.08	30
DAILY NEWSPAPERS																
BUSINESS DAY	85	0.2	0.05	21	79	0.2	0.05	21	62	0.2	0.05	21	79	0.2	0.05	21
CAPE ARGUS	344	0.9	0.12	44	421	1.1	0.13	48	358	0.9	0.12	44	216	0.6	#	0.09 36
CAPE TIMES	200	0.5	0.09	33	235	0.6	0.09	36	234	0.6	0.09	36	183	0.5		0.09 33
CITIZEN	437	1.2	0.13	50	391	1.0	0.12	46	426	1.1	0.13	49	371	1.0		0.12 47
DAILY DISPATCH	210	0.6	0.09	36	215	0.6	0.09	36	252	0.7	0.10	39	251	0.7		0.10 39
DAILY NEWS	255	0.7	0.10	39	289	0.8	0.11	41	281	0.7	0.10	39	257	0.7		0.10 39
DAILY SUN	5351	14.2	0.43	161	5256	14.0	0.43	160	5157	13.5	0.42	160	4706	12.3	#	0.40 154
DAILY VOICE	468	1.2	0.13	50	516	1.4	0.14	54	437	1.1	0.13	49	368	1.0		0.12 47
DFA	77	0.2	0.05	21	81	0.2	0.05	21	89	0.2	0.05	21	108	0.3		0.07 26
HERALD	196	0.5	0.09	33	194	0.5	0.09	33	199	0.5	0.09	33	205	0.5		0.09 33
ISOLEZWE	1176	3.1	0.21	80	1180	3.1	0.21	80	1128	2.9	0.21	79	1157	3.0		0.21 80
MERCURY	180	0.5	0.09	33	185	0.5	0.09	33	185	0.5	0.09	33	200	0.5		0.09 33
NEW AGE (TNA)	153	0.4	0.08	29	130	0.3	0.07	25	146	0.4	0.08	30	136	0.4		0.08 30
SON	1075	2.9	0.21	78	1035	2.7	0.20	75	934	2.4	0.19	72	902	2.4		0.19 72
SOWETAN	1674	4.4	0.25	95	1655	4.4	0.25	95	1611	4.2	0.25	94	1482	3.9		0.24 91
THE STAR	659	1.7	0.16	60	598	1.6	0.15	58	602	1.6	0.15	59	621	1.6		0.15 59
THE TIMES	309	0.8	0.11	41	340	0.9	0.12	44	331	0.9	0.12	44	255	0.7		0.10 39
THE WITNESS	98	0.3	0.07	25	84	0.2	0.05	21	92	0.2	0.05	21	92	0.2		0.05 21
ANY "AMPS" DAILY NEWSPAPER	10812	28.7	0.56	209	10773	28.6	0.55	209	10443	27.3	0.55	209	9901	25.9	#	0.54 205

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	37665	37665			37665	37665			38259	38259			38259	38259			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	
WEEKLY NEWSPAPERS																	
CITY PRESS (SUN)	1821	4.8	0.26	99	1738	4.6	0.26	97	1761	4.6	0.26	98	1653	4.3	0.25	95	
ILANGA LANGESONTO (SUN)	788	2.1	0.18	66	730	1.9	0.17	63	745	1.9	0.17	64	753	2.0	0.17	66	
INDEPENDENT ON SATURDAY	145	0.4	0.08	29	107	0.3	0.07	25	92	0.2	0.05	21	95	0.2	0.05	21	
ISOLEZWE NGESONTO (SUN)	733	1.9	0.17	63	732	1.9	0.17	63	755	2.0	0.17	66	784	2.0	0.17	66	
ISOLEZWE NGOMGQIBELO (SAT)	511	1.4	0.14	54	438	1.2	0.13	50	432	1.1	0.13	49	340	0.9	0.12	44	
MAIL & GUARDIAN (FRI)	535	1.4	0.14	54	534	1.4	0.14	54	555	1.5	0.15	57	564	1.5	0.15	57	
POST (WED)	274	0.7	0.10	39	244	0.6	0.09	36	234	0.6	0.09	36	247	0.6	0.09	36	
RAPPORT (SUN)	1270	3.4	0.22	84	1242	3.3	0.22	82	1065	2.8	0.20	77	948	2.5	0.19	73	
SATURDAY CITIZEN	47	0.1	0.04	15	73	0.2	0.05	21	111	0.3	0.07	26	110	0.3	0.07	26	
SATURDAY DISPATCH	102	0.3	0.07	25	101	0.3	0.07	25	102	0.3	0.07	26	85	0.2	0.05	21	
SATURDAY STAR	209	0.6	0.09	36	219	0.6	0.09	36	249	0.7	0.10	39	245	0.6	0.09	36	
SOCCER LADUMA (WED)	3221	8.6	0.34	130	3316	8.8	0.35	131	3380	8.8	0.35	133	3362	8.8	0.35	133	
SON OP SONDAG	393	1.0	0.12	46	472	1.3	0.14	52	373	1.0	0.12	47	318	0.8	0.11	42	
SUNDAY INDEPENDENT	74	0.2	0.05	21	87	0.2	0.05	21	68	0.2	0.05	21	63	0.2	0.05	21	
SUNDAY SUN	2481	6.6	0.30	115	2403	6.4	0.30	113	2413	6.3	0.30	114	2408	6.3	0.30	114	
SUNDAY TIMES	3436	9.1	0.35	133	3489	9.3	0.36	134	3738	9.8	0.36	139	3704	9.7	0.36	139	
SUNDAY TRIBUNE	401	1.1	0.13	48	337	0.9	0.12	44	289	0.8	0.11	42	290	0.8	0.11	42	
SUNDAY WORLD	1419	3.8	0.23	88	1469	3.9	0.24	89	1526	4.0	0.24	92	1311	3.4	#	0.22	85
WEEKEND ARGUS SATURDAY	123	0.3	0.07	25	104	0.3	0.07	25	108	0.3	0.07	26	129	0.3	0.07	26	
WEEKEND ARGUS SUNDAY	127	0.3	0.07	25	196	0.5	0.09	33	169	0.4	0.08	30	98	0.3	0.07	26	
WEEKENDPOST (SAT)	133	0.4	0.08	29	156	0.4	0.08	29	152	0.4	0.08	30	147	0.4	0.08	30	
WEEKEND WITNESS (SAT)	67	0.2	0.05	21	57	0.2	0.05	21	59	0.2	0.05	21	50	0.1	0.04	15	
THE ZIMBABWEAN (THURS)	52	0.1	0.04	15	73	0.2	0.05	21	69	0.2	0.05	21	##	##	##	##	
ANY "AMPS" WEEKLY NEWSPAPER	11393	30.2	0.56	212	11334	30.1	0.56	212	11244	29.4	0.56	214	10945	28.6	0.55	212	

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BI-WEEKLY NEWSPAPERS																
ILANGA (MON/THU)	811	2.2	0.18	68	814	2.2	0.18	68	801	2.1	0.18	67	757	2.0	0.17	66
MONTHLY NEWSPAPERS																
THE TEACHER	150	0.4	0.08	29	143	0.4	0.08	29	135	0.4	0.08	30	123	0.3	0.07	26
VUKUZENZELE	790	2.1	0.18	66	693	1.8	0.16	61	725	1.9	0.17	64	820	2.1	0.18	67
ANY "AMPS" MONTHLY NEWSPAPER	916	2.4	0.19	71	819	2.2	0.18	68	850	2.2	0.18	69	934	2.4	0.19	72
ANY "AMPS" NEWSPAPER	17434	46.3	0.61	230	17285	45.9	0.61	230	17172	44.9	0.61	233	16742	43.8	0.61	233
WEEKLY MAGAZINES																
AUTO TRADER.CO.ZA	564	1.5	0.15	56	516	1.4	0.14	54	568	1.5	0.15	57	657	1.7	0.16	61
DRUM	3163	8.4	0.34	128	3090	8.2	0.34	127	3281	8.6	0.34	131	3196	8.4	0.34	130
FARMER'S WEEKLY	122	0.3	0.07	25	90	0.2	0.05	21	106	0.3	0.07	26	118	0.3	0.07	26
FINANCIAL MAIL	137	0.4	0.08	29	119	0.3	0.07	25	109	0.3	0.07	26	112	0.3	0.07	26
FINWEEK \$\$	31	0.1	0.04	15	30	0.1	0.04	15	44	0.1	0.04	15	35	0.1	0.04	15
GRAZIA SA	56	0.1	0.04	15	63	0.2	0.05	21	115	0.3	0.07	26	113	0.3	0.07	26
HEAT	376	1.0	0.12	46	390	1.0	0.12	46	##	##	##	##	##	##	##	##
HUISGENOOT	2108	5.6	0.28	106	1928	5.1	0.27	102	1881	4.9	0.26	101	1908	5.0	0.27	102
LANDBOU WEEKBLAD	201	0.5	0.09	33	184	0.5	0.09	33	185	0.5	0.09	33	204	0.5	0.09	33
MOVE!	2013	5.3	0.27	104	1968	5.2	0.27	102	2296	6.0	0.29	111	2445	6.4	0.30	115
PEOPLE	1413	3.8	0.23	88	1306	3.5	0.23	85	1357	3.5	0.23	86	1434	3.7	0.23	88
TIME	190	0.5	0.09	33	212	0.6	0.09	36	239	0.6	0.09	36	204	0.5	0.09	33
VROUKEUR	335	0.9	0.12	44	273	0.7	0.10	38	306	0.8	0.11	42	331	0.9	0.12	44
YOU	2215	5.9	0.29	109	2142	5.7	0.28	107	2148	5.6	0.28	108	2084	5.4	0.28	106
ANY "AMPS" WEEKLY MAGAZINE	8885	23.6	0.52	196	8527	22.6	0.51	193	8895	23.2	0.52	198	8946	23.4	0.52	198
FORTNIGHTLY MAGAZINES																
KUIER	738	2.0	0.17	65	783	2.1	0.18	66	802	2.1	0.18	67	849	2.2	0.18	69
TVPLUS	786	2.1	0.18	66	663	1.8	0.16	61	691	1.8	0.16	62	665	1.7	0.16	61
ANY "AMPS" FORTNIGHTLY MAGAZINE	1434	3.8	0.23	88	1349	3.6	0.23	86	1369	3.6	0.23	87	1367	3.6	0.23	87

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	37665	37665			37665	37665			38259	38259			38259	38259		
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
MONTHLY MAGAZINES																
AMAKHOSI	1874	5.0	0.27	101	1734	4.6	0.26	97	1773	4.6	0.26	98	1791	4.7	0.26	99
ANIMALTALK	129	0.3	0.07	25	128	0.3	0.07	25	136	0.4	0.08	30	109	0.3	0.07	26
BABA & KLEUTER	64	0.2	0.05	21	63	0.2	0.05	21	57	0.1	0.04	15	68	0.2	0.05	21
BICYCLING	66	0.2	0.05	21	78	0.2	0.05	21	92	0.2	0.05	21	68	0.2	0.05	21
BIKE SA MAGAZINE	166	0.4	0.08	29	184	0.5	0.09	33	211	0.6	0.09	36	219	0.6	0.09	36
BONA	3083	8.2	0.34	127	3267	8.7	0.35	130	3175	8.3	0.34	129	3179	8.3	0.34	129
CAR	895	2.4	0.19	71	906	2.4	0.19	71	796	2.1	0.18	67	808	2.1	0.18	67
CARAVAN & OUTDOOR LIFE	73	0.2	0.05	21	74	0.2	0.05	21	91	0.2	0.05	21	104	0.3	0.07	26
COMPLEAT GOLFER	43	0.1	0.04	15	56	0.1	0.04	15	61	0.2	0.05	21	58	0.2	0.05	21
CONDE NAST HOUSE & GARDEN	252	0.7	0.10	39	237	0.6	0.09	36	274	0.7	0.10	39	258	0.7	0.10	39
COSMOPOLITAN	667	1.8	0.16	61	742	2.0	0.17	65	791	2.1	0.18	67	833	2.2	0.18	69
DESTINY	247	0.7	0.10	39	208	0.6	0.09	36	211	0.6	0.09	36	249	0.7	0.10	39
DESTINY MAN	65	0.2	0.05	21	75	0.2	0.05	21	77	0.2	0.05	21	78	0.2	0.05	21
DRIVE OUT / WEGRY	123	0.3	0.07	25	123	0.3	0.07	25	103	0.3	0.07	26	82	0.2	0.05	21
ELLE MAGAZINE	259	0.7	0.10	39	233	0.6	0.09	36	281	0.7	0.10	39	302	0.8	0.11	42
ENTREPRENEUR	148	0.4	0.08	29	171	0.5	0.09	33	179	0.5	0.09	33	200	0.5	0.09	33
ESSENTIALS	126	0.3	0.07	25	133	0.4	0.08	29	176	0.5	0.09	33	190	0.5	0.09	33
FAIRLADY	723	1.9	0.17	63	670	1.8	0.16	61	705	1.8	0.16	62	695	1.8	0.16	62
FINESSE	174	0.5	0.09	33	200	0.5	0.09	33	191	0.5	0.09	33	197	0.5	0.09	33
FOOD & HOME ENTERTAINING	641	1.7	0.16	60	659	1.7	0.16	60	702	1.8	0.16	62	655	1.7	0.16	61
FORBES AFRICA					187	0.5	0.09	33	195	0.5	0.09	33	195	0.5	0.09	33
FRESH LIVING	492	1.3	0.14	52	425	1.1	0.13	48	502	1.3	0.14	53	489	1.3	0.14	53
GETAWAY	509	1.4	0.14	54	490	1.3	0.14	52	492	1.3	0.14	53	505	1.3	0.14	53
GLAMOUR	533	1.4	0.14	54	511	1.4	0.14	54	534	1.4	0.14	55	538	1.4	0.14	55
GO! / WEGI	313	0.8	0.11	41	311	0.8	0.11	41	342	0.9	0.12	44	328	0.9	0.12	44
GOEIE HUISHOUDING / GOOD HOUSEKEEPING	121	0.3	0.07	25	140	0.4	0.08	29	119	0.3	0.07	26	93	0.2	0.05	21
GOLF DIGEST	100	0.3	0.07	25	95	0.3	0.07	25	120	0.3	0.07	26	107	0.3	0.07	26
GQ SA	265	0.7	0.10	39	238	0.6	0.09	36	264	0.7	0.10	39	279	0.7	0.10	39
HOME / TUIS	455	1.2	0.13	50	499	1.3	0.14	52	504	1.3	0.14	53	469	1.2	0.13	51
HOUSE AND LEISURE	131	0.3	0.07	25	148	0.4	0.08	29	146	0.4	0.08	30	121	0.3	0.07	26
HQ (HORSE QUARTERLY)	61	0.2	0.05	21	60	0.2	0.05	21	80	0.2	0.05	21	103	0.3	0.07	26
HUSTLER	204	0.5	0.09	33	167	0.4	0.08	29	##	##	##	##	##	##	##	##
IDEAS / IDEES	155	0.4	0.08	29	160	0.4	0.08	29	152	0.4	0.08	30	162	0.4	0.08	30
KICKOFF	4034	10.7	0.38	143	4014	10.7	0.38	143	3910	10.2	0.37	142	3781	9.9	0.37	140
LEEF MET HART & SIEL	142	0.4	0.08	29	120	0.3	0.07	25	131	0.3	0.07	26	128	0.3	0.07	26

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MONTHLY MAGAZINES (cont.....)																
LEISURE WHEELS	110	0.3	0.07	25	118	0.3	0.07	25	92	0.2	0.05	21	120	0.3	0.07	26
LIG	123	0.3	0.07	25	98	0.3	0.07	25	99	0.3	0.07	26	84	0.2	0.05	21
LIVING AND LOVING	423	1.1	0.13	48	396	1.1	0.13	48	355	0.9	0.12	44	333	0.9	0.12	44
LONGEVITY	52	0.1	0.04	15	42	0.1	0.04	15	58	0.2	0.05	21	50	0.1	0.04	15
LOSLYF	33	0.1	0.04	15	31	0.1	0.04	15	##	##	##	##	##	##	##	##
MAMAS & PAPAS	97	0.3	0.07	25	78	0.2	0.05	21	68	0.2	0.05	21	72	0.2	0.05	21
MAN MAGNUM					26	0.1	0.04	15	56	0.1	0.04	15	55	0.1	0.04	15
MARIE CLAIRE	184	0.5	0.09	33	171	0.5	0.09	33	191	0.5	0.09	33	178	0.5	0.09	33
MEN'S HEALTH	946	2.5	0.19	72	1017	2.7	0.20	75	1022	2.7	0.20	76	1020	2.7	0.20	76
NAG	156	0.4	0.08	29	159	0.4	0.08	29	144	0.4	0.08	30	##	##	##	##
NATIONAL GEOGRAPHIC	308	0.8	0.11	41	340	0.9	0.12	44	327	0.9	0.12	44	287	0.7	0.10	39
NOSEWEEK	48	0.1	0.04	15	41	0.1	0.04	15	57	0.1	0.04	15	50	0.1	0.04	15
O' THE OPRAH MAGAZINE SA	293	0.8	0.11	41	##	##	##	##	##	##	##	##	##	##	##	##
POPULAR MECHANICS	150	0.4	0.08	29	144	0.4	0.08	29	181	0.5	0.09	33	218	0.6	0.09	36
RIDE	21	0.1	0.04	15	23	0.1	0.04	15	39	0.1	0.04	15	41	0.1	0.04	15
ROOI ROSE	656	1.7	0.16	60	619	1.6	0.15	58	638	1.7	0.16	61	596	1.6	0.15	59
RUNNER'S WORLD	78	0.2	0.05	21	75	0.2	0.05	21	70	0.2	0.05	21	85	0.2	0.05	21
SA4X4	163	0.4	0.08	29	185	0.5	0.09	33	182	0.5	0.09	33	201	0.5	0.09	33
SA COUNTRY LIFE	77	0.2	0.05	21	102	0.3	0.07	25	121	0.3	0.07	26	104	0.3	0.07	26
SA GARDEN & HOME	486	1.3	0.14	52	497	1.3	0.14	52	540	1.4	0.14	55	565	1.5	0.15	57
SA HOME OWNER	184	0.5	0.09	33	221	0.6	0.09	36	236	0.6	0.09	36	261	0.7	0.10	39
SA INDIA	78	0.2	0.05	21	70	0.2	0.05	21	58	0.2	0.05	21	48	0.1	0.04	15
SA JAGTER/HUNTER	47	0.1	0.04	15	67	0.2	0.05	21	78	0.2	0.05	21	79	0.2	0.05	21
SA RUGBY	255	0.7	0.10	39	303	0.8	0.11	41	303	0.8	0.11	42	333	0.9	0.12	44
SARIE	691	1.8	0.16	61	660	1.8	0.16	61	649	1.7	0.16	61	655	1.7	0.16	61
SPEED & SOUND	793	2.1	0.18	66	755	2.0	0.17	65	839	2.2	0.18	69	839	2.2	0.18	69
STUFF	66	0.2	0.05	21	61	0.2	0.05	21	60	0.2	0.05	21	85	0.2	0.05	21
TASTE (WOOLWORTHS)	114	0.3	0.07	25	121	0.3	0.07	25	141	0.4	0.08	30	137	0.4	0.08	30
THE GARDENER MAGAZINE	181	0.5	0.09	33	142	0.4	0.08	29	163	0.4	0.08	30				
DIE TUINIER TYDSKRIF	54	0.1	0.04	15	54	0.1	0.04	15	56	0.1	0.04	15				
THE GARDENER/DIE TUINIER													269	0.7	0.10	39

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jun '14 ^				AMPS Dec '14 ^				AMPS Jun '15 ^				AMPS Dec '15 ^			
	TOTAL	TOTAL			TOTAL	TOTAL			TOTAL	TOTAL			TOTAL	TOTAL		
	25510	25510			25584	25584			25584	25584			25584	25584		
	37665	37665			37665	37665			38259	38259			38259	38259		
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
MONTHLY MAGAZINES (cont.....)																
TOPCAR MAGAZINE	588	1.6	0.15	58	562	1.5	0.15	56	614	1.6	0.15	59	613	1.6	0.15	59
TOPGEAR SA	840	2.2	0.18	68	893	2.4	0.19	71	793	2.1	0.18	67	727	1.9	0.17	64
TRUE LOVE	2262	6.0	0.29	110	2265	6.0	0.29	110	2211	5.8	0.29	110	1958	5.1	#	0.27 103
WEGSLEEP	90	0.2	0.05	21	95	0.3	0.07	25	79	0.2	0.05	21	109	0.3	0.07	26
WOMAN&HOME	318	0.8	0.11	41	337	0.9	0.12	44	347	0.9	0.12	44	360	0.9	0.12	44
WOMEN'S HEALTH	515	1.4	0.14	54	505	1.3	0.14	52	528	1.4	0.14	55	486	1.3	0.14	53
YOUR FAMILY	346	0.9	0.12	44	299	0.8	0.11	41	356	0.9	0.12	44	421	1.1	0.13	49
ANY "AMPS" MONTHLY MAGAZINE	13733	36.5	0.59	223	13678	36.3	0.59	222	13289	34.7	0.58	223	12866	33.6	0.58	221
SIX-WEEKLY MAGAZINES																
ZIGZAG	65	0.2	0.05	21	51	0.1	0.04	15	44	0.1	0.04	15	51	0.1	0.04	15
ALTERNATE MONTHLY MAGAZINES																
CSA					15	0.0	0.00	0	16	0.0	0.00	0	##	##	##	##
DEKAT	29	0.1	0.04	15	32	0.1	0.04	15	39	0.1	0.04	15	28	0.1	0.04	15
ELLE DECORATION	150	0.4	0.08	29	147	0.4	0.08	29	133	0.3	0.07	26	147	0.4	0.08	30
GOOD TASTE	62	0.2	0.05	21	68	0.2	0.05	21	68	0.2	0.05	21	70	0.2	0.05	21
HABITAT	52	0.1	0.04	15	65	0.2	0.05	21	54	0.1	0.04	15	44	0.1	0.04	15
HYPE	497	1.3	0.14	52	517	1.4	0.14	54	579	1.5	0.15	57	580	1.5	0.15	57
INTIEM	33	0.1	0.04	15	28	0.1	0.04	15	27	0.1	0.04	15	31	0.1	0.04	15
LOSE IT! \$\$													37	0.1	0.04	15
SARIE KOS	118	0.3	0.07	25	91	0.2	0.05	21	86	0.2	0.05	21	125	0.3	0.07	26
WEIGH-LESS	138	0.4	0.08	29	148	0.4	0.08	29	183	0.5	0.09	33	163	0.4	0.08	30
YOUR BABY	325	0.9	0.12	44	286	0.8	0.11	41	303	0.8	0.11	42	332	0.9	0.12	44
YOUR BUSINESS	103	0.3	0.07	25	106	0.3	0.07	25	105	0.3	0.07	26	150	0.4	0.08	30
YOUR PREGNANCY	426	1.1	0.13	48	432	1.1	0.13	48	465	1.2	0.13	51	443	1.2	0.13	51
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	1814	4.8	0.26	99	1627	4.3	0.25	94	1708	4.5	0.25	97	1789	4.7	0.26	99

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES

INFORMANTS POPULATION ('000)	AMPS Jun '14 ^				AMPS Dec '14 ^				AMPS Jun '15 ^				AMPS Dec '15 ^			
	TOTAL	TOTAL			TOTAL	TOTAL			TOTAL	TOTAL			TOTAL	TOTAL		
	25510	25510			25584	25584			25584	25584			25584	25584		
	37665	37665			37665	37665			38259	38259			38259	38259		
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000
QUARTERLY MAGAZINES																
AA TRAVELLER	200	0.5	0.09	33	237	0.6	0.09	36	268	0.7	0.10	39	248	0.6	0.09	36
PERSONAL FINANCE	185	0.5	0.09	33	188	0.5	0.09	33	153	0.4	0.08	30	153	0.4	0.08	30
GO! PLATTELAND / WEG! PLATTELAND													41	0.1	0.04	15
WILD													87	0.2	0.05	21
ANY "AMPS" QUARTERLY MAGAZINE	394	1.0	0.12	46	393	1.0	0.12	46	432	1.1	0.13	49	497	1.3	0.14	53
ANY "AMPS" MAGAZINE	17657	46.9	0.61	231	17526	46.5	0.61	230	17540	45.8	0.61	234	17360	45.4	0.61	233
ANY "AMPS" NEWSP./MAGAZINE	23811	63.2	0.59	223	23874	63.4	0.59	222	23830	62.3	0.59	227	23367	61.1	# 0.60	229
SUBSCRIBER MAGAZINES																
DSTV	6244	16.6	0.46	172	6164	16.4	0.45	171	5860	15.3	0.44	169	5206	13.6	# 0.42	161
M	4	0.0	0.00	0	2	0.0	0.00	0	4	0.0	0.00	0				
MAGIC	72	0.2	0.05	21	104	0.3	0.07	25	101	0.3	0.07	26				
M (M \ MAGIC)													128	0.3	0.07	26
REALITY BY SANLAM	88	0.2	0.05	21	68	0.2	0.05	21	45	0.1	0.04	15	56	0.1	0.04	15
ANY "AMPS" SUBSCRIBER MAGAZINE (excl. store magazines)	6319	16.8	0.46	173	6244	16.6	0.46	172	5916	15.5	0.44	170	5292	13.8	# 0.42	162
STORE MAGAZINES																
ACKERMANS ^^	844	2.2	0.18	68	1092	2.9	0.21	77	1198	3.1	0.21	81	1284	3.4	0.22	85
BEARES CLUB (Beares/Lubners)	290	0.8	0.11	41	310	0.8	0.11	41	##	##	##	##	##	##	##	##
CLICKS CLUBCARD ^^	1442	3.8	0.23	88	1405	3.7	0.23	87	1277	3.3	0.22	84	1265	3.3	0.22	84
EDGARS CLUB/KLUB	1439	3.8	0.23	88	1440	3.8	0.23	88	1354	3.5	0.23	86	1075	2.8	# 0.20	77
EDGARS CLUB MAN					374	1.0	0.12	46	354	0.9	0.12	44	##	##	##	##
ELLERINES CLUB (Fairdeal/TownTalk Furnishers)	377	1.0	0.12	46	352	0.9	0.12	44	##	##	##	##	##	##	##	##
FURNITURE CITY CLUB	221	0.6	0.09	36	177	0.5	0.09	33	##	##	##	##	##	##	##	##
GEEN & RICHARDS CLUB	229	0.6	0.09	36	271	0.7	0.10	38	##	##	##	##	##	##	##	##
JET CLUB	4546	12.1	0.40	151	4249	11.3	0.39	146	3664	9.6	0.36	138	3661	9.6	0.36	138
SPORTSCLUB									167	0.4	0.08	30	214	0.6	+ 0.09	36
ANY "AMPS" STORE MAGAZINE	7280	19.3	0.48	182	7159	19.0	0.48	181	6468	16.9	0.46	176	6013	15.7	# 0.45	171

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