

## **AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Jun '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 – Cape Argus - 358,000 readers, 0.9% of total adults – AMPS Jun'15.

The table indicates that there is a range of plus or minus 0.12%; and plus or minus 44,000 readers. This means that we can be 95% certain that the true value of Cape Argus lies somewhere in the range (0.9 – 0.12% to 0.9 + 0.12%, that is, 0.78% to 1.02%) or (358,000 – 44,000 to 358,000 + 44,000, that is, 314,000 to 402,000 readers).

Example 2 – Daily Sun – 5,157,000 readers, 13.5% of total adults – AMPS Jun'15.

The table indicates that there is a range of plus or minus 0.42%; and plus or minus 160,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (13.5 – 0.42% to 13.5 + 0.42%, that is, 13.08% to 13.92%) or (5,157,000 – 160,000 to 5,157,000 + 160,000, that is, 4,997,000 to 5,317,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS Dec'14 also have a range of possible values, and only when there is no overlap between the AMPS Dec'14 and AMPS Jun'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 Dec'14 and AMPS Jun'15 are indicated as follows:

- “+” indicates a significant increase
- “#” indicates a significant decrease

In the case of the two examples, for the Cape Argus readership there is an overlap between the two years, AMPS Dec'14 (0.97% to 1.23%) and AMPS Jun'15 (0.78% to 1.02%); therefore there is no statistical difference between them.

In the case of Daily Sun readership, there is an overlap between the two years (13.57% to 14.43% in AMPS Dec'14) and (13.08% to 13.92% in AMPS Jun'15); therefore there is no statistical difference between them.

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INFORMANTS POPULATION ('000)	AMPS Dec '13 ^				AMPS Jun '14 ^				AMPS Dec '14 ^				AMPS Jun '15 ^			
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b>5 + 6-DAY DAILY NEWSPAPERS</b>																
BEELD ^^													384	1.0	0.12	47
BURGER ^^													400	1.0	0.12	47
PRETORIA NEWS ^^													127	0.3	0.07	26
VOLKSBLAD ^^													118	0.3	0.07	26
<hr/>																
<b>DAILY NEWSPAPERS</b>																
BUSINESS DAY	79	0.2	0.05	20	85	0.2	0.05	21	79	0.2	0.05	21	62	0.2	0.05	21
CAPE ARGUS	319	0.9	0.12	43	344	0.9	0.12	44	421	1.1	0.13	48	358	0.9	0.12	44
CAPE TIMES	215	0.6	0.09	35	200	0.5	0.09	33	235	0.6	0.09	36	234	0.6	0.09	36
CITIZEN	452	1.2	0.13	50	437	1.2	0.13	50	391	1.0	0.12	46	426	1.1	0.13	49
DAILY DISPATCH	233	0.6	0.09	35	210	0.6	0.09	36	215	0.6	0.09	36	252	0.7	0.10	39
DAILY NEWS	236	0.6	0.09	35	255	0.7	0.10	39	289	0.8	0.11	41	281	0.7	0.10	39
DAILY SUN	5661	15.2	0.44	164	5351	14.2	0.43	161	5256	14.0	0.43	160	5157	13.5	0.42	160
DAILY VOICE	509	1.4	0.14	54	468	1.2	0.13	50	516	1.4	0.14	54	437	1.1	#	0.13 49
DFA	62	0.2	0.05	20	77	0.2	0.05	21	81	0.2	0.05	21	89	0.2	0.05	21
HERALD	208	0.6	0.09	35	196	0.5	0.09	33	194	0.5	0.09	33	199	0.5	0.09	33
ISOLEZWE	1065	2.9	0.21	77	1176	3.1	0.21	80	1180	3.1	0.21	80	1128	2.9	0.21	79
MERCURY	197	0.5	0.09	32	180	0.5	0.09	33	185	0.5	0.09	33	185	0.5	0.09	33
NEW AGE (TNA)	178	0.5	0.09	32	153	0.4	0.08	29	130	0.3	0.07	25	146	0.4	0.08	30
SON	1097	2.9	0.21	77	1075	2.9	0.21	78	1035	2.7	0.20	75	934	2.4	0.19	72
SOWETAN	1748	4.7	0.26	97	1674	4.4	0.25	95	1655	4.4	0.25	95	1611	4.2	0.25	94
THE STAR	656	1.8	0.16	61	659	1.7	0.16	60	598	1.6	0.15	58	602	1.6	0.15	59
THE TIMES	349	0.9	0.12	43	309	0.8	0.11	41	340	0.9	0.12	44	331	0.9	0.12	44
THE WITNESS	116	0.3	0.07	25	98	0.3	0.07	25	84	0.2	0.05	21	92	0.2	0.05	21
ANY "AMPS" DAILY NEWSPAPER	11080	29.8	0.56	209	10812	28.7	0.56	209	10773	28.6	0.55	209	10443	27.3	#	0.55 209

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	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b>WEEKLY NEWSPAPERS</b>																
CITY PRESS (SUN)	1996	5.4	0.28	103	1821	4.8	0.26	99	1738	4.6	0.26	97	1761	4.6	0.26	98
ILANGA LANGESONTO (SUN)	874	2.3	0.18	69	788	2.1	0.18	66	730	1.9	0.17	63	745	1.9	0.17	64
INDEPENDENT ON SATURDAY	173	0.5	0.09	32	145	0.4	0.08	29	107	0.3	0.07	25	92	0.2	0.05	21
ISOLEZWE NGESONTO (SUN)	732	2.0	0.17	64	733	1.9	0.17	63	732	1.9	0.17	63	755	2.0	0.17	66
ISOLEZWE NGOMGQIBELO (SAT)	545	1.5	0.15	56	511	1.4	0.14	54	438	1.2	0.13	50	432	1.1	0.13	49
MAIL & GUARDIAN (FRI)	504	1.4	0.14	54	535	1.4	0.14	54	534	1.4	0.14	54	555	1.5	0.15	57
POST (WED)	299	0.8	0.11	41	274	0.7	0.10	39	244	0.6	0.09	36	234	0.6	0.09	36
RAPPORT (SUN)	1338	3.6	0.23	85	1270	3.4	0.22	84	1242	3.3	0.22	82	1065	2.8	#	0.20 77
SATURDAY CITIZEN	44	0.1	0.04	14	47	0.1	0.04	15	73	0.2	0.05	21	111	0.3	0.07	26
SATURDAY DISPATCH	119	0.3	0.07	25	102	0.3	0.07	25	101	0.3	0.07	25	102	0.3	0.07	26
SATURDAY STAR	227	0.6	0.09	35	209	0.6	0.09	36	219	0.6	0.09	36	249	0.7	0.10	39
SOCCER LADUMA (WED)	3185	8.6	0.34	128	3221	8.6	0.34	130	3316	8.8	0.35	131	3380	8.8	0.35	133
SON OP SONDAG	416	1.1	0.13	48	393	1.0	0.12	46	472	1.3	0.14	52	373	1.0	#	0.12 47
SUNDAY INDEPENDENT	64	0.2	0.05	20	74	0.2	0.05	21	87	0.2	0.05	21	68	0.2	0.05	21
SUNDAY SUN	2579	6.9	0.31	116	2481	6.6	0.30	115	2403	6.4	0.30	113	2413	6.3	0.30	114
SUNDAY TIMES	3658	9.8	0.37	136	3436	9.1	0.35	133	3489	9.3	0.36	134	3738	9.8	0.36	139
SUNDAY TRIBUNE	435	1.2	0.13	50	401	1.1	0.13	48	337	0.9	0.12	44	289	0.8	0.11	42
SUNDAYWORLD	1531	4.1	0.24	91	1419	3.8	0.23	88	1469	3.9	0.24	89	1526	4.0	0.24	92
WEEKEND ARGUS SATURDAY	141	0.4	0.08	29	123	0.3	0.07	25	104	0.3	0.07	25	108	0.3	0.07	26
WEEKEND ARGUS SUNDAY	114	0.3	0.07	25	127	0.3	0.07	25	196	0.5	0.09	33	169	0.4	0.08	30
WEEKENDPOST (SAT)	155	0.4	0.08	29	133	0.4	0.08	29	156	0.4	0.08	29	152	0.4	0.08	30
WEEKEND WITNESS (SAT)	100	0.3	0.07	25	67	0.2	0.05	21	57	0.2	0.05	21	59	0.2	0.05	21
THE ZIMBABWEAN (THURS) \$\$	46	0.1	0.04	14	52	0.1	0.04	15	73	0.2	0.05	21	69	0.2	0.05	21
ANY "AMPS" WEEKLY NEWSPAPER	11745	31.6	0.57	213	11393	30.2	0.56	212	11334	30.1	0.56	212	11244	29.4	0.56	214

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	25444	25444	25510	25510	25584	25584	25584	25584	25584	25584	38259	38259	38259	38259		
	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000
<b>BI-WEEKLY NEWSPAPERS</b>																
ILANGA (MON/THU)	812	2.2	0.18	67	811	2.2	0.18	68	814	2.2	0.18	68	801	2.1	0.18	67
<b>MONTHLY NEWSPAPERS</b>																
THE TEACHER	162	0.4	0.08	29	150	0.4	0.08	29	143	0.4	0.08	29	135	0.4	0.08	30
VUKUZENZELE	901	2.4	0.19	70	790	2.1	0.18	66	693	1.8	0.16	61	725	1.9	0.17	64
ANY "AMPS" MONTHLY NEWSPAPER	1044	2.8	0.20	75	916	2.4	0.19	71	819	2.2	0.18	68	850	2.2	0.18	69
ANY "AMPS" NEWSPAPER	17788	47.8	0.61	228	17434	46.3	0.61	230	17285	45.9	0.61	230	17172	44.9	0.61	233
<b>WEEKLY MAGAZINES</b>																
AUTO TRADER.CO.ZA	576	1.5	0.15	56	564	1.5	0.15	56	516	1.4	0.14	54	568	1.5	0.15	57
DRUM	3210	8.6	0.34	128	3163	8.4	0.34	128	3090	8.2	0.34	127	3281	8.6	0.34	131
FARMER'S WEEKLY	137	0.4	0.08	29	122	0.3	0.07	25	90	0.2	0.05	21	106	0.3	0.07	26
FINANCIAL MAIL	155	0.4	0.08	29	137	0.4	0.08	29	119	0.3	0.07	25	109	0.3	0.07	26
FINWEEK \$\$	42	0.1	0.04	14	31	0.1	0.04	15	30	0.1	0.04	15	44	0.1	0.04	15
GRAZIA SA	73	0.2	0.05	20	56	0.1	0.04	15	63	0.2	0.05	21	115	0.3	0.07	26
HEAT	449	1.2	0.13	50	376	1.0	0.12	46	390	1.0	0.12	46	##	##	##	##
HUISGENOOT	2278	6.1	0.29	109	2108	5.6	0.28	106	1928	5.1	0.27	102	1881	4.9	0.26	101
LANDBOU WEEKBLAD	181	0.5	0.09	32	201	0.5	0.09	33	184	0.5	0.09	33	185	0.5	0.09	33
MOVE!	2291	6.2	0.30	110	2013	5.3	0.27	104	1968	5.2	0.27	102	2296	6.0	+ 0.29	111
PEOPLE	1357	3.6	0.23	85	1413	3.8	0.23	88	1306	3.5	0.23	85	1357	3.5	0.23	86
TIME	197	0.5	0.09	32	190	0.5	0.09	33	212	0.6	0.09	36	239	0.6	0.09	36
VROUEKEUR	373	1.0	0.12	45	335	0.9	0.12	44	273	0.7	0.10	38	306	0.8	0.11	42
YOU	2334	6.3	0.30	111	2215	5.9	0.29	109	2142	5.7	0.28	107	2148	5.6	0.28	108
ANY "AMPS" WEEKLY MAGAZINE	9347	25.1	0.53	198	8885	23.6	0.52	196	8527	22.6	0.51	193	8895	23.2	0.52	198
<b>FORTNIGHTLY MAGAZINES</b>																
KUIER	681	1.8	0.16	61	738	2.0	0.17	65	783	2.1	0.18	66	802	2.1	0.18	67
TVPLUS	894	2.4	0.19	70	786	2.1	0.18	66	663	1.8	0.16	61	691	1.8	0.16	62
ANY "AMPS" FORTNIGHTLY MAGAZINE	1483	4.0	0.24	90	1434	3.8	0.23	88	1349	3.6	0.23	86	1369	3.6	0.23	87

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	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b>25444</b>	<b>25444</b>				<b>25510</b>	<b>25510</b>				<b>25584</b>	<b>25584</b>				<b>25584</b>	<b>25584</b>
<b>37214</b>	<b>37214</b>				<b>37665</b>	<b>37665</b>				<b>37665</b>	<b>37665</b>				<b>38259</b>	<b>38259</b>
<b>MONTHLY MAGAZINES</b>																
AMAKHOSI	1785	4.8	0.26	98	1874	5.0	0.27	101	1734	4.6	0.26	97	1773	4.6	0.26	98
ANIMALTALK	131	0.4	0.08	29	129	0.3	0.07	25	128	0.3	0.07	25	136	0.4	0.08	30
BABA & KLEUTER	81	0.2	0.05	20	64	0.2	0.05	21	63	0.2	0.05	21	57	0.1	#	0.04 15
BICYCLING	84	0.2	0.05	20	66	0.2	0.05	21	78	0.2	0.05	21	92	0.2	0.05	21
BIKE SA MAGAZINE	182	0.5	0.09	32	166	0.4	0.08	29	184	0.5	0.09	33	211	0.6	0.09	36
BONA	3016	8.1	0.34	125	3083	8.2	0.34	127	3267	8.7	0.35	130	3175	8.3	0.34	129
CAR	845	2.3	0.18	69	895	2.4	0.19	71	906	2.4	0.19	71	796	2.1	0.18	67
CARAVAN & OUTDOOR LIFE	83	0.2	0.05	20	73	0.2	0.05	21	74	0.2	0.05	21	91	0.2	0.05	21
COMPLEAT GOLFER	48	0.1	0.04	14	43	0.1	0.04	15	56	0.1	0.04	15	61	0.2	+	0.05 21
CONDE NAST HOUSE & GARDEN	299	0.8	0.11	41	252	0.7	0.10	39	237	0.6	0.09	36	274	0.7	0.10	39
COSMOPOLITAN	816	2.2	0.18	67	667	1.8	0.16	61	742	2.0	0.17	65	791	2.1	0.18	67
DESTINY	271	0.7	0.10	38	247	0.7	0.10	39	208	0.6	0.09	36	211	0.6	0.09	36
DESTINY MAN **	84	0.2	0.05	20	65	0.2	0.05	21	75	0.2	0.05	21	77	0.2	0.05	21
DRIVE OUT / WEGRY	117	0.3	0.07	25	123	0.3	0.07	25	123	0.3	0.07	25	103	0.3	0.07	26
ELLE MAGAZINE	293	0.8	0.11	41	259	0.7	0.10	39	233	0.6	0.09	36	281	0.7	0.10	39
ENTREPRENEUR	203	0.5	0.09	32	148	0.4	0.08	29	171	0.5	0.09	33	179	0.5	0.09	33
ESSENTIALS	134	0.4	0.08	29	126	0.3	0.07	25	133	0.4	0.08	29	176	0.5	0.09	33
FAIRLADY	821	2.2	0.18	67	723	1.9	0.17	63	670	1.8	0.16	61	705	1.8	0.16	62
FHM	652	1.8	0.16	61	##	##	##	##	##	##	##	##	##	##	##	##
FINESSE	170	0.5	0.09	32	174	0.5	0.09	33	200	0.5	0.09	33	191	0.5	0.09	33
FOOD & HOME ENTERTAINING	670	1.8	0.16	61	641	1.7	0.16	60	659	1.7	0.16	60	702	1.8	0.16	62
FORBES AFRICA									187	0.5	0.09	33	195	0.5	0.09	33
FRESH LIVING (PICK 'N PAY)	538	1.4	0.14	54	492	1.3	0.14	52	425	1.1	0.13	48	502	1.3	0.14	53
GETAWAY	602	1.6	0.15	57	509	1.4	0.14	54	490	1.3	0.14	52	492	1.3	0.14	53
GLAMOUR	649	1.7	0.16	59	533	1.4	0.14	54	511	1.4	0.14	54	534	1.4	0.14	55
GO! / WEG!	343	0.9	0.12	43	313	0.8	0.11	41	311	0.8	0.11	41	342	0.9	0.12	44
GOEIE HUISHOUDING / GOOD HOUSEKEEPING	139	0.4	0.08	29	121	0.3	0.07	25	140	0.4	0.08	29	119	0.3	0.07	26
GOLF DIGEST	124	0.3	0.07	25	100	0.3	0.07	25	95	0.3	0.07	25	120	0.3	0.07	26
GQ SA	305	0.8	0.11	41	265	0.7	0.10	39	238	0.6	0.09	36	264	0.7	0.10	39
HOME / TUIS	485	1.3	0.14	52	455	1.2	0.13	50	499	1.3	0.14	52	504	1.3	0.14	53
HOUSE AND LEISURE	160	0.4	0.08	29	131	0.3	0.07	25	148	0.4	0.08	29	146	0.4	0.08	30
HQ (HORSE QUARTERLY)	71	0.2	0.05	20	61	0.2	0.05	21	60	0.2	0.05	21	80	0.2	0.05	21
HUSTLER	206	0.6	0.09	35	204	0.5	0.09	33	167	0.4	0.08	29	##	##	##	##
IDEAS / IDEES	150	0.4	0.08	29	155	0.4	0.08	29	160	0.4	0.08	29	152	0.4	0.08	30
KICKOFF	3878	10.4	0.38	140	4034	10.7	0.38	143	4014	10.7	0.38	143	3910	10.2	0.37	142
LEEF MET HART & SIEL	148	0.4	0.08	29	142	0.4	0.08	29	120	0.3	0.07	25	131	0.3	0.07	26

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<b>MONTHLY MAGAZINES (cont.....)</b>																
LEISURE WHEELS	87	0.2	0.05	20	110	0.3	0.07	25	118	0.3	0.07	25	92	0.2	0.05	21
LIG	137	0.4	0.08	29	123	0.3	0.07	25	98	0.3	0.07	25	99	0.3	0.07	26
LIVING AND LOVING	483	1.3	0.14	52	423	1.1	0.13	48	396	1.1	0.13	48	355	0.9	0.12	44
LONGEVITY	63	0.2	0.05	20	52	0.1	0.04	15	42	0.1	0.04	15	58	0.2	+	0.05 21
LOSLYF	34	0.1	0.04	14	33	0.1	0.04	15	31	0.1	0.04	15	##	##	##	##
MAN MAGNUM									26	0.1	0.04	15	56	0.1	0.04	15
MAMAS & PAPAS	104	0.3	0.07	25	97	0.3	0.07	25	78	0.2	0.05	21	68	0.2	0.05	21
MARIE CLAIRE	210	0.6	0.09	35	184	0.5	0.09	33	171	0.5	0.09	33	191	0.5	0.09	33
MEN'S HEALTH	960	2.6	0.20	73	946	2.5	0.19	72	1017	2.7	0.20	75	1022	2.7	0.20	76
NAG	145	0.4	0.08	29	156	0.4	0.08	29	159	0.4	0.08	29	144	0.4	0.08	30
NATIONAL GEOGRAPHIC	318	0.9	0.12	43	308	0.8	0.11	41	340	0.9	0.12	44	327	0.9	0.12	44
NOSEWEEK	52	0.1	0.04	14	48	0.1	0.04	15	41	0.1	0.04	15	57	0.1	0.04	15
O' THE OPRAH MAGAZINE SA	327	0.9	0.12	43	293	0.8	0.11	41	##	##	##	##	##	##	##	##
PCFORMAT	216	0.6	0.09	35	##	##	##	##	##	##	##	##	##	##	##	##
POPULAR MECHANICS	173	0.5	0.09	32	150	0.4	0.08	29	144	0.4	0.08	29	181	0.5	0.09	33
REAL	758	2.0	0.17	64	##	##	##	##	##	##	##	##	##	##	##	##
RIDE					21	0.1	0.04	15	23	0.1	0.04	15	39	0.1	0.04	15
ROOI ROSE	779	2.1	0.18	66	656	1.7	0.16	60	619	1.6	0.15	58	638	1.7	0.16	61
RUNNER'S WORLD	91	0.2	0.05	20	78	0.2	0.05	21	75	0.2	0.05	21	70	0.2	0.05	21
SA4X4	169	0.5	0.09	32	163	0.4	0.08	29	185	0.5	0.09	33	182	0.5	0.09	33
SA COUNTRY LIFE	90	0.2	0.05	20	77	0.2	0.05	21	102	0.3	0.07	25	121	0.3	0.07	26
SA GARDEN & HOME	533	1.4	0.14	54	486	1.3	0.14	52	497	1.3	0.14	52	540	1.4	0.14	55
SA HOME OWNER	179	0.5	0.09	32	184	0.5	0.09	33	221	0.6	0.09	36	236	0.6	0.09	36
SA INDIA	84	0.2	0.05	20	78	0.2	0.05	21	70	0.2	0.05	21	58	0.2	0.05	21
SA JAGTER/HUNTER	41	0.1	0.04	14	47	0.1	0.04	15	67	0.2	0.05	21	78	0.2	0.05	21
SA RUGBY MAG.	294	0.8	0.11	41	255	0.7	0.10	39	303	0.8	0.11	41	303	0.8	0.11	42
SARIE	763	2.0	0.17	64	691	1.8	0.16	61	660	1.8	0.16	61	649	1.7	0.16	61
SEVENTEEN	374	1.0	0.12	45	##	##	##	##	##	##	##	##	##	##	##	##
SPEED & SOUND	815	2.2	0.18	67	793	2.1	0.18	66	755	2.0	0.17	65	839	2.2	0.18	69
STUFF	93	0.2	0.05	20	66	0.2	0.05	21	61	0.2	0.05	21	60	0.2	0.05	21
TASTE (WOOLWORTHS)	126	0.3	0.07	25	114	0.3	0.07	25	121	0.3	0.07	25	141	0.4	0.08	30
THE GARDENER MAGAZINE	194	0.5	0.09	32	181	0.5	0.09	33	142	0.4	0.08	29	163	0.4	0.08	30

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**AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES**

INFORMANTS POPULATION ('000)	AMPS Dec '13 ^				AMPS Jun '14 ^				AMPS Dec '14 ^				AMPS Jun '15 ^				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		
	'000s	%	±	%	±	'000s	%	±	%	±	'000s	%	±	%	±	'000s	
25444	25444	25510	25510	25584	25584	25584	25584	25584	25584	38259	38259	38259	38259				
37214	37214	37665	37665	37665	37665	37665	37665	37665	37665	38259	38259	38259	38259				
<b>MONTHLY MAGAZINES (cont.....)</b>																	
TOPCAR	642	1.7	0.16	59	588	1.6	0.15	58	562	1.5	0.15	56	614	1.6	0.15	59	
TOPGEAR SA	728	2.0	0.17	64	840	2.2	0.18	68	893	2.4	0.19	71	793	2.1	0.18	67	
TRUE LOVE	2494	6.7	0.31	114	2262	6.0	0.29	110	2265	6.0	0.29	110	2211	5.8	0.29	110	
DIE TUINIER TYDSKRIF	54	0.1	0.04	14	54	0.1	0.04	15	54	0.1	0.04	15	56	0.1	0.04	15	
WEGSLEEP	79	0.2	0.05	20	90	0.2	0.05	21	95	0.3	0.07	25	79	0.2	0.05	21	
WOMAN&HOME	350	0.9	0.12	43	318	0.8	0.11	41	337	0.9	0.12	44	347	0.9	0.12	44	
WOMEN'S HEALTH	534	1.4	0.14	54	515	1.4	0.14	54	505	1.3	0.14	52	528	1.4	0.14	55	
YOUR FAMILY	371	1.0	0.12	45	346	0.9	0.12	44	299	0.8	0.11	41	356	0.9	0.12	44	
ANY 'AMPS' MONTHLY MAGAZINE	13742	36.9	0.59	221	13733	36.5	0.59	223	13678	36.3	0.59	222	13289	34.7	#	0.58	223
<b>SIX-WEEKLY MAGAZINES</b>																	
ZIGZAG	56	0.2	0.05	20	65	0.2	0.05	21	51	0.1	0.04	15	44	0.1	0.04	15	
<b>ALTERNATE MONTHLY MAGAZINES</b>																	
CSA \$\$									15	0.0	0.00	0	16	0.0	0.00	0	
DEKAT	29	0.1	0.04	14	29	0.1	0.04	15	32	0.1	0.04	15	39	0.1	0.04	15	
ELLE DECORATION **	131	0.4	0.08	29	150	0.4	0.08	29	147	0.4	0.08	29	133	0.3	0.07	26	
GOOD TASTE	70	0.2	0.05	20	62	0.2	0.05	21	68	0.2	0.05	21	68	0.2	0.05	21	
HABITAT	54	0.1	0.04	14	52	0.1	0.04	15	65	0.2	0.05	21	54	0.1	#	0.04	15
HYPE	501	1.3	0.14	52	497	1.3	0.14	52	517	1.4	0.14	54	579	1.5	0.15	57	
INTIEM					33	0.1	0.04	15	28	0.1	0.04	15	27	0.1	0.04	15	
SARIE KOS	130	0.4	0.08	29	118	0.3	0.07	25	91	0.2	0.05	21	86	0.2	0.05	21	
WEIGH-LESS	155	0.4	0.08	29	138	0.4	0.08	29	148	0.4	0.08	29	183	0.5	0.09	33	
YOUR BABY	366	1.0	0.12	45	325	0.9	0.12	44	286	0.8	0.11	41	303	0.8	0.11	42	
YOUR BUSINESS	98	0.3	0.07	25	103	0.3	0.07	25	106	0.3	0.07	25	105	0.3	0.07	26	
YOUR PREGNANCY	500	1.3	0.14	52	426	1.1	0.13	48	432	1.1	0.13	48	465	1.2	0.13	51	
ANY 'AMPS' ALTERNATE MONTHLY MAGAZINE	1989	5.3	0.28	102	1814	4.8	0.26	99	1627	4.3	0.25	94	1708	4.5	0.25	97	
<b>QUARTERLY MAGAZINES</b>																	
AA TRAVELLER	172	0.5	0.09	32	200	0.5	0.09	33	237	0.6	0.09	36	268	0.7	0.10	39	
PERSONAL FINANCE	204	0.5	0.09	32	185	0.5	0.09	33	188	0.5	0.09	33	153	0.4	0.08	30	
ANY 'AMPS' QUARTERLY MAGAZINE	561	1.5	0.15	56	394	1.0	0.12	46	393	1.0	0.12	46	432	1.1	0.13	49	

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	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	
ANY 'AMPS' MAGAZINE	17729	47.6	0.61	228	17657	46.9	0.61	231	17526	46.5	0.61	230	17540	45.8	0.61	234	
ANY 'AMPS' NEWSP./MAGAZINE	23811	64.0	0.59	219	23811	63.2	0.59	223	23874	63.4	0.59	222	23830	62.3	0.59	227	
<b>SUBSCRIBER MAGAZINES</b>																	
DSTV	5616	15.1	0.44	164	6244	16.6	0.46	172	6164	16.4	0.45	171	5860	15.3	#	0.44	169
M \$\$	7	0.0	0.00	0	4	0.0	0.00	0	2	0.0	0.00	0	4	0.0	0.00	0	
MAGIC	81	0.2	0.05	20	72	0.2	0.05	21	104	0.3	0.07	25	101	0.3	0.07	26	
REALITY BY SANLAM \$\$	86	0.2	0.05	20	88	0.2	0.05	21	68	0.2	0.05	21	45	0.1	#	0.04	15
ANY 'AMPS' SUBSCRIBER MAGAZINE (excl. store magazines)	5704	15.3	0.44	165	6319	16.8	0.46	173	6244	16.6	0.46	172	5916	15.5	#	0.44	170
<b>STORE MAGAZINES</b>																	
ACKERMANS	440	1.2	0.13	50	844	2.2	0.18	68	1092	2.9	0.21	77	1198	3.1	0.21	81	
BEARES CLUB (Beares/Lubners)	336	0.9	0.12	43	290	0.8	0.11	41	310	0.8	0.11	41	##	##	##	##	
CLICKS CLUBCARD	1181	3.2	0.22	80	1442	3.8	0.23	88	1405	3.7	0.23	87	1277	3.3	0.22	84	
EDGARS CLUB/KLUB	1534	4.1	0.24	91	1439	3.8	0.23	88	1440	3.8	0.23	88	1354	3.5	0.23	86	
EDGARS CLUB MAN									374	1.0	0.12	46	354	0.9	0.12	44	
ELLERINES CLUB (Fairdeal/TownTalk Furnishers)	439	1.2	0.13	50	377	1.0	0.12	46	352	0.9	0.12	44	##	##	##	##	
FURNITURE CITY CLUB	266	0.7	0.10	38	221	0.6	0.09	36	177	0.5	0.09	33	##	##	##	##	
GEEN & RICHARDS CLUB	269	0.7	0.10	38	229	0.6	0.09	36	271	0.7	0.10	38	##	##	##	##	
JET CLUB	4463	12.0	0.40	149	4546	12.1	0.40	151	4249	11.3	0.39	146	3664	9.6	#	0.36	138
SPORTSCLUB													167	0.4	0.08	30	
ANY 'AMPS' STORE MAGAZINE	7274	19.5	0.49	181	7280	19.3	0.48	182	7159	19.0	0.48	181	6468	16.9	#	0.46	176

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