

# Magazines ABC Q3 2022: print publications remain critical but stable

By [Karabo Ledwaba](#)

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According to the Audit Bureau of Circulations (ABC) of South Africa the magazine category for Q3 2022 has remained relatively stable despite some publications missing declarations.



Source: Compiled by Emily Stander.

"The magazine category appears relatively flat; however, magazines like the Jet Club (custom category) and significant players still need to be declared, and publications still in circulation affect quarterly reporting. We will have kept the Q3 and Q2 2022 distribution reasonably stable if we compare estimated circulation, including those numbers," the statement said.

The ABC said 3.3 million magazines were consumed in quarter three.

"Thus, although media distribution in print looks to follow a slow downward trend, publishers maintain their creativity to stay in business which is vastly important and can be commended," said the ABC.

## Consumer Magazines

Like in previous quarters consumer magazines continued to have reporting changes and changed sectors.

Plus 50, Baba & Kleuter, Compleat Golfer, Marktoe! and The Gardener all had double digit uptakes for the third quarter.

Women's magazines: *Sarie, Glamour and Women and Home* showed steady growth with single digit uptakes for quarterly and y-o-y readership.

*Marktoe!* continues to bring home the bacon with double digit increases across the board once again.

*Your Pregnancy and Baby, Rooi Rose Magazine and Women's Health* are new members in the sector.

Arts, Culture and Heritage						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Jul -Sep	Mtly	8,687	8,687	-1.1%	8.9%
Val de Vie Magazine	Jan -Dec	2xA	0	Reporting Change		
Val de Vie Magazine	Jul -Sep	2xA	14,900	14,900	No Issue	57.7%
Business and News						
Business Brief	Jul -Sep	AltM	0	Changed Sector		
Financial Mail	Jul -Sep	Wkly, Fr	2,869	11,946	-4.3%	-4.9%
Finweek	Jul -Sep	F	0	Ceased Publishing		
Forbes Africa	Jul -Sep	AltM	4,063	9,166	1.7%	Reporting Change
SA Real Estate Investor Magazine	Jul -Sep	Mtly	0	Changed Sector		
The Big Issue Magazine	Jul -Sep	Mtly	204	6,093	0.7%	18.2%
Conservation and Wildlife						
African Birdlife	Jul -Sep	AltM	1,009	6,430	-4.4%	Reporting Change
Entertainment						
Eat Out	Jan -Dec	Ann	0	Reporting Change		
TV Plus (Afrikaans)	Jul -Sep	F	0	11,741	2.1%	-11.7%
TV Plus (English)	Jul -Sep	F	0	2,275	-12.6%	-41.6%
Family Interest						
Huisgenoot	Jul -Sep	Wkly, Th	6,934	114,232	-3.8%	-12.3%
LIG	Jul -Sep	11xA	450	15,425	-0.2%	Changed Frequency
Plus 50	Jul -Sep	6xA	1,621	5,879	32.6%	Reporting Change
Spot-On (Formerly known as Spotong)	Jul -Sep	AltM	21,049	21,049	-0.2%	Changed Sector
The Crest	Jul -Sep	7xA	10,456	10,456	1.5%	-16.0%
The Ridge	Jul -Sep	8xA	12,228	12,228	-0.9%	-24.9%
You	Jul -Sep	Wkly, Th	5,248	58,734	-7.5%	-13.6%
Farming						
Farmer's Weekly	Jul -Sep	Wkly, Fr	98	6,763	9.9%	12.1%
Grond tot Mond	Jul -Sep	Q	5,126	6,826	Reporting Change	
Landbouweekblad	Jul -Sep	Wkly, Th	0	11,031	-6.3%	-33.4%
Landbouweekblad Vee	Jul -Sep	Ann	0	Resigned		
Marktoe!	Jul -Sep	Mtly	13,593	13,593	15.4%	42.1%
Veeplaas	Jul -Sep	11xA	2,854	7,829	2.8%	1.5%
Health & Wellbeing						
Grow to Eat	Jan -Dec	3xA	0	Reporting Change		
Home						
Conde Nast House & Garden	Jul -Sep	Mtly	5,063	12,001	-2.4%	-11.7%
EasyDIY	Jul -Sep	Q	490	4,777	-6.6%	-32.6%
Food&Home Magazine	Jul -Sep	Mtly	0	Resigned		
Idees/Ideas	Jan -Jun	AltM	0	Reporting Change		
Lose It,	Jul -Sep	Q	0	8,468	-25.0%	-45.6%
SA Home Owner	Jul -Sep	11xA	2,617	19,585	-4.2%	-14.0%
Sarie Kos / Food	Jul -Sep	Q	0	15,246	-6.9%	-21.0%
The Gardener / Die Tuinier	Jul -Sep	Mtly	9,579	25,216	17.6%	-4.4%
Tuis Home	Jul -Sep	8xA	2,764	66,749	-10.5%	-11.9%
Visi	Jul -Sep	6xA	2,765	13,705	-3.8%	25.8%
Leisure						
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	0	Reporting Change		

Silver Digest	Jul -Sep	4xA	0	No Issue		
<b>Male</b>						
GQ	Jul -Sep	5xA	3,079	5,444	-3.1%	1.3%
Men's Health	Jul -Sep	6xA	0	No Issue		New Member
Popular Mechanics	Jul -Sep	Mty	4,199	13,505	1.9%	9.3%
Very Interesting (former Braintainment)	Jan -Jun	AltM	0	Resigned		
<b>Motoring</b>						
Bike SA	Jul -Sep	Mty	0	Resigned		
Car	Jul -Sep	Mty	15,498	42,094	0.6%	-4.3%
Driven Magazine	Jul -Sep	Mty	7,296	7,296	0.6%	-47.5%
TOPGEAR SOUTH AFRICA	Jul -Sep	Mty	0	Terminated		
<b>Parenting</b>						
Baba & Kleuter	Jul -Sep	Q	0	13,697	26.8%	Reporting Change
Baby's and Beyond	Jul -Sep	Q	7,443	10,401	3.6%	No Issue
Your Pregnancy and Baby	Jul -Sep	AltM	1,431	5,836	-8.5%	New Member
<b>Pets</b>						
Animaltalk	Jul -Sep	Mty	0	Resigned		
Dog Directory	Jul -Jun	Ann	0	Resigned		
<b>Sport and Hobby</b>						
Compleat Golfer	Jul -Sep	Mty	4,097	7,604	17.5%	23.3%
Kick Off	Jul -Sep	Mty	0	Discontinued		
Magnum	Jul -Sep	8xA	0	11,097	-14.6%	29.0%
SARugby	Jul -Sep	Mty	1,550	10,069	-9.7%	-24.3%
<b>Travel, Tourism &amp; Hospitality</b>						
Cape Etc.	Jul -Sep	3xA	0	No Issue		
Getaway	Jul -Sep	Mty	5,425	15,587	2.0%	-4.7%
go! Drive & Camp and Weg! Ry & Sleep	Jul -Sep	AltM	397	28,720	1.1%	-11.2%
Weg / Go Platteland	Jul -Sep	Q	0	19,143	-0.8%	-16.3%
Weg/Go	Jul -Sep	AltM	0	48,162	3.7%	-4.4%
<b>Woman's General</b>						
BONA Magazine	Jul -Sep	Mty	6,098	17,279	New Member	
Fairlady	Jul -Sep	AltM	2,361	29,218	-17.8%	-25.7%
Garden & Home Magazine	Jul -Sep	Mty	6,978	17,572	6.9%	Reporting Change
Glamour,	Jul -Sep	Q	7,798	13,382	8.2%	7.0%
Kuier	Jul -Sep	F	0	56,314	-4.4%	-15.6%
Rooi Rose Magazine	Jul -Sep	AltM	7,066	28,245	1.4%	New Member
Sarie	Jul -Sep	AltM	1,996	67,776	7.0%	5.1%
True Love	Jul -Sep	AltM	531	13,462	-19.0%	-26.4%
Women & Home Magazine	Jul -Sep	Mty	10,063	28,876	1.6%	2.9%
Women's Health	Jul -Sep	6xA	0	No Issue		New Member
<b>Youth</b>						
Barbie Magazine	Jul -Sep	Mty	0	Resigned		
Careers Magazine	Jul -Sep	Mty	0	Terminated		
Very Interesting Junior	Jul -Sep	Mty	0	Resigned		

## B2B Magazines

*MIMS, Resource, Inside Mining, Modern Quarrying and MechChem Africa* are the only B2B magazines that had double-digit uptakes for the quarter. *MIMS* particularly made a strong comeback after suffering a double-digit loss of 36.3% in quarter 2 and is now sitting at a 58.9% gain in quarter 3.

*Medical Chronicle* and *The Specialist Forum Journal* continue to show a steady uptake every quarter and y-o-y.

*SA Graan* continues to see a positive uptake in its y-o-y numbers.

Construction World which was a standout in Q2 continues on its winning streak with increased gains once again in Q3 and the prior year.

Agricultural						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
OVK NuOVK Nuus/News	Jul -Sep	4xA	4,755	4,755	0.0%	Reporting Change
SA Graan / Grain	Jul -Sep	Mtly	20,968	20,968	9.8%	33.3%
SABI Magazine	Jul -Sep	AltM	0	Resigned		
Stockfarm	Jul -Sep	Mtly	1,675	7,107	2.4%	-7.5%
Wineland	Jul -Sep	Mtly	3,133	3,194	-1.5%	-0.5%
Architecture						
earthworks.	Jan -Dec	Q	0	Resigned		
Floors in Africa	Jul -Sep	7xA	0	Changed Sector		
Leading Architect & Design	Jul -Sep	AltM	6,616	6,666	3.8%	-11.9%
SABuilding Review	Jan -Dec	Ann	0	Reporting Change		
Timber IQ	Jul -Sep	AltM	0	Resigned		
To Build	Jul -Sep	3xA	8,524	9,846	0.3%	Reporting Change
Walls & Roofs in Africa	Jul -Sep	7xA	0	Changed Sector		
Automotive						
Road Ahead, The	Jan -Dec	Q	0	Reporting Change		
Taxi Guardian	Jul -Sep	Mtly	420	420	-10.3%	New Member
Civil Construction						
Civil Engineering	Jul -Sep	Mtly	0	Changed Sector		
Concrete Trends	Jan -Dec	Q	0	Reporting Change		
Construction Review.	Jan -Jun	AltM	0	Terminated		
Construction World	Jul -Sep	Mtly	15,719	15,719	3.5%	20.5%
IMESA	Jul -Sep	11xA	12,065	12,065	3.0%	1.7%
Spec Handbooks	Jul -Sep	Ann	19,868	19,868	Reporting Change	
Communications						
Future SA	Jul -Sep	4xA	4,997	8,052	4.6%	New Member
NexMedia	Jul -Jun	4xA	0	Resigned		
SAProfile	Jan -Dec	Ann	0	Reporting Change		
Service	Jul -Sep	Q	0	No Issue		New Member
The Gapp Magazine	Jul -Sep	AltM	0	Resigned		
Electrical Engineering						
Electricity & Control	Jul -Sep	Mtly	13,033	13,033	3.7%	23.3%
ESI Africa	Jul -Jun	Q	0	Reporting Change		
Sparks Electrical News	Jul -Sep	Mtly	13,825	13,825	3.9%	24.0%
Engineering - Other						
Capital Equipment News	Jul -Sep	Mtly	12,695	12,695	5.7%	28.8%
Dataweek	Jul -Sep	Mtly	2,771	2,771	-2.4%	9.7%
MechChem Africa	Jul -Sep	AltM	10,363	10,363	12.9%	Reporting Change
Motion Control	Jul -Sep	Q	1,993	1,993	1.9%	4.1%
Plumbing Africa	Jul -Sep	Mtly	9,584	9,685	1.7%	12.2%
Refrigeration and Airconditioning	Jul -Sep	Mtly	6,788	6,805	7.7%	3.6%
SA Instrumentation & Control	Jul -Sep	Mtly	4,157	4,157	1.2%	10.7%
Water & Sanitation Africa	Jul -Sep	AltM	7,650	7,650	12.0%	Reporting Change
Health and Wellbeing						
Fire Protection	Jul -Sep	Q	0	Changed Sector		
Hi-Tech Security Solutions	Jul -Sep	8xA	4,126	4,126	-1.5%	12.6%
MDR Medical Desk Reference	Jul -Sep	Ann	0	No Issue		
Medical Chronicle	Jul -Sep	11xA	26,594	26,594	4.2%	1.8%
MIMS	Jul -Sep	Mtly	445	3,714	58.9%	-13.5%
Modern Medicine Magazine	Jul -Sep	AltM	3,104	3,628	2.3%	Reporting Change

South African Pharmaceutical & Cosmetic Review	Jul -Sep	11xA	2,879	2,899	1.8%	-9.7%
The Specialist Forum Journal	Jul -Sep	11xA	22,041	22,041	2.6%	51.7%
<b>Hospitality, Catering and Tourism</b>						
Explore South Africa.	Jan -Dec	Q	0	Reporting Change		
Meetings	Jan -Jun	AltM	0	Reporting Change		
Meetings	Jul -Sep	AltM	4,755	4,755	Reporting Change	
The Meetings & Event Planner (former SA Conference Directory)	Jul -Sep	Ann	0	No Issue		
<b>Industry</b>						
Analytical Reporter	Jul -Sep	AltM	5,444	5,444	1.4%	-13.2%
Cold Link Africa	Jul -Sep	AltM	4,039	4,048	0.0%	-28.3%
Eastern Cape Business	Jul -Sep	Ann	0	No Issue		
Free State Business,	Jan -Dec	Ann	0	Reporting Change		
Gauteng Companies	Jul -Jun	Ann	0	Reporting Change		
Industrial Buyer	Jul -Sep	AltM	0	Resigned		
Jewellers' Network Directory	Jan -Dec	Ann	0	Suspended		
KwaZulu Natal Business	Jul -Sep	Ann	0	No Issue		
Lighting in Design	Jul -Sep	Q	6,894	6,894	3.4%	Reporting Change
Limpopo Business	Jan -Dec	Ann	0	Reporting Change		
LINKED by Jewellers Network	Jul -Jun	Q	0	Resigned		
Mpumalanga Business	Jul -Sep	Ann	0	No Issue		
North West Business	Jul -Sep	Ann	0	No Issue		
Northern Cape Business	Jul -Sep	Ann	0	No Issue		
Opportunity (Exploring Business Prospects in SA)	Jul -Sep	Q	4,916	4,916	-0.1%	Reporting Change
Resource	Jul -Sep	Q	6,981	6,981	19.8%	Reporting Change
SA Affordable Housing	Jul -Sep	AltM	0	Resigned		
Smart Energy International	Jul -Sep	AltM	0	No Issue		
South African Business.	Jan -Dec	2xA	0	Reporting Change		
South African Food Review	Jul -Sep	11xA	3,728	3,778	-1.8%	-23.9%
The Responsible & Sustainable Tourism Handbook.	Jul -Jun	Ann	0	Suspended		
Western Cape Business,	Jan -Dec	Ann	0	Reporting Change		
<b>Information and Computer Technology</b>						
Brainstorm	Jul -Sep	11xA	3,724	7,950	-2.5%	-8.5%
The Margin	Jul -Sep	Q	0	Merged into Brainstorm		
<b>Management</b>						
African Decisions	Jul -Sep	Q	11,190	11,458	-10.1%	14.1%
Black Business Quarterly	Jul -Sep	Q	46,571	47,389	2.5%	-54.1%
Blue Chip,	Jul -Sep	Q	7,407	7,407	-0.2%	Reporting Change
FA News	Jul -Sep	AltM	2,750	2,916	0.4%	0.0%
KZN Invest	Jul -Sep	Q	5,315	5,315	9.7%	0.2%
Leadership	Jul -Sep	Mly	41,599	41,846	-5.5%	Reporting Change
Money Marketing	Jul -Sep	Mly	7,436	7,443	-3.8%	-13.9%
South African Business Intergrator	Jul -Sep	2xA	7,518	9,912	1.3%	Reporting Change
<b>Mining &amp; Quarrying</b>						
African Mnes Handbook	Jan -Dec	Ann	0	Reporting Change		
African Mining Brief	Jul -Sep	AltM	960	960	-2.0%	Reporting Change
African Mining Inc. Mining Mirror	Jul -Sep	11xA	20,955	21,059	-5.5%	-11.0%
Earthbroker	Jul -Sep	Mly	5,382	5,382	0.0%	0.0%
Engineering News & Mining Weekly	Jul -Sep	Wkly, Fr	10,297	13,020	-2.2%	27.9%
Inside Mining	Jul -Sep	Q	9,619	9,619	28.9%	Reporting Change

Inside Mining	Jul -Jun	4xA	0	Reporting Change		
Mining Business Africa	Jul -Sep	6xA	1,720	1,720	5.4%	New Member
Mining Review Africa.	Jul -Sep	11xA	0	No Issue		
Modern Mining	Jul -Sep	Mtly	13,141	13,141	4.2%	22.9%
Modern Quarrying	Jul -Sep	Q	6,619	6,619	11.8%	Reporting Change
<b>Retail</b>						
DIY And Industrial Trade News	Jul -Sep	Mtly	10,428	10,428	-0.5%	7.8%
Pharmacy Magazine (former Frontshop)	Jul -Sep	Mtly	17,175	17,175	-6.0%	8.8%
Supermarket and Retailer	Jul -Sep	Mtly	0	Changed Sector		
<b>Transport and Logistics</b>						
Freight News Features	Jul -Sep	Mtly	5,656	5,880	-4.5%	21.8%

## Custom Magazines

Custom magazines continue to improve this year with increases in 14 different publications. *In Flight Magazine* and *Taste* saw the highest increases in this quarter.

The youth magazine and Home sectors both saw increased gains for their publications in the quarter.

*Rove SA* is a new member in this category.

<b>Farming</b>						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
Dairy Mail, The.	Jul -Sep	Mtly	1,117	1,121	-51.8%	-50.5%
Rooi Meis / Red Meat	Jan -Jun	AltM	0	Reporting Change		
Wolboer / Wool Farmer	Jul -Sep	AltM	0	Changed Sector		
<b>Health &amp; Wellbeing</b>						
Fitlife	Jul -Sep	Mtly	260	18,384	-15.3%	-30.2%
Journal of Endocrinology, Metabolism & Diabetes SA	Jul -Jun	3xA	0	Reporting Change		
SAPharmaceutical Journal	Jan -Jun	10xA	0	Reporting Change		
SAPharmacist's Assistant (SAPA)	Jul -Sep	Q	0	No Issue		
South African Medical Journal	Jul -Sep	Mtly	0	Suspended		
Southern African Journal of Anaesthesia & Analgesia	Jul -Sep	AltM	0	No Issue		
<b>Home</b>						
Fresh Living	Jul -Sep	Q	14,718	36,945	No Issue	
Living Space	Jul -Sep	Mtly	2,122	36,970	5.0%	0.6%
My Kitchen	Jul -Sep	Mtly	2,141	70,838	2.2%	2.9%
<b>Industry Specific</b>						
Forum Tydskrif	Jul -Sep	Q	149,784	149,784	0.1%	0.1%
J S E	Jul -Sep	Q	14,150	15,391	6.3%	9.4%
Sea Rescue	Jul -Sep	3xA	18,456	18,456	-6.0%	9.6%
Servamus	Jul -Sep	Mtly	43	8,528	2.8%	-5.9%
<b>In-flight</b>						
In Flight Magazine	Jul -Sep	Mtly	30,045	30,045	6.6%	6.3%
Skyways	Jul -Sep	Mtly	0	Resigned		
<b>Leisure</b>						
Private Edition	Jul -Sep	Q	9,162	9,162	-0.8%	14.7%
Taste.	Jul -Sep	AltM	3,014	35,255	7.6%	4.7%
<b>Male</b>						
Man	Jul -Sep	Mtly	1,426	51,567	2.9%	19.9%
Tech..	Jul -Sep	Mtly	1,676	30,855	-1.4%	-8.8%
<b>Motoring</b>						
Motor	Jul -Sep	Mtly	284	10,337	-17.2%	-40.9%
<b>Professional</b>						
Accountancy SA	Jul -Sep	11xA	0	Changed Sector		
De Rebus	Jul -Sep	11xA	0	Changed Sector		



Retail						
Clicks Club Card	Jul -Sep	AltM	0	Resigned- Digital only		
Club Magazine	Jul -Sep	Mtly	14,844	264,410	0.4%	2.0%
Jet Club	Jul -Sep	7xA	0	No Issue		
Sport and Hobby						
Game & Hunt/Wild & Jag	Jul -Sep	Mtly	64,869	66,527	-0.1%	-0.9%
SA Hunter/Jagter	Jul -Sep	8xA	0	29,230	-8.6%	-14.0%
Sports Club	Jul -Sep	Mtly	2,285	89,973	3.7%	12.0%
Wildland Magazine	Jul -Sep	Mtly	0	Changed Sector		
Travel, Tourism & Hospitality						
Escapes	Jul -Sep	Mtly	736	15,247	-14.3%	-28.4%
Premier	Jul -Sep	Mtly	7,885	7,885	2.4%	-42.6%
Rove SA	Jul -Sep	2xA	7,804	10,519	-0.7%	New Member
Woman's General						
Balanced Life	Jul -Sep	Mtly	983	49,046	0.3%	-3.8%
Youth						
ClubX	Jul -Sep	Mtly	816	92,628	5.3%	24.6%
Kids Super Club	Jul -Sep	Mtly	0	65,730	2.4%	-5.6%

## Free magazines

Two publications had a zero percent increase/decrease, while *Get It* (Ballito to Umhlanga) saw the highest gains for the quarter and on a y-o-y basis.

Publication	Period	Frequency	Total circulation	%change quarter	%change year
Botswana Advertiser.	Jul -Sep	F	99,965	0.0%	5.3%
Get It (Ballito to Umhlanga)	Jul -Sep	Mtly	11,962	2.1%	20.1%
Get It (Bloemfontein)	Jul -Sep	Mtly	6,890	0.0%	0.0%
Get It (Highway)	Jul -Sep	Mtly	11,486	-2.8%	16.9%
Get It (Jo'burg South)	Jul -Sep	Mtly	14,800	0.6%	0.8%
Get It (Jo'burg West)	Jul -Sep	Mtly	14,008	-3.8%	-2.6%
Get It (Lowveld)	Jul -Sep	Mtly	6,200	0.0%	0.0%
Get It (Northern Suburbs Joburg)	Jul -Sep	Mtly	14,900	0.8%	0.6%
Get It (Pretoria)	Jul -Sep	Mtly	14,844	0.7%	1.5%



### Magazines ABC Q2 2022: Free and digital magazines the heroes

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## ABOUT KARABO LEDWABA

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