

Magazines ABC Q2 2022: Free and digital magazines the heroes

By [Danette Breitenbach](#)

16 Aug 2022

As in Q1 2022, the heroes in the Audit Bureau of Circulations (ABC) of South Africa Magazine category Q2 2022 are Free Magazines and Digital Magazines (any magazine with no printed counterpart).



Image compiled by Emily Stander

"In the Magazine category, total magazines show the second quarter marginally up from the first quarter, but down from the previous year," says the ABC.

"This category distribution is down from last year by 12.6% (year-on-year, quarter-on-quarter); however, it has risen 4,25% since the first quarter of 2022," it adds.

The ABC also says that it looks forward to viewing the distribution numbers for the third quarter to see if free publications rise again as the heroes seeing that new members are joining the ABC.

In addition, the ABC is also growing community publication membership with Grassroots membership. "It is inspiring to know what credibility the ABC membership gives these publications, and we plan to continue working on increasing these members through 2022," it states.



Magazines ABC Q1 2022: Finding the magic mix between print and digital distribution

Danette Breitenbach 16 May 2022



Consumer Magazines

Once again this category is characterised by reporting changes and changed sectors. This led to a number of magazines showing an increase on the previous quarter such as *Baba & Kleuter*, *Visi* and *Magnum*.

However, for others, such as *Plus 50*, *The Crest* and *The Ridge* it had the opposite effect with a decrease on the previous quarter.

Good increases on the previous quarter came from *Marktoe! Veeplaas*.

The quarter's biggest losers are *TV Plus (Afrikaans)* and *TV Plus (English)*.

Your Pregnancy & Baby joined as a new member. Both magazines in the Youth sector resigned while *Odessey* resigned from the Health and Wellbeing sector.

Big Issue and *Marktoe!* had double figure increases on the prior year.

New members in this category are *Men's Health* and *Women's Health*.

Arts, Culture and Heritage						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Apr -Jun	Mtly	8,780	8,780	-2.1%	3.6%
Val de Vie Magazine	Apr -Jun	2xA	0	No Issue		Reporting Change
Business and News						
Business Brief	Jan -Jun	AltM	0		Reporting Change	
Financial Mail	Apr -Jun	Wkly, Fr	2,500	12,482	-3.3%	-3.1%
Finweek	Apr -Jun	F	0		Ceased Publishing	
Forbes Africa	Apr -Jun	AltM	3,651	9,015	-5.8%	Reporting Change
SAReal Estate Investor Magazine	Apr -Jun	Mtly	0		Changed Sector	
The Big Issue Magazine	Apr -Jun	Mtly	134	6,053	-9.1%	20.4%
Conservation and Wildlife						
African Birdlife	Apr -Jun	AltM	646	6,729		Reporting Change
Entertainment						
Eat Out	Jan -Dec	Ann	0		Reporting Change	
TVPlus (Afrikaans)	Apr -Jun	F	0	11,495	-13.7%	-13.1%
TVPlus (English)	Apr -Jun	F	0	2,603	-29.3%	-34.9%
Family Interest						
Huisgenoot	Apr -Jun	Wkly, Th	8,034	118,768	-6.2%	-12.6%
LIG	Apr -Jun	11xA	0	15,454	-21.8%	Changed Frequency
Plus 50	Apr -Jun	6xA	720	4,432	-20.3%	Reporting Change
Spot-On (Formerly known as Spotong)	Apr -Jun	AltM	21,101	21,101		Changed Sector
The Crest	Apr -Jun	7xA	10,304	10,304	-17.0%	Reporting Change
The Ridge	Apr -Jun	8xA	12,342	12,342	-20.0%	Reporting Change
You	Apr -Jun	Wkly, Th	7,026	63,498	-5.8%	-10.0%
Farming						
Farmer's Weekly	Apr -Jun	Wkly, Fr	0	6,152	-7.9%	-19.7%
Grond tot Mond	Jan -Dec	Q	0		Reporting Change	
Landbouweekblad	Apr -Jun	Wkly, Th	0	11,774	-7.2%	-29.1%
Landbouweekblad Vee	Jan -Dec	Ann	0		Reporting Change	

Marktoe!	Apr -Jun	Mily	11,781	11,781	19.0%	19.0%
Veeplaas	Apr -Jun	11xA	3,625	8,734	31.7%	-0.3%
Health & Wellbeing						
Grow to Eat	Jan -Dec	3xA	0		Reporting Change	
Odyssey Magazine	Apr -Jun	Q	0	Resigned		
Home						
Conde Nast House & Garden	Apr -Jun	Mily	4,371	12,299	5.2%	5.2%
Easy DIY	Apr -Jun	Q	2,779	5,114	-5.1%	Reporting Change
Idees/Ideas	Jan -Jun	AltM	0		Reporting Change	
Lose It,	Apr -Jun	Q	0	11,291	2.7%	Reporting Change
SA Home Owner	Apr -Jun	11xA	3,325	20,439	-1.8%	-13.9%
Sarie Kos / Food	Apr -Jun	Q	0	16,368	No Issue	Reporting Change
The Gardener / Die Tuinier	Apr -Jun	Mily	4,906	21,451	1.4%	-10.4%
Tuis Home	Apr -Jun	8xA	2,186	74,582	1.0%	Reporting Change
Visi	Apr -Jun	6xA	1,831	14,243	19.0%	Reporting Change
Leisure						
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Jul -Jun	Ann	0	Reporting Change		
Silver Digest	Jan -Dec	4xA	0		Reporting Change	
Male						
GQ	Apr -Jun	5xA	2,182	5,619	3.1%	Reporting Change
Men's Health	Apr -Jun	6xA	8,560	19,477		New Member
Popular Mechanics	Apr -Jun	Mily	2,345	13,247	-9.2%	-9.9%
Very Interesting (former Braintainment)	Jan -Jun	AltM	0	Resigned	Reporting Change	
Motoring						
Bike SA	Apr -Jun	Mily	2,252	14,168	-6.2%	2.4%
Car	Apr -Jun	Mily	14,201	41,831	-2.9%	-7.4%
Driven Magazine	Apr -Jun	Mily	7,256	7,256	6.5%	-47.3%
Parenting						
Baba & Kleuter	Apr -Jun	Q	516	10,806	48.7%	Reporting Change
Baby's and Beyond	Apr -Jun	Q	7,420	10,039	No Issue	Reporting Change
Your Pregnancy and Baby	Apr -Jun	AltM	1,310	6,377	15.9%	New Member
Pets						
Animaltalk	Apr -Jun	Mily	0		Resigned	
Dog Directory	Jul -Jun	Ann	0		Resigned	
Sport and Hobby						
Compleat Golfer	Apr -Jun	Mily	2,495	6,473	8.8%	14.0%
Kick Off	Apr -Jun	Mily	455	10,018	-3.2%	-31.6%
Magnum	Apr -Jun	8xA	0	12,987	24.2%	Reporting Change
SARugby	Apr -Jun	Mily	1,821	11,156	-10.5%	-25.4%
Wildland Magazine	Apr -Jun	Mily	0	Changed Sector		
Travel, Tourism & Hospitality						
Cape Etc	Apr -Jun	3xA	3,958	6,598	-3.1%	Reporting Change
Getaway	Apr -Jun	Mily	3,752	15,283	-5.1%	-6.5%
go! Drive & Camp and Weg! Ry & Sleep	Apr -Jun	AltM	0	28,399	-7.4%	Reporting Change
Weg / Go Platteland	Apr -Jun	Q	0	19,288	-10.8%	Reporting Change
Weg/Go	Apr -Jun	AltM	0	46,455	-7.5%	Reporting Change
Woman's General						
Fairlady	Apr -Jun	AltM	2,043	35,540	-8.2%	Reporting Change
Garden & Home Magazine	Apr -Jun	Mily	4,114	16,444	8.8%	Reporting Change
Glamour,	Apr -Jun	Q	6,586	12,371	-3.9%	Reporting Change
Kuier	Apr -Jun	F	0	58,888	-9.8%	-15.8%
Rooi Rose Magazine	Apr -Jun	AltM	4,408	27,844	7.2%	New Member
Sarie	Apr -Jun	AltM	2,177	63,337	1.6%	Reporting Change
True Love	Apr -Jun	AltM	1,515	16,616	-5.5%	Reporting Change
Women & Home Magazine	Apr -Jun	Mily	6,269	28,424	0.9%	1.7%
Women's Health	Apr -Jun	6xA	18,017	29,926	New Member	New Member
Youth						
Barbie Magazine	Apr -Jun	Mily	0		Resigned	

Very Interesting Junior	Apr -Jun	Mtly	0		Resigned
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B2B Magazines

The only two magazines that had double figure increases on the previous quarter are *Stockfarm* and *Inside Magazine*.

The best sector is Engineering. Of the eight magazines in this sector, half had an increase on the previous quarter and the prior year.

The Management sector also had some good news with three magazines up on the previous quarter.

Industry, the biggest sector, had a poor showing with only *Lighting in Design* showing an increase on the previous quarter. The category had 19 reporting changes (for the quarter and year on year).

Once again, the Architecture sector lost magazines with one resignation while three magazines had a reporting change and two magazines had no issue with a reporting change.

Leading Architecture & Design was the only magazine with figures for the quarter which was a decrease on the previous quarter.

In the Civil Construction sector, *Construction Review* has been terminated. In the same sector *Construction World* - a stand out in the sector in Q21 2022 - continued to gain on the previous quarter and on the prior year.

New members in the category are *Future SA* and *Mining Business Africa*.

Agricultural						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
OVK Nuus/News	Apr -Jun	4xA	4,755	4,755	-4.0%	Reporting Change
SA Graan / Grain	Apr -Jun	Mtly	19,094	19,094	-9.9%	21.1%
SABI Magazine	Apr -Jun	AltM	0	Resigned		Reporting Change
Stockfarm	Apr -Jun	Mtly	2,205	7,486	16.1%	-3.4%
WineLand	Apr -Jun	Mtly	3,173	3,241	0.4%	0.5%
Architecture						
earthworks	Jan -Dec	Q	0		Resigned	
Floors in Africa	Jan -Jun	7xA	0	Changed Sector	Reporting Change	
Leading Architect & Design	Apr -Jun	AltM	6,372	6,424	-8.9%	Reporting Change
SABuilding Review	Apr -Jun	Ann	0	No Issue		Reporting Change
Timber IQ	Jan -Jun	AltM	0		Reporting Change	
To Build	Apr -Jun	3xA	7,571	9,821	No Issue	Reporting Change
Walls & Roofs in Africa	Jan -Jun	7xA	0	Changed Sector	Reporting Change	
Automotive						
Road Ahead, The	Jan -Dec	Q	0		Reporting Change	
Taxi Guardian	Apr -Jun	Mtly	468	468	0.6%	New Member
Civil Construction						
Civil Engineering	Apr -Jun	11xA	0		Changed Sector	
Concrete Trends	Jan -Dec	Q	0		Reporting Change	

Construction Review	Jan -Jun	AltM	0		Terminated	
Construction World	Apr -Jun	Mtly	15,188	15,188	3.0%	24.9%
IMESA	Apr -Jun	11xA	11,713	11,713	2.8%	-9.0%
Spec Handbooks	Jan -Dec	Ann	0		Reporting Change	
Communications						
Future SA	Apr -Jun	4xA	5,019	7,700		New Member
Nex Media	Jul -Jun	4xA	0	Reporting Change		
SA Profile	Jan -Dec	Ann	0		Reporting Change	
Service	Apr -Jun	Q	4,958	4,958	0.1%	New Member
The Gapp Magazine	Apr -Jun	AltM	2,800	2,800	-74.0%	Reporting Change
Electrical Engineering						
Electricity & Control	Apr -Jun	Mtly	12,562	12,562	2.7%	27.3%
ESI Africa	Jul -Jun	Q	0	Reporting Change		
Sparks Electrical News	Apr -Jun	Mtly	13,307	13,307	2.6%	30.5%
Engineering - Other						
Capital Equipment News	Apr -Jun	Mtly	12,013	12,013	2.7%	27.1%
Dataweek	Apr -Jun	Mtly	2,839	2,839	1.7%	9.9%
MechChem Africa	Apr -Jun	AltM	9,176	9,176	3.3%	Reporting Change
Motion Control	Apr -Jun	Q	1,956	1,956	-2.7%	Reporting Change
Plumbing Africa	Apr -Jun	Mtly	9,516	9,612	-0.3%	13.6%
Refrigeration and Airconditioning	Apr -Jun	Mtly	6,310	6,327	-5.7%	-9.9%
SA Instrumentation & Control	Apr -Jun	Mtly	4,106	4,106	0.7%	6.8%
Water & Sanitation Africa	Apr -Jun	AltM	6,831	6,831	-0.4%	Reporting Change
Health and Wellbeing						
Fire Protection	Jan -Dec	Q	0		Reporting Change	
Hi-Tech Security Solutions	Apr -Jun	8xA	4,187	4,187	3.3%	12.1%
MDR Medical Desk Reference	Apr -Jun	Ann	1,765	2,459		Reporting Change
Medical Chronicle	Apr -Jun	11xA	25,534	25,534	6.8%	24.7%
MIMS	Apr -Jun	Mtly	728	2,337	-36.3%	-17.9%
Modern Medicine Magazine	Apr -Jun	AltM	3,017	3,548	-4.3%	Reporting Change
South African Pharmaceutical & Cosmetic Review	Apr -Jun	11xA	2,830	2,848	-2.2%	-16.3%
The Specialist Forum Journal	Apr -Jun	11xA	21,481	21,481	7.3%	35.3%
Hospitality, Catering and Tourism						
Explore South Africa	Jan -Dec	Q	0		Reporting Change	
Meetings	Apr -Jun	AltM	0	Changed Sector		Reporting Change
The Meetings & Event Planner (former SA Conference Directory)	Apr -Jun	Ann	5,035	5,035		Reporting Change
Industry						
Analytical Reporter	Apr -Jun	AltM	5,370	5,370	-1.0%	Reporting Change
Cold Link Africa	Apr -Jun	AltM	4,048	4,057	-5.9%	Reporting Change
Eastern Cape Business	Apr -Jun	Ann	4,960	4,960		Reporting Change
Free State Business,	Jan -Dec	Ann	0		Reporting Change	
Gauteng Companies	Jul -Jun	Ann	0	Reporting Change		

Industrial Buyer	Jan -Jun	AltM	0		Reporting Change	
Jewellers' Network Directory	Jan -Dec	Ann	0		Reporting Change	
KwaZulu Natal Business	Apr -Jun	Ann	4,964	4,964		Reporting Change
Lighting in Design	Apr -Jun	Q	6,667	6,667	5.6%	Reporting Change
Limpopo Business.,	Jan -Dec	Ann	0		Reporting Change	
LINKED by Jewellers Network	Jul -Jun	Q	0	Resigned		
Mpumalanga Business.,	Apr -Jun	Ann	4,943	4,943		Reporting Change
North West Business	Apr -Jun	Ann	4,952	4,952		Reporting Change
Northern Cape Business	Apr -Jun	Ann	4,962	4,962		Reporting Change
Opportunity (Exploring Business Prospects in SA)	Apr -Jun	Q	4,919	4,919	-0.2%	Reporting Change
Resource	Apr -Jun	Q	5,826	5,826	-1.6%	Reporting Change
SA Affordable Housing	Jan -Jun	AltM	0		Reporting Change	
Smart Energy International	Jan -Jun	AltM	0		Reporting Change	
South African Business	Jan -Dec	2xA	0		Reporting Change	
South African Food Review	Apr -Jun	11xA	3,797	3,849	-14.2%	-12.8%
The Responsible & Sustainable Tourism Handbook	Jul -Jun	Ann	0	Reporting Change		
Western Cape Business,	Jan -Dec	Ann	0		Reporting Change	
Information and Computer Technology						
Brainstorm	Apr -Jun	11xA	3,608	8,152	-7.7%	-3.7%
The Margin	Jan -Dec	Q	0		Reporting Change	
Management						
African Decisions	Apr -Jun	Q	12,527	12,750	1.5%	Reporting Change
Black Business Quarterly	Apr -Jun	Q	45,492	46,280	2.8%	Reporting Change
Blue Chip,	Apr -Jun	Q	7,424	7,424	0.1%	Reporting Change
FANews	Apr -Jun	AltM	2,740	2,904	-0.7%	Reporting Change
KZN Invest	Apr -Jun	Q	4,844	4,844	-10.9%	Reporting Change
Leadership	Apr -Jun	Mily	43,547	44,332	-2.8%	Reporting Change
MoneyMarketing	Apr -Jun	Mily	7,726	7,733	-0.6%	-11.4%
South African Business Intergrator	Apr -Jun	2xA	7,511	9,785	-0.3%	Reporting Change
Mining & Quarrying						
African Mnes Handbook	Jan -Dec	Ann	0		Reporting Change	
African Mining Brief	Jan -Jun	AltM	0		Terminated	
African Mining Inc. Mining Mirror	Apr -Jun	11xA	22,247	22,347	-5.1%	-11.1%
Earthbroker	Apr -Jun	Mily	5,382	5,382	0.0%	0.0%
Engineering News & Mining Weekly	Apr -Jun	Wkly, Fr	10,334	13,312	-0.9%	41.9%
Inside Mining	Apr -Jun	Q	7,464	7,464	11.6%	Reporting Change
Inside Mining	Jul -Jun	4xA	0	Reporting Change		
Mining Business Africa	Apr -Jun	6xA	1,632	1,632		New Member

Mining Review Africa	Apr -Jun	11xA	0		Resigned	
Modern Mining	Apr -Jun	Mly	12,617	12,617	3.8%	30.5%
Modern Quarrying	Apr -Jun	Q	5,920	5,920	6.3%	Reporting Change
Retail						
DIY And Industrial Trade News	Apr -Jun	Mly	10,484	10,484	-2.8%	39.8%
Pharmacy Magazine (former Frontshop)	Apr -Jun	Mly	18,279	18,279	-1.0%	26.5%
Spotong:	Apr -Jun	AltM	0	Changed Sector		Reporting Change
Supermarket and Retailer	Apr -Jun	Mly	0		Changed Sector	
Transport and Logistics						
Freight News Features	Apr -Jun	Mly	5,893	6,160	5.5%	20.5%

Custom Magazines

Following a bleak Q1 2022, this is a good quarter for the category with increases in nine of its 14 sectors.

The Youth sector magazines had increases on the previous quarter. Women's General sector has only one magazine, but it showed an increase on the previous quarter.

Sport & Hobby had two of its four magazines increase on the previous quarter. Both magazines in the Male sector had increases on the previous quarter with *Man* increasing by double figures.

The In-flight sector had one increase and one resignation. Given there are only two magazines, this leaves only *In Flight Magazine* in the sector.

In the Travel, Tourism and Hospitality sector, *Premier* showed a double figure increase on the previous quarter.

Farming						
Publication	Period	Frequency	Free circulation	Total circulation	%change quarter	%change year
Dairy Mail, The	Apr -Jun	Mly	2,320	2,325	4.9%	-11.9%
Rooi Meis / Red Meat,	Jan -Jun	AltM	0		Reporting Change	
Wolboer / Wool Farmer	Jan -Jun	AltM	0		Reporting Change	
Health & Wellbeing						
Fitlife	Apr -Jun	Mly	365	21,701	-6.7%	-12.0%
Journal of Endocrinology, Metabolism & Diabetes SA	Apr -Jun	3xA	0	No Issue		Reporting Change
SAPharmaceutical Journal	Apr -Jun	10xA	0	No Issue		Reporting Change
SAPharmacist's Assistant (SAPA)	Jul -Jun	Q	0	Reporting Change		
South African Medical Journal	Apr -Jun	Mly	8,732	8,992	-3.3%	-3.8%
Southern African Journal of Anaesthesia & Analgesia	Apr -Jun	AltM	1,996	1,996	-8.5%	Reporting Change
Home						
Fresh Living	Apr -Jun	Q	0	No Issue		Reporting Change
Living Space	Apr -Jun	Mly	1,346	35,205	7.5%	-0.6%
My Kitchen	Apr -Jun	Mly	2,339	69,304	7.0%	3.0%
Industry Specific						
Forum Tydskrif	Apr -Jun	Q	149,634	149,634	No Issue	Reporting Change
J S E	Apr -Jun	Q	13,670	14,475	0.0%	Reporting Change
Sea Rescue	Apr -Jun	3xA	19,636	19,636	No Issue	Reporting Change
Servamus	Apr -Jun	Mly	55	8,293	-3.3%	-11.8%
In-flight						
In Flight Magazine	Apr -Jun	Mly	28,181	28,181	19.5%	6.1%
Skyways	Apr -Jun	Mly	0		Resigned	
Leisure						
Private Edition	Apr -Jun	Q	9,239	9,239	No Issue	Reporting Change
Taste	Apr -Jun	AltM	1,598	32,767	-1.1%	17.9%
Male						
Man	Apr -Jun	Mly	1,805	50,123	16.1%	26.0%

Tech	Apr -Jun	Mty	2,248	31,283	0.9%	-2.6%
Motoring						
Motor	Apr -Jun	Mty	496	12,485	-14.9%	-31.9%
Professional						
Accountancy SA	Apr -Jun	11xA	0		Changed Sector	
De Rebus	Apr -Jun	11xA	0	Changed Sector		
Retail						
Clicks Club Card	Jan -Jun	AltM	0		Reporting Change	
Club Magazine	Apr -Jun	Mty	11,478	263,278	2.3%	3.0%
Jet Club	Apr -Jun	7xA	262,502	262,502	-6.9%	Reporting Change
Sport and Hobby						
Game & Hunt/Wild & Jag	Apr -Jun	Mty	64,944	66,612	-7.5%	13.1%
SA Hunter/Jagter	Apr -Jun	8xA	0	31,988	0.0%	Reporting Change
Soccer Club	Apr -Jun	Mty	1,768	46,442	7.5%	1.5%
Sports Club	Apr -Jun	Mty	1,263	86,753	4.7%	8.8%
Travel, Tourism & Hospitality						
Escapes	Apr -Jun	Mty	775	17,795	-2.9%	-12.7%
Premier	Apr -Jun	Mty	7,702	7,702	12.0%	-42.1%
Rove SA	Apr -Jun	2xA	7,841	10,589	No Issue	New Member
Woman's General						
Balanced Life	Apr -Jun	Mty	1,282	48,877	4.9%	4.1%
Youth						
ClubX	Apr -Jun	Mty	2,935	87,962	8.7%	33.5%
Kids Super Club	Apr -Jun	Mty	2,659	64,202	1.8%	-2.9%

Free magazines

In a quiet quarter for this category, there were four magazines that increased over the previous quarter and five that increased over the prior year. Two had a 0% increase/decrease and the rest had decreases on the previous quarter.

Publication						
Botswana Advertiser.	Apr -Jun	F	99,965	1.7%	5.3%	
Get It (Ballito to Umhlanga)	Apr -Jun	Mty	11,715	7.2%	17.6%	
Get It (Bloemfontein)	Apr -Jun	Mty	6,890	0.0%	0.0%	
Get It (Highway)	Apr -Jun	Mty	11,822	20.6%	20.1%	
Get It (Jo'burg South)	Apr -Jun	Mty	14,716	-0.1%	1.0%	
Get It (Jo'burg West)	Apr -Jun	Mty	14,566	-1.2%	-1.0%	
Get It (Lowveld)	Apr -Jun	Mty	6,200	0.0%	0.0%	
Get It (Northern Suburbs Joburg)	Apr -Jun	Mty	14,783	-0.3%	-0.1%	
Get It (Pretoria)	Apr -Jun	Mty	14,748	0.5%	1.9%	



Newspapers ABC Q2 2022: Local and Free newspapers steady the ship

Danette Breitenbach 16 Aug 2022



ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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