

# Magazines ABC Q4 2022: Magazine category looks up

By  Danette Breitenbach

22 Feb 2023

The Audit Bureau of Circulations (ABC) of South Africa's Quarter 4, 2022 shows that the magazine category is looking up, due to business-to-business (B2B) and custom magazines increasing distribution from Quarter 3, 2022.



Source: MSN [MSN](#) The ABC Q4 2022 is out

However, in particular, consumer magazines and free magazines have not yet found their feet, with the two sectors mainly showing declines in Q4, 2022 on Q3, 2022 as well as the number of publications changing sector, resigning or no issue.

In a statement the ABC has also noted the growth of digital magazines. "In general, digital growth is drastic across the board as many publishers opt for hybrid or digital-only publications. The true impact of digital-only remains to be seen."

It adds that digital publications have increased from 333,068 (Q3, 2022) to 382,135 (Q4, 2022).

## Consumer Magazines

Of the 17 sectors the Business and News sector fared the best in terms of number of publications that increased on the previous quarter, with the Family Interest sector faring that worst with no increases on the previous quarter. The same can be said for the Home sector, except for *Lose It* and *The Gardener/Die Tuinier* which both showed increases on the previous quarter with *the Gardener/Die Tuinier* also showing an increase on the prior year.

The Male and Women's General sectors continued to decline except for *Rooi Rose* (a new member) and *Women and Home*. In the Male sector the two publications both did, however, have an increase on the prior year.

The only two publications in the Youth sector have both resigned.

Arts, Culture and Heritage					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Mtly	8,435	8,435	-2.9%	3.9%
Val de Vie Magazine	2xA	0	No Issue		
Business and News					
Business Brief	AltM	0	Changed Sector		
Financial Mail	Wkly, Fr	2,659	12,066	1.0%	-5.4%
Forbes Africa	AltM	3,892	9,216	0.9%	-10.6%
SA Real Estate Investor Magazine	Mtly	0	Changed Sector		
The Big Issue Magazine	Mtly	79	7,415	21.7%	3.9%
Conservation and Wildlife					
African Birdlife	AltM	537	6,303	-2.0%	3.6%
Entertainment					
TV Plus (Afrikaans)	F	0	11,555	-1.6%	-12.3%
TV Plus (English)	F	0	2,323	2.1%	-32.5%
Family Interest					
Huisgenoot	Wkly, Th	4,571	105,296	-7.8%	-18.9%
LIG	11xA	860	14,988	-2.8%	-14.6%
Plus 50	6xA	2,140	5,309	-9.7%	-8.2%
Spot-On (Formerly known as Spotong)	AltM	0	No Issue		Changed Sector
The Crest	7xA	10,289	10,289	-1.6%	-19.4%
The Ridge	8xA	12,217	12,217	-0.1%	-24.2%
You	Wkly, Th	3,626	53,963	-8.1%	-21.7%
Farming					
Farmer's Weekly	Wkly, Fr	470	6,415	-5.1%	-10.4%
Grond tot Mond	Q	0	No Issue		
Landbouweekblad	Wkly, Th	0	11,162	1.2%	-11.1%
Marktoe!	Mtly	12,792	12,792	-5.9%	19.7%
Veeplaas.	11xA	0	Changed Sector		
Health & Wellbeing					
Grow to Eat	3xA	2,441	11,731	Reporting Change	5.6%
Odyssey Magazine.	Q	0	Resigned		
Home					
Conde Nast House & Garden	Mtly	4,940	11,821	-1.5%	-0.9%
Easy DIY	Q	0	3,520	-26.3%	-43.5%
Food&Home Magazine	Q	2,025	13,348	New Member	
Lose It,	Q	0	9,618	13.6%	-12.6%
SA Home Owner	11xA	3,636	17,061	-12.9%	-24.3%
Sarie Kos / Food	Q	0	13,218	-13.3%	-29.7%
The Gardener / Die Tuinier	Mtly	10,345	25,808	2.3%	15.1%
Tuis Home	8xA	1,713	62,379	-6.5%	-14.7%
Vsi	6xA	1,555	10,279	-25.0%	-14.6%
Leisure					
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Ann	10,270	20,718	Reporting Change	
Life & Style.	4xA	4,800	4,800	New Member	
Silver Digest	4xA	0	No Issue		
Male					
GQ	5xA	2,880	4,928	-9.5%	0.2%
Popular Mechanics	Mtly	3,449	13,164	-2.5%	8.4%
Very Interesting (former Braintainment)	AltM	0	Resigned		
Motoring					
Bike SA	Mtly	0	Publication Closed		
Car	Mtly	16,233	41,097	-2.4%	-4.6%



earthworks	Oct -Dec	Q	0	Resigned		
Floors in Africa	Oct -Dec	7xA	0	Changed Sector		
Leading Architect & Design	Oct -Dec	AltM	6,799	6,862	2.9%	-4.8%
SABuilding Review	Oct -Dec	Ann	0	No Issue	Reporting Change	
Timber IQ	Oct -Dec	AltM	0	Resigned		
To Build	Oct -Dec	3xA	8,626	9,826	-0.2%	-0.7%
Walls & Roofs in Africa	Oct -Dec	7xA	0	Changed Sector		
<b>Automotive</b>						
Taxi Guardian	Oct -Dec	Mily	0	No Audit		New Member
<b>Civil Construction</b>						
Civil Engineering	Oct -Dec	Mily	0	Changed Sector		
Construction World	Oct -Dec	Mily	16,499	16,499	5.0%	19.3%
IMESA	Oct -Dec	11xA	12,118	12,118	0.4%	2.8%
Spec Handbooks	Oct -Dec	Ann	0	No Issues		
<b>Communications</b>						
Future SA	Oct -Dec	4xA	5,059	7,336	-8.9%	New Member
Nex Media	Jul -Jun	4xA	0	Resigned		
SA Profile	Oct -Dec	Ann	0	No Issue	Reporting Change	
Service	Oct -Dec	Q	4,958	4,958	No Issue	0.2%
<b>Electrical Engineering</b>						
Electricity & Control	Oct -Dec	Mily	13,416	13,416	2.9%	18.3%
ESI Africa	Oct -Dec	Q	3,283	3,283	Reporting Change	
Sparks Electrical News	Oct -Dec	Mily	14,176	14,176	2.5%	17.4%
<b>Engineering - Other</b>						
Capital Equipment News	Oct -Dec	Mily	12,773	12,773	0.6%	18.8%
Dataweek	Oct -Dec	Mily	2,792	2,792	0.8%	-1.0%
MechChem Africa	Oct -Dec	AltM	9,824	9,824	-5.2%	22.2%
Motion Control	Oct -Dec	Q	2,093	2,093	5.0%	4.2%
Plumbing Africa	Oct -Dec	Mily	10,854	10,950	14.2%	13.7%
Refrigeration and Airconditioning	Oct -Dec	Mily	6,989	7,004	3.1%	0.2%
SA Instrumentation & Control	Oct -Dec	Mily	4,263	4,263	2.5%	3.8%
Water & Sanitation Africa	Oct -Dec	AltM	7,618	7,618	-0.4%	9.9%
<b>Health and Wellbeing</b>						
Fire Protection	Oct -Dec	Q	0	Changed Sector		
Hi-Tech Security Solutions	Oct -Dec	8xA	4,235	4,235	2.6%	2.9%
Medical Chronicle	Oct -Dec	11xA	26,820	26,820	0.8%	9.4%
MIMS	Oct -Dec	Mily	171	1,802	-51.5%	-11.9%
Modern Medicine Magazine	Oct -Dec	AltM	2,929	3,437	-5.3%	-16.6%
South African Pharmaceutical & Cosmetic Review	Oct -Dec	11xA	2,970	2,990	3.1%	-1.8%
The Specialist Forum Journal	Oct -Dec	11xA	21,835	21,835	-0.9%	1.0%
<b>Hospitality, Catering and Tourism</b>						
Meetings	Oct -Dec	AltM	4,615	4,615	-2.9%	Changed Sector
Meetings	Oct -Dec	AltM	0	Changed Sector		
The Meetings & Event Planner (former SA Conference Directory)	Oct -Dec	Ann	0	No Issues	Reporting Change	
<b>Industry</b>						
Analytical Reporter	Oct -Dec	AltM	5,525	5,525	1.5%	-2.4%
Cold Link Africa	Oct -Dec	AltM	4,179	4,186	3.6%	-0.6%
Eastern Cape Business..	Jul -Jun	Ann	0	Reporting Change		
Free State Business,	Oct -Dec	Ann	4,964	4,964	Reporting Change	-50.1%
Gauteng Companies	Oct -Dec	Ann	4,949	4,949	Reporting change	
Industrial Buyer	Oct -Dec	AltM	0	Resigned		
Jewellers' Network Directory	Oct -Dec	Ann	0	Resigned	Suspended	
KwaZulu Natal Business..	Jul -Jun	Ann	0	Reporting Change		
Lighting in Design	Oct -Dec	Q	7,167	7,167	4.0%	28.4%

Limpopo Business.,	Oct -Dec	Ann	4,943	4,943	Reporting Change	-50.3%
LINKED by Jewellers Network	Jul -Jun	Q	0	Resigned		
Mpumalanga Business.,	Oct -Dec	Ann	0	No Issue		
North West Business..	Jul -Jun	Ann	0	Reporting Change		
Northern Cape Business..	Jul -Jun	Ann	0	Reporting Change		
Opportunity (Exploring Business Prospects in SA)	Jul -Jun	Q	0	Reporting Change		
Opportunity (Exploring Business Prospects in SA)	Oct -Dec	Q	4,921	4,921	0.1%	Reporting Change
Resource	Oct -Dec	Q	6,471	6,471	-7.3%	20.6%
SA Affordable Housing	Oct -Dec	AltM	0	Resigned		
Smart Energy International	Oct -Dec	AltM	0	No Submission		
South African Business	Oct -Dec	2xA	9,928	9,928	Reporting change	-33.5%
South African Food Review	Oct -Dec	11xA	2,856	2,905	-23.1%	-37.4%
The Journal of African Business	Oct -Dec	Q	4,961	4,961	New Member	
The Responsible & Sustainable Tourism Handbook	Oct -Dec	Ann	0	Terminated		
Western Cape Business,	Oct -Dec	Ann	4,949	4,949	Reporting Change	-50.2%
<b>Information and Computer Technology</b>						
Brainstorm	Oct -Dec	11xA	4,373	9,170	15.3%	8.4%
The Margin	Oct -Dec	Q	0	Merged into Brainstorm		
<b>Management</b>						
African Decisions	Oct -Dec	Q	10,889	12,119	5.8%	15.3%
Black Business Quarterly	Oct -Dec	Q	36,528	37,349	-21.1%	-63.9%
Blue Chip,	Oct -Dec	Q	18,010	18,010	143.1%	Reporting Change
Business Day Earth	Oct -Dec	Ann	11,900	19,800	New Member	
Business Day Empowerment	Oct -Dec	Ann	9,300	19,800	New Member	
FA News	Oct -Dec	AltM	2,753	2,919	0.1%	1.0%
KZN Invest	Oct -Dec	Q	5,147	5,147	-3.2%	-9.1%
Leadership	Oct -Dec	Mily	39,671	39,868	-4.6%	-18.6%
Money Marketing	Oct -Dec	Mily	7,427	7,433	-0.1%	-8.0%
South African Business Intergrator	Oct -Dec	2xA	8,560	9,810	-1.0%	11.1%
Top Women in Business & Government	Oct -Dec	Ann	0	Terminated		Non Submission
<b>Mining &amp; Quarrying</b>						
African Mnes Handbook	Oct -Dec	Ann	1,349	1,980	Reporting Change	54.6%
African Mining Brief	Oct -Dec	AltM	0	No Submission		
African Mining Inc. Mining Mirror	Oct -Dec	11xA	21,079	21,167	0.9%	-6.2%
Earthbroker	Oct -Dec	Mily	5,382	5,382	0.0%	0.0%
Engineering News & Mining Weekly	Oct -Dec	Wkly, Fr	9,984	12,688	-2.5%	6.7%
Inside Mining	Oct -Dec	Q	9,094	9,094	-5.5%	Reporting Change
Mining Business Africa	Oct -Dec	6xA	0	No Submission		New Member
Mining Review Africa.	Oct -Dec	11xA	4,663	4,663	No Issue	136.0%
Modern Mining	Oct -Dec	Mily	13,634	13,634	3.8%	20.6%
Modern Quarrying	Oct -Dec	Q	6,480	6,480	-2.1%	32.7%
<b>Retail</b>						
DIY And Industrial Trade News	Oct -Dec	Mily	10,264	10,264	-1.6%	2.2%
Pharmacy Magazine (former Frontshop)	Oct -Dec	Mily	15,795	15,795	-8.0%	-20.7%
Supermarket and Retailer	Oct -Dec	Mily	0	Changed Sector		
<b>Transport and Logistics</b>						
Freight News Features	Oct -Dec	Mily	5,918	6,157	4.7%	7.7%

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

Karabo Ledwaba 15 Nov 2022





## Custom Magazines

Custom Magazines increased on the back of *Jet Club* from 1,262,183 (Q3, 2022) to 1,494,116 (Q4, 2022).

Of the 14 sectors in the category, all had some increases on the previous quarter with six sectors with all increases on the previous quarter. The exception is the Health & Wellbeing sector which has only a changed publisher, two reporting changes, two no issues and one suspension.

While *In-Flight Magazine* showed good increases on the previous quarter and prior year, the resignation of Skyways, the only other publication in this sector, leaves it the lone survivor in the sector.

The best performing publications are *Man* and *Club* both on the previous quarter and prior year.

Farming					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Dairy Mail, The.	Mtly	1,161	1,161	3.6%	-48.5%
Wolboer / Wool Farmer	AltM	0	Changed Sector		
Health & Wellbeing					
Fitlife.	Mtly	0	Changed Publisher		
Journal of Endocrinology, Metabolism & Diabetes SA	3xA	0	Resigned	Reporting Change	
SA Pharmaceutical Journal	10xA	0	4,254	Reporting Change	-36.3%
SA Pharmacist's Assistant (SAPA)	Q	0	Resigned	No Issue	
South African Medical Journal	Mtly	8,474	8,725	Suspended	-6.0%
Southern African Journal of Anaesthesia & Analgesia	AltM	0	Resigned	No Issue	
Home					
Fresh Living	Q	11,549	27,939	-24.4%	-26.9%
Living Space..	Mtly	474	37,812	2.3%	8.5%
My Kitchen..	Mtly	686	74,893	5.7%	11.1%
Industry Specific					
Forum Tydskrif	Q	149,710	149,710	0.0%	0.4%
J S E	Q	12,485	14,234	-7.5%	-1.3%
Sea Rescue	3xA	17,866	17,866	-3.2%	13.6%
Servamus	Mtly	43	8,143	-4.5%	-9.7%
In-flight					
In Flight Magazine	Mtly	32,471	32,471	8.1%	13.6%
Skyways	Mtly	0	Resigned		
Leisure					
Private Edition	Q	9,245	9,245	0.9%	15.6%
Taste.	AltM	1,144	34,554	-2.0%	7.4%
Male					
Man	Mtly	400	56,914	10.4%	34.8%
Tech..	Mtly	700	32,310	4.7%	0.0%
Motoring					
Motor..	Mtly	0	Changed Publisher		
Professional					
Accountancy SA	11xA	0	Changed Sector		
De Rebus	11xA	0	Changed Sector		
Retail					
Club Magazine	Mtly	5,133	269,265	1.8%	6.4%
Jet Club	7xA	0	233,005	No Issue	-15.6%
Sport and Hobby					

Game & Hunt/Wild & Jag	Mty	66,601	68,074	2.3%	-0.7%
SA Hunter/Jagter	8xA	0	28,929	-1.0%	-13.8%
Soccer Club	Mty	500	48,484	2.4%	12.1%
Sports Club.	Mty	570	97,305	8.1%	20.5%
Midland Magazine	Mty	0	Changed Sector		
<b>Travel, Tourism &amp; Hospitality</b>					
Escapes	Mty	0	Changed Publisher		
Premier	Mty	8,373	8,373	6.2%	-39.6%
Rove SA	2xA	8,012	9,206	-12.5%	-2.9%
<b>Woman's General</b>					
Balanced Life	Mty	276	49,723	1.4%	2.9%
<b>Youth</b>					
ClubX	Mty	333	101,288	9.3%	37.7%
Kids Super Club.	Mty	766	70,233	6.9%	7.1%

## Free magazines

This smaller category had only one increase on the previous quarter and three increases on the prior year. Four publications were stable with no increases, but also no decreases. The declines in circulation on the previous quarter were generally low. The same can be said for the Q4 2022 increases/declines on the prior year.

*Get It (Highway)* and *Get It (Jo'burg West)* had the biggest declines on the previous quarter and prior year.

Publication	Frequency	Total circulation	%change quarter	%change year
Botswana Advertiser.	F	99,965	0.0%	5.3%
Get It (Ballito to Umhlanga)	Mty	11,964	0.0%	20.1%
Get It (Bloemfontein)	Mty	6,890	0.0%	0.0%
Get It (Highway)	Mty	11,813	2.9%	20.2%
Get It (Jo'burg South)	Mty	14,750	-0.3%	0.5%
Get It (Jo'burg West)	Mty	13,275	-5.2%	-10.4%
Get It (Lowveld)	Mty	6,200	0.0%	0.0%
Get It (Northern Suburbs Joburg)	Mty	14,750	-1.0%	-0.7%
Get It (Pretoria)	Mty	14,657	-1.3%	0.0%

## 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 VmIs.

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