

ABC Q3 2017 results continue declining trend

By  Danette Breitenbach

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The Audit Bureau of Circulations of South Africa (ABC) third quarter results released this morning show the continuation of the declining trend seen in Q1 and Q2 of this year, both in the press and magazine categories.



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Press overview

In the press category the total newspaper circulation declined by 1.5% on the previous quarter, and six percent on the prior year.

Daily newspapers

Daily newspapers declined on the previous quarter, by 3.9% and almost 12% (11.9%) on the prior year.

Of the dailies *Isolezwe* increased by 0.4% on the previous quarter, but still saw a decline of 9.5% over the prior year. Gauteng-based *The Star* and *The Pretoria News* declined over the previous quarter and over the prior year, as did *The Times*, which Tiso Blackstar recently announced it would be closing. The paper showed the biggest decline in this category, declining by 23.7% over the prior year, followed by *The Pretoria News* and *The Star*, which declined by 17.3% and 12.4% over the prior year, respectively.

Over the previous quarter *The Pretoria News* showed the biggest decline quarter (8.7%) with *The Star* and *The Times* neck to neck with a decline of 6.3% and 6.2% (respectively).

Publication	Circulation	%change quarter	%change year
Daily Sun	155,908	-5.5%	-15.0%
Daily Nation	125,092	-1.2%	-6.2%
Isolezwe	85,807	0.4%	-9.5%
Star, The	75,288	-6.3%	-12.4%
Sowetan	73,650	0.1%	-16.6%
Son (Daily)	66,645	-7.5%	-8.9%
Burger, Die Daily	46,379	-2.7%	-6.1%
The Times.	45,098	-6.2%	-23.7%
Citizen, The (Daily)	44,216	0.2%	-3.8%
Namibian, The	38,967	-3.6%	-9.8%
Beeld, Daily	37,560	-6.0%	-13.4%
Bukedde	34,477	4.1%	75.8%
Cape Times	29,608	-4.4%	-4.8%
Cape Argus	27,640	-4.8%	-8.1%
New Vision	26,930	0.0%	-3.3%
Mercury, The	25,129	-4.7%	-2.4%
Daily News	23,283	-1.2%	-8.0%
Times of Swaziland	21,903	-2.6%	1.7%
Business Day	20,030	-0.1%	-15.2%
Herald, The	18,172	-3.6%	-10.9%
Daily Dispatch	18,086	-3.8%	-12.9%
Daily Monitor	17,736	3.5%	-4.9%
Volksblad - Daily	14,259	-3.0%	-9.2%
Taifa Leo	14,093	7.2%	2.4%
Witness, The	12,637	-3.7%	-6.9%
Pretoria News	12,570	-8.7%	-17.3%
Zambia Daily Mail	7,806	-21.5%	-33.8%
Diamond Fields Advertiser	7,563	-4.5%	-8.5%



Significant losses for some in Q2 ABC

Danette Breitenbach 10 Aug 2017



Weekly newspapers

While increasing on the previous quarter by 3.8%, weekly newspapers decreased by 6.5% on the prior year. *Soccer Laduma* almost completely reversed its previous quarter decline of 8.2% in Q2 (over Q1), with an 8.1% increase. It, however, decreased by 4.6% year on year (vs Q2's increase of 6.5% over the prior year).

The Lesotho Times followed the same trend, increasing by 2.8% on the prior quarter, but dropping 5.5% over the prior year. *The Post* was the big loser in the category, showing a decline of 7.6% over the prior quarter and 14.7% over the prior year.

Publication	Circulation	%change quarter	%change year
Soccer Laduma	281,950	8.0%	-4.6%
Ilanga	63,718	-2.1%	-11.5%
Post, The	36,703	-7.5%	-14.7%
Mail & Guardian	27,766	-5.6%	-3.5%
Voice, The	15,708	-4.9%	-13.5%
Botswana Guardian	11,889	2.1%	0.7%

Botswana Gazette , The	10,359	-2.5%	-5.9%
Confidente	9,029	4.4%	-18.9%
The Monitor (Formerly Mmegi Monitor)	7,993	-5.4%	-8.2%
Lesotho Times	7,792	2.8%	5.6%
Midweek Sun, The	7,578	-6.4%	1.2%
Mmegi Reporter, The	6,131	-3.9%	-7.0%

Weekend newspapers

The weekend newspapers did not fare any better and continued the declining trend set by the dailies and weeklies, with a 3.4% decline on the previous quarter, and the biggest overall decline in the press category of 12.1% decline on the prior year.

Two titles increased their quarter percentage over the prior quarter, *Ilanga Langesonto* (2.3%) and *Sunday World* (0.7%).

Sunday World also laid claim to the biggest decline on the prior year with a drop of 22.1%. *The Pretoria News Saturday* declined by double figures both over the prior quarter (11.1%) and prior year (16.6%). *Ilanga Langesonto* declined 11.7% over the prior year.

Publication	Circulation	%change quarter	%change year
Sunday Times	260,781	-0.7%	-8.0%
Sunday Nation	144,554	1.5%	-3.1%
Rapport	115,878	-6.8%	-9.3%
Sunday Sun	75,906	-3.1%	-25.5%
Isolezwe ngeSonto	67,499	-1.5%	-10.1%
Isolezwe ngoMgqibelo	65,213	-5.2%	-13.8%
City Press	62,962	-8.3%	-25.0%
Burger, Die Saturday	59,048	-3.4%	-6.0%
Sunday World	54,836	0.7%	-22.1%
Weekend Argus	51,651	-1.5%	-4.6%
Sunday Tribune	51,510	-2.3%	-15.8%
Saturday Star, The	44,929	-7.1%	-12.2%
Son op Sondag (formerly Sondag Son)	38,066	-7.3%	-12.7%
Ilanga Langesonto	37,746	2.3%	-11.7%
Beeld, Saturday	36,962	-3.7%	-8.3%
Independent on Saturday	35,092	-5.9%	-5.4%
Citizen, The (Saturday)	32,646	-3.4%	-1.9%
Sunday Vision	17,599	-1.1%	-5.2%
Weekend Post	16,458	-6.1%	-7.6%
Saturday Dispatch	16,372	-0.6%	-7.2%
Volksblad - Saturday	13,470	-4.4%	-7.6%
Taifa Jumapili	12,978	9.2%	5.8%
Weekend Witness	12,555	-3.8%	-9.1%
Sunday Monitor	11,476	0.6%	-5.5%
The Southern Cross	7,744	-3.5%	-6.7%
Pretoria News Saturday	7,530	-11.1%	-16.6%
Sunday Mail	5,213	-37.6%	-41.0%

Local newspapers

These remained static compared to the previous quarter, with a 6.6% decline on the prior year. The biggest upward move is from *Tembisan*, with a massive increase over the prior quarter by 64.7%. This reflected a large drop in circulation in the previous quarter. This quarter's figure is in line with that of the previous year.

While *Grocott's Mail* showed the biggest decline – 45.7% – over the prior year, continuing its downward trend from Q2, when it also declined significantly by 50% over the prior year. The paper did show a slight increase over the prior quarter

of 4.5%, as opposed to its Q2 decline of 26.5%. *Grocott's Mail* claimed PDF replica editions in the previous year.

The Limpopo Mirror (6.4%) and *Rustenburg Herald* (7.1%) both increased their percentage over the prior quarter and prior year – *The Mirror* by 6.4% and 3.4 % and *The Herald* by 7.1% and 4.6 %, continuing to build on the increases it gained in Q2. *The Tembisan* lost 4.1% on the prior year.

Publication (top 20)	Circulation	%change quarter	%change year
African Reporter	22,075	2.6%	-0.6%
Witbank News, Fri	18,531	2.1%	-5.5%
Rustenburg Herald	18,270	7.1%	4.6%
George Herald (Thursday)	14,963	-3.3%	-5.1%
Middelburg Observer, Fri	14,389	0.8%	-5.6%
Klerksdorp Rekord	13,490	-2.2%	-7.2%
Lowvelder, The / Laevelder, Die (Friday)	13,001	-7.7%	-5.9%
South Coast Herald	12,204	-1.9%	-5.3%
Lowvelder, The / Laevelder, Die (Tuesday)	12,008	-2.8%	-7.1%
Paarl Post	11,787	-0.7%	-0.1%
The Mail	10,664	4.6%	-2.8%
Weslander, The	10,206	-1.2%	-4.4%
Worcester Standard	8,612	-3.4%	-1.5%
Limpopo Mirror	7,997	6.4%	3.4%
Gemsbok	7,873	-5.6%	-14.1%
Mpumalanga News	7,846	3.8%	-3.3%
Mosselbay Advertiser	7,192	-3.9%	-6.3%
Vaalweekblad	6,811	-4.0%	-12.4%
District Mail	6,788	-3.5%	-11.7%
Capricorn Voice	5,910	-11.9%	-15.8%

Free newspapers

While showing a decrease of 1.2% on the previous quarter, local newspapers increased by 3.8% on the prior year.

New member *Public Eye Free State* had a 46.4% increase on the prior quarter. The big winner in this category, *Umgungundlovu Eyethu*, grew by 42.2% over the prior quarter and 41.1% over the prior year. This follows its change to *Umgungundlovu Eyethu* from *Umngeni Eyethu* as well as the fact that it is now covering a larger area.

Other movers included *Dolphin Coast Mail* and *East Coast Mail*, with both titles increasing by 8.3% over the prior quarter and the prior year.

Publication (top 20)	Circulation	%change quarter	%change year
PE Express	119,922	0.0%	13.2%
Tame Times - Weekly	108,437	0.7%	Rebranded
Sedibeng Ster	100,985	0.0%	0.0%
Msunduzi News	99,990	0.0%	0.0%
Plainsman	88,536	0.0%	0.0%
People s Post Mitchells Plain	83,340	0.0%	0.0%
Vukani	81,100	0.0%	0.0%
Rekord East/Oos	78,642	-0.2%	-0.2%
Tabletalk	67,523	0.0%	0.0%
Randburg Sun	60,019	0.5%	0.6%
Rekord Centurion	60,010	-0.1%	-0.1%
Mthatha Express	59,987	0.0%	0.0%
The Rising Sun.	59,960	0.0%	0.0%
Athlone News	55,937	0.0%	0.0%
Kempton Express	55,507	0.2%	0.5%
Highway Mail	54,555	0.0%	0.0%

Northern News - Kraaifontein, Brackenfel, Kuils River	53,500	0.0%	0.0%
Phoenix Tabloid	51,825	0.7%	0.7%
Roodepoot Record	51,467	-0.1%	0.7%

Magazine overview

Total magazine circulation declined by 2.6% on the previous quarter, and by 13.5% on the prior year.

Consumer magazines

While consumer magazines increased by 5.2% on the prior year, this increase is due to several titles changing sector from custom to consumer. If these moves are discounted, then the category actually declined by 7.6% on the prior year. The category decreased by 2.1% on the previous quarter.

Hello Johannesburg showed the biggest increases over the prior quarter (51.6%) and over the prior year (60.3%). This follows an increased bulk requested – domestic distribution because of a special event in September 2017.

The quarter's other biggest percentage increases are from *Elle*, of 38.5%, which increased back issues, bringing it in line with the prior year, as did *Bike SA* (22.1%). *Golf Digest* increased by 21.8% off increased business subscriptions compared to the previous quarter, and back issues compared to the prior year. *Caravan & Outdoor Life* increased both copy sales and back issues to show an increase of 21.4%

The other titles biggest percentage change over the prior year are *Finweek* (58.3%), which increased PDF replica editions below 50% of cover price and *Golf Digest* (53.3%).

Showing a decline over the prior year are *The Gardener/Die Tuinier* (11.1%) and *Glamour* (3.9%).

Publication (top 50)	Circulation	%change quarter	%change year
Huisgenoot	190,586	-3.1%	-10.2%
Sports Club	153,840	-4.5%	Changed sector
Post Matric	134,200	0.0%	New member
Kids Super Club	118,672	7.0%	Changed sector
My Kitchen.	98,017	4.6%	Changed sector
You	97,506	-5.3%	-11.0%
Kuier	91,672	-7.2%	-3.1%
Tuis Home	80,101	7.2%	3.7%
The Official Safeways K53 Learner's and Driver's Manual	74,475	0.0%	New member
Woman and Home	73,294	-4.7%	-6.0%
Bona	71,952	6.0%	1.0%
Kuier Combo	70,539	0.0%	-2.5%
Move!	70,062	-2.7%	-17.4%
Living Space.	68,827	-3.1%	Changed sector
Modern Athlete	68,669	-7.3%	29.6%
Taalgenoot.	68,427	0.0%	-0.9%
Tech.	66,088	-0.6%	Changed sector
Rooi Rose	63,818	-7.7%	-6.2%
Car	62,130	-2.8%	5.1%
Sarie	57,272	-11.2%	-14.4%
Expectant Mothers Guide	55,647	0.0%	0.8%
Child Magazine - Johannesburg.	55,241	0.0%	Changed freq.
Weg/Go	53,897	-3.0%	-5.6%
MamaMagic Milestones	50,209	0.0%	0.3%
Vroue Keur	48,536	-7.9%	-11.0%
SA Hunter/Jagter	47,931	-0.5%	9.1%
Child Magazine - Cape Town.	47,837	0.0%	Changed freq.
SA Garden and Home	47,299	-8.7%	-8.1%

Finesse.	45,973	0.0%	Changed freq.
Glamour	45,478	5.3%	-3.9%
The Great Outdoors Guide / Die Groot Buitelewegids	43,461	0.0%	-20.4%
Getaway	42,590	0.9%	1.8%
Mtor.	41,035	-1.4%	Changed sector
Drum	40,680	-8.9%	-19.5%
Child Magazine Pretoria.	40,050	0.0%	Changed freq.
Child Magazine - Durban.	40,045	0.0%	Changed freq.
The Gardener / Die Tuinier	38,806	13.7%	-11.1%
SA Home Owner	38,536	-0.5%	-3.7%
Good Housekeeping / Goeie Huishouding	37,753	-18.0%	-21.6%
go! Drive & Camp and Weg! Ry & Sleep	37,413	#VALUE!	Rebranded
Cosmopolitan	37,128	7.1%	-12.8%
People	34,787	-9.4%	-17.8%
Business Brief.	33,111	0.0%	Changed sector
Landbouweekblad Boerekos	33,042	0.0%	-10.1%
Fairlady	32,975	2.5%	-8.5%
Weg / Go Platteland	32,729	0.0%	-7.6%
Conde Nast House & Garden	32,595	0.0%	-5.2%
Women's Health.	31,520	-3.7%	-11.4%
Weg Namibië / Go Namibia	30,585	0.0%	-13.8%
Signature Golf	30,526	0.0%	New Member

B2B magazines

The business to business (B2B) magazines, while increasing by one percent on prior year, the category declined by two percent on the previous quarter. Despite this *Public Sector Manager*, *Stockfarm*, *Travel News Weekly* and *Risk Africa* all showed an increase over the prior quarter. *Public Sector Manager* had the biggest increase of 37.4%, followed by *Stockfarm* (18.2%), *Travel News Weekly* (15%) and *Risk Africa* (14.2%).

Publication (top 30)	Circulation	%change quarter	%change year
The Greeff Magazine	49,500	0.0%	1.0%
Industrial Buyer	39,830	0.0%	2.6%
Agri Inc. Die Boer / The Farmer.	28,678	0.0%	2.4%
Public Sector Manager	19,728	37.4%	7.6%
South African Business.	19,299	0.0%	New Member
Walls & Roofs in Africa	17,624	0.0%	3.8%
Floors in Africa	17,585	0.0%	3.0%
SA Graan / Grain	16,803	-2.5%	-2.6%
Careers SA	16,000	0.0%	-1.4%
African Decisions	15,843	0.0%	-2.9%
South African Business Intergrator	15,151	0.0%	102.0%
Seeff Property Pages - Atlantic Seaboard & City Bowl	14,900	0.0%	0.0%
Eastern Cape Business..	14,775	0.0%	New member
The Meetings & Event Planner (former SA Conference Directory)	14,773	0.0%	0.7%
Gauteng Companies..	14,719	0.0%	New member
KwaZulu Natal Business..	14,629	0.0%	New member
Western Cape Business.,	14,575	0.0%	New member
Think Sales.	11,655	0.0%	11.9%
Civil Engineering	11,595	-1.3%	2.2%
Automotive Business Review,	11,480	0.0%	Changed freq.
Engineering News	11,213	-1.0%	3.9%
Spotong	11,166	0.0%	14.5%
Mining Weekly	10,731	-0.2%	2.9%
SABuilding Review	10,680	0.0%	3.4%
Medical Chronicle	10,158	0.5%	-3.1%
Impumelelo SA's Top Empowerment Co.	9,883	0.0%	16.7%
The Responsible & Sustainable Tourism Handbook	9,841	0.0%	141.4%

The International FMCG Retailer.	9,818	804.1%	317.4%
Northern Cape Business..	9,790	0.0%	New member
Salga Voice of Local Government	9,785	0.0%	-0.8%

Public Sector Manager and *Travel News Weekly* also showed increases over the prior year (7.6% and 7.9% respectively), while *Stockfarm* and *Risk Africa* had decreases, with *Risk Africa* decreasing by 24% and *Stockfarm* by 6%.

Custom magazines

The decline of 25.7% on the prior year is a result of several titles changing sector from custom to consumer. Excluding these changes, the category declined by 20% on the prior year. The decline was also further impacted by several large titles which were discontinued. The category also declined by 3.3% on the prior quarter.

Publication (top 30)	Circulation	%change quarter	%change year
DSTV Premium Mag / Tydskrif	526,548	-20.5%	-31.9%
Club Magazine	500,357	-4.4%	-16.6%
Edgars Club Magazine	494,696	-5.9%	-28.9%
Jet Club	484,247	0.0%	-20.4%
Fresh Living / Kook en Kuier	461,621	2.7%	-1.3%
Clicks Club Card.	393,476	0.0%	-21.8%
Spur's Secret Tribe Magazine	249,800	0.0%	0.0%
Ackermans Club (formerly A-Plus)	215,392	0.0%	0.6%
Forum Tydskrif	165,375	0.0%	24.9%
Bankmed	164,922	0.0%	54.5%
Jump	113,296	0.0%	6.3%
ClubX	109,414	-1.5%	-12.1%
Solidarity Magazine / Solidariteit Tydskrif	109,083	0.0%	3.8%
Balanced Life	94,329	-1.8%	1.1%
Sawubona	88,611	-0.5%	-0.3%
Life Healthcare	86,647	0.0%	-2.0%
Sea Rescue	81,152	0.0%	8.6%
Soccer Club	75,097	-1.4%	-2.6%
Man	65,578	-3.3%	1.5%
Wild	64,895	0.0%	1.8%
Signature : Diners Club	64,394	0.0%	-0.2%
Best of Cape Town Central City.	59,795	0.0%	0.0%
Medi - Clinic Family	59,325	0.0%	-21.9%
AA Traveller	59,173	0.0%	2.0%
Escapes	56,342	2.2%	-6.8%
Sonke Magazine,	47,688	0.0%	Changed freq.
Equinox	37,285	0.0%	-5.5%
Cheers	34,900	0.0%	Resigned
Pam Golding Properties: Imagine.	33,785	0.0%	Changed sector
Accountancy SA	32,377	-3.4%	-9.2%

Free magazines

The free magazines category was static compared to the previous quarter, but declined by 32.4% on the prior year, the result of a large circulating title whose membership was terminated.

Web traffic

101 titles have submitted web traffic data.

Title (top 20)	Sector	Unique browsers	Web page impressions
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The Citizen	Daily Newspapers	98,732	10,537,928
Daily Sun	Daily Newspapers	94,414	14,140,311
Son	Daily Newspapers	24,337	3,564,469
City Press	Weekend Newspapers	21,933	1,337,340
SARugby	Consumer Magazine	17,281	917,903
Car	Consumer Magazine	14,565	876,738
Good Housekeeping/ Goeie Huishoudng	Consumer Magazine	10,371	571,093
Destiny Magazine	Consumer Magazine	10,178	515,027
Roodepoort Record	Free Newspaper	8,921	461,624
Getaway	Consumer Magazine	8,873	448,814
Lowvelder	Digital	7,949	409,589
Rekord Centurion	Free Newspaper	7,113	314,934
Rekord East/Oos	Free Newspaper	6,892	325,279
Kempton Express	Free Newspaper	6,551	339,869
Krugersdorp News	Free Newspaper	5,876	321,849
Northglen News	Free Newspaper	5,626	281,383
Bona	Consumer Magazine	4,703	255,201
Vrouekeur	Consumer Magazine	4,421	299,025
Destiny Man	Consumer Magazine	4,285	211,012
Highway Mail	Free Newspaper	4,093	193,486

Email newsletter net delivery

36 titles have submitted net delivery data.

Publication (top 20)	Circulation	%change quarter	%change year
Sarie	113633	-7.5%	-48.9%
Getaway Magazine	92379	-0.9%	-1.4%
Fairlady	70040	5.1%	44.1%
Huisgenoot	52694	5.0%	3.8%
Good Taste	50796	0.0%	New Member
Homemakers Fair Johannesburg	47035	-7.8%	New Member
Marie Claire	46869	-4.8%	7.8%
Sarie Kos	45844	0.0%	New Member
Cosmopolitan	44851	8.6%	9.5%
Weg / Go	43193	2.6%	80.9%
Men's Health	42398	-12.9%	-30.5%
Kick Off	40105	-0.6%	-1.2%
Women's Health	36614	-5.7%	-36.5%
Bicycling	32645	0.0%	New Member
House and Leisure	32461	10.7%	24.3%
Runner's World	32227	8.7%	37.9%
go! Drive & Camp and Weg! Ry & Sleep	29856		New Member
Voelgoed	27398	0.0%	New Member
Essentials	25923	10.6%	48.9%
Popular Mechanics	25480	-1.5%	-5.3%

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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