

Magazine Circulation Update

Total Paid Circulation (April to June 2009 ABC)

**(Including Subscription, Single copy, Third Party Bulk and Back Issue sales
but Excluding Free distribution)**

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1. Publishers & Frequency of Top 60 Titles

Alphabetically : April - June '09 (Total Paid Sales)

	Magazines	Publisher	Frequency	Apr - June 2009
1	Bike SA	Bike Promotion	Monthly	31,304
2	Bona	Caxton Magazines	Monthly	88,249
3	Car	Ramsay Media	Monthly	83,725
4	CN House & Garden	Conde Nast Ind Magazines	11 Per Annum	38,659
5	Cosmopolitan	Associated Magazines	Monthly	96,505
6	DriveOut/Wegry	Media 24 - Travel and Motoring Magazines	Alternate Monthly	36,765
7	Drum	Media 24 - Family Magazines	Weekly	102,865
8	Elle	Avusa Media	Monthly	31,804
9	Essentials	Caxton Magazines	Monthly	36,962
10	FairLady	Media 24 - Woman360	Monthly	64,220
11	Femina	Media 24 - Woman360	Monthly	38,072
12	FHM	Media 24 - Uppercase Media	Monthly	57,049
13	Finesse	Carpe Diem Media	Monthly	91,252
14	Food & Home	Caxton Magazines	Monthly	33,701
15	Getaway	Ramsay Media	Monthly	53,566
16	Glamour	Conde Nast Ind Magazines	Monthly	79,963
17	Heat	Media 24 - Uppercase Media	Weekly	52,881
18	House & Leisure	Associated Magazines	Monthly	34,309
19	Huisgenoot	Media 24 - Family Magazines	Weekly	323,946
20	Ideas/Idees	Media 24 - Creative Living Magazines	Monthly	83,305
21	Kick Off	Media 24 - Touchline Media	Fortnightly	47,499
22	Landbouweekblad	Media 24 - Specialist Magazines	Weekly	42,511
23	Leef	Media 24 - Woman360	Monthly	43,434
24	Lig	Tydskriftemaatskappy	11 Per Annum	35,774
25	Living & Loving	Caxton Magazines	Monthly	38,327
26	Marie Claire	Associated Magazines	Monthly	37,405
27	Men's Health	Media 24 - Touchline Media	Monthly	67,290
28	Move	Media 24 - Thought24	Weekly	139,396
29	Nat Geo Kids	Media 24 - 8 Ink Media	Monthly	43,953
30	Oprah	Associated Magazines	Monthly	55,130
31	People	Caxton Magazines	Weekly	93,543
32	People Puzzles	Caxton Magazines	Monthly	36,722
33	Pols/Pulse*	Media 24 - Family Magazines	Quarterly	50,507
34	Popular Mechanics	Ramsay Media	Monthly	41,104
35	Psychologies	Media 24 - Woman360	Alternate Monthly	31,165
36	Reader's Digest	Readers Digest Association	Monthly	47,376
37	Real	Media 24 - Thought24	Monthly	57,224
38	Rooi Rose	Caxton Magazines	Monthly	104,428
39	SA Country Life	Caxton Magazines	Monthly	33,792
40	SA Garden & Home	Caxton Magazines	Monthly	71,440
41	SA Garden/SA Tuin Paleis	Primedia Publishing	Monthly	45,227
42	SA Home Owner	Avusa Media	Monthly	32,331
43	SA Hunter	Media 24 - Specialist Magazines	Monthly	31,376
44	SA Soccer Life	Avusa Media	Alternate Monthly	32,002
45	Sarie	Media 24 - Woman360	Monthly	137,408
46	Sarie Kos*	Media 24 - Woman360	Quarterly	49,422
47	Seventeen	Media 24 - 8 Ink Media	Monthly	36,254
48	Shape	Media 24 - Touchline Media	Monthly	46,647
49	Speed & Sound	Overdrive Publishing	Monthly	47,153
50	Stywe lyne/Tight Lines	Tight Lines (Pty) Ltd - Peromedia	Monthly	30,992
51	Soul	Carpe Diem Media	Monthly	47,948
52	TVPlus	Media 24 - Family Magazines	Fortnightly	128,225
53	True Love	Media 24 - Thought24	Monthly	83,891
54	Tuis/Home	Media 24 - Creative Living Magazines	Monthly	61,856
55	Vroue Keur	Caxton Magazines	Weekly	83,067
56	Weg!go!	Media 24 - Travel and Motoring Magazines	Monthly	93,209
57	WegSleep	Media 24 - Travel and Motoring Magazines	Alternate Monthly	36,556
58	Woman & Home	Caxton Magazines	Monthly	87,753
59	YOU	Media 24 - Family Magazines	Weekly	195,287
60	Your Family	Caxton Magazines	Monthly	62,535

* New ABC Member

2. Circulation of Top 60 Titles

Alphabetically - Circulation : April - June '09 (Total Paid Sales)

	Magazines	Apr-Jun08	Jul-Sept08	Oct-Dec08	Jan-Mar09	Apr-Jun09
1	Bike SA	35,622	33,767	33,626	33,378	31,304
2	Bona	89,902	91,084	72,820	98,569	88,249
3	Car	97,311	85,776	87,710	91,978	83,725
4	CN House & Garden	45,771	39,379	47,346	47,425	38,659
5	Cosmopolitan	108,344	107,943	102,615	112,317	96,505
6	DriveOut/Wegry	29,642	n/a	30,002	n/a	36,765
7	Drum	101,485	101,261	110,463	109,215	102,865
8	Elle	40,036	31,528	40,497	35,928	31,804
9	Essentials	41,561	43,860	38,280	36,251	36,962
10	FairLady	70,282	71,257	69,611	72,569	64,220
11	Femina	33,627	34,929	36,591	36,325	38,072
12	FHM	65,596	80,558	71,408	74,367	57,049
13	Finesse	94,347	90,471	92,238	103,883	91,252
14	Food & Home	41,354	35,335	34,283	33,763	33,701
15	Getaway	62,724	54,510	56,270	54,448	53,566
16	Glamour	94,495	85,887	88,548	80,313	79,963
17	Heat	53,947	52,465	55,336	54,611	52,881
18	House & Leisure	37,461	35,408	35,122	34,397	34,309
19	Huisgenoot	331,946	318,128	326,229	335,534	323,946
20	Ideas/Idees	91,663	79,740	87,853	94,589	83,305
21	Kick Off	48,119	59,256	54,160	55,526	47,499
22	Landbouweekblad	43,067	43,031	42,048	41,815	42,511
23	Leef	42,229	43,536	42,859	40,851	43,434
24	Lig	29,487	30,425	33,234	34,560	35,774
25	Living & Loving	39,152	33,089	30,411	31,417	38,327
26	Marie Claire	40,472	39,262	40,418	42,492	37,405
27	Men's Health	71,817	69,407	69,640	72,714	67,290
28	Move	153,703	166,972	194,967	166,630	139,396
29	Nat Geo Kids	43,748	43,439	42,631	44,503	43,953
30	Oprah	62,186	51,154	45,353	49,102	55,130
31	People	99,842	92,346	94,870	95,870	93,543
32	People Puzzles	33,596	33,815	37,008	35,963	36,722
33	Pols/Pulse*	n/a	n/a	50,507	n/a	50,507
34	Popular Mechanics	44,933	40,071	41,803	42,998	41,104
35	Psychologies	32,211	n/a	32,661	n/a	31,165
36	Reader's Digest	59,973	59,594	55,959	51,556	47,376
37	Real	63,954	66,897	63,081	66,230	57,224
38	Rooi Rose	90,714	88,468	105,871	109,301	104,428
39	SA Country Life	38,123	38,431	33,996	37,568	33,792
40	SA Garden & Home	67,142	58,564	61,877	57,738	71,440
41	SA Garden/SA Tuin Paleis	n/a	46,309	47,920	48,297	45,227
42	SA Home Owner	50,809	36,440	35,782	35,462	32,331
43	SA Hunter	27,804	28,477	27,212	20,367	31,376
44	SA Soccer Life	35,384	n/a	31,908	n/a	32,002
45	Sarie	116,217	106,498	114,369	128,237	137,408
46	Sarie Kos*	n/a	n/a	n/a	n/a	49,422
47	Seventeen	34,563	32,433	39,493	33,710	36,254
48	Shape	44,264	44,680	41,511	46,467	46,647
49	Speed & Sound	48,247	44,679	46,185	45,717	47,153
50	Stywe lyne/Tight Lines	33,397	30,880	32,442	32,810	30,992
51	Soul	33,225	32,991	52,814	54,027	47,948
52	TVPlus	142,166	140,553	143,892	140,524	128,225
53	True Love	99,026	88,309	94,471	90,392	83,891
54	Tuis/Home	77,206	72,464	71,392	65,232	61,856
55	Vroue Keur	87,015	84,405	83,905	82,252	83,067
56	Weg!/go!	96,776	91,699	85,505	96,517	93,209
57	WegSleep	41,402	n/a	37,341	n/a	36,556
58	Woman & Home	96,164	83,625	93,346	80,966	87,753
59	YOU	204,954	196,732	194,372	203,363	195,287
60	Your Family	71,112	55,631	62,954	61,177	62,535

* New ABC Member

3. Circulation of Top 60 Titles

Highest to Lowest Circulation : April - June '09 (Total Paid Sales)

	Magazines	Apr-Jun08	Jul-Sept08	Oct-Dec08	Jan-Mar'09	Apr-June'09
1	Huisgenoot	331,946	318,128	326,229	335,534	323,946
2	YOU	204,954	196,732	194,372	203,363	195,287
3	Move	153,703	166,972	194,967	166,630	139,396
4	Sarie	116,217	106,498	114,369	128,237	137,408
5	TVPlus	142,166	140,553	143,892	140,524	128,225
6	Rooi Rose	90,714	88,468	105,871	109,301	104,428
7	Drum	101,485	101,261	110,463	109,215	102,865
8	Cosmopolitan	108,344	107,943	102,615	112,317	96,505
9	People	99,842	92,346	94,870	95,870	93,543
10	Weg!/go!	96,776	91,699	85,505	96,517	93,209
11	Finesse	94,347	90,471	92,238	103,883	91,252
12	Bona	89,902	91,084	72,820	98,569	88,249
13	Woman & Home	96,164	83,625	93,346	80,966	87,753
14	True Love	99,026	88,309	94,471	90,392	83,891
15	Car	97,311	85,776	87,710	91,978	83,725
16	Ideas/Idees	91,663	79,740	87,853	94,589	83,305
17	Vroue Keur	87,015	84,405	83,905	82,252	83,067
18	Glamour	94,495	85,887	88,548	80,313	79,963
19	SA Garden & Home	67,142	58,564	61,877	57,738	71,440
20	Men's Health	71,817	69,407	69,640	72,714	67,290
21	FairLady	70,282	71,257	69,611	72,569	64,220
22	Your Family	71,112	55,631	62,954	61,177	62,535
23	Tuis/Home	77,206	72,464	71,392	65,232	61,856
24	Real	63,954	66,897	63,081	66,230	57,224
25	FHM	65,596	80,558	71,408	74,367	57,049
26	Oprah	62,186	51,154	45,353	49,102	55,130
27	Getaway	62,724	54,510	56,270	54,448	53,566
28	Heat	53,947	52,465	55,336	54,611	52,881
29	Pols/Pulse*	n/a	n/a	50,507	n/a	50,507
30	Sarie Kos*	n/a	n/a	n/a	n/a	49,422
31	Soul	33,225	32,991	52,814	54,027	47,948
32	Kick Off	48,119	59,256	54,160	55,526	47,499
33	Reader's Digest	59,973	59,594	55,959	51,556	47,376
34	Speed & Sound	48,247	44,679	46,185	45,717	47,153
35	Shape	44,264	44,680	41,511	46,467	46,647
36	SA Garden/SA Tuin Paleis	n/a	46,309	47,920	48,297	45,227
37	Nat Geo Kids	43,748	43,439	42,631	44,503	43,953
38	Leef	42,229	43,536	42,859	40,851	43,434
39	Landbouweekblad	43,067	43,031	42,048	41,815	42,511
40	Popular Mechanics	44,933	40,071	41,803	42,998	41,104
41	CN House & Garden	45,771	39,379	47,346	47,425	38,659
42	Living & Loving	39,152	33,089	30,411	31,417	38,327
43	Femina	33,627	34,929	36,591	36,325	38,072
44	Marie Claire	40,472	39,262	40,418	42,492	37,405
45	Essentials	41,561	43,860	38,280	36,251	36,962
46	DriveOut/Wegry	29,642	n/a	30,002	n/a	36,765
47	People Puzzles	33,596	33,815	37,008	35,963	36,722
48	WegSleep	41,402	n/a	37,341	n/a	36,556
49	Seventeen	34,563	32,433	39,493	33,710	36,254
50	Lig	29,487	30,425	33,234	34,560	35,774
51	House & Leisure	37,461	35,408	35,122	34,397	34,309
52	SA Country Life	38,123	38,431	33,996	37,568	33,792
53	Food & Home	41,354	35,335	34,283	33,763	33,701
54	SA Home Owner	50,809	36,440	35,782	35,462	32,331
55	SA Soccer Life	35,384	n/a	31,908	n/a	32,002
56	Elle	40,036	31,528	40,497	35,928	31,804
57	SA Hunter	27,804	28,477	27,212	20,367	31,376
58	Bike SA	35,622	33,767	33,626	33,378	31,304
59	Psychologies	32,211	n/a	32,661	n/a	31,165
60	Stywe lyn/Tight Lines	33,397	30,880	32,442	32,810	30,992

* New ABC Member

4. Breakdown of Total Circulation - Top 60 Titles

Highest to Lowest Circulation : April - June '09 Total

Magazines	Subscriptions	Single Copy Sales (Retail)	Bulk copy Sales	Back Issue Sales	Total Paid	Total Free	Total Circulation
1 Huisgenoot	10,479	310,674	2,793	0	323,946	0	323,946
2 YOU	4,593	190,138	556	0	195,287	0	195,287
3 Move	196	139,200	0	0	139,396	0	139,396
4 Sarie	12,157	125,251	0	0	137,408	1,623	139,031
5 TVPlus	2,531	125,543	151	0	128,225	0	128,225
6 Rooi Rose	9,303	89,232	5,893	0	104,428	3,140	107,568
7 Drum	957	101,842	66	0	102,865	0	102,865
8 Cosmopolitan	4,553	90,795	1,157	0	96,505	4,314	100,819
9 People	337	88,284	7	4,915	93,543	1,460	95,003
10 Weg!/go!	33,173	59,961	75	0	93,209	0	93,209
11 Finesse	17,364	73,888	0	0	91,252	148	91,400
12 Bona	975	81,887	5,093	294	88,249	5,553	93,802
13 Woman & Home	9,129	73,137	3,693	1,794	87,753	3,064	90,817
14 True Love	6,318	76,573	1,000	0	83,891	100	83,991
15 Car	22,413	58,912	2,400	0	83,725	3,560	87,285
16 Idees/Idees	9,855	73,450	0	0	83,305	108	83,413
17 Vroue Keur	4,047	79,013	7	0	83,067	62	83,129
18 Glamour	2,855	68,199	6,009	2,900	79,963	6,524	86,487
19 SA Garden & Home	6,618	57,412	6,360	1,050	71,440	2,624	74,064
20 Men's Health	17,071	50,196	23	0	67,290	0	67,290
21 FairLady	4,461	59,759	0	0	64,220	2,838	67,058
22 Your Family	5,458	50,821	4,360	1,896	62,535	2,854	65,389
23 Tuis/Home	7,231	54,625	0	0	61,856	118	61,974
24 Real	265	56,959	0	0	57,224	1,085	58,309
25 FHM	1,655	55,394	0	0	57,049	0	57,049
26 Oprah	4,562	46,661	3,907	0	55,130	5,682	60,812
27 Getaway	14,191	34,080	5,295	0	53,566	5,734	59,300
28 Heat	194	52,687	0	0	52,881	0	52,881
29 Pols/Pulse*	987	49,520	0	0	50,507	0	50,507
30 Sarie Kos*	1,753	47,645	0	24	49,422	144	49,566
31 Soul	1,201	42,357	0	4,390	47,948	41	47,989
32 Kick Off	1,213	46,286	0	0	47,499	0	47,499
33 Reader's Digest	40,525	6,851	0	0	47,376	0	47,376
34 Speed & Sound	615	46,382	150	6	47,153	1,083	48,236
35 Shape	13,267	33,265	115	0	46,647	0	46,647
36 SA Garden/SA Tuin Paleis	3,878	41,225	0	124	45,227	7,196	52,423
37 Nat Geo Kids	9,678	32,715	227	1,333	43,953	712	44,665
38 Leef	6,526	36,908	0	0	43,434	5,071	48,505
39 Landbouweekblad	6,228	36,283	0	0	42,511	0	42,511
40 Popular Mechanics	14,873	26,209	22	0	41,104	4,363	45,467
41 CN House & Garden	7,149	24,760	5,160	1,590	38,659	5,064	43,723
42 Living & Loving	5,433	25,339	6,027	1,528	38,327	2,983	41,310
43 Femina	1,662	36,410	0	0	38,072	2,574	40,646
44 Marie Claire	2,084	32,328	2,993	0	37,405	4,113	41,518
45 Essentials	2,874	28,036	5,177	875	36,962	2,830	39,792
46 DriveOut/Wegry	3,407	33,358	0	0	36,765	0	36,765
47 People Puzzles	262	36,076	384	0	36,722	0	36,722
48 WegSleep	6,808	29,748	0	0	36,556	0	36,556
49 Seventeen	1,704	34,550	0	0	36,254	807	37,061
50 Lig	19,179	16,595	0	0	35,774	1,571	37,345
51 House & Leisure	4,442	27,197	2,670	0	34,309	4,220	38,529
52 SA Country Life	6,506	25,518	1,570	198	33,792	3,030	36,822
53 Food & Home	4,656	28,406	27	612	33,701	2,257	35,958
54 SA Home Owner	1,533	30,281	517	0	32,331	5,219	37,550
55 SA Soccer Life	17,973	13,996	33	0	32,002	407	32,409
56 Elle	2,798	28,536	100	370	31,804	2,877	34,681
57 SA Hunter	22,535	8,841	0	0	31,376	0	31,376
58 Bike SA	605	30,699	0	0	31,304	1,677	32,981
59 Psychologies	1,749	29,416	0	0	31,165	3,992	35,157
60 Stywe lyne/Tight Lines	1,310	29,682	0	0	30,992	0	30,992

* New ABC Member

5. Market share of Top 60 Titles

Highest to Lowest Circulation : April - June '09 (Total Paid Sales)

	Magazines	Apr-Jun08	% Market Share	Jul-Sept08	% Market Share	Oct-Dec08	% Market Share	Jan-Mar09	% Market Share	Apr-Jun09	% Market Share
1	Huisgenoot	331,946	8.28	318,128	8.49	326,229	8.40	335,534	8.64	323,946	8.08
2	YOU	204,954	5.11	196,732	5.25	194,372	5.01	203,363	5.24	195,287	4.87
3	Move	153,703	3.83	166,972	4.46	194,967	5.02	166,630	4.29	139,396	3.48
4	Sarie	116,217	2.90	106,498	2.84	114,369	2.95	128,237	3.30	137,408	3.43
5	TVPlus	142,166	3.54	140,553	3.75	143,892	3.71	140,524	3.62	128,225	3.20
6	Rooi Rose	90,714	2.26	88,468	2.36	105,871	2.73	109,301	2.82	104,428	2.60
7	Drum	101,485	2.53	101,261	2.70	110,463	2.85	109,215	2.81	102,865	2.56
8	Cosmopolitan	108,344	2.70	107,943	2.88	102,615	2.64	112,317	2.89	96,505	2.41
9	People	99,842	2.49	92,346	2.46	94,870	2.44	95,870	2.47	93,543	2.33
10	Weg/go!	96,776	2.41	91,699	2.45	85,505	2.20	96,517	2.49	93,209	2.32
11	Finesse	94,347	2.35	90,471	2.41	92,238	2.38	103,883	2.68	91,252	2.35
12	Bona	89,902	2.24	91,084	2.43	72,820	1.88	98,569	2.54	88,249	2.27
13	Woman & Home	96,164	2.40	83,625	2.23	93,346	2.40	80,966	2.09	87,753	2.26
14	True Love	99,026	2.47	88,309	2.36	94,471	2.43	90,392	2.33	83,891	2.16
15	Car	97,311	2.43	85,776	2.29	87,710	2.26	91,978	2.37	83,725	2.16
16	Ideas/Idees	91,663	2.29	79,740	2.13	87,853	2.26	94,589	2.44	83,305	2.15
17	Vroue Keur	87,015	2.17	84,405	2.25	83,905	2.16	82,252	2.12	83,067	2.14
18	Glamour	94,495	2.36	85,887	2.29	88,548	2.28	80,313	2.07	79,963	2.06
19	SA Garden & Home	67,142	1.67	58,564	1.56	61,877	1.59	57,738	1.49	71,440	1.84
20	Men's Health	71,817	1.79	69,407	1.85	69,640	1.79	72,714	1.87	67,290	1.73
21	FairLady	70,282	1.75	71,257	1.90	69,611	1.79	72,569	1.87	64,220	1.65
22	Your Family	71,112	1.77	55,631	1.48	62,954	1.62	61,177	1.58	62,535	1.61
23	Tuis/Home	77,206	1.92	72,464	1.93	71,392	1.84	65,232	1.68	61,856	1.59
24	Real	63,954	1.59	66,897	1.78	63,081	1.62	66,230	1.71	57,224	1.47
25	FHM	65,596	1.64	80,558	2.15	71,408	1.84	74,367	1.92	57,049	1.47
26	Oprah	62,186	1.55	51,154	1.36	45,353	1.17	49,102	1.26	55,130	1.42
27	Getaway	62,724	1.56	54,510	1.45	56,270	1.45	54,448	1.40	53,566	1.38
28	Heat	53,947	1.34	52,465	1.40	55,336	1.43	54,611	1.41	52,881	1.36
29	Pols/Pulse*	n/a	n/a	n/a	n/a	50,507	1.30	n/a	n/a	50,507	1.30
30	Sarie Kos*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	49,422	1.27
31	Soul	33,225	0.83	32,991	0.88	52,814	1.36	54,027	1.39	47,948	1.24
32	Kick Off	48,119	1.20	59,256	1.58	54,160	1.40	55,526	1.43	47,499	1.22
33	Reader's Digest	59,973	1.50	59,594	1.59	55,959	1.44	51,556	1.33	47,376	1.22
34	Speed & Sound	48,247	1.20	44,679	1.19	46,185	1.19	45,717	1.18	47,153	1.21
35	Shape	44,264	1.10	44,680	1.19	41,511	1.07	46,467	1.20	46,647	1.20
36	SA Garden/SA Tuin Paleis	n/a	n/a	46,309	1.24	47,920	1.23	48,297	1.24	45,227	1.16
37	Nat Geo Kids	43,748	1.09	43,439	1.16	42,631	1.10	44,503	1.15	43,953	1.13
38	Leef	42,229	1.05	43,536	1.16	42,859	1.10	40,851	1.05	43,434	1.12
39	Landbouweekblad	43,067	1.07	43,031	1.15	42,048	1.08	41,815	1.08	42,511	1.10
40	Popular Mechanics	44,933	1.12	40,071	1.07	41,803	1.08	42,998	1.11	41,104	1.06
41	CN House & Garden	45,771	1.14	39,379	1.05	47,346	1.22	47,425	1.22	38,659	1.00
42	Living & Loving	39,152	0.98	33,089	0.88	30,411	0.78	31,417	0.81	38,327	0.99
43	Femina	33,627	0.84	34,929	0.93	36,591	0.94	36,325	0.94	38,072	0.98
44	Marie Claire	40,472	1.01	39,262	1.05	40,418	1.04	42,492	1.09	37,405	0.96
45	Essentials	41,561	1.04	43,860	1.17	38,280	0.99	36,251	0.93	36,962	0.95
46	DriveOut/Wegry	29,642	0.74	n/a	n/a	30,002	0.77	n/a	n/a	36,765	0.95
47	People Puzzles	33,596	0.84	33,815	0.90	37,008	0.95	35,963	0.93	36,722	0.95
48	WegSleep	41,402	1.03	n/a	n/a	37,341	0.96	n/a	n/a	36,556	0.94
49	Seventeen	34,563	0.86	32,433	0.87	39,493	1.02	33,710	0.87	36,254	0.93
50	Lig	29,487	0.74	30,425	0.81	33,234	0.89	34,560	0.89	35,774	0.92
51	House & Leisure	37,461	0.93	35,408	0.94	35,122	0.94	34,397	0.89	34,309	0.86
52	SA Country Life	38,123	0.95	38,431	1.03	33,996	0.91	37,568	0.97	33,792	0.87
53	Food & Home	41,354	1.03	35,335	0.94	34,283	0.91	33,763	0.87	33,701	0.87
54	SA Home Owner	50,809	1.27	36,440	0.97	35,782	0.95	35,462	0.91	32,331	0.83
55	SA Soccer Life	35,384	0.88	n/a	n/a	31,908	0.85	n/a	n/a	32,002	0.82
56	Elle	40,036	1.00	31,528	0.84	40,497	1.08	35,928	0.93	31,804	0.82
57	SA Hunter	27,804	0.69	28,477	0.76	27,212	0.73	20,367	0.52	31,376	0.78
58	Bike SA	35,622	0.89	33,767	0.90	33,626	0.90	33,378	0.86	31,304	0.81
59	Psychologies	32,211	0.80	n/a	n/a	32,661	0.87	n/a	n/a	31,165	0.78
60	Stywe lynne/Tight Lines	33,397	0.83	30,880	0.82	32,442	0.87	32,810	0.85	30,992	0.77
		4,011,315	100	3,747,848	100	4,027,016	100	3,882,211	100	3,946,261	100

* New ABC member

6. Reader per Copy for Top 60 Titles

Alphabetically : April - June 09 (Total Paid Sales)

Magazines	ABC (Apr - Jun 09)	AMPS 2009A (Jul08-Jun09)	RPC
1 Bike SA	31,304	233,000	R 7
2 Bona	88,249	2,833,000	R 32
3 Car	83,725	1,022,000	R 12
4 CN House & Garden	38,659	346,000	R 9
5 Cosmopolitan	96,505	984,000	R 10
6 DriveOut/Wegry	36,765	75,000	R 2
7 Drum	102,865	2,179,000	R 21
8 Elle	31,804	353,000	R 11
9 Essentials	36,962	166,000	R 4
10 FairLady	64,220	927,000	R 14
11 Femina	38,072	296,000	R 8
12 FHM	57,049	713,000	R 12
13 Finesse	91,252	276,000	R 3
14 Food & Home	33,701	575,000	R 17
15 Getaway	53,566	540,000	R 10
16 Glamour	79,963	549,000	R 7
17 Heat	52,881	532,000	R 10
18 House & Leisure	34,309	209,000	R 6
19 Huisgenoot	323,946	2,085,000	R 6
21 Ideas/Idees	83,305	204,000	R 2
20 Kick Off	47,499	2,924,000	R 62
22 Landbouweekblad	42,511	248,000	R 6
23 Leef	43,434	124,000	R 3
24 Lig	35,774	82,000	R 2
25 Living & Loving	38,327	598,000	R 16
26 Marie Claire	37,405	258,000	R 7
27 Men's Health	67,290	861,000	R 13
28 Move	139,396	1,765,000	R 13
29 Nat Geo Kids	43,953	n/a	n/a
30 Oprah	55,130	565,000	R 10
31 People	93,543	1,369,000	R 15
32 People Puzzles ****	36,722	481,000	R 13
33 Pols/Pulse*	50,507	148,000	R 3
34 Popular Mechanics	41,104	172,000	R 4
35 Psychologies	31,165	118,000	R 4
36 Reader's Digest	47,376	483,000	R 10
37 Real	57,224	854,000	R 15
38 Rooi Rose	104,428	858,000	R 8
39 SA Country Life	33,792	147,000	R 4
40 SA Garden & Home	71,440	638,000	R 9
41 SA Garden/SA Tuin Paleis***	45,227	254,000	R 6
42 SA Home Owner	32,331	292,000	R 9
43 SA Hunter	31,376	n/a	n/a
44 SA Soccer Life	32,002	755,000	R 24
45 Sarie	137,408	788,000	R 6
46 Sarie Kos*	49,422	n/a	n/a
47 Seventeen	36,254	287,000	R 8
48 Shape	46,647	186,000	R 4
49 Soul	47,948	312,000	R 7
50 Speed & Sound	47,153	744,000	R 16
51 Stywe lyne/Tight Lines	30,992	133,000	R 4
52 True Love	83,891	2,943,000	R 35
53 Tuis/Home	61,856	210,000	R 3
54 TVPlus	128,225	1,721,000	R 13
55 Vroue Keur	83,067	423,000	R 5
56 Weg!/go!	93,209	223,000	R 2
57 WegSleep	36,556	95,000	R 3
58 Woman & Home	87,753	335,000	R 4
59 YOU	195,287	2,071,000	R 11
60 Your Family	62,535	443,000	R 7

* New ABC Member

***SA Garden/Tuin Paleis - Re-branded

7. Cost Per Thousand of Top 60 Titles

Lowest to Highest CPT - Ranked on Circulation : April - June 09 (Total Paid Sales)

Magazines	FPFC Rate	ABC (Apr - Jun 09)	CPT Circulation	AMPS 2009A (Jul08-Jun09)	CPT Readership
1 Move	R 16,645	139,396	R 119	1,765,000	R 9
2 Vroue Keur	R 15,119	83,067	R 182	423,000	R 36
3 Huisgenoot	R 66,550	323,946	R 205	2,085,000	R 32
4 YOU	R 44,065	195,287	R 226	2,071,000	R 21
5 TVPlus	R 30,280	128,225	R 236	1,721,000	R 18
6 People	R 22,316	93,543	R 239	1,369,000	R 16
7 Finesse	R 22,525	91,252	R 247	276,000	R 82
8 People Puzzles ****	R 9,100	36,722	R 248	481,000	R 19
9 Lig	R 8,977	35,774	R 251	82,000	R 109
10 Sarie	R 34,650	137,408	R 252	788,000	R 44
11 Rooi Rose	R 28,160	104,428	R 270	858,000	R 33
12 Drum	R 33,380	102,865	R 325	2,179,000	R 15
13 Soul	R 15,850	47,948	R 331	312,000	R 51
14 Bona	R 29,960	88,249	R 339	2,833,000	R 11
15 SA Hunter	R 12,588	31,376	R 401	n/a	n/a
16 Stywe lyn/Tight Lines	R 12,500	30,992	R 403	133,000	R 94
17 Reader's Digest	R 19,300	47,376	R 407	483,000	R 40
18 Your Family	R 25,959	62,535	R 415	443,000	R 59
19 Weg!go!	R 39,810	93,209	R 427	223,000	R 179
21 Leef	R 19,500	43,434	R 449	124,000	R 157
20 Nat Geo Kids	R 19,750	43,953	R 449	n/a	n/a
22 Real	R 25,900	57,224	R 453	854,000	R 30
23 Ideas/Idees	R 38,800	83,305	R 466	204,000	R 190
24 WegSleep	R 17,230	36,556	R 471	95,000	R 181
25 Sarie Kos*	R 23,546	49,422	R 476	n/a	n/a
26 Pols/Pulse*	R 24,220	50,507	R 480	148,000	R 164
27 SA Garden & Home	R 35,422	71,440	R 496	638,000	R 56
28 Woman & Home	R 44,521	87,753	R 507	335,000	R 133
29 SA Garden/SA Tuin Paleis***	R 23,000	45,227	R 509	254,000	R 91
30 Speed & Sound	R 24,043	47,153	R 510	744,000	R 32
31 SA Home Owner	R 16,800	32,331	R 520	292,000	R 58
32 Car	R 45,450	83,725	R 543	1,022,000	R 44
33 DriveOut/Wegry	R 20,000	36,765	R 544	75,000	R 267
34 Cosmopolitan	R 52,600	96,505	R 545	984,000	R 53
35 True Love	R 46,656	83,891	R 556	2,943,000	R 16
36 Tuis/Home	R 35,300	61,856	R 571	210,000	R 168
37 Living & Loving	R 22,228	38,327	R 580	598,000	R 37
38 Glamour	R 46,450	79,963	R 581	549,000	R 85
39 Bike SA	R 19,000	31,304	R 607	233,000	R 82
40 Essentials	R 22,470	36,962	R 608	166,000	R 135
41 Landbouweekblad	R 25,900	42,511	R 609	248,000	R 104
42 Getaway	R 33,700	53,566	R 629	540,000	R 62
43 SA Country Life	R 21,560	33,792	R 638	147,000	R 147
44 Food & Home	R 21,978	33,701	R 652	575,000	R 38
45 FairLady	R 42,012	64,220	R 654	927,000	R 45
46 Popular Mechanics	R 28,000	41,104	R 681	172,000	R 163
47 Seventeen	R 24,750	36,254	R 683	287,000	R 86
48 Oprah	R 39,270	55,130	R 712	565,000	R 70
49 Femina	R 28,405	38,072	R 746	296,000	R 96
50 Heat	R 40,370	52,881	R 763	532,000	R 76
51 Men's Health	R 54,500	67,290	R 810	861,000	R 63
52 Shape	R 39,000	46,647	R 836	186,000	R 210
53 Kick Off	R 41,250	47,499	R 868	2,924,000	R 14
54 SA Soccer Life	R 29,150	32,002	R 911	755,000	R 39
55 House & Leisure	R 34,350	34,309	R 1,001	209,000	R 164
56 Psychologies	R 31,240	31,165	R 1,002	118,000	R 265
57 CN House & Garden	R 39,210	38,659	R 1,014	346,000	R 113
58 FHM	R 58,514	57,049	R 1,026	713,000	R 82
59 Marie Claire	R 38,400	37,405	R 1,027	258,000	R 149
60 Elle	R 36,900	31,804	R 1,160	353,000	R 105

* New ABC Member

***SA Garden/Tuin Paleis - Re-branded