

Magazine Circulation Update

Total Paid Circulation (July to September 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 : July - September '09 (Total Paid Sales)

| | Magazines | Publisher | Frequency | Jul - Sept 2009 |
|----|--------------------------|---|-------------------|-----------------|
| 1 | Bike SA | Bike Promotion | Monthly | 29,837 |
| 2 | Bona | Caxton Magazines | Monthly | 79,188 |
| 3 | Car | Ramsay Media | Monthly | 78,412 |
| 4 | CN House & Garden | Conde Nast Ind Magazines | 11 Per Annum | 36,646 |
| 5 | Cosmopolitan | Associated Magazines | Monthly | 90,661 |
| 6 | DriveOut/Wegry | Media 24 - Travel and Motoring Division | Alternate Monthly | 36,765 |
| 7 | Drum | Media 24 - Family Magazines | Weekly | 105,889 |
| 8 | Essentials | Caxton Magazines | Monthly | 42,446 |
| 9 | FairLady | Media 24 - Woman360 | Monthly | 71,242 |
| 10 | Femina | Media 24 - Woman360 | Monthly | 33,116 |
| 11 | FHM | Media 24 - Uppercase Media | Monthly | 64,977 |
| 12 | Finesse | Carpe Diem Media | Monthly | 89,079 |
| 13 | FINWEEK | Media 24 - Financial Publications | Weekly | 29,383 |
| 14 | Food & Home | Caxton Magazines | Monthly | 30,933 |
| 15 | Getaway | Ramsay Media | Monthly | 47,151 |
| 16 | Glamour | Conde Nast Ind Magazines | Monthly | 75,643 |
| 17 | Heat | Media 24 - Uppercase Media | Weekly | 50,281 |
| 18 | House & Leisure | Associated Magazines | Monthly | 30,485 |
| 19 | Huisgenoot | Media 24 - Family Magazines | Weekly | 317,880 |
| 20 | Ideas/Idees | Media 24 - Creative Living Magazines | Monthly | 72,132 |
| 21 | Kick Off | Media 24 - Touchline Media | Fortnightly | 53,180 |
| 22 | Landbouweekblad | Media 24 - Specialist Magazines | Weekly | 42,193 |
| 23 | Leef | Media 24 - Woman360 | Monthly | 41,570 |
| 24 | Lig | Tydskriftemaatskappy | 11 Per Annum | 34,112 |
| 25 | Living & Loving | Caxton Magazines | Monthly | 32,194 |
| 26 | Marie Claire | Associated Magazines | Monthly | 32,734 |
| 27 | Men's Health | Media 24 - Touchline Media | Monthly | 71,418 |
| 28 | Move | Media 24 - Thought24 | Weekly | 122,893 |
| 29 | Nat Geo Kids | Media 24 - 8 Ink Media | Monthly | 43,397 |
| 30 | Oprah | Associated Magazines | Monthly | 51,499 |
| 31 | People | Caxton Magazines | Weekly | 88,146 |
| 32 | People Puzzles | Caxton Magazines | Monthly | 33,953 |
| 33 | Pols/Pulse | Media 24 - Family Magazines | Quarterly | 50,507 |
| 34 | Popular Mechanics | Ramsay Media | Monthly | 41,886 |
| 35 | Psychologies | Media 24 - Woman360 | Alternate Monthly | 31,165 |
| 36 | Reader's Digest | Readers Digest Association | Monthly | 43,601 |
| 37 | Real | Media 24 - Thought24 | Monthly | 62,027 |
| 38 | Rooi Rose | Caxton Magazines | Monthly | 109,686 |
| 39 | SA Country Life | Caxton Magazines | Monthly | 31,292 |
| 40 | SA Garden & Home | Caxton Magazines | Monthly | 49,139 |
| 41 | SA Garden/SA Tuin Paleis | Media 24 | Monthly | 46,822 |
| 42 | SA Home Owner | Avusa Media | Monthly | 33,697 |
| 43 | SA Hunter | Media 24 - Specialist Magazines | Monthly | 31,763 |
| 44 | Sarie | Media 24 - Woman360 | Monthly | 125,564 |
| 45 | Sarie Kos* | Media 24 - Woman360 | Quarterly | 49,422 |
| 46 | Seventeen | Media 24 - 8 Ink Media | Monthly | 30,218 |
| 47 | Shape | Media 24 - Touchline Media | Monthly | 45,353 |
| 48 | Soccer Life | Avusa Media | Alternate Monthly | 32,002 |
| 49 | Soul | Carpe Diem Media | Monthly | 52,642 |
| 50 | Speed & Sound | Overdrive Publishing | Monthly | 44,332 |
| 51 | Stywe lyn/Tight Lines | Tight Lines (Pty) Ltd - Peromedia | Monthly | 30,065 |
| 52 | True Love | Media 24 - Thought24 | Monthly | 83,143 |
| 53 | Tuis/Home | Media 24 - Creative Living Magazines | Monthly | 63,062 |
| 54 | TVPlus | Media 24 - Family Magazines | Fortnightly | 119,536 |
| 55 | Vroue Keur | Caxton Magazines | Weekly | 78,543 |
| 56 | Weg!go! | Media 24 - Travel and Motoring Division | Monthly | 91,649 |
| 57 | WegSleep | Media 24 - Travel and Motoring Division | Alternate Monthly | 33,576 |
| 58 | Woman & Home | Caxton Magazines | Monthly | 74,675 |
| 59 | YOU | Media 24 - Family Magazines | Weekly | 188,744 |
| 60 | Your Family | Caxton Magazines | Monthly | 55,737 |

* New ABC Member

2. Circulation of Top 60 Titles

Alphabetically - Circulation : July - September '09 (Total Paid Sales)

| | Magazines | Jul-Sept08 | Oct-Dec08 | Jan-Mar'09 | Apr-June'09 | Jul-Sept'09 |
|----|--------------------------|------------|-----------|------------|-------------|-------------|
| 1 | Bike SA | 33,767 | 33,626 | 33,378 | 31,304 | 29,837 |
| 2 | Bona | 91,084 | 72,820 | 98,569 | 88,249 | 79,188 |
| 3 | Car | 85,776 | 87,710 | 91,978 | 83,725 | 78,412 |
| 4 | CN House & Garden | 39,379 | 47,346 | 47,425 | 38,659 | 36,646 |
| 5 | Cosmopolitan | 107,943 | 102,615 | 112,317 | 96,505 | 90,661 |
| 6 | DriveOut/Wegry | n/a | 30,002 | n/a | 36,765 | 36,765 |
| 7 | Drum | 101,261 | 110,463 | 109,215 | 102,865 | 105,889 |
| 8 | Essentials | 43,860 | 38,280 | 36,251 | 36,962 | 42,446 |
| 9 | FairLady | 71,257 | 69,611 | 72,569 | 64,220 | 71,242 |
| 10 | Femina | 34,929 | 36,591 | 36,325 | 38,072 | 33,116 |
| 11 | FHM | 80,558 | 71,408 | 74,367 | 57,049 | 64,977 |
| 12 | Finesse | 90,471 | 92,238 | 103,883 | 91,252 | 89,079 |
| 13 | FINWEEK | 31,598 | 29,766 | 30,964 | 30,318 | 29,383 |
| 14 | Food & Home | 35,335 | 34,283 | 33,763 | 33,701 | 30,933 |
| 15 | Getaway | 54,510 | 56,270 | 54,448 | 53,566 | 47,151 |
| 16 | Glamour | 85,887 | 88,548 | 80,313 | 79,963 | 75,643 |
| 17 | Heat | 52,465 | 55,336 | 54,611 | 52,881 | 50,281 |
| 18 | House & Leisure | 35,408 | 35,122 | 34,397 | 34,309 | 30,485 |
| 19 | Huisgenoot | 318,128 | 326,229 | 335,534 | 323,946 | 317,880 |
| 20 | Ideas/Idees | 79,740 | 87,853 | 94,589 | 83,305 | 72,132 |
| 21 | Kick Off | 59,256 | 54,160 | 55,526 | 47,499 | 53,180 |
| 22 | Landbouweekblad | 43,031 | 42,048 | 41,815 | 42,511 | 42,193 |
| 23 | Leef | 43,536 | 42,859 | 40,851 | 43,434 | 41,570 |
| 24 | Lig | 30,425 | 33,234 | 34,560 | 35,774 | 34,112 |
| 25 | Living & Loving | 33,089 | 30,411 | 31,417 | 38,327 | 32,194 |
| 26 | Marie Claire | 39,262 | 40,418 | 42,492 | 37,405 | 32,734 |
| 27 | Men's Health | 69,407 | 69,640 | 72,714 | 67,290 | 71,418 |
| 28 | Move | 166,972 | 194,967 | 166,630 | 139,396 | 122,893 |
| 29 | Nat Geo Kids | 43,439 | 42,631 | 44,503 | 43,953 | 43,397 |
| 30 | Oprah | 51,154 | 45,353 | 49,102 | 55,130 | 51,499 |
| 31 | People | 92,346 | 94,870 | 95,870 | 93,543 | 88,146 |
| 32 | People Puzzles | 33,815 | 37,008 | 35,963 | 36,722 | 33,953 |
| 33 | Pols/Pulse | n/a | 50,507 | n/a | 50,507 | 50,507 |
| 34 | Popular Mechanics | 40,071 | 41,803 | 42,998 | 41,104 | 41,886 |
| 35 | Psychologies | n/a | 32,661 | n/a | 31,165 | 31,165 |
| 36 | Reader's Digest | 59,594 | 55,959 | 51,556 | 47,376 | 43,601 |
| 37 | Real | 66,897 | 63,081 | 66,230 | 57,224 | 62,027 |
| 38 | Rooi Rose | 88,468 | 105,871 | 109,301 | 104,428 | 109,686 |
| 39 | SA Country Life | 38,431 | 33,996 | 37,568 | 33,792 | 31,292 |
| 40 | SA Garden & Home | 58,564 | 61,877 | 57,738 | 71,440 | 49,139 |
| 41 | SA Garden/SA Tuin Paleis | 46,309 | 47,920 | 48,297 | 45,227 | 46,822 |
| 42 | SA Home Owner | 36,440 | 35,782 | 35,462 | 32,331 | 33,697 |
| 43 | SA Hunter | 28,477 | 27,212 | 20,367 | 31,376 | 31,763 |
| 44 | Sarie | 106,498 | 114,369 | 128,237 | 137,408 | 125,564 |
| 45 | Sarie Kos* | n/a | n/a | n/a | 49,422 | 49,422 |
| 46 | Seventeen | 32,433 | 39,493 | 33,710 | 36,254 | 30,218 |
| 47 | Shape | 44,680 | 41,511 | 46,467 | 46,647 | 45,353 |
| 48 | Soccer Life | n/a | 31,908 | n/a | 32,002 | 32,002 |
| 49 | Soul | 32,991 | 52,814 | 54,027 | 47,948 | 52,642 |
| 50 | Speed & Sound | 44,679 | 46,185 | 45,717 | 47,153 | 44,332 |
| 51 | Stywe lyne/Tight Lines | 30,880 | 32,442 | 32,810 | 30,992 | 30,065 |
| 52 | True Love | 88,309 | 94,471 | 90,392 | 83,891 | 83,143 |
| 53 | Tuis/Home | 72,464 | 71,392 | 65,232 | 61,856 | 63,062 |
| 54 | TVPlus | 140,553 | 143,892 | 140,524 | 128,225 | 119,536 |
| 55 | Vroue Keur | 84,405 | 83,905 | 82,252 | 83,067 | 78,543 |
| 56 | Weg!go! | 91,699 | 85,505 | 96,517 | 93,209 | 91,649 |
| 57 | WegSleep | n/a | 37,341 | n/a | 36,556 | 33,576 |
| 58 | Woman & Home | 83,625 | 93,346 | 80,966 | 87,753 | 74,675 |
| 59 | YOU | 196,732 | 194,372 | 203,363 | 195,287 | 188,744 |
| 60 | Your Family | 55,631 | 62,954 | 61,177 | 62,535 | 55,737 |

* New ABC Member

3. Circulation of Top 60 Titles

Highest to Lowest Circulation : July - September '09 (Total Paid Sales)

| | Magazines | Jul-Sept08 | Oct-Dec08 | Jan-Mar'09 | Apr-June'09 | Jul-Sept'09 |
|----|--------------------------|------------|-----------|------------|-------------|-------------|
| 1 | Huisgenoot | 318,128 | 326,229 | 335,534 | 323,946 | 317,880 |
| 2 | YOU | 196,732 | 194,372 | 203,363 | 195,287 | 188,744 |
| 3 | Sarie | 106,498 | 114,369 | 128,237 | 137,408 | 125,564 |
| 4 | Move | 166,972 | 194,967 | 166,630 | 139,396 | 122,893 |
| 5 | TVPlus | 140,553 | 143,892 | 140,524 | 128,225 | 119,536 |
| 6 | Rooi Rose | 88,468 | 105,871 | 109,301 | 104,428 | 109,686 |
| 7 | Drum | 101,261 | 110,463 | 109,215 | 102,865 | 105,889 |
| 8 | Weg!go! | 91,699 | 85,505 | 96,517 | 93,209 | 91,649 |
| 9 | Cosmopolitan | 107,943 | 102,615 | 112,317 | 96,505 | 90,661 |
| 10 | Finesse | 90,471 | 92,238 | 103,883 | 91,252 | 89,079 |
| 11 | People | 92,346 | 94,870 | 95,870 | 93,543 | 88,146 |
| 12 | True Love | 88,309 | 94,471 | 90,392 | 83,891 | 83,143 |
| 13 | Bona | 91,084 | 72,820 | 98,569 | 88,249 | 79,188 |
| 14 | Vroue Keur | 84,405 | 83,905 | 82,252 | 83,067 | 78,543 |
| 15 | Car | 85,776 | 87,710 | 91,978 | 83,725 | 78,412 |
| 16 | Glamour | 85,887 | 88,548 | 80,313 | 79,963 | 75,643 |
| 17 | Woman & Home | 83,625 | 93,346 | 80,966 | 87,753 | 74,675 |
| 18 | Ideas/idees | 79,740 | 87,853 | 94,589 | 83,305 | 72,132 |
| 19 | Men's Health | 69,407 | 69,640 | 72,714 | 67,290 | 71,418 |
| 20 | FairLady | 71,257 | 69,611 | 72,569 | 64,220 | 71,242 |
| 21 | FHM | 80,558 | 71,408 | 74,367 | 57,049 | 64,977 |
| 22 | Tuis/Home | 72,464 | 71,392 | 65,232 | 61,856 | 63,062 |
| 23 | Real | 66,897 | 63,081 | 66,230 | 57,224 | 62,027 |
| 24 | Your Family | 55,631 | 62,954 | 61,177 | 62,535 | 55,737 |
| 25 | Kick Off | 59,256 | 54,160 | 55,526 | 47,499 | 53,180 |
| 26 | Soul | 32,991 | 52,814 | 54,027 | 47,948 | 52,642 |
| 27 | Oprah | 51,154 | 45,353 | 49,102 | 55,130 | 51,499 |
| 28 | Pols/Pulse | n/a | 50,507 | n/a | 50,507 | 50,507 |
| 29 | Heat | 52,465 | 55,336 | 54,611 | 52,881 | 50,281 |
| 30 | Sarie Kos* | n/a | n/a | n/a | 49,422 | 49,422 |
| 31 | SA Garden & Home | 58,564 | 61,877 | 57,738 | 71,440 | 49,139 |
| 32 | Getaway | 54,510 | 56,270 | 54,448 | 53,566 | 47,151 |
| 33 | SA Garden/SA Tuin Paleis | 46,309 | 47,920 | 48,297 | 45,227 | 46,822 |
| 34 | Shape | 44,680 | 41,511 | 46,467 | 46,647 | 45,353 |
| 35 | Speed & Sound | 44,679 | 46,185 | 45,717 | 47,153 | 44,332 |
| 36 | Reader's Digest | 59,594 | 55,959 | 51,556 | 47,376 | 43,601 |
| 37 | Nat Geo Kids | 43,439 | 42,631 | 44,503 | 43,953 | 43,397 |
| 38 | Essentials | 43,860 | 38,280 | 36,251 | 36,962 | 42,446 |
| 39 | Landbouweekblad | 43,031 | 42,048 | 41,815 | 42,511 | 42,193 |
| 40 | Popular Mechanics | 40,071 | 41,803 | 42,998 | 41,104 | 41,886 |
| 41 | Leef | 43,536 | 42,859 | 40,851 | 43,434 | 41,570 |
| 42 | DriveOut/Wegry | n/a | 30,002 | n/a | 36,765 | 36,765 |
| 43 | CN House & Garden | 39,379 | 47,346 | 47,425 | 38,659 | 36,646 |
| 44 | Lig | 30,425 | 33,234 | 34,560 | 35,774 | 34,112 |
| 45 | People Puzzles | 33,815 | 37,008 | 35,963 | 36,722 | 33,953 |
| 46 | SA Home Owner | 36,440 | 35,782 | 35,462 | 32,331 | 33,697 |
| 47 | WegSleep | n/a | 37,341 | n/a | 36,556 | 33,576 |
| 48 | Femina | 34,929 | 36,591 | 36,325 | 38,072 | 33,116 |
| 49 | Marie Claire | 39,262 | 40,418 | 42,492 | 37,405 | 32,734 |
| 50 | Living & Loving | 33,089 | 30,411 | 31,417 | 38,327 | 32,194 |
| 51 | Soccer Life | n/a | 31,908 | n/a | 32,002 | 32,002 |
| 52 | SA Hunter | 28,477 | 27,212 | 20,367 | 31,376 | 31,763 |
| 53 | SA Country Life | 38,431 | 33,996 | 37,568 | 33,792 | 31,292 |
| 54 | Psychologies | n/a | 32,661 | n/a | 31,165 | 31,165 |
| 55 | Food & Home | 35,335 | 34,283 | 33,763 | 33,701 | 30,933 |
| 56 | House & Leisure | 35,408 | 35,122 | 34,397 | 34,309 | 30,485 |
| 57 | Seventeen | 32,433 | 39,493 | 33,710 | 36,254 | 30,218 |
| 58 | Stywe lyn/Tight Lines | 30,880 | 32,442 | 32,810 | 30,992 | 30,065 |
| 59 | Bike SA | 33,767 | 33,626 | 33,378 | 31,304 | 29,837 |
| 60 | FINWEEK | 31,598 | 29,766 | 30,964 | 30,318 | 29,383 |

* New ABC Member

4. Breakdown of Total Circulation - Top 60 Titles

Highest to Lowest Circulation : July - September '09 Total

| Magazines | Subscriptions | Single Copy Sales (Retail) | Bulk copy Sales | Back Issue Sales | Total Paid | Total Free | Total Circulation |
|-----------------------------|---------------|----------------------------|-----------------|------------------|------------|------------|-------------------|
| 1 Huisgenoot | 10,352 | 304,655 | 2,873 | 0 | 317,880 | 0 | 317,880 |
| 2 YOU | 4,447 | 183,779 | 518 | 0 | 188,744 | 0 | 188,744 |
| 3 Sarie | 12,566 | 111,210 | 336 | 1,452 | 125,564 | 4,014 | 129,578 |
| 4 Move | 205 | 122,688 | 0 | 0 | 122,893 | 0 | 122,893 |
| 5 TVPlus | 2,577 | 116,848 | 111 | 0 | 119,536 | 0 | 119,536 |
| 6 Rooi Rose | 6,559 | 103,094 | 33 | 0 | 109,686 | 4,925 | 114,611 |
| 7 Drum | 984 | 104,842 | 63 | 0 | 105,889 | 0 | 105,889 |
| 8 Wegl/go! | 33,353 | 58,219 | 77 | 0 | 91,649 | 0 | 91,649 |
| 9 Cosmopolitan | 4,211 | 85,323 | 1,127 | 0 | 90,661 | 6,024 | 96,685 |
| 10 Finesse | 17,609 | 67,138 | | 4,332 | 89,079 | 440 | 89,519 |
| 11 People | 561 | 82,638 | 0 | 4,947 | 88,146 | 2,322 | 90,468 |
| 12 True Love | 6,621 | 76,522 | 0 | 0 | 83,143 | 0 | 83,143 |
| 13 Bona | 883 | 78,305 | 0 | 0 | 79,188 | 5,600 | 84,788 |
| 14 Vroue Keur | 4,095 | 74,448 | 0 | 0 | 78,543 | 185 | 78,728 |
| 15 Car | 21,246 | 54,938 | 2,228 | 0 | 78,412 | 3,300 | 81,712 |
| 16 Glamour | 2,993 | 57,163 | 6,360 | 9,127 | 75,643 | 9,608 | 85,251 |
| 17 Woman & Home | 9,215 | 63,660 | 0 | 1,800 | 74,675 | 5,530 | 80,205 |
| 18 Ideas/Idees | 9,442 | 62,690 | 0 | 0 | 72,132 | 800 | 72,932 |
| 19 Men's Health | 17,738 | 53,357 | 323 | 0 | 71,418 | 0 | 71,418 |
| 20 FairLady | 4,530 | 65,533 | 175 | 1,004 | 71,242 | 2,852 | 74,094 |
| 21 FHM | 1,585 | 63,392 | 0 | 0 | 64,977 | 0 | 64,977 |
| 22 Tuis/Home | 7,329 | 53,277 | 0 | 2,456 | 63,062 | 467 | 63,529 |
| 23 Real | 297 | 61,730 | 0 | 0 | 62,027 | 1,085 | 63,112 |
| 24 Your Family | 5,273 | 46,784 | 1,700 | 1,980 | 55,737 | 5,408 | 61,145 |
| 25 Kick Off | 1,220 | 51,960 | 0 | 0 | 53,180 | 0 | 53,180 |
| 26 Soul | 1,124 | 47,874 | 0 | 3,644 | 52,642 | 266 | 52,908 |
| 27 Oprah | 4,439 | 43,365 | 3,695 | 0 | 51,499 | 8,453 | 59,952 |
| 28 Pols/Pulse | 987 | 49,520 | 0 | 0 | 50,507 | 0 | 50,507 |
| 29 Heat | 173 | 50,108 | 0 | 0 | 50,281 | 0 | 50,281 |
| 30 Sarie Kos* | 1,753 | 47,645 | 0 | 24 | 49,422 | 144 | 49,566 |
| 31 SA Garden & Home | 6,253 | 41,536 | 0 | 1,350 | 49,139 | 6,164 | 55,303 |
| 32 Getaway | 13,606 | 29,725 | 3,820 | 0 | 47,151 | 5,072 | 52,223 |
| 33 SA Garden/SA Tuin Paleis | 3,805 | 42,949 | 0 | 68 | 46,822 | 7,179 | 54,001 |
| 34 Shape | 13,629 | 31,409 | 315 | 0 | 45,353 | 0 | 45,353 |
| 35 Speed & Sound | 193 | 43,954 | 183 | 2 | 44,332 | 1,080 | 45,412 |
| 36 Reader's Digest | 37,437 | 6,164 | 0 | 0 | 43,601 | 0 | 43,601 |
| 37 Nat Geo Kids | 9,529 | 31,668 | 273 | 1,927 | 43,397 | 596 | 43,993 |
| 38 Essentials | 3,007 | 35,031 | 4,018 | 390 | 42,446 | 4,174 | 46,620 |
| 39 Landbouweekblad | 6,116 | 36,077 | 0 | 0 | 42,193 | 0 | 42,193 |
| 40 Popular Mechanics | 14,560 | 26,471 | 855 | 0 | 41,886 | 4,571 | 46,457 |
| 41 Leef | 6,573 | 33,545 | 0 | 1,452 | 41,570 | 4,624 | 46,194 |
| 42 DriveOut/Wegry | 3,407 | 33,358 | 0 | 0 | 36,765 | 0 | 36,765 |
| 43 CN House & Garden | 7,406 | 22,593 | 5,207 | 1,440 | 36,646 | 4,286 | 40,932 |
| 44 Lig | 19,374 | 14,738 | 0 | 0 | 34,112 | 1,874 | 35,986 |
| 45 People Puzzles | 284 | 33,069 | 0 | 600 | 33,953 | 0 | 33,953 |
| 46 SA Home Owner | 1,357 | 32,223 | 117 | 0 | 33,697 | 5,069 | 38,766 |
| 47 WegSleep | 7,016 | 26,560 | 0 | 0 | 33,576 | 0 | 33,576 |
| 48 Femina | 1,728 | 30,384 | 0 | 1,004 | 33,116 | 4,376 | 37,492 |
| 49 Marie Claire | 2,007 | 28,894 | 1,833 | 0 | 32,734 | 5,715 | 38,449 |
| 50 Living & Loving | 4,688 | 26,306 | 0 | 1,200 | 32,194 | 3,990 | 36,184 |
| 51 Soccer Life | 17,973 | 13,996 | 33 | 0 | 32,002 | 407 | 32,409 |
| 52 SA Hunter | 23,204 | 8,559 | 0 | 0 | 31,763 | 0 | 31,763 |
| 53 SA Country Life | 6,667 | 24,592 | 33 | 0 | 31,292 | 3,907 | 35,199 |
| 54 Psychologies | 1,749 | 29,416 | 0 | 0 | 31,165 | 3,992 | 35,157 |
| 55 Food & Home | 4,744 | 24,356 | 33 | 1,800 | 30,933 | 3,273 | 34,206 |
| 56 House & Leisure | 4,252 | 25,538 | 695 | 0 | 30,485 | 5,786 | 36,271 |
| 57 Seventeen | 1,817 | 27,734 | 0 | 667 | 30,218 | 592 | 30,810 |
| 58 Stywe lynne/Tight Lines | 1,306 | 28,759 | 0 | 0 | 30,065 | 0 | 30,065 |
| 59 Bike SA | 532 | 29,305 | 0 | 0 | 29,837 | 1,701 | 31,538 |
| 60 FINWEEK | 20,830 | 3,768 | 4,785 | 0 | 29,383 | 1,507 | 30,890 |

* New ABC Member

5. Market share of Top 60 Titles

Highest to Lowest Circulation : July - September '09 (Total Paid Sales)

| | Magazines | Jul-Sept08 | % Market Share | Oct-Dec08 | % Market Share | Jan-Mar09 | % Market Share | Apr-Jun09 | % Market Share | Jul-Sept09 | % Market Share |
|----|--------------------------|------------------|----------------|------------------|----------------|------------------|----------------|------------------|----------------|------------------|----------------|
| 1 | Huisgenoot | 318,128 | 8.49 | 326,229 | 8.41 | 335,534 | 8.65 | 323,946 | 8.21 | 317,880 | 8.39 |
| 2 | YOU | 196,732 | 5.25 | 194,372 | 5.01 | 203,363 | 5.25 | 195,287 | 4.95 | 188,744 | 4.98 |
| 3 | Sarie | 106,498 | 2.84 | 114,369 | 2.95 | 128,237 | 3.31 | 137,408 | 3.48 | 125,564 | 3.31 |
| 4 | Move | 166,972 | 4.46 | 194,967 | 5.03 | 166,630 | 4.30 | 139,396 | 3.53 | 122,893 | 3.24 |
| 5 | TVPlus | 140,553 | 3.75 | 143,892 | 3.71 | 140,524 | 3.62 | 128,225 | 3.25 | 119,536 | 3.15 |
| 6 | Rooi Rose | 88,468 | 2.36 | 105,871 | 2.73 | 109,301 | 2.82 | 104,428 | 2.65 | 109,686 | 2.89 |
| 7 | Drum | 101,261 | 2.70 | 110,463 | 2.85 | 109,215 | 2.82 | 102,865 | 2.61 | 105,889 | 2.79 |
| 8 | Weg!/gol! | 91,699 | 2.45 | 85,505 | 2.21 | 96,517 | 2.49 | 93,209 | 2.36 | 91,649 | 2.42 |
| 9 | Cosmopolitan | 107,943 | 2.88 | 102,615 | 2.65 | 112,317 | 2.90 | 96,505 | 2.45 | 90,661 | 2.39 |
| 10 | Finesse | 90,471 | 2.41 | 92,238 | 2.38 | 103,883 | 2.68 | 91,252 | 2.31 | 89,079 | 2.35 |
| 11 | People | 92,346 | 2.46 | 94,870 | 2.45 | 95,870 | 2.47 | 93,543 | 2.37 | 88,146 | 2.33 |
| 12 | True Love | 88,309 | 2.36 | 94,471 | 2.44 | 90,392 | 2.33 | 83,891 | 2.13 | 83,143 | 2.19 |
| 13 | Bona | 91,084 | 2.43 | 72,820 | 1.88 | 98,569 | 2.54 | 88,249 | 2.24 | 79,188 | 2.09 |
| 14 | Vroue Keur | 84,405 | 2.25 | 83,905 | 2.16 | 82,252 | 2.12 | 83,067 | 2.11 | 78,543 | 2.07 |
| 15 | Car | 85,776 | 2.29 | 87,710 | 2.26 | 91,978 | 2.37 | 83,725 | 2.12 | 78,412 | 2.07 |
| 16 | Glamour | 85,887 | 2.29 | 88,548 | 2.28 | 80,313 | 2.07 | 79,963 | 2.03 | 75,643 | 2.00 |
| 17 | Woman & Home | 83,625 | 2.23 | 93,346 | 2.41 | 80,966 | 2.09 | 87,753 | 2.22 | 74,675 | 1.97 |
| 18 | Ideas/Idees | 79,740 | 2.13 | 87,853 | 2.27 | 94,589 | 2.44 | 83,305 | 2.11 | 72,132 | 1.90 |
| 19 | Men's Health | 69,407 | 1.85 | 69,640 | 1.80 | 72,714 | 1.88 | 67,290 | 1.71 | 71,418 | 1.88 |
| 20 | FairLady | 71,257 | 1.90 | 69,611 | 1.80 | 72,569 | 1.87 | 64,220 | 1.63 | 71,242 | 1.88 |
| 21 | FHM | 80,558 | 2.15 | 71,408 | 1.84 | 74,367 | 1.92 | 57,049 | 1.45 | 64,977 | 1.71 |
| 22 | Tuis/Home | 72,464 | 1.93 | 71,392 | 1.84 | 65,232 | 1.68 | 61,856 | 1.57 | 63,062 | 1.66 |
| 23 | Real | 66,897 | 1.78 | 63,081 | 1.63 | 66,230 | 1.71 | 57,224 | 1.45 | 62,027 | 1.64 |
| 24 | Your Family | 55,631 | 1.48 | 62,954 | 1.62 | 61,177 | 1.58 | 62,535 | 1.59 | 55,737 | 1.47 |
| 25 | Kick Off | 59,256 | 1.58 | 54,160 | 1.40 | 55,526 | 1.43 | 47,499 | 1.20 | 53,180 | 1.40 |
| 26 | Soul | 32,991 | 0.88 | 52,814 | 1.36 | 54,027 | 1.39 | 47,948 | 1.22 | 52,642 | 1.39 |
| 27 | Oprah | 51,154 | 1.36 | 45,353 | 1.17 | 49,102 | 1.27 | 55,130 | 1.40 | 51,499 | 1.36 |
| 28 | Pols/Pulse | n/a | n/a | 50,507 | 1.30 | n/a | n/a | 50,507 | 1.28 | 50,507 | 1.33 |
| 29 | Heat | 52,465 | 1.40 | 55,336 | 1.43 | 54,611 | 1.41 | 52,881 | 1.34 | 50,281 | 1.33 |
| 30 | Sarie Kos* | n/a | n/a | n/a | n/a | n/a | n/a | 49,422 | 1.25 | 49,422 | 1.30 |
| 31 | SA Garden & Home | 58,564 | 1.56 | 61,877 | 1.60 | 57,738 | 1.49 | 71,440 | 1.81 | 49,139 | 1.30 |
| 32 | Getaway | 54,510 | 1.45 | 56,270 | 1.45 | 54,448 | 1.40 | 53,566 | 1.36 | 47,151 | 1.24 |
| 33 | SA Garden/SA Tuin Paleis | 46,309 | 1.24 | 47,920 | 1.24 | 48,297 | 1.25 | 45,227 | 1.15 | 46,822 | 1.24 |
| 34 | Shape | 44,680 | 1.19 | 41,511 | 1.07 | 46,467 | 1.20 | 46,647 | 1.18 | 45,353 | 1.20 |
| 35 | Speed & Sound | 44,679 | 1.19 | 46,185 | 1.19 | 45,717 | 1.18 | 47,153 | 1.20 | 44,332 | 1.17 |
| 36 | Reader's Digest | 59,594 | 1.59 | 55,959 | 1.44 | 51,556 | 1.33 | 47,376 | 1.20 | 43,601 | 1.15 |
| 37 | Nat Geo Kids | 43,439 | 1.16 | 42,631 | 1.10 | 44,503 | 1.15 | 43,953 | 1.11 | 43,397 | 1.15 |
| 38 | Essentials | 43,860 | 1.17 | 38,280 | 0.99 | 36,251 | 0.93 | 36,962 | 0.94 | 42,446 | 1.12 |
| 39 | Landbouweekblad | 43,031 | 1.15 | 42,048 | 1.08 | 41,815 | 1.08 | 42,511 | 1.08 | 42,193 | 1.11 |
| 40 | Popular Mechanics | 40,071 | 1.07 | 41,803 | 1.08 | 42,998 | 1.11 | 41,104 | 1.04 | 41,886 | 1.11 |
| 41 | Leef | 43,536 | 1.16 | 42,859 | 1.11 | 40,851 | 1.05 | 43,434 | 1.10 | 41,570 | 1.10 |
| 42 | DriveOut/Wegry | n/a | n/a | 30,002 | 0.77 | n/a | n/a | 36,765 | 0.93 | 36,765 | 0.97 |
| 43 | CN House & Garden | 39,379 | 1.05 | 47,346 | 1.22 | 47,425 | 1.22 | 38,659 | 0.98 | 36,646 | 0.97 |
| 44 | Lig | 30,425 | 0.81 | 33,234 | 0.86 | 34,560 | 0.89 | 35,774 | 0.91 | 34,112 | 0.90 |
| 45 | People Puzzles | 33,815 | 0.90 | 37,008 | 0.95 | 35,963 | 0.93 | 36,722 | 0.93 | 33,953 | 0.90 |
| 46 | SA Home Owner | 36,440 | 0.97 | 35,782 | 0.92 | 35,462 | 0.91 | 32,331 | 0.82 | 33,697 | 0.89 |
| 47 | WegSleep | n/a | n/a | 37,341 | 0.96 | n/a | n/a | 36,556 | 0.93 | 33,576 | 0.89 |
| 48 | Femina | 34,929 | 0.93 | 36,591 | 0.94 | 36,325 | 0.94 | 38,072 | 0.97 | 33,116 | 0.87 |
| 49 | Marie Claire | 39,262 | 1.05 | 40,418 | 1.04 | 42,492 | 1.10 | 37,405 | 0.95 | 32,734 | 0.86 |
| 50 | Living & Loving | 33,089 | 0.88 | 30,411 | 0.81 | 31,417 | 0.81 | 38,327 | 0.97 | 32,194 | 0.85 |
| 51 | Soccer Life | n/a | n/a | 31,908 | 0.85 | n/a | n/a | 32,002 | 0.81 | 32,002 | 0.84 |
| 52 | SA Hunter | 28,477 | 0.76 | 27,212 | 0.73 | 20,367 | 0.53 | 31,376 | 0.80 | 31,763 | 0.84 |
| 53 | SA Country Life | 38,431 | 1.03 | 33,996 | 0.91 | 37,568 | 0.97 | 33,792 | 0.86 | 31,292 | 0.83 |
| 54 | Psychologies | n/a | n/a | 32,661 | 0.87 | n/a | n/a | 31,165 | 0.79 | 31,165 | 0.82 |
| 55 | Food & Home | 35,335 | 0.94 | 34,283 | 0.91 | 33,763 | 0.87 | 33,701 | 0.85 | 30,933 | 0.82 |
| 56 | House & Leisure | 35,408 | 0.94 | 35,122 | 0.94 | 34,397 | 0.89 | 34,309 | 0.87 | 30,485 | 0.80 |
| 57 | Seventeen | 32,433 | 0.87 | 39,493 | 1.05 | 33,710 | 0.87 | 36,254 | 0.92 | 30,218 | 0.80 |
| 58 | Stywe lynne/Tight Lines | 30,880 | 0.82 | 32,442 | 0.87 | 32,810 | 0.85 | 30,992 | 0.79 | 30,065 | 0.79 |
| 59 | Bike SA | 33,767 | 0.90 | 33,626 | 0.90 | 33,378 | 0.86 | 31,304 | 0.79 | 29,837 | 0.79 |
| 60 | FINWEEK | 31,598 | 0.84 | 29,766 | 0.79 | 30,964 | 0.80 | 30,318 | 0.77 | 29,383 | 0.78 |
| | | 3,747,918 | 100 | 4,016,285 | 100 | 3,877,247 | 100 | 3,944,775 | 100 | 3,789,283 | 100 |

6. Reader per Copy for Top 60 Titles

Alphabetically : July - September '09 (Total Paid Sales)

| | Magazines | ABC JULY - SEPT 2009 | AMPS 2009A (JUL'08 JUN'09) | RPC |
|----|--------------------------|-------------------------|-------------------------------|------|
| 1 | Bike SA | 29,837 | 233,000 | 7.8 |
| 2 | Bona | 79,188 | 2,833,000 | 35.8 |
| 3 | Car | 78,412 | 1,022,000 | 13.0 |
| 4 | CN House & Garden | 36,646 | 346,000 | 9.4 |
| 5 | Cosmopolitan | 90,661 | 984,000 | 10.9 |
| 6 | DriveOut/Wegry | 36,765 | 75,000 | 2.0 |
| 7 | Drum | 105,889 | 2,179,000 | 20.6 |
| 8 | Essentials | 42,446 | 166,000 | 3.9 |
| 9 | FairLady | 71,242 | 927,000 | 13.0 |
| 10 | Femina | 33,116 | 296,000 | 8.9 |
| 11 | FHM | 64,977 | 713,000 | 11.0 |
| 12 | Finesse | 89,079 | 276,000 | 3.1 |
| 13 | FINWEEK | 29,383 | 70,000 | 2.4 |
| 14 | Food & Home | 30,933 | 575,000 | 18.6 |
| 15 | Getaway | 47,151 | 540,000 | 11.5 |
| 16 | Glamour | 75,643 | 549,000 | 7.3 |
| 17 | Heat | 50,281 | 532,000 | 10.6 |
| 18 | House & Leisure | 30,485 | 209,000 | 6.9 |
| 19 | Huisgenoot | 317,880 | 2,085,000 | 6.6 |
| 20 | Ideas/Idees | 72,132 | 204,000 | 2.8 |
| 21 | Kick Off | 53,180 | 2,924,000 | 55.0 |
| 22 | Landbouweekblad | 42,193 | 248,000 | 5.9 |
| 23 | Leef | 41,570 | 124,000 | 3.0 |
| 24 | Lig | 34,112 | 82,000 | 2.4 |
| 25 | Living & Loving | 32,194 | 598,000 | 18.6 |
| 26 | Marie Claire | 32,734 | 258,000 | 7.9 |
| 27 | Men's Health | 71,418 | 861,000 | 12.1 |
| 28 | Move | 122,893 | 1,765,000 | 14.4 |
| 29 | Nat Geo Kids | 43,397 | n/a | n/a |
| 30 | Oprah | 51,499 | 565,000 | 11.0 |
| 31 | People | 88,146 | 1,369,000 | 15.5 |
| 32 | People Puzzles | 33,953 | 481,000 | 14.2 |
| 33 | Pols/Pulse | 50,507 | 148,000 | 2.9 |
| 34 | Popular Mechanics | 41,886 | 172,000 | 4.1 |
| 35 | Psychologies | 31,165 | 118,000 | 3.8 |
| 36 | Reader's Digest | 43,601 | 483,000 | 11.1 |
| 37 | Real | 62,027 | 854,000 | 13.8 |
| 38 | Rooi Rose | 109,686 | 858,000 | 7.8 |
| 39 | SA Country Life | 31,292 | 147,000 | 4.7 |
| 40 | SA Garden & Home | 49,139 | 638,000 | 13.0 |
| 41 | SA Garden/SA Tuin Paleis | 46,822 | 254,000 | 5.4 |
| 42 | SA Home Owner | 33,697 | 292,000 | 8.7 |
| 43 | SA Hunter | 31,763 | n/a | n/a |
| 44 | Sarie | 125,564 | 788,000 | 6.3 |
| 45 | Sarie Kos* | 49,422 | n/a | n/a |
| 46 | Seventeen | 30,218 | 287,000 | 9.5 |
| 47 | Shape | 45,353 | 186,000 | 4.1 |
| 48 | Soccer Life | 32,002 | 755,000 | 23.6 |
| 49 | Soul | 52,642 | 312,000 | 5.9 |
| 50 | Speed & Sound | 44,332 | 744,000 | 16.8 |
| 51 | Stywe lyne/Tight Lines | 30,065 | 133,000 | 4.4 |
| 52 | True Love | 83,143 | 2,943,000 | 35.4 |
| 53 | Tuis/Home | 63,062 | 210,000 | 3.3 |
| 54 | TVPlus | 119,536 | 1,721,000 | 14.4 |
| 55 | Vroue Keur | 78,543 | 423,000 | 5.4 |
| 56 | Weg!/go! | 91,649 | 223,000 | 2.4 |
| 57 | WegSleep | 33,576 | 95,000 | 2.8 |
| 58 | Woman & Home | 74,675 | 335,000 | 4.5 |
| 59 | YOU | 188,744 | 2,071,000 | 11.0 |
| 60 | Your Family | 55,737 | 443,000 | 7.9 |

* New ABC Member

7. Cost Per Thousand of Top 60 Titles

Lowest to Highest CPT - Ranked on Circulation : July - September '09 (Total Paid Sales)

| Magazines | FPFC Rate | ABC (July - September '09) | CPT Circulation | AMPS 2009A (JUL'08 - JUN'09) | CPT Readership |
|-----------------------------|-----------|----------------------------|-----------------|---------------------------------|----------------|
| 1 Move | R 16,645 | 122,893 | R 135 | 1,765,000 | R 9 |
| 2 Vroue Keur | R 15,119 | 78,543 | R 192 | 423,000 | R 36 |
| 3 Huisgenoot | R 66,550 | 317,880 | R 209 | 2,085,000 | R 32 |
| 4 YOU | R 44,065 | 188,744 | R 233 | 2,071,000 | R 21 |
| 5 Finesse | R 22,525 | 89,079 | R 253 | 276,000 | R 82 |
| 6 People | R 22,316 | 88,146 | R 253 | 1,369,000 | R 16 |
| 7 TVPlus | R 30,280 | 119,536 | R 253 | 1,721,000 | R 18 |
| 8 Rooi Rose | R 28,160 | 109,686 | R 257 | 858,000 | R 33 |
| 9 Lig | R 8,977 | 34,112 | R 263 | 82,000 | R 109 |
| 10 People Puzzles | R 9,100 | 33,953 | R 268 | 481,000 | R 19 |
| 11 Sarie | R 34,650 | 125,564 | R 276 | 788,000 | R 44 |
| 12 Soul | R 15,850 | 52,642 | R 301 | 312,000 | R 51 |
| 13 Drum | R 33,380 | 105,889 | R 315 | 2,179,000 | R 15 |
| 14 Bona | R 29,960 | 79,188 | R 378 | 2,833,000 | R 11 |
| 15 SA Hunter | R 12,588 | 31,763 | R 396 | n/a | n/a |
| 16 Stywe lyne/Tight Lines | R 12,500 | 30,065 | R 416 | 133,000 | R 94 |
| 17 Real | R 25,900 | 62,027 | R 418 | 854,000 | R 30 |
| 18 Wegl/go! | R 39,810 | 91,649 | R 434 | 223,000 | R 179 |
| 19 Reader's Digest | R 19,300 | 43,601 | R 443 | 483,000 | R 40 |
| 20 Nat Geo Kids | R 19,750 | 43,397 | R 455 | n/a | n/a |
| 21 Your Family | R 25,959 | 55,737 | R 466 | 443,000 | R 59 |
| 22 Leef | R 19,500 | 41,570 | R 469 | 124,000 | R 157 |
| 23 Sarie Kos* | R 23,546 | 49,422 | R 476 | n/a | n/a |
| 24 Pops/Pulse | R 24,220 | 50,507 | R 480 | 148,000 | R 164 |
| 25 SA Garden/SA Tuin Paleis | R 23,000 | 46,822 | R 491 | 254,000 | R 91 |
| 26 SA Home Owner | R 16,800 | 33,697 | R 499 | 292,000 | R 58 |
| 27 WegSleep | R 17,230 | 33,576 | R 513 | 95,000 | R 181 |
| 28 Essentials | R 22,470 | 42,446 | R 529 | 166,000 | R 135 |
| 29 Ideas/Idees | R 38,800 | 72,132 | R 538 | 204,000 | R 190 |
| 30 Speed & Sound | R 24,043 | 44,332 | R 542 | 744,000 | R 32 |
| 31 DriveOut/Wegry | R 20,000 | 36,765 | R 544 | 75,000 | R 267 |
| 32 Tuis/Home | R 35,300 | 63,062 | R 560 | 210,000 | R 168 |
| 33 True Love | R 46,656 | 83,143 | R 561 | 2,943,000 | R 16 |
| 34 Car | R 45,450 | 78,412 | R 580 | 1,022,000 | R 44 |
| 35 Cosmopolitan | R 52,600 | 90,661 | R 580 | 984,000 | R 53 |
| 36 FairLady | R 42,012 | 71,242 | R 590 | 927,000 | R 45 |
| 37 Woman & Home | R 44,521 | 74,675 | R 596 | 335,000 | R 133 |
| 38 Landbouweekblad | R 25,900 | 42,193 | R 614 | 248,000 | R 104 |
| 39 Glamour | R 46,450 | 75,643 | R 614 | 549,000 | R 85 |
| 40 Bike SA | R 19,000 | 29,837 | R 637 | 233,000 | R 82 |
| 41 Popular Mechanics | R 28,000 | 41,886 | R 668 | 172,000 | R 163 |
| 42 SA Country Life | R 21,560 | 31,292 | R 689 | 147,000 | R 147 |
| 43 Living & Loving | R 22,228 | 32,194 | R 690 | 598,000 | R 37 |
| 44 Food & Home | R 21,978 | 30,933 | R 711 | 575,000 | R 38 |
| 45 Getaway | R 33,700 | 47,151 | R 715 | 540,000 | R 62 |
| 46 SA Garden & Home | R 35,422 | 49,139 | R 721 | 638,000 | R 56 |
| 47 Oprah | R 39,270 | 51,499 | R 763 | 565,000 | R 70 |
| 48 Men's Health | R 54,500 | 71,418 | R 763 | 861,000 | R 63 |
| 49 Kick Off | R 41,250 | 53,180 | R 776 | 2,924,000 | R 14 |
| 50 Heat | R 40,370 | 50,281 | R 803 | 532,000 | R 76 |
| 51 Seventeen | R 24,750 | 30,218 | R 819 | 287,000 | R 86 |
| 52 Femina | R 28,405 | 33,116 | R 858 | 296,000 | R 96 |
| 53 Shape | R 39,000 | 45,353 | R 860 | 186,000 | R 210 |
| 54 FHM | R 58,514 | 64,977 | R 901 | 713,000 | R 82 |
| 55 Soccer Life | R 29,150 | 32,002 | R 911 | 755,000 | R 39 |
| 56 Psychologies | R 31,240 | 31,165 | R 1,002 | 118,000 | R 265 |
| 57 CN House & Garden | R 39,210 | 36,646 | R 1,070 | 346,000 | R 113 |
| 58 House & Leisure | R 34,350 | 30,485 | R 1,127 | 209,000 | R 164 |
| 59 Marie Claire | R 38,400 | 32,734 | R 1,173 | 258,000 | R 149 |
| 60 FINWEEK | R 42,500 | 29,383 | R 1,446 | 70,000 | R 607 |

* New ABC Member