

## **AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

The following table gives the latest readership figures for newspapers and magazines from SAARF AMPS Dec'14.

Over and above the thousands of readers and percentages of the total adult population for each publication, the table also indicates the range (both in percentages and thousands) in which the true readership figure lies, with a statistical certainty of 95%.

Let us look at two examples:

Example 1 - Beeld (daily) - 416,000 readers, 1.1% of total adults – AMPS Dec'14.

The table indicates that there is a range of plus or minus 0.13%; and plus or minus 48,000 readers. This means that we can be 95% certain that the true value of Beeld lies somewhere in the range (1.1 – 0.13% to 1.1 + 0.13%, that is, 0.97% to 1.23%) or (416,000 – 48,000 to 416,000 + 48,000, that is, 368,000 to 464,000 readers).

Example 2 – Daily Sun – 5,256,000 readers, 14.0% of total adults – AMPS Dec'14.

The table indicates that there is a range of plus or minus 0.43%; and plus or minus 160,000 readers. We can, therefore, be 95% certain that the true range of Daily Sun lies in the range (14.0 – 0.43% to 14.0 + 0.43%, that is, 13.57% to 14.43%) or (5,256,000 – 160,000 to 5,256,000 + 160,000, that is, 5,096,000 to 5,416,000 readers).

It is important to bear these ranges in mind when comparing readership from one survey to another. The readership figures for AMPS Jun'14 also have a range of possible values, and only when there is no overlap between the AMPS Jul'14 and AMPS Dec'14 ranges, is the readership figure in the one survey significantly different from the other survey with a 95% degree of statistical certainty.

In the table, the publications with readership that differs significantly between AMPS Jun'14 and AMPS Dec'14 are indicated as follows:

- “+” indicates a significant increase
- “#” indicates a significant decrease

In the case of the two examples, Beeld readership is essentially the same between the two years because the range for Beeld in AMPS Jun'14 (0.97% to 1.23%) overlaps with the range for Beeld in AMPS Dec'14 (0.97% to 1.23%). In the case of Daily Sun readership, there is an overlap between the two years (13.77% to 14.63% in AMPS Jun'14) and (13.57% to 14.43% in AMPS Dec'14); therefore there is no statistical difference between them.

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES**

INFORMANTS POPULATION ('000)	AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^				AMPS Jun '14 ^				AMPS Dec '14 ^			
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b>DAILY NEWSPAPERS</b>																
BEELD	496	1.3	0.14	52	485	1.3	0.14	52	430	1.1	0.13	48	416	1.1	0.13	48
BURGER	484	1.3	0.14	52	459	1.2	0.13	50	421	1.1	0.13	48	502	1.3	0.14	52
BUSINESS DAY	69	0.2	0.05	20	79	0.2	0.05	20	85	0.2	0.05	21	79	0.2	0.05	21
CAPE ARGUS	303	0.8	0.11	41	319	0.9	0.12	43	344	0.9	0.12	44	421	1.1	0.13	48
CAPE TIMES	251	0.7	0.10	38	215	0.6	0.09	35	200	0.5	0.09	33	235	0.6	0.09	36
CITIZEN	448	1.2	0.13	50	452	1.2	0.13	50	437	1.2	0.13	50	391	1.0	0.12	46
DAILY DISPATCH	224	0.6	0.09	35	233	0.6	0.09	35	210	0.6	0.09	36	215	0.6	0.09	36
DAILY NEWS	225	0.6	0.09	35	236	0.6	0.09	35	255	0.7	0.10	39	289	0.8	0.11	41
DAILY SUN	5488	14.7	0.44	162	5661	15.2	0.44	164	5351	14.2	0.43	161	5256	14.0	0.43	160
DAILY VOICE	528	1.4	0.14	54	509	1.4	0.14	54	468	1.2	0.13	50	516	1.4	0.14	54
DFA	57	0.2	0.05	20	62	0.2	0.05	20	77	0.2	0.05	21	81	0.2	0.05	21
HERALD	201	0.5	0.09	32	208	0.6	0.09	35	196	0.5	0.09	33	194	0.5	0.09	33
ISOLEZWE	1049	2.8	0.20	75	1065	2.9	0.21	77	1176	3.1	0.21	80	1180	3.1	0.21	80
MERCURY	217	0.6	0.09	35	197	0.5	0.09	32	180	0.5	0.09	33	185	0.5	0.09	33
NEW AGE (TNA)	143	0.4	0.08	29	178	0.5	0.09	32	153	0.4	0.08	29	130	0.3	0.07	25
PRETORIA NEWS	172	0.5	0.09	32	174	0.5	0.09	32	125	0.3	0.07	25	141	0.4	0.08	29
SON	1130	3.0	0.21	78	1097	2.9	0.21	77	1075	2.9	0.21	78	1035	2.7	0.20	75
SOWETAN	1692	4.5	0.25	95	1748	4.7	0.26	97	1674	4.4	0.25	95	1655	4.4	0.25	95
THE STAR	661	1.8	0.16	61	656	1.8	0.16	61	659	1.7	0.16	60	598	1.6	0.15	58
THE TIMES	290	0.8	0.11	41	349	0.9	0.12	43	309	0.8	0.11	41	340	0.9	0.12	44
VOLKSBLAD	126	0.3	0.07	25	135	0.4	0.08	29	132	0.4	0.08	29	123	0.3	0.07	25
THE WITNESS	118	0.3	0.07	25	116	0.3	0.07	25	98	0.3	0.07	25	84	0.2	0.05	21
ANY "AMPS" DAILY NEWSPAPER	10936	29.4	0.56	208	11080	29.8	0.56	209	10812	28.7	0.56	209	10773	28.6	0.55	209

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	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b>WEEKLY NEWSPAPERS</b>																
BEELD (SAT)	43	0.1	0.04	14	33	0.1	0.04	14	41	0.1	0.04	15	55	0.1	0.04	15
BURGER SATERDAG	260	0.7	0.10	38	243	0.7	0.10	38	227	0.6	0.09	36	299	0.8	0.11	41
CITY PRESS (SUN)	1989	5.3	0.28	102	1996	5.4	0.28	103	1821	4.8	0.26	99	1738	4.6	0.26	97
ILANGA LANGESONTO (SUN)	917	2.5	0.19	71	874	2.3	0.18	69	788	2.1	0.18	66	730	1.9	0.17	63
INDEPENDENT ON SATURDAY	190	0.5	0.09	32	173	0.5	0.09	32	145	0.4	0.08	29	107	0.3	0.07	25
ISOLEZWE NGESONTO (SUN)	704	1.9	0.17	62	732	2.0	0.17	64	733	1.9	0.17	63	732	1.9	0.17	63
ISOLEZWE NGOMQIBELO (SAT)	523	1.4	0.14	54	545	1.5	0.15	56	511	1.4	0.14	54	438	1.2	0.13	50
MAIL & GUARDIAN (FRI)	486	1.3	0.14	52	504	1.4	0.14	54	535	1.4	0.14	54	534	1.4	0.14	54
POST (WED)	312	0.8	0.11	41	299	0.8	0.11	41	274	0.7	0.10	39	244	0.6	0.09	36
PTA NEWS WEEKEND (SAT) \$\$	29	0.1	0.04	14	28	0.1	0.04	14	14	0.0	0.00	0.0	21	0.1	+	0.04 15
RAPPORT (SUN)	1350	3.6	0.23	85	1338	3.6	0.23	85	1270	3.4	0.22	84	1242	3.3	0.22	82
SATERDAG VOLKSBLAD	29	0.1	0.04	14	27	0.1	0.04	14	27	0.1	0.04	15	32	0.1	0.04	15
SATURDAY CITIZEN	55	0.1	0.04	14	44	0.1	0.04	14	47	0.1	0.04	15	73	0.2	+	0.05 21
SATURDAY DISPATCH	124	0.3	0.07	25	119	0.3	0.07	25	102	0.3	0.07	25	101	0.3	0.07	25
SATURDAY STAR	247	0.7	0.10	38	227	0.6	0.09	35	209	0.6	0.09	36	219	0.6	0.09	36
SOCCER LADUMA (WED)	3133	8.4	0.34	127	3185	8.6	0.34	128	3221	8.6	0.34	130	3316	8.8	0.35	131
SON OP SONDAG	454	1.2	0.13	50	416	1.1	0.13	48	393	1.0	0.12	46	472	1.3	+	0.14 52
SONDAG	126	0.3	0.07	25	##	##	##	##	##	##	##	##	##	##	##	##
SUNDAY INDEPENDENT	91	0.2	0.05	20	64	0.2	0.05	20	74	0.2	0.05	21	87	0.2	0.05	21
SUNDAY SUN	2646	7.1	0.32	117	2579	6.9	0.31	116	2481	6.6	0.30	115	2403	6.4	0.30	113
SUNDAY TIMES	3651	9.8	0.37	136	3658	9.8	0.37	136	3436	9.1	0.35	133	3489	9.3	0.36	134
SUNDAY TRIBUNE	422	1.1	0.13	48	435	1.2	0.13	50	401	1.1	0.13	48	337	0.9	0.12	44
SUNDAYWORLD	1620	4.4	0.25	94	1531	4.1	0.24	91	1419	3.8	0.23	88	1469	3.9	0.24	89
WEEKEND ARGUS SATURDAY	154	0.4	0.08	29	141	0.4	0.08	29	123	0.3	0.07	25	104	0.3	0.07	25
WEEKEND ARGUS SUNDAY	139	0.4	0.08	29	114	0.3	0.07	25	127	0.3	0.07	25	196	0.5	+	0.09 33
WEEKENDPOST (SAT)	156	0.4	0.08	29	155	0.4	0.08	29	133	0.4	0.08	29	156	0.4	0.08	29
WEEKEND WITNESS (SAT)	106	0.3	0.07	25	100	0.3	0.07	25	67	0.2	0.05	21	57	0.2	0.05	21
THE ZIMBABWEAN (THURS) \$\$	58	0.2	0.05	20	46	0.1	0.04	14	52	0.1	0.04	15	73	0.2	+	0.05 21
ANY "AMPS" WEEKLY NEWSPAPER	11830	31.8	0.57	213	11745	31.6	0.57	213	11393	30.2	0.56	212	11334	30.1	0.56	212

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	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000	'000s	%	± %	± '000
<b>BI-WEEKLY NEWSPAPERS</b>																
ILANGA (MON/THU)	810	2.2	0.18	67	812	2.2	0.18	67	811	2.2	0.18	68	814	2.2	0.18	68
<b>MONTHLY NEWSPAPERS</b>																
THE TEACHER	168	0.5	0.09	32	162	0.4	0.08	29	150	0.4	0.08	29	143	0.4	0.08	29
VUK'UZENZELE	849	2.3	0.18	69	901	2.4	0.19	70	790	2.1	0.18	66	693	1.8	0.16	61
ANY "AMPS" MONTHLY NEWSPAPER	995	2.7	0.20	74	1044	2.8	0.20	75	916	2.4	0.19	71	819	2.2	0.18	68
ANY "AMPS" NEWSPAPER	17674	47.5	0.61	228	17788	47.8	0.61	228	17434	46.3	0.61	230	17285	45.9	0.61	230
<b>WEEKLY MAGAZINES</b>																
AUTO TRADER.CO.ZA	542	1.5	0.15	56	576	1.5	0.15	56	564	1.5	0.15	56	516	1.4	0.14	54
DRUM	3027	8.1	0.34	125	3210	8.6	0.34	128	3163	8.4	0.34	128	3090	8.2	0.34	127
FARMER'S WEEKLY	142	0.4	0.08	29	137	0.4	0.08	29	122	0.3	0.07	25	90	0.2	0.05	21
FINANCIAL MAIL	172	0.5	0.09	32	155	0.4	0.08	29	137	0.4	0.08	29	119	0.3	0.07	25
FINWEEK \$\$	47	0.1	0.04	14	42	0.1	0.04	14	31	0.1	0.04	15	30	0.1	0.04	15
GRAZIA SA	63	0.2	0.05	20	73	0.2	0.05	20	56	0.1	0.04	15	63	0.2	+ 0.05	21
HEAT	441	1.2	0.13	50	449	1.2	0.13	50	376	1.0	0.12	46	390	1.0	0.12	46
HUISGENOOT	2224	6	0.29	109	2278	6.1	0.29	109	2108	5.6	0.28	106	1928	5.1	0.27	102
LANDBOU WEEKBLAD	190	0.5	0.09	32	181	0.5	0.09	32	201	0.5	0.09	33	184	0.5	0.09	33
MOVE!	2228	6	0.29	109	2291	6.2	0.30	110	2013	5.3	0.27	104	1968	5.2	0.27	102
PEOPLE	1276	3.4	0.22	83	1357	3.6	0.23	85	1413	3.8	0.23	88	1306	3.5	0.23	85
TIME	188	0.5	0.09	32	197	0.5	0.09	32	190	0.5	0.09	33	212	0.6	0.09	36
VROUEKEUR	334	0.9	0.12	43	373	1.0	0.12	45	335	0.9	0.12	44	273	0.7	0.10	38
YOU	2304	6.2	0.30	110	2334	6.3	0.30	111	2215	5.9	0.29	109	2142	5.7	0.28	107
ANY "AMPS" WEEKLY MAGAZINE	9080	24.4	0.53	196	9347	25.1	0.53	198	8885	23.6	0.52	196	8527	22.6	0.51	193
<b>FORTNIGHTLY MAGAZINES</b>																
KUIER	591	1.6	0.15	57	681	1.8	0.16	61	738	2.0	0.17	65	783	2.1	0.18	66
TVPLUS	940	2.5	0.19	71	894	2.4	0.19	70	786	2.1	0.18	66	663	1.8	0.16	61
ANY "AMPS" FORTNIGHTLY MAGAZINE	1436	3.9	0.24	89	1483	4.0	0.24	90	1434	3.8	0.23	88	1349	3.6	0.23	86

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	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b>MONTHLY MAGAZINES</b>																
AMAKHOSI	1724	4.6	0.26	96	1785	4.8	0.26	98	1874	5.0	0.27	101	1734	4.6	0.26	97
ANIMALTALK	125	0.3	0.07	25	131	0.4	0.08	29	129	0.3	0.07	25	128	0.3	0.07	25
BABA & KLEUTER	83	0.2	0.05	20	81	0.2	0.05	20	64	0.2	0.05	21	63	0.2	0.05	21
BICYCLING	82	0.2	0.05	20	84	0.2	0.05	20	66	0.2	0.05	21	78	0.2	0.05	21
BIKE SA MAGAZINE	194	0.5	0.09	32	182	0.5	0.09	32	166	0.4	0.08	29	184	0.5	0.09	33
BONA	2909	7.8	0.33	123	3016	8.1	0.34	125	3083	8.2	0.34	127	3267	8.7	0.35	130
CAR	894	2.4	0.19	70	845	2.3	0.18	69	895	2.4	0.19	71	906	2.4	0.19	71
CARAVAN & OUTDOOR LIFE	73	0.2	0.05	20	83	0.2	0.05	20	73	0.2	0.05	21	74	0.2	0.05	21
COMPLEAT GOLFER	56	0.2	0.05	20	48	0.1	0.04	14	43	0.1	0.04	15	56	0.1	0.04	15
CONDE NAST HOUSE & GARDEN	300	0.8	0.11	41	299	0.8	0.11	41	252	0.7	0.10	39	237	0.6	0.09	36
COSMOPOLITAN	897	2.4	0.19	70	816	2.2	0.18	67	667	1.8	0.16	61	742	2.0	0.17	65
DESTINY	264	0.7	0.10	38	271	0.7	0.10	38	247	0.7	0.10	39	208	0.6	0.09	36
DRIVE OUT / WEGRY	117	0.3	0.07	25	117	0.3	0.07	25	123	0.3	0.07	25	123	0.3	0.07	25
ELLE MAGAZINE	316	0.8	0.11	41	293	0.8	0.11	41	259	0.7	0.10	39	233	0.6	0.09	36
ENTREPRENEUR	207	0.6	0.09	35	203	0.5	0.09	32	148	0.4	0.08	29	171	0.5	0.09	33
ESSENTIALS	136	0.4	0.08	29	134	0.4	0.08	29	126	0.3	0.07	25	133	0.4	0.08	29
FAIRLADY	853	2.3	0.18	69	821	2.2	0.18	67	723	1.9	0.17	63	670	1.8	0.16	61
FHM	726	1.9	0.17	62	652	1.8	0.16	61	##	##	##	##	##	##	##	##
FINESSE	190	0.5	0.09	32	170	0.5	0.09	32	174	0.5	0.09	33	200	0.5	0.09	33
FOOD & HOME ENTERTAINING	638	1.7	0.16	59	670	1.8	0.16	61	641	1.7	0.16	60	659	1.7	0.16	60
FORBES AFRICA													187	0.5	0.09	33
FRESH LIVING (PICK 'N PAY)	524	1.4	0.14	54	538	1.4	0.14	54	492	1.3	0.14	52	425	1.1	0.13	48
GETAWAY	607	1.6	0.15	57	602	1.6	0.15	57	509	1.4	0.14	54	490	1.3	0.14	52
GLAMOUR	707	1.9	0.17	62	649	1.7	0.16	59	533	1.4	0.14	54	511	1.4	0.14	54
GO! / WEGI!	341	0.9	0.12	43	343	0.9	0.12	43	313	0.8	0.11	41	311	0.8	0.11	41
GOEIE HUISHOUDING / GOOD HOUSEKEEPING	137	0.4	0.08	29	139	0.4	0.08	29	121	0.3	0.07	25	140	0.4	0.08	29
GOLF DIGEST	121	0.3	0.07	25	124	0.3	0.07	25	100	0.3	0.07	25	95	0.3	0.07	25
GQ SA	327	0.9	0.12	43	305	0.8	0.11	41	265	0.7	0.10	39	238	0.6	0.09	36
HOME / TUIS	425	1.1	0.13	48	485	1.3	0.14	52	455	1.2	0.13	50	499	1.3	0.14	52
HOUSE AND LEISURE	166	0.4	0.08	29	160	0.4	0.08	29	131	0.3	0.07	25	148	0.4	0.08	29
HQ (HORSE QUARTERLY)	62	0.2	0.05	20	71	0.2	0.05	20	61	0.2	0.05	21	60	0.2	0.05	21
HUSTLER	201	0.5	0.09	32	206	0.6	0.09	35	204	0.5	0.09	33	167	0.4	0.08	29
IDEAS / IDEES	159	0.4	0.08	29	150	0.4	0.08	29	155	0.4	0.08	29	160	0.4	0.08	29
KICKOFF	3567	9.6	0.36	135	3878	10.4	0.38	140	4034	10.7	0.38	143	4014	10.7	0.38	143
LEEF MET HART & SIEL	118	0.3	0.07	25	148	0.4	0.08	29	142	0.4	0.08	29	120	0.3	0.07	25

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<b>MONTHLY MAGAZINES (cont.....)</b>																
LEISURE WHEELS	86	0.2	0.05	20	87	0.2	0.05	20	110	0.3	0.07	25	118	0.3	0.07	25
LIG	128	0.3	0.07	25	137	0.4	0.08	29	123	0.3	0.07	25	98	0.3	0.07	25
LIVING AND LOVING	482	1.3	0.14	52	483	1.3	0.14	52	423	1.1	0.13	48	396	1.1	0.13	48
LONGEVITY	80	0.2	0.05	20	63	0.2	0.05	20	52	0.1	0.04	15	42	0.1	0.04	15
LOSLYF \$\$	29	0.1	0.04	14	34	0.1	0.04	14	33	0.1	0.04	15	31	0.1	0.04	15
MAN MAGNUM													26	0.1	0.04	15
MAMAS & PAPAS	103	0.3	0.07	25	104	0.3	0.07	25	97	0.3	0.07	25	78	0.2	0.05	21
MARIE CLAIRE	214	0.6	0.09	35	210	0.6	0.09	35	184	0.5	0.09	33	171	0.5	0.09	33
MEN'S HEALTH	982	2.6	0.20	73	960	2.6	0.20	73	946	2.5	0.19	72	1017	2.7	0.20	75
NAG	175	0.5	0.09	32	145	0.4	0.08	29	156	0.4	0.08	29	159	0.4	0.08	29
NATIONAL GEOGRAPHIC	307	0.8	0.11	41	318	0.9	0.12	43	308	0.8	0.11	41	340	0.9	0.12	44
NOSEWEEK	54	0.1	0.04	14	52	0.1	0.04	14	48	0.1	0.04	15	41	0.1	0.04	15
O' THE OPRAH MAGAZINE SA	354	1	0.12	46	327	0.9	0.12	43	293	0.8	0.11	41	##	##	##	##
PCFORMAT	212	0.6	0.09	35	216	0.6	0.09	35	##	##	##	##	##	##	##	##
POPULAR MECHANICS	190	0.5	0.09	32	173	0.5	0.09	32	150	0.4	0.08	29	144	0.4	0.08	29
READER'S DIGEST SA \$\$	404	1.1	0.13	48	359	1.0	0.12	45	307	0.8	0.11	41	272	0.7	0.10	38
REAL	764	2.1	0.18	66	758	2.0	0.17	64	##	##	##	##	##	##	##	##
RIDE \$\$									21	0.1	0.04	15	23	0.1	0.04	15
ROOI ROSE	779	2.1	0.18	66	779	2.1	0.18	66	656	1.7	0.16	60	619	1.6	0.15	58
RUNNER'S WORLD	74	0.2	0.05	20	91	0.2	0.05	20	78	0.2	0.05	21	75	0.2	0.05	21
SA4X4	182	0.5	0.09	32	169	0.5	0.09	32	163	0.4	0.08	29	185	0.5	0.09	33
SA COUNTRY LIFE	103	0.3	0.07	25	90	0.2	0.05	20	77	0.2	0.05	21	102	0.3	0.07	25
SA GARDEN & HOME	579	1.6	0.15	57	533	1.4	0.14	54	486	1.3	0.14	52	497	1.3	0.14	52
SA HOME OWNER	191	0.5	0.09	32	179	0.5	0.09	32	184	0.5	0.09	33	221	0.6	0.09	36
SA INDIA	98	0.3	0.07	25	84	0.2	0.05	20	78	0.2	0.05	21	70	0.2	0.05	21
SA JAGTER/HUNTER	47	0.1	0.04	14	41	0.1	0.04	14	47	0.1	0.04	15	67	0.2	+	0.05 21
SA RUGBY MAG.	290	0.8	0.11	41	294	0.8	0.11	41	255	0.7	0.10	39	303	0.8	0.11	41
SARIE	775	2.1	0.18	66	763	2.0	0.17	64	691	1.8	0.16	61	660	1.8	0.16	61
SEVENTEEN	375	1	0.12	46	374	1.0	0.12	45	##	##	##	##	##	##	##	##
SOUL	252	0.7	0.10	28	##	##	##	##	##	##	##	##	##	##	##	##
SPEED & SOUND	808	2.2	0.18	67	815	2.2	0.18	67	793	2.1	0.18	66	755	2.0	0.17	65
STUFF	101	0.3	0.07	25	93	0.2	0.05	20	66	0.2	0.05	21	61	0.2	0.05	21
STYWE LYNE/TIGHT LINES \$\$	76	0.2	0.05	20	61	0.2	0.05	20	62	0.2	0.05	21	64	0.2	0.05	21
SUCCEED	86	0.2	0.05	20	##	##	##	##	##	##	##	##	##	##	##	##
TASTE (WOOLWORTHS)	121	0.3	0.07	25	126	0.3	0.07	25	114	0.3	0.07	25	121	0.3	0.07	25
THE GARDENER MAGAZINE	189	0.5	0.09	32	194	0.5	0.09	32	181	0.5	0.09	33	142	0.4	0.08	29

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**AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES**

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INFORMANTS POPULATION ('000)	AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^				AMPS Jun '14 ^				AMPS Dec '14 ^			
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000
<b>MONTHLY MAGAZINES (cont.....)</b>																
TOPCAR	757	2	0.17	64	642	1.7	0.16	59	588	1.6	0.15	58	562	1.5	0.15	56
TOPGEAR SA	731	2	0.17	64	728	2.0	0.17	64	840	2.2	0.18	68	893	2.4	0.19	71
TRUE LOVE	2609	7	0.31	117	2494	6.7	0.31	114	2262	6.0	0.29	110	2265	6.0	0.29	110
DIE TUINIER TYDSKRIF	56	0.2	0.05	20	54	0.1	0.04	14	54	0.1	0.04	15	54	0.1	0.04	15
WEGSLEEP	74	0.2	0.05	20	79	0.2	0.05	20	90	0.2	0.05	21	95	0.3	0.07	25
WOMAN&HOME	341	0.9	0.12	43	350	0.9	0.12	43	318	0.8	0.11	41	337	0.9	0.12	44
WOMEN'S HEALTH	462	1.2	0.13	50	534	1.4	0.14	54	515	1.4	0.14	54	505	1.3	0.14	52
YOUR FAMILY	352	0.9	0.12	43	371	1.0	0.12	45	346	0.9	0.12	44	299	0.8	0.11	41
ANY "AMPS" MONTHLY MAGAZINE	13674	36.7	0.59	220	13742	36.9	0.59	221	13733	36.5	0.59	223	13678	36.3	0.59	222
<b>SIX-WEEKLY MAGAZINES</b>																
ELLE DECORATION **	122	0.3	0.07	25	131	0.4	0.08	29	150	0.4	0.08	29	147	0.4	0.08	29
SALTWATER GIRL	105	0.3	0.07	25	##	##	##	##	##	##	##	##	##	##	##	##
ZIGZAG	56	0.2	0.05	20	56	0.2	0.05	20	65	0.2	0.05	21	51	0.1	0.04	15
<b>ALTERNATE MONTHLY MAGAZINES</b>																
CSA \$\$	32	0.1	0.04	14	29	0.1	0.04	14	29	0.1	0.04	15	15	0.0	0.00	0
DEKAT	92	0.2	0.05	20	84	0.2	0.05	20	65	0.2	0.05	21	75	0.2	0.05	21
DESTINY MAN	79	0.2	0.05	20	70	0.2	0.05	20	62	0.2	0.05	21	68	0.2	0.05	21
GOOD TASTE	79	0.2	0.05	20	70	0.2	0.05	20	62	0.2	0.05	21	68	0.2	0.05	21
HABITAT	51	0.1	0.04	14	54	0.1	0.04	14	52	0.1	0.04	15	65	0.2	+ 0.05	21
HYPE	547	1.5	0.15	56	501	1.3	0.14	52	497	1.3	0.14	52	517	1.4	0.14	54
INTIEM									33	0.1	0.04	15	28	0.1	0.04	15
SARIE KOS	107	0.3	0.07	25	130	0.4	0.08	29	118	0.3	0.07	25	91	0.2	0.05	21
WEIGH-LESS	153	0.4	0.08	29	155	0.4	0.08	29	138	0.4	0.08	29	148	0.4	0.08	29
YOUR BABY	312	0.8	0.11	41	366	1.0	0.12	45	325	0.9	0.12	44	286	0.8	0.11	41
YOUR BUSINESS	107	0.3	0.07	25	98	0.3	0.07	25	103	0.3	0.07	25	106	0.3	0.07	25
YOUR PREGNANCY	458	1.2	0.13	50	500	1.3	0.14	52	426	1.1	0.13	48	432	1.1	0.13	48
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	1800	4.8	0.26	98	1989	5.3	0.28	102	1814	4.8	0.26	99	1627	4.3	0.25	94
<b>QUARTERLY MAGAZINES</b>																
AA TRAVELLER	182	0.5	0.09	32	172	0.5	0.09	32	200	0.5	0.09	33	237	0.6	0.09	36
PERSONAL FINANCE	212	0.6	0.09	35	204	0.5	0.09	32	185	0.5	0.09	33	188	0.5	0.09	33
ANY "AMPS" QUARTERLY MAGAZINE	732	2	0.17	64	561	1.5	0.15	56	394	1.0	0.12	46	393	1.0	0.12	46

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**AVERAGE ISSUE READERSHIP OF NEWSPAPERS / MAGAZINES**

INFORMANTS POPULATION ('000)	AMPS Jul '12 - Jun '13 ^				AMPS Dec '13 ^				AMPS Jun '14 ^				AMPS Dec '14 ^				
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL				
	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	'000s	%	±	% ± '000	
ANY "AMPS" MAGAZINE	17403	46.8	0.61	228	17729	47.6	0.61	228	17657	46.9	0.61	231	17526	46.5	0.61	230	
ANY "AMPS" NEWSP./MAGAZINE	23684	63.6	0.59	220	23811	64.0	0.59	219	23811	63.2	0.59	223	23874	63.4	0.59	222	
<b>SUBSCRIBER MAGAZINES</b>																	
DSTV	4067	10.9	0.38	143	5616	15.1	0.44	164	6244	16.6	0.46	172	6164	16.4	0.45	171	
M \$\$	26	0.1	0.04	14	7	0.0	0.00	0	4	0.0	0.00	0	2	0.0	0.00	0	
MAGIC	95	0.3	0.07	25	81	0.2	0.05	20	72	0.2	0.05	21	104	0.3	0.07	25	
REALITY BY SANLAM	77	0.2	0.05	20	86	0.2	0.05	20	88	0.2	0.05	21	68	0.2	0.05	21	
ANY "AMPS" SUBSCRIBER MAGAZINE (excl. store magazines)	4203	11.3	0.39	145	5704	15.3	0.44	165	6319	16.8	0.46	173	6244	16.6	0.46	172	
<b>STORE MAGAZINES</b>																	
ACKERMANS	145	0.4	0.08	29	440	1.2	0.13	50	844	2.2	0.18	68	1092	2.9	+	0.21	77
BEARES CLUB (Beares/Lubners)	385	1	0.12	46	336	0.9	0.12	43	290	0.8	0.11	41	310	0.8	0.11	41	
CLICKS CLUBCARD	907	2.4	0.19	70	1181	3.2	0.22	80	1442	3.8	0.23	88	1405	3.7	0.23	87	
EDGARS CLUB/KLUB	1592	4.3	0.25	93	1534	4.1	0.24	91	1439	3.8	0.23	88	1440	3.8	0.23	88	
EDGARS CLUB MAN													374	1.0	0.12	46	
ELLERINES CLUB (Fairdeal/TownTalk Furnishers)	440	1.2	0.13	50	439	1.2	0.13	50	377	1.0	0.12	46	352	0.9	0.12	44	
FURNITURE CITY CLUB	273	0.7	0.10	38	266	0.7	0.10	38	221	0.6	0.09	36	177	0.5	0.09	33	
GEEN & RICHARDS CLUB	306	0.8	0.11	41	269	0.7	0.10	38	229	0.6	0.09	36	271	0.7	0.10	38	
JET CLUB	4217	11.3	0.39	145	4463	12.0	0.40	149	4546	12.1	0.40	151	4249	11.3	#	0.39	146
INSPIRATIONS MAGAZINE (MILADY'S)	13	0.0	0.00	0.0	\$\$	\$\$	\$\$	\$\$	##	##	##	##	##	##	##	##	
ANY "AMPS" STORE MAGAZINE	7282	19.6	0.49	182	7274	19.5	0.49	181	7280	19.3	0.48	182	7159	19.0	0.48	181	

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