

# AMPS2003b confirm Media24 Women's Magazines dominance in market

Issued by [Media24](#)

18 Mar 2004

The AMPS2003b results released this week have confirmed the dominance of Media24 Women's Magazines over their competitors. Fairlady, Sarie and True Love have proved the three most popular monthly women's magazine titles, in many cases showing readership figures of more than double that of their traditional competitors in the women's magazine market.

Although magazine readership in general has remained stable, Fairlady has increased its readership to 1 051 000 or 3,5% of the total adult population - up from 3,04% in the previous study.

Figures for True Love and Sarie have remained fairly stable, yet impressive at 2 297 000 (7.7%) and 915 000 (3.1%) respectively.

"The results are very good news for us as well as our advertisers," said Publisher for Media24 Women's Magazines, Mari Lategan. "Our titles are clearly the leaders in their respective markets and therefore offer advertisers so much more bang for their buck."

Fairlady and Sarie recorded penetration of 12,8% and 12,6% respectively in the LSM 9-10 market, making them particularly attractive to top end advertisers. True Love remains one of the leading publications in the LSM5-6 and LSM7-8 market.

## Women's magazine readership figures - AMPS2003b:

True Love - 2 297 000 (7.7%)  
Fairlady - 1 051 000 (3.5%)  
Sarie - 915 000 (3.1%)  
Rooi Rose - 862 000 (2.9%)  
Cosmopolitan - 803 000 (2.7%)  
Femina - 440 000 (1.5%)  
Elle - 385 000 (1.3%)  
Marie Claire - 377 000 (1.3%)  
'O' Magazine - 314 000 (1.1%)

### Editorial contact

Media24 Women's Magazines  
Caroline Sedgwick  
Tel: 021 406 2243