

# ABC Q3 2023: A quarter marked by stability as magazines show resilience

By [Danette Breitenbach](#)

21 Nov 2023

The Audit Bureau of Circulations (ABC) of South Africa's Quarter 3, 2023 magazine category figures have been released.



The ABC has released the Q3, 2023 circulation figures for magazines (Image: Lesley Svenson)

Magazines, in general, demonstrated resilience with an overall decline of -2%. Consumer magazines, exhibiting a positive trend, increased by 1.28%, attributed to a 4% rise in free copies.

Business-to-business magazines faced a -2% decrease. Subscriptions in this segment, however, grew by 1%. The Custom Magazines category remained stable, reflecting a minor loss of -1.1%, while maintaining consistent trends across all distribution channels.

In light of these figures, the ABC says it is pleased to report a quarter marked by stability, demonstrating commendable resilience in the face of challenging media trading conditions. These results underscore the industry's adaptability and determination to navigate the evolving media landscape.



## Magazines ABC Q2 2023: Digital magazines the star of the Q2

Danette Breitenbach 23 Aug 2023



### Consumer magazines

This category has five publications with double-digit increases on the previous quarter. It gained three new members but saw five discontinued, two resignations and two ceased publications.

Within the category, the sector Business & News had two of its three publications show increases on the previous quarter and on the prior year. Both, *Financial Mail* and *Forbes* continued their upward movement in Q2 on the previous quarter and prior year.

The Farming sector had three of its five publications up on the previous quarter, while the Parenting sector had two out of three publications with an increase on the previous quarter.

The Woman's General sector, the biggest sector under consumer magazines, had only three publications with increases on the previous quarter and two on the prior year. This is an increase of one publication on Q2.

Arts, Culture and Heritage					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Mtly	8,499	8,499	-0.7%	-2.2%
Val de Vie Magazine	2xA	7,900	8,959		-39.9%
Business and News					
Financial Mail	Wkly, Fr	2,346	15,574	6.1%	30.4%
Forbes Africa	AltM	3,853	10,255	1.4%	12.3%
The Big Issue Magazine	Mtly	697	4,713	-9.5%	-22.6%
Conservation and Wildlife					
African Birdlife	AltM	1,490	7,456	4.3%	16.0%
Entertainment					
TV Plus (Afrikaans)	F	0		Discontinued	
TV Plus (English)	F	0		Discontinued	
Family Interest					
Huisgenoot	Wkly, Th	3,546	91,071	-4.7%	-20.3%
LIG	11xA	545	13,602	-4.0%	-11.8%
Plus 50	6xA	1,343	6,277	99.1%	6.8%
Spot-On (Formerly known as Spotong)	AltM	0		Ceased publishing	
The Crest	7xA	0		Discontinued	
The Ridge	8xA	0		Discontinued	
You	Wkly, Th	2,608	45,760	-3.9%	-22.1%
Farming					
Farmer's Weekly	Wkly, Fr	640	5,399	-2.7%	-20.2%
Grond tot Mond	Q	32,019	32,019	4.5%	369.1%
Landbouweekblad	Wkly, Th	16	14,689	2.7%	33.2%
Marktoe!	Mtly	13,701	13,701	0.2%	0.8%
Veeplaas.	11xA	0			Changed Sector
Health & Wellbeing					
Grow to Eat	3xA	5,718	14,525	No Issue	Reporting Change
Home					
Conde Nast House & Garden	Mtly	4,010	9,258	-14.5%	-22.9%
EasyDIY	Q	0		Resigned	
Food&Home Magazine	Q	3,961	14,830	-0.1%	New Member
Lose It,	Q	230	8,908	No Issue	5.2%
SAHome Owner	11xA	5,040	18,083	-6.5%	-7.7%
Sarie Kos / Food	Q	1,380	12,515	-3.3%	-17.9%
The Gardener / Die Tuinier	Mtly	9,545	24,958	13.6%	-1.0%
Tuis Home	8xA	3,385	57,114	-3.5%	-14.4%

Visi	6xA	1,146	9,671	-13.7%	-29.4%
<b>Leisure</b>					
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Ann	5,832	13,080	No Issue	Reporting Change
Life & Style.	4xA	0	Resigned	Suspended	New Member
Silver Digest	4xA	0	Terminated	No Issue	Reporting Change
<b>Male</b>					
GQ	5xA	2,262	2,960	-40.9%	-45.6%
Men's Health	6xA	1,889	15,958	-1.0%	No Issue
Popular Mechanics	Mty	0		Ceased Publishing	
<b>Motoring</b>					
Car	Mty	10,983	33,104	-10.6%	-21.4%
Driven Magazine	Mty	6,892	6,892	-8.0%	-5.5%
<b>Parenting</b>					
Baba & Kleuter	Q	0	10,509	2.9%	-23.3%
Baby's and Beyond	Q	7,442	9,202	-7.1%	-11.5%
Your Pregnancy and Baby	AltM	1,715	5,584	16.9%	-4.3%
<b>Sport and Hobby</b>					
Compleat Golfer	Mty	5,624	9,151	17.9%	20.3%
Magnum	8xA	0	Resigned	Resigned	
SA Rugby	Mty	2,431		-16.3%	-31.4%
<b>Travel, Tourism &amp; Hospitality</b>					
Cape Etc	3xA	5,363	7,467	2.6%	No Issue
Getaway	Mty	2,638	11,928	-5.2%	-23.5%
go! Drive & Camp and Weg! Ry & Sleep	AltM	185	22,515	-9.0%	-21.6%
Weg / Go Platteland	Q	320	16,051	-4.8%	-16.2%
Weg/Go	AltM	195	41,182	-8.8%	-14.5%
<b>Woman's General</b>					
BONA Magazine	Mty	5,150	14,210	0.0%	-17.8%
Fairlady	AltM	3,109	30,203	5.5%	3.4%
Garden & Home Magazine	Mty	4,868	14,111	-0.4%	-19.7%
Glamour,	Q	8,451	10,292	-16.8%	-23.1%
Kuier	F	77	46,255	-4.2%	-17.9%
Rooi Rose Magazine	Mty	7,447	29,290	-0.7%	3.7%
Sarie	AltM	4,534	55,702	-5.8%	-17.8%
True Love	AltM	60	12,628	24.5%	-6.2%
Women & Home Magazine	Mty	4,187	22,106	-15.7%	-23.4%
Women's Health	6xA	4,515	16,385	5.3%	No Issue
<b>Woman's Special</b>					
Wedding Guide	Ann	0	No Issue		New Member

## B2B magazines

The three biggest sectors Industry (11 publications), Management (10 publications), Mining and Quarrying (10 publications), all had less than half of their publications show an increase on the previous quarter and prior year.

The Mining and Quarrying sector had four publications increase on the previous quarter and the prior year, Management had three on the previous quarter and one on the prior year.

While Industry had three on the previous quarter and two on the prior year, it also had five no issues. It did gain a new member and one publication changed sector.

The best-performing publication is *Stockfarm* from the Agricultural sector, followed by *MIMS* from the Health and Wellbeing sector, and then, also from the Agriculture sector, *Veeplaas*, all showing double figure increases on the previous quarter.

Unfortunately, these three are the only publications in double-figure increases in the B2B category.

*Stockfarm* and *Veeplaas* have consistently increased from Q1.

The engineering sectors all fared well again. Six of the eight publications in the Engineering - Other sector, had increases on the previous quarter, with seven up on the prior year. *Water & Sanitation Africa* changed publisher.

<b>Agricultural</b>					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
OVK Nuus/News..	4xA	4,755	4,755	0.0%	0.0%
SA Graan / Grain	Mtly	20,981	20,981	-1.6%	0.1%
Stockfarm	Mtly	6,097	10,582	28.1%	57.2%
Veeplaas	Mtly	6,675	11,102	17.1%	Changed Sector
Wineland	Mtly	3,107	3,180	-0.3%	-0.4%
<b>Architecture</b>					
Leading Architect & Design..	AltM	5,769	5,811	-12.7%	-12.8%
SA Building Review..	Ann	0			No Issue
To Build..	4xA	8,950	9,806	-0.4%	-0.4%
<b>Automotive</b>					
Taxi Guardian	Mtly	0		Terminated	
<b>Civil Construction</b>					
Construction World	Mtly	17,195	17,195	3.9%	9.4%
IMESA	11xA	0		Changed Publisher	
Spec Handbooks..	Ann	28,421	28,426	No Issue	43.1%
<b>Communications</b>					
Future SA	4xA	0			
SA Profile..	Ann	0			No Issue
Service	Q	4,965	4,965	0.0%	No Issue
<b>Electrical Engineering</b>					
Electricity & Control	Mtly	13,879	13,879	1.8%	6.5%
ESI Africa..	Q	4,772	4,772	No Issue	Reporting Change
Sparks Electrical News	Mtly	14,924	14,924	3.3%	7.9%
<b>Engineering - Other</b>					
Capital Equipment News	Mtly	13,711	13,711	2.1%	8.0%
Dataweek	Mtly	2,915	2,915	3.8%	5.2%
MechChem Africa..	AltM	10,703	10,703	3.0%	3.3%
Motion Control..	Q	2,021	2,021	-4.3%	1.4%
Plumbing Africa	Mtly	13,497	13,559	3.8%	41.4%
Refrigeration and Airconditioning	Mtly	8,081	8,092	-0.2%	19.1%
SA Instrumentation & Control	Mtly	4,201	4,201	2.0%	1.1%
Water & Sanitation Africa..	AltM	0		Changed Publisher	
<b>Health and Wellbeing</b>					
Hi-Tech Security Solutions	8xA	3,850	3,850	-11.1%	-6.7%
MDR Medical Desk Reference..	Ann	0			No Issue
Medical Chronicle	11xA	28,165	28,165	-4.2%	5.9%
MMS	Mtly	0	3,262	22.4%	-12.2%
Modern Medicine Magazine..	AltM	2,996	3,463	-13.0%	-4.5%
South African Pharmaceutical & Cosmetic Review	11xA	2,976	2,989	2.2%	3.1%
The Specialist Forum Journal	11xA	22,570	22,570	-7.9%	2.4%
<b>Hospitality, Catering and Tourism</b>					
Meetings	AltM	0		Changed Publisher	
The Meetings & Event Planner (former SA Conference Directory)..	Ann	0		Changed Publisher	Reporting Change
Industry		0	0		
Analytical Reporter..	AltM	5,100	5,100	-7.4%	-6.3%
Cold Link Africa..	AltM	3,440	3,445	6.0%	-14.7%
Eastern Cape Business....	Ann	0			No Issue
KwaZulu Natal Business....	Ann	0			No Issue
Lighting in Design..	Q	7,780	7,780	2.9%	12.9%
Mpumalanga Business.,..	Ann	0		No Issue	No Issue
Northern Cape Business....	Ann	0			No Issue





Health & Wellbeing					
Fitlife.	Mty	0		Ceased Publishing	
SA Pharmaceutical Journal..:	10xA	0	No Issues		Reporting Change
South African Medical Journal	Mty	8,640	8,816	-0.7%	Suspended
Home					
Fresh Living ..	Q	0		Resigned	
Living Space..	Mty	432	39,005	-0.6%	5.5%
My Kitchen..	Mty	720	82,659	7.7%	16.7%
Industry Specific					
Forum Tydskrif.:	Q	0		Resigned	
J S E.:	Q	12,913	14,492	-11.2%	-5.8%
Sea Rescue.:	3xA	16,947	16,947	-15.0%	-8.2%
Servamus	Mty	50	7,165	-3.0%	-16.0%
In-flight					
In Flight Magazine	Mty	38,489	38,489	4.5%	28.1%
Leisure					
Private Edition.:	Q	9,372	9,372	2.0%	2.3%
Taste.	AltM	896	33,173	-2.7%	-5.9%
Male					
Man	Mty	500	63,024	4.9%	22.2%
Tech..	Mty	400	32,650	-8.4%	5.8%
Motoring					
Motor..	Mty	0		Ceased Publishing	
Retail					
Club Magazine	Mty	7,000	250,445	-1.5%	-5.3%
Jet Club.:	7xA	0			Outstanding Audit
Sport and Hobby					
Game & Hunt/Wild & Jag	Mty	66,902	68,271	-0.2%	2.6%
SA Hunter/Jagter...:	8xA	0		Resigned	
Soccer Club	Mty	500	53,013	4.1%	12.0%
Sports Club.	Mty	513	104,863	0.7%	16.5%
Travel, Tourism & Hospitality					
Escapes	Mty	0		Ceased Publishing	
Premier	Mty	7,940	7,940	0.7%	0.7%
Rove SA:	4xA	8,199	10,198	-3.6%	-3.1%
Woman's General					
Balanced Life	Mty	300	48,256	-3.1%	-1.6%
Youth					
ClubX	Mty	500	104,655	-2.7%	13.0%
Kids Super Club.	Mty	490	71,319	-1.8%	8.5%

## Free magazines

A better quarter for this category, with six of its nine publications showing increases on the previous quarter and the rest holding steady, with no increase or decrease.

Publication	Frequency	Total circulation	%change quarter	%change year
Botswana Advertiser.	F	99,965	0.0%	0.0%
Get It (Ballito to Umhlanga)	Mty	11,983	0.1%	0.2%
Get It (Bloemfontein)	Mty	6,890	0.0%	0.0%
Get It (Highway)	Mty	11,877	0.1%	3.4%
Get It (Jo'burg South)	Mty	14,750	0.1%	-0.3%
Get It (Jo'burg West)	Mty	13,789	3.2%	-1.6%
Get It (Lowveld)	Mty	6,200	0.0%	0.0%
Get It (Northern Suburbs Joburg)	Mty	14,657	0.8%	-1.6%
Get It (Pretoria)	Mty	14,609	0.1%	-1.6%

(Tables credit: Andre Rademan)

## 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.

- #AfricaMonth: Josephine Muvumba, MD, Metropolitan Republic Uganda - Bringing Africa closer - 31 May 2024
- Newspapers: ABC Q1 2024: The slow steady downward trickle continues - 23 May 2024
- Media24 digital publishing audience dips in April - 22 May 2024
- First of its kind MAOC Fund to raise R10.2bn to transform creative industry - 13 May 2024
- Under Armour, challenger brand, shows up, launches icon brand house in Sandton City - 29 Apr 2024

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>