

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

By [Danette Breitenbach](#)

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As traditional publishing models continue to be challenged by the digital age, and online platforms and social media changing how information is consumed, it is no surprise that the star of the Audit Bureau of Circulations (ABC) of South Africa's Q2 2023 is digital magazines.



Image: Bizcommunity. The star of the Audit Bureau of Circulations (ABC) of South Africa's Q2 2023 is digital magazines

The category showed a 10,484% distribution increase from Q2, 2021, and from 354,544 in Q1, 2023 to 390,538 in Q2, 2023.

While Q1 2023 showed some good increase, in this quarter growth generally stabilised, as overall circulation across all industries declined by 2,31% from Q1 (9 858 541) to 9,631,192 in Q2, 2023. The overall distribution (across all categories) declined by 5,01% compared to last year, from 10,139,194 to 9,631,192.

The B2B and Custom magazine categories both increased in distribution, by 3% and 2% respectively, while Consumer magazines and Free magazines both declined this quarter. Consumer Magazines declined by 6% from Q1, 2023 while the Free magazine category decreased 1%.

Yet, publishers are holding on in turbulent financial circumstances where all industries remain under pressure with energy supply and a declining currency.



## Magazines ABC Q1 2023: Some good increases as magazines consolidate

Danette Breitenbach 23 May 2023



## Consumer magazines

*Financial Mail* and *Forbes* (Business and News category) are both up on the previous quarter and prior year.

In the Farming category, *Landbouweekblad* showed double-figure increases on the previous quarter and the prior year, of 21.6% and 21.5%, the biggest increase in Consumer Magazines, except for *Women's Health* with an increase of 21.9%.

Other double-digit increases include *Food & Home Magazine* (11%), *Baba & Kleuter* (11.6%) and *Weg/Go* (11.9%).

In a turnaround on Q1 where the Women's General sector had five publications that showed upward movement, only two publications showed increases on the previous quarter, one showed no movement and seven posted decreases on the previous quarter.

Arts, Culture and Heritage					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Jewish Life	Mtly	8,558	8,558	-0.9%	-2.5%
Val de Vie Magazine	2xA	0	No Issue		
Business and News					
Financial Mail	Wkly, Fr	2,500	14,680	5.7%	17.6%
Forbes Africa	AltM	3,832	10,115	3.1%	12.2%
The Big Issue Magazine	Mtly	521	5,207	-7.0%	-14.0%
Conservation and Wildlife					
African Birdlife	AltM	1,565	7,147	No Submission	6.2%
Entertainment					
TV Plus (Afrikaans)	F	0	Discontinued		
TV Plus (English)	F	0	Discontinued		
Family Interest					
Huisgenoot	Wkly, Th	2,492	95,553	-6.0%	-19.5%
LIG	11xA	790	14,166	-2.8%	-8.3%
Plus 50	6xA	56	3,152	-40.9%	-28.9%
Spot-On (Formerly known as Spotong)	AltM	0	Ceased publishing		
The Crest	7xA	0	Discontinued		
The Ridge	8xA	0	Discontinued		
You	Wkly, Th	1,267	47,627	-7.8%	-25.0%
Farming					
Farmer's Weekly	Wkly, Fr	268	5,548	-12.4%	-9.8%
Grond tot Mond	Q	30,627	30,627	0.7%	Reporting Change
Landbouweekblad	Wkly, Th	0	14,301	21.6%	21.5%
Marktoe!	Mtly	13,670	13,670	-14.1%	16.0%
Veeplaas.	11xA	0	Changed Sector		
Health & Wellbeing					
Grow to Eat	3xA	0	No Issue		
Home					
Conde Nast House & Garden	Mtly	2,399	10,826	-6.3%	-12.0%
Easy DIY	Q	0	Resigned		
Food&Home Magazine	Q	2,766	14,843	11.0%	New Member
Lose It,	Q	0	No Issue		
SAHome Owner	11xA	5,393	19,350	-1.8%	-5.3%

Sarie Kos / Food	Q	0	12,938	1.6%	-21.0%
The Gardener / Die Tuinier	Mily	6,784	21,976	-5.8%	2.4%
Tuis Home	8xA	522	59,192	-4.9%	-20.6%
Vsi	6xA	5,000	11,211	-7.4%	-21.3%
<b>Leisure</b>					
Let's Braai / Kom ons Braai (former The Ultimate Braai)	Ann	0	No Issue		
Life & Style.	4xA	0	No Submission		
Silver Digest	4xA	0	No Issue		
<b>Male</b>					
GQ	5xA	2,363	5,011	-7.7%	-10.8%
Men's Health	6xA	6,217	16,115	6.7%	-17.3%
Popular Mechanics	Mily	0	Ceased Publishing		
<b>Motoring</b>					
Bike SA	Mily	0	Ceased Publishing		
Car	Mily	11,210	37,011	-8.7%	-11.5%
Driven Magazine	Mily	7,494	7,494	-2.0%	3.3%
<b>Parenting</b>					
Baba & Kleuter	Q	0	10,211	11.6%	-5.5%
Baby's and Beyond	Q	7,445	9,901	0.5%	-1.4%
Your Pregnancy and Baby	AltM	590	4,777	-15.7%	-25.1%
<b>Sport and Hobby</b>					
Compleat Golfer	Mily	4,788	7,761	-15.1%	19.9%
Kick Off	Mily	0	Discontinued		
Magnum	8xA	0	Resigned		
SARugby	Mily	3,138	8,244	-13.1%	-26.1%
<b>Travel, Tourism &amp; Hospitality</b>					
Cape Etc	3xA	4,808	7,276	-0.4%	10.3%
Getaway	Mily	2,355	12,583	-6.8%	-17.7%
go! Drive & Camp and Weg! Ry & Sleep	AltM	0	24,754	-1.9%	-12.8%
Weg / Go Platteland	Q	0	16,863	3.7%	-12.6%
Weg/Go	AltM	0	45,156	11.9%	-2.8%
<b>Woman's General</b>					
BONA Magazine	Mily	4,241	14,206	-11.3%	New Member
Fairlady	AltM	0	28,616	-1.2%	-19.5%
Garden & Home Magazine	Mily	4,069	14,170	-6.3%	-13.8%
Glamour,	Q	5,981	12,367	-12.8%	0.0%
Kuier	F	0	48,271	-5.8%	-18.0%
Rooi Rose Magazine	Mily	5,780	29,504	0.0%	6.0%
Sarie	AltM	1,382	59,104	7.5%	-6.7%
True Love	AltM	0	10,140	-6.2%	-39.0%
Women & Home Magazine	Mily	6,770	26,227	-9.9%	-7.7%
Women's Health	6xA	5,029	15,556	21.9%	-48.0%
<b>Woman's Special</b>					
Wedding Guide	Ann	743	7,988	New Member	

## B2B magazines

Continuing with its upward projection of the past few quarters, B2B was one of two categories that increased in distribution.

In general all the B2B magazine categories had up to half of their publications show an increase on the previous quarter. While some of these increases are incremental, eight publications had double-digit increases.

These include *Veeplaas* and *Stockfarm* which continue their good run from Q1 2023 as well as *Refrigeration & Airconditioning*, *Plumbing Africa*, *The Specialist Forum Journal*, *FA News*, *African Mining inc.* *Mining Mirror* and *Pharmacy Magazine* (former *Front Shop*).

Agricultural					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
OMK Nuus/News	4xA	4,755	4,755	0.0%	0.0%
SA Graan / Grain	Mtly	21,318	21,318	1.9%	11.6%
Stockfarm	Mtly	3,887	8,428	19.8%	21.4%
Veeplaas	Mtly	5,545	10,384	35.9%	Changed Sector
Wineland	Mtly	3,110	3,188	-0.3%	-1.6%
Architecture					
Leading Architect & Design	AltM	6,611	6,655	-1.7%	3.6%
SABuilding Review	Ann	0	No Issue		Reporting Change
To Build	3xA	9,002	9,848	1.0%	0.3%
Automotive					
Taxi Guardian	Mtly	0	Terminated		
Civil Construction					
Construction World	Mtly	16,553	16,553	0.2%	9.0%
IMESA	11xA	0	Changed Publisher		
Spec Handbooks	Ann	0	No Issue		
Communications					
Future SA	4xA	5,070	7,959	No Issue	3.4%
SA Profile	Ann	0	No Issue		
Service	Q	4,965	4,965	0.1%	0.1%
The Gapp Magazine	AltM	0	Resigned		
Electrical Engineering					
Electricity & Control	Mtly	13,629	13,629	1.4%	8.5%
Sparks Electrical News	Mtly	14,451	14,451	2.1%	8.6%
Engineering - Other					
Capital Equipment News	Mtly	13,432	13,432	4.7%	11.8%
Dataweek	Mtly	2,807	2,807	0.3%	-1.1%
MechChem Africa	AltM	10,391	10,391	1.7%	13.2%
Motion Control	Q	2,112	2,112	0.0%	8.0%
Plumbing Africa	Mtly	13,066	13,136	17.2%	38.0%
Refrigeration and Airconditioning	Mtly	8,101	8,112	16.8%	28.4%
SA Instrumentation & Control	Mtly	4,118	4,118	-6.6%	0.3%
Water & Sanitation Africa	AltM	0	Changed Publisher		
Health and Wellbeing					
Hi-Tech Security Solutions	8xA	4,331	4,331	1.3%	3.4%
MDR Medical Desk Reference	Ann	1,606	2,337	No Issue	-4.9%
Medical Chronicle	11xA	29,393	29,393	6.9%	15.1%
MMS	Mtly	398	2,664	-28.2%	14.0%
Modern Medicine Magazine	AltM	3,522	3,980	4.4%	12.2%
South African Pharmaceutical & Cosmetic Review	11xA	2,907	2,925	0.1%	2.7%
The Specialist Forum Journal	11xA	24,516	24,516	110.5%	14.1%
Hospitality, Catering and Tourism					
Meetings	AltM	0	Changed Publisher		
The Meetings & Event Planner (former SA Conference Directory)	Ann	0	Changed Publisher	No Issue	
Industry					
Analytical Reporter	AltM	5,507	5,507	-0.3%	2.6%
Cold Link Africa	AltM	3,247	3,253	-20.7%	-19.7%
Eastern Cape Business	Ann	4,972	4,972	Reporting Change	0.2%
KwaZulu Natal Business	Ann	4,953	4,953	Reporting Change	-0.2%
Lighting in Design	Q	7,564	7,564	2.2%	13.5%
Mpumalanga Business.,	Ann	0	No Issue		
North West Business	Ann	0	No Issue		
Northern Cape Business	Ann	4,966	4,966	Reporting Change	0.1%
Opportunity (Exploring Business Prospects in SA)	Q	4,932	4,932	0.1%	0.3%
Resource	Q	0	Changed Publisher		
South African Food Review	11xA	3,722	3,761	0.3%	-2.3%
The Journal of African Business	Q	4,967	4,967		New Member

Information and Computer Technology					
Brainstorm	11xA	4,391	8,923	-3.4%	9.5%
Management					
African Decisions	Q	11,191	12,831	9.1%	0.6%
Black Business Quarterly	Q	36,794	37,009	-17.1%	-20.0%
Blue Chip,	Q	20,075	20,075	No Issue	170.4%
Business Day Earth	Ann	0			New Member
Business Day Empowerment	Ann	0			New Member
FA News	AltM	2,719	2,894	50.5%	-0.3%
KZN Invest	Q	0	Discontinued		
Leadership	Mty	37,503	37,678	-11.1%	-14.9%
Money Marketing	Mty	7,242	7,244	-5.6%	-6.3%
South African Business Intergrator	2xA	8,814	9,872	-0.1%	0.9%
Mining & Quarrying					
African Mnes Handbook	Ann	0	No Issue		
African Mining Brief	AltM	0	Terminated		
African Mining Inc. Mining Mirror	11xA	27,897	27,975	33.3%	25.6%
Earthbroker	Mty	5,382	5,382	0.0%	0.0%
Engineering News & Mining Weekly	Wkly, Fr	10,958	13,604	7.1%	2.2%
Inside Mining	Q	0	Discontinued		
Mining Business Africa	6xA	0	Terminated		
Mining Review Africa.	11xA	4,949	4,949	No Issue	
Modern Mining	Mty	14,237	14,237	1.9%	12.8%
Modern Quarrying	Q	6,775	6,775	-0.4%	14.4%
Retail					
DIY And Industrial Trade News	Mty	10,294	10,294	1.8%	-1.8%
Pharmacy Magazine (former Frontshop)	Mty	18,475	18,475	10.5%	1.1%
Transport and Logistics					
Freight News Features	Mty	5,400	5,622	-5.5%	-8.7%



## ABC Q2 2023 Newspapers: Hybrid model emerging as digital growth continues

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## Custom magazines

Custom magazines also increased its circulation in general, but the increases were small with only *JSE* (Industry Specific) showing a double-digit increase. The Male and In-Flight categories both had all publications show increases.

Farming					
Publication	Frequency	Free circulation	Total circulation	%change quarter	%change year
Dairy Mail, The.	Mty	1,078	1,078	-11.0%	-53.6%
Health & Wellbeing					
Fitlife.	Mty	0	Ceased Publishing		
SAPharmaceutical Journal	10xA	6,487	6,487	No Submission	
SAPharmacist's Assistant (SAPA)	Q	0	Resigned		
South African Medical Journal	Mty	8,652	8,879	0.7%	-1.3%
Southern African Journal of Anaesthesia & Analgesia	AltM	0	Resigned		
Home					
Living Space..	Mty	124	39,255	1.9%	11.5%
My Kitchen..	Mty	483	76,718	-0.4%	10.7%
Industry Specific					
Forum Tydskrif	Q	0	Terminated		
JSE	Q	14,626	16,327	12.8%	12.8%
Sea Rescue	3xA	19,931	19,931	No Issue	1.5%



Servamus	Mty	48	7,390	-2.8%	-10.9%
<b>In-flight</b>					
In Flight Magazine	Mty	36,843	36,843	5.7%	30.7%
<b>Leisure</b>					
Private Edition	Q	9,188	9,188	No Issue	-0.6%
Taste.	AtM	2,477	34,077	-0.8%	4.0%
<b>Male</b>					
Man	Mty	500	60,103	0.5%	19.9%
Tech..	Mty	500	35,662	6.2%	14.0%
<b>Motoring</b>					
Motor..	Mty	0	Ceased Publishing		
<b>Retail</b>					
Club Magazine	Mty	7,000	254,176	-3.1%	-3.5%
Jet Club	7xA	1,005	254,916	-2.9%	-2.9%
<b>Sport and Hobby</b>					
Game & Hunt/Wild & Jag	Mty	66,672	68,432	0.0%	2.7%
SA Hunter/Jagter	8xA	0	Resigned		
Soccer Club	Mty	500	50,919	1.1%	9.6%
Sports Club.	Mty	546	104,093	0.6%	20.0%
<b>Travel, Tourism &amp; Hospitality</b>					
Escapes	Mty	0	Ceased Publishing		
Premier	Mty	7,881	7,881	-7.4%	2.3%
Rove SA	2xA	8,227	10,575	8.9%	-0.1%
<b>Woman's General</b>					
Balanced Life	Mty	266	49,801	-0.4%	1.9%
<b>Youth</b>					
ClubX	Mty	400	107,558	-1.5%	22.3%
Kids Super Club.	Mty	490	72,606	-1.2%	13.1%

## Free magazines

Not the best quarter for Free magazines with four declines on the previous quarter, with three publications holding steady and two increases on the previous quarter.

Publication	Frequency	Total circulation	%change quarter	%change year
Botswana Advertiser.	F	99,965	0.0%	0.0%
Get It (Ballito to Umhlanga)	Mty	11,971	0.1%	2.2%
Get It (Bloemfontein)	Mty	6,890	0.0%	0.0%
Get It (Highway)	Mty	11,865	0.7%	0.4%
Get It (Jo'burg South)	Mty	14,733	-0.1%	0.1%
Get It (Jo'burg West)	Mty	13,356	-7.9%	-8.3%
Get It (Lowveld)	Mty	6,200	0.0%	0.0%
Get It (Northern Suburbs Joburg)	Mty	14,544	-1.7%	-1.6%
Get It (Pretoria)	Mty	14,595	-0.5%	-1.0%

## 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.

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