

# Significant losses for some in Q2 ABC

By  Danette Breitenbach

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The Audit Bureau of Circulation (ABC) figures for Q2 (April to June 2017) released this morning contained few surprises with press and magazines declining over Q1 and over the prior year.



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Press showed a decline of 1.9% decline over Q1, and 4.5% decline over the prior year, with losses incurred across the board, including free newspapers. The decline in magazines was substantially more and close to five percent (4.9%) over Q1, with a 13% decline over the prior year. Significant losses occurred in custom and to a lesser extent in consumer.

## Newspapers:

Daily newspapers showed a 4.8% decline over Q1, and 11.2% decline over the prior year. Declines occurred in single copy sales and subscriptions, with the composition remaining roughly similar.

### Highlights and lowlights:

*The Herald* increased by 6.3% over Q1, but declined by 9.3% over the prior year.

*Daily Dispatch* declined by 8.4% over Q1 and by 16.3% over the prior year.

*Pretoria News* declined by 8.4% over Q1 and by 6% over the prior year.

*Isolezwe* declined by 10.4% over Q1 and by 9.6% over the prior year.

Weekly newspapers declined by 7.4% over Q1 with a 7.1% decline over the prior year. Although the decline was in single copy sales, this category still represents 92% of circulation.

**Highlights and lowlights:**

*Soccer Laduma* declined by 8.2% over Q1 and by 6.5% over the prior year.

*Ilanga* declined by 10.4% over Q1 and by 7% over the prior year.

Weekend newspapers declined by 3.2% decline over Q1, and 12% over the prior year.

Declines occurred in all categories of circulation.

**Highlights and lowlights:**

*The Citizen* (Saturday) increased by 4.7% over Q1, but declined marginally over the prior year.

*Weekend Post* increased by 3.6% over Q1, declined by 1.4% over the prior year.

*Sunday Sun* declined by 8.8% over Q1 and by 28% over the prior year.

*Sunday World* declined by 10% over Q1 and by 28% over the prior year.

*Ilanga Langesonto* declined by 10.2% over Q1 and by 14.8% over the prior year.

Free newspapers declined less than a percent, by 0.7% decline over Q1 and 1.6% over the prior year. Residential Individual and non-residential bulk decreased slightly.

**Highlights and lowlights:**

*Kasi Vision Helderberg* increased by 50% over Q1 and the prior year.

*Tame Times* – Fortnightly increased by 49% over Q1.

*King Williams Town Express* increased by 25% over Q1.

*Maritzburg Echo* declined by 13.8% over Q1 and by 14.7% over the prior year.

*Phoenix Sun* declined by 14% over Q1 and by 20.9% over the prior year.

Local newspapers declined by 5.3% decline over Q1, and 8.1% over the prior year, with 97% of circulation derived from single copy sales.

**Highlights and lowlights:**

*Talk of the Town* increased by 14.2% over Q1, but declined by 2.3% over the prior year.

*Rustenburg Herald* increased by 5% over Q1 and by 1% over the prior year.

*Polokwane Observer* declined by 13.9% over Q1 and by 10% over the prior year.

*Carltonville Herald* by 14.2% over Q1 and by 24.6% over the prior year.

*Grocotts Mail* declined by 26.5% over Q1 and by 50% over the prior year.

## **Magazines**

Consumer magazines saw single copy sales decrease by 7%, while the free category increased by 17%, compared to Q1 while custom magazines free circulation decreased by 11.6% on Q1. In the business to business category, the subscriptions decreased by 18.4%, PDF Replica Editions decreased by 81%, while free circulation increased by 5.9%.

Significant increases were experienced by *Bankmed* (annual) (by 54% over the prior year), and *The Journal of the SAIMM* (increased by 47% over Q1 and by 36% over the prior year) as well as *Islam Today* (+17.2%), *Plus 50* (+43%), *Longevity* (+32%), *Very Interesting* (+20%) and *Forbes Woman Africa* (+15.8%).

Declines were experienced in the home category, motoring category, sports and hobbies and travel and general women's categories.

The home category decreased by 6% over Q1 but increased by 10% over the prior year.

**Highlights and lowlights:**

*Visi* (6 monthly) increased by 6% over the prior period and by 3.9% over the prior year.

*Sarie Woon* (annual) decreased by 23% over the prior year.

*Elle Decoration* (6 monthly) decreased by 19% over the prior period and by 29% over the prior year.

The motoring category declined by 5% over Q1, but increased by 4.7% over the prior year.

*Land Rover Africa* (6 monthly) declined by 39% over the prior period and by 1.6% over the prior year.

**Highlights and lowlights:**

*Drive Out/Weg Ry* decreased by 22.6% over Q1 and marginally over the prior year.

*Caravan & Outdoor Life* decreased by 25.7% over Q1 and by 4.9% over the prior year.

*Bike SA* increased by 10% over vQ1, but decreased by 8% over the prior year.

The sports and hobbies category declined by 3% on Q1, but increased by 57% over the prior year.

**Highlights and lowlights:**

*The Bass Angler* declined by 40% on Q1, and the prior year.

*Golf Digest* increased by 18.6% over Q1 and by 13.4% over the prior year.

*Game & Hunt/Wild & Jag* increased by 19.75 over Q1, but declined by 19.7% over the prior year.

The travel category declined by 20% over Q1 and by 23% over the prior year. Some annual titles did not produce any issues.

**Highlights and lowlights:**

*WegSleep* declined by 15% over Q1, but increased by 3.8% over the prior year.

*Getaway* decreased by 8.2% over Q1, but increased by 2.45 over the prior year.

The women's general category declined by 6.1% over Q1 and by 17.6% over the prior year.

**Highlights and lowlights:**

*Good Housekeeping/Goeie Huishouding* increased by 10% over the prior year, but decreased by 5.9% over the prior year,

*Fairlady* decreased by 20% over Q1 and the prior year.

*Essays of Africa* decreased by 18% over Q1 and by 45% over the prior year.

*Elle* declined by 29% over Q1 and by 34% over the prior year.

The B2B architecture category increased by 2.7% over Q1 and by 4.4% over the prior year.

**Highlights and lowlights:**

*Timber IQ* (6 monthly) increased by 29% over the prior period, but declined by 11% over the prior year.

*SA Roofing* (6 monthly) increased by 29% over the prior period, but decreased by 12% over the prior year.

The management category declined by 13% over Q1 and by 9% over the prior year.

**Highlights and lowlights:**

*Top Women in Business & Government* (annual) increased by 7.4% over the prior year.

*Public Sector Manager* declined by 17% over Q1 and by 20.6% over the prior year.

*FA News* (6 monthly) increased by 35% over Q1 and by 78% over the prior year.

Custom entertainment category has declined significantly with a major title discontinuing.

*Prive* (annual) declined by 42% over the prior year.

The customer leisure category declined by 3.1% over Q1, but increased by 10.5% over the prior year.

**Highlights and lowlights:**

*Private Edition* (annual) decreased by 12.2% over the prior year.

*Good Taste* (6 monthly) increased by 28.7% over the prior period and by 46% over the prior year.

The retail category declined by 9% over Q1 and by 39% over the prior year.

## 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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