



● NOTICE ●

25 November 2010

REFERENCE NO: ABC NOTICE /NO. 11/2010

TO: ALL MEMBERS

Dear Member

1. The following applications for full membership were ratified by the Board.

| | |
|--------------------|-----------------|
| Rising Sun Lenasia | Premier |
| Stander Weekly | Coastal Weekly |
| Teenzone | Barbie |
| HQ Pony | Agri Watch |
| High Flyers | Shoppers Friend |

2. Resignations and Discontinued Titles.

| | |
|---------------------------------|------------------------------------|
| Masilonyana News (Terminated) | Free State News (Terminated) |
| Business In Africa (Terminated) | Packaging Review Africa (Resigned) |
| Off-Limits (Discontinued) | |

3. Suspension of Membership

The following publication was suspended due to non submission of their circulation data for the 3rd Quarter 2010

Live Out Loud (Non Submission due to technical problems)

4. CHECK AUDITS (17 August to 12 November 2010)

Clear check audits were reported for the following publications:

Newspapers

| | |
|---------------------------|---------------------------------|
| Breederivier Gazette | Worcester Standard & Advertiser |
| City Vision (Khayalitsha) | City Vision (Langa / Gugulethu) |
| Hermanus Times | Caledon Kontreinuus |
| Paarl Post | Midweek Rekord |
| North Coast Courier | Isolezwe |
| Isolezwe ngeSonto | Motorsport World |
| The Witness | Chiawelo Urban News |
| Diepkloof Urban News | Dobsonville Urban News |
| Pimville Urban News | Protea Urban News |
| Zola Urban News | Eldorado Urban News |
| Jabavu Urban News | Jabavu Urban News |
| Meadowlands Urban News | Orlando Urban News |
| Citizen, The (Daily) | Citizen, The (Saturday) |
| Alex Pioneer | Sunday World |
| Sowetan | The Times |

Magazines

| | |
|--|--------------------------------------|
| Africa's Bowhunter | Entrepreneur |
| Magnum | TaxTalk |
| TAPPSA Journal | Sheq |
| Focus on Transport | Occupational Health SA |
| Coulor Coating & Corrosion | 25° in Africa |
| Floors In Africa | Walls & Roofs in Africa |
| Avocado | SA Home Owner |
| Talking Shop | SA Jewellery |
| Food & Beverage Reporter | Stuff |
| Servamus | African Pilot |
| Speed & Sound | Taalgenoot |
| SA Flyer | Bouquet |
| FA News | Business Day |
| Financial Mail | Hardware Africa |
| SA Pharmacist Assistant | Transactions |
| SA Journal of Anaesthesia | Wound Healing Southern Africa |
| Professional Nursing Day | The SA Journal of Clinical Nutrition |
| The SA Journal of Epidemiology & Infection | |
| Journal of Endocrinology & Metabolism | SA Family Practice |
| Noseweek | Chef Magazine |
| Wild | Fresh Living |
| Full Circle Magazine | Africa Geographic |
| Africa Birds & Birding | HomemakersFair Cape |
| HomemakersTalk Cape | Glamour |
| GQ | Conde Nast House & Garden |
| Personal Finance | Cosmopolitan |
| Marie Claire | House & Leisure |
| Oprah Magazine | Drum |
| Sarie Woon | Destiny Man |
| Hannah Montana | Playhouse Disney |
| Disney High School Musical | Disney and Me |
| OneSmallSeed | Your Business Magazine |
| Car | Complete Golfer |
| Getaway | Leisure Wheels |
| Popular Mechanics | Wiel |
| Wine | Hotel & Restaurant |
| Reality | Top Billing |
| Design Indaba | Vodaworld Magazine |
| Metering International | Get It (Cape Town) |
| Eat In | Taste |
| Prive | Dish Premium & Skotel |
| Medi-Clinic Family | Off-Limits |
| Mitsubishi Xplore | A-Plus |
| Mercedes Benz Transport | Bravo |
| Edgars Club | Hip2b2 |
| Mercedes Benz | Dish Compact |
| Dish Africa | Dish Commercial |
| Time Out Cape Town Central City | JD Group Club Magazine A |
| JD Group Club Magazine B | Sawubona |

Qualified check audits were reported for the following publications:

Newspaper

Rising Sun North Coast

Reason for Qualification

Incorrect Classification

Magazines

Reason for Qualification

| | |
|---|--|
| Pix African Journal | Voucher copies included in circulation. Average circulation reduced by 3% |
| Intiem | Back issues incorrectly claimed as circulation. Average circulation reduced by 4% |
| Wits Business School Tourism Tattler | Incorrect classification Digital copies incorrectly claimed as circulation. Average circulation reduces by 63% |
| Get It Ballito | Incorrect Classification |
| Elle | Incorrect Classification |
| Elle Decoration | Incorrect Classification |
| Longevity | Incorrect Classification |
| Hoezit | Incorrect Classification |
| Good Morning Mr. President | No Internal controls in place |
| Careers SA | Incorrect Classification |
| ESI Africa | Incorrect Classification |
| Mining Review Africa | Voucher copies included in circulation. Average circulation reduced by 4.5% |
| Impumelelo SA's Top Empowerment Companies | Incorrect classification |

5. Restated Circulation Data – Q4 2009 & Q2 2010

| <u>Publication</u> | <u>Previous</u> | <u>Restated</u> |
|-------------------------------------|-----------------|-----------------|
| Pix African Photo Journal (Q2 2010) | 7337 | 7141 |
| Intiem (Q2 2010) | 25 534 | 24 494 |
| Tourism Tattler (Q4 2009) | 8905 | 3309 |
| Mining Review Africa (Q4 2009) | 4308 | 4116 |

Correction of Error - Report 61

Saltwater Girl was inadvertently reflected as 'Resigned' on the hardcopy report, which has since been corrected on the online report. We apologise for the error.

6. Frequency Change, Category/Sector Change and Name/Ownership Change

Frequency Change

| | |
|--|---|
| Disney Princess | Changed from Monthly to Alternate Monthly |
| Disney and Me | Changed from Monthly to Alternate Monthly |
| Playhouse Disney | Changed from Monthly to Alternate Monthly |
| SoccerLife 442 | Changed from Alternate Monthly to Monthly |
| 25° In Africa | Changed from 4 per Annum to Six per Annum |
| Update The Journal of Continuing Education GP. | Changed from Monthly to Ten per Annum |
| Inside Mining | Changed from Monthly to Alternate Monthly |
| The Big Issue | Changed from Monthly to Three – Weekly |

Category Change

| | |
|-------------------|--|
| Prestige Magazine | Changed from Sport & Hobby category to Leisure |
|-------------------|--|

Name/Ownership Change

Shape Magazine is now owned by Media 24 previously owned by Touchline Media
The South African FMCG Retailer changed to The International FMCG Retailer – Africa Edition
The South African Convenience Store Retailer changed to The International Convenience Retailer – Africa Edition.
The South African Hardware Retailer changed to The International Hardware Retailer – Africa Edition.