



# ● NOTICE ●

1 March 2011

**REFERENCE NO: ABC NOTICE /NO. 1/2011**

**TO: ALL MEMBERS**

Dear Member

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

SA's Top Performing Companies	Sarie Gesond
Spur Totem	Top 500 SA's Best Companies
New Agenda	Rotary Africa
The South African Schools Collection	Classic & Performance Car Africa
The Project Manager SA	the African .org
Tame Times	TopCar Roadtests
WegSleep Oordgids	Weg Kuierkos
Drive Out Trail Guide / WegRy Roetegids	Weg Namibie / Go Namibia
Party Ideas for Kids / Partytjie Idees vir Kinders	
Tuis Dekorgids / Home Décor Guide	Sarie Kos vir Mans
North Coast Times	African Mining Brief
Nitelife Magazine	Cosmo City Chronicle
The Arch Magazine	The Football Report
Foschini Soccer Club	Legacy
Shift	Ace Matric Guide
Supersport Diary	Olifantsrivier Gazette
Furniture City Club	Beares Club
Ellerines Club	Geen & Richards Club
Your Wealth	The Auction Magazine
The Red Bulletin	

**2. Resignations and Discontinued Titles.**

Simply Green (Resigned)	Odyssey Magazine (Resigned)
Raising Kids (Resigned – Digital Only)	SoccerLife 442 (Discontinued)
Bravo Magazine (Discontinued)	Film Finesse (Discontinued)
Complete Yoga (Ceased Publishing)	Labella Magazine (Terminated)
BigNews for the Business Owner (Ceased Publishing)	
Off-Limits (Discontinued)	

**3. Non Submission of Data**

**The following publications did not submit their circulation data for the 4<sup>th</sup> Quarter 2010**

Soccer Week	WordsEtc
Good Morning Mr. President	WattNow
RB Magazine	Hardware Africa

#### **4. CHECK AUDITS (13 November 2010 to 7 February 2011)**

##### **Clear check audits were reported for the following publications:**

###### **Newspapers**

Helderpos Gazette	District Mail
Eikestadnuus	The Weslander
Swartland Monitor	Weskus Nuus
Plainsman	Vukani
Capetowner	Athlone News
Southern Suburbs Tatler	False Bay Echo
Tygartalk Goodwood / Parow	Tabletalk
Constantiaberg Bulletin	Southern Mail
Atlantic Sun	Sentinal News
Tygartalk Bellville / Durbanville	Cape Argus
Weekend Argus	Cape Times

###### **Magazines**

Traders friend	The International Convenience Store Retailer
Inspirations	The International FMCG Retailer
Truck & Bus	The International Hardware Retailer
Barbie Magazine	HQ Pony
Teenzone Magazine	SA Garden / SA Tuin Palies
Foschini Sports Club	AA Traveller
ClubX	SA Cricket
African Decisions	Private Edition
Heart	Bankmed
Obrigado	RCS Lifestyle
Clicks	Life Magazine
Jet Club	Nedbank Golf Challenge
Dish Southern Africa	Design & Technology
Mining & Minerals Product	Plumbing Afica
Refrigeration & Airconditioning	Cold Chain
SA Pharmaceutical Journal	Muscle Evolution
Fitness Magazine	

##### **Qualified check audits were reported for the following publications:**

###### **Magazines**

###### **Reason for Qualification**

Wedding Inspirations	Incorrect Classification
About Time	Incorrect Classification
Blue Train	Incorrect Classification
Fleetwatch	Incorrect Classification
Equinox	Incorrect Classification
021 Magazine	No supporting documentation – Average circulation reduced by 34%
Trucks & Heavy Equipment	Voucher Copies included in circulation – Average circ reduced by 6%

## 5. Restated Circulation Data – Q3 2010

<u>Publication</u>	<u>Previous</u>	<u>Restated</u>
Vaalweekblad	10 551	10 023
Rapport	248 569	243 235
Potchefstroom Herald	8 660	8 423
Carletonville Herald	6 061	5 827
Volksblad Saturday`	21 327	21 882
Beeld Saturday	82 710	71 604
Burger Daily	63 687	66 041
Beeld Daily	83 387	73 455
Volksblad Daily	21 948	22 752
Daily Nation	179 303	178 578
Sunday Nation	230 927	230 801
Brakpan Herald	19 579	19 279

## 6. Frequency Change and Name Change

### Frequency Change

021 Magazine                      Changed from Alternate Monthly to Quarterly

### Name/Ownership Change

Gazette                                Changed its name to Stellenbosch Gazette