



**Advertising Brochures
Summary
April 2011 to June 2011**



Publication Name	Period	Frequ ncy	Copies Printed	Residential Individual	Residential Bulk	NON Residential Individual	NON Residential Bulk	Handouts	Institutions	Mailed	NET DISTRIBUTION	Corresponding Previous Period
Cape Coupons	Jan 10 to Dec 10	5xA	86,330	81,270							81,270	65,923
HOMEMAKERSfair Cape	Apr 11 to Jun 11	Mtly	115,500	113,313	1,740					36	115,089	115,076
HOMEMAKERSfair Johannesburg	Apr 11 to Jun 11	Mtly	230,000	214,300						15,000	229,300	229,300
HOMEMAKERSfair Pretoria	Apr 11 to Jun 11	Mtly	120,000	103,250						16,350	119,600	119,615
HOMEMAKERStalk Cape	Apr 11 to Jun 11	Mtly	115,500	115,172							115,172	115,107
HOMEMAKERStalk Johannesburg	Apr 11 to Jun 11	Mtly	230,000	214,300						15,000	229,300	229,300
HOMEMAKERStalk Pretoria	Apr 11 to Jun 11	Mtly	120,000	103,250						16,350	119,600	119,615
Shopper's Friend	Apr 11 to Jun 11	Wkly, Mon	2,234,177	2,116,194							2,116,194	New Member
			3,251,507	3,061,049	1,740					62,736	3,125,525	993,936

Report Date: 8/17/2011

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