



**Consumer Magazine  
Summary  
April 2011 to June 2011**



| Publication Name                            | Period           | Frequency | Cover Price | Sales at 50% and above |               |                     |                   |                  |                        |            |             | BELOW 50%     | TOTAL PAID     | Free Circulation             |                     |                |                    |            |                  |                   | TOTAL CIRCULATION | Corresponding Previous Period |            |
|---|------------------|-----------|-------------|------------------------|---------------|---------------------|-------------------|------------------|------------------------|------------|-------------|---------------|----------------|------------------------------|---------------------|----------------|--------------------|------------|------------------|-------------------|-------------------|-------------------------------|------------|
|   |                  |           |             | Subscriptions          |               |                     | Single Copy Sales | Digital Editions | Third Party Bulk sales | PMIE       | Back Issues |               |                | Controlled Free Distribution |                     |                |                    | Bulk Free  | Digital Editions | Back Issues       |                   |                               | TOTAL FREE |
|   |                  |           |             | Indi-vidual            | Business      | Travel & Commercial |                   |                  |                        |            |             |               |                | Indiv Requested              | Indiv Non Requested | Bulk Requested | Bulk Non Requested |            |                  |                   |                   |                               |            |
| <b>CATEGORY: Arts, Culture and Heritage</b> |                  |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  |                   |                   |                               |            |
| 021 Magazine                                | Jan 11 to Jun 11 |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  | Changed Frequency | 3,950             |                               |            |
| Blaque                                      | Jan 11 to Jun 11 |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  | Terminated        | New member        |                               |            |
| Bravo                                       | Jan 10 to Dec 10 |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  | Discontinued      | 1,682             |                               |            |
| Classicfeel                                 | Apr 11 to Jun 11 | 11xA      | R 29.95     | 312                    | 2,477         |                     | 233               |                  |                        | 605        |             | 3,627         | 1,259          |                              |                     | 583            |                    |            |                  | 1,842             | 5,469             | 6,528                         |            |
| DEKAT                                       | Jul 10 to Jun 11 |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  | Terminated        | Suspended         |                               |            |
| Good Morning Mr. President                  | Jan 11 to Jun 11 |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  | Suspended         | 5,916             |                               |            |
| Jewish Life                                 | Apr 11 to Jun 11 | Mtly      | R 18.95     |                        |               |                     | 46                |                  |                        |            |             | 46            |                |                              | 12,442              |                |                    |            |                  | 12,442            | 12,488            | 13,346                        |            |
| Jewish Tradition                            | Jan 10 to Dec 10 | 2xA       | Free 0.00   |                        |               |                     |                   |                  |                        |            |             |               | 775            |                              |                     |                |                    | 8,065      |                  | 8,840             | 8,840             | 8,880                         |            |
| Live Out Loud                               | Apr 11 to Jun 11 | Mtly      | R 49.00     | 483                    | 4,587         |                     | 196               |                  |                        | 333        | 9           | 5,608         |                |                              | 67                  | 31             |                    |            |                  | 98                | 5,706             | 7,739                         |            |
| onesmallseed                                | Jan 10 to Dec 10 | Q         | R 48.50     | 327                    | 83            |                     | 2,782             |                  |                        |            | 6           | 3,198         | 92             | 98                           | 2,265               | 450            |                    |            | 2,868            | 5,773             | 8,971             | 10,806                        |            |
| PIX African Photo Journal                   | Jan 11 to Jun 11 |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  | Resigned          | 7,141             |                               |            |
| Sutra Magazine.                             | Jan 11 to Jun 11 |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  | Terminated        | Suspended         |                               |            |
| Tempo                                       | Jan 10 to Dec 10 | Q         | R 32.00     | 4,123                  |               |                     | 51,986            |                  |                        |            |             | 56,109        |                |                              |                     |                |                    |            |                  |                   | 56,109            | 58,849                        |            |
| WordsEtc                                    | Jan 10 to Dec 10 |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  | Suspended         | 1,414             |                               |            |
| <b>Total</b>                                |                  |           |             | <b>5,245</b>           | <b>7,147</b>  |                     | <b>55,243</b>     |                  |                        | <b>938</b> |             | <b>68,588</b> | <b>2,126</b>   | <b>98</b>                    | <b>15,357</b>       | <b>481</b>     |                    |            | <b>10,933</b>    | <b>28,995</b>     | <b>97,583</b>     | <b>126,251</b>                |            |
| <b>CATEGORY: Business and News</b>          |                  |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  |                   |                   |                               |            |
| Entrepreneur                                | Apr 11 to Jun 11 | Mtly      | R 34.95     | 1,872                  | 2,467         |                     | 9,479             |                  |                        | 3,000      |             | 269           | 17,087         |                              |                     |                |                    |            | 2,114            | 2,114             | 19,201            | 29,039                        |            |
| Financial Mail                              | Apr 11 to Jun 11 | Wkly, Fr  | R 22.50     | 3,995                  | 8,893         | 2,603               | 5,759             | 88               | 600                    |            |             |               | 21,938         | 2,085                        |                     |                |                    |            |                  |                   | 2,085             | 24,023                        | 26,224     |
| Finweek                                     | Apr 11 to Jun 11 | Wkly, Th  | R 21.00     | 8,528                  | 1,643         | 5,626               | 4,770             | 98               | 3,142                  |            |             |               | 23,807         | 4,008                        |                     |                |                    |            |                  |                   | 4,008             | 27,815                        | 28,358     |
| Noseweek                                    | Apr 11 to Jun 11 | Mtly      | R 34.80     | 6,515                  |               |                     | 11,012            | 1,383            |                        |            |             |               | 18,910         |                              |                     | 1,000          |                    |            |                  |                   | 1,000             | 19,910                        | 21,867     |
| Personal Finance                            | Jan 10 to Dec 10 | Q         | R 24.00     | 2,466                  | 10            |                     | 11,740            |                  |                        | 455        |             |               | 14,671         |                              |                     |                |                    | 100        |                  | 100               | 14,771            | 14,883                        |            |
| SA Career Focus                             | Jan 11 to Jun 11 | 10xA      | R 25.00     | 35                     | 789           |                     | 308               |                  |                        |            | 82          |               | 1,214          |                              | 239                 |                | 101                |            | 829              | 1,169             | 2,383             | 2,249                         |            |
| Succeed Magazine                            | Apr 11 to Jun 11 | Mtly      | R 18.00     | 7,887                  | 382           |                     | 8,169             | 85               |                        |            |             | 633           | 17,156         | 153                          | 2,998               | 436            |                    |            | 2,624            | 6,211             | 23,367            | 20,825                        |            |
| The Thinker                                 | Apr 11 to Jun 11 | Mtly      | R 29.95     | 132                    |               |                     | 620               |                  |                        |            |             |               | 752            | 936                          |                     |                |                    |            |                  | 936               | 1,688             | 1,904                         |            |
| Your Business Magazine                      | Jan 11 to Jun 11 | AltM      | R 24.95     | 803                    |               |                     | 7,603             |                  |                        |            |             | 537           | 8,943          |                              | 398                 | 662            |                    |            |                  | 1,060             | 10,003            | 10,577                        |            |
| <b>Total</b>                                |                  |           |             | <b>32,233</b>          | <b>14,184</b> | <b>8,229</b>        | <b>59,460</b>     | <b>1,654</b>     | <b>7,197</b>           |            | <b>82</b>   | <b>1,439</b>  | <b>124,478</b> | <b>7,182</b>                 | <b>3,635</b>        | <b>1,098</b>   | <b>1,000</b>       | <b>101</b> | <b>5,667</b>     | <b>18,683</b>     | <b>143,161</b>    | <b>155,926</b>                |            |
| <b>CATEGORY: Celebrity</b>                  |                  |           |             |                        |               |                     |                   |                  |                        |            |             |               |                |                              |                     |                |                    |            |                  |                   |                   |                               |            |
| Heat  | Apr 11 to Jun 11 | Wkly, Fr  | R 19.95     | 134                    |               |                     | 34,860            | 55               |                        |            |             |               | 35,049         |                              |                     |                |                    |            |                  |                   | 35,049            | 43,782                        |            |
| People                                      | Apr 11 to Jun 11 | Wkly, Fr  | R 13.96     | 184                    |               |                     | 84,900            |                  | 950                    |            | 2,695       |               | 88,729         |                              |                     |                |                    |            | 338              | 338               | 89,067            | 87,269                        |            |

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|  |                  |           |             | Individual             | Business | Travel & Commercial |                   |                  |                        |      |             |                |                | Indiv Requested              | Indiv Non Requested | Bulk Requested | Bulk Non Requested |              |                  |               |                   |                               |            |
| SA India                                   | Apr 11 to Jun 11 | Mtly      | R 29.95     | 29                     |          |                     | 4,896             | 3,791            |                        |      |             | 8,716          |                |                              |                     |                |                    |              |                  |               | 8,716             | 9,092                         |            |
| <b>Total</b>                               |                  |           |             | <b>347</b>             |          |                     | <b>124,656</b>    | <b>3,846</b>     | <b>950</b>             |      |             | <b>132,494</b> |                |                              |                     |                |                    |              | <b>338</b>       | <b>338</b>    | <b>132,832</b>    | <b>140,143</b>                |            |
| <b>CATEGORY: Conservation and Wildlife</b> |                  |           |             |                        |          |                     |                   |                  |                        |      |             |                |                |                              |                     |                |                    |              |                  |               |                   |                               |            |
| Africa Birds and Birding                   | Jan 11 to Jun 11 | AltM      | R 39.95     | 7,540                  |          | 1,601               | 2,861             | 5                |                        |      | 14          | 12,021         |                | 305                          | 658                 | 130            | 402                |              | 312              | 1,807         | 13,828            | 12,581                        |            |
| Africa Geographic                          | Apr 11 to Jun 11 | Mtly      | R 39.95     | 5,930                  |          | 6,254               | 2,391             | 22               |                        |      | 21          | 4,290          | 18,908         | 316                          | 2,107               | 253            | 148                |              | 200              | 3,024         | 21,932            | 23,221                        |            |
| <b>Total</b>                               |                  |           |             | <b>13,470</b>          |          | <b>7,855</b>        | <b>5,252</b>      | <b>27</b>        |                        |      | <b>35</b>   | <b>4,290</b>   | <b>30,929</b>  | <b>621</b>                   | <b>2,765</b>        | <b>383</b>     | <b>550</b>         |              | <b>512</b>       | <b>4,831</b>  | <b>35,760</b>     | <b>35,802</b>                 |            |
| <b>CATEGORY: Entertainment</b>             |                  |           |             |                        |          |                     |                   |                  |                        |      |             |                |                |                              |                     |                |                    |              |                  |               |                   |                               |            |
| Eat Out                                    | Jan 10 to Dec 10 | Ann       | R 49.95     |                        |          |                     | 18,112            |                  | 580                    |      |             | 33             | 18,725         |                              | 2,096               | 1,000          |                    |              | 500              | 3,596         | 22,321            | 24,980                        |            |
| Nitelifemagazine                           | Jan 11 to Jun 11 |           |             |                        |          |                     |                   |                  |                        |      |             |                |                |                              |                     |                |                    |              |                  |               | No Submission     | New Member                    |            |
| People Puzzles                             | Apr 11 to Jun 11 | Mtly      | R 19.95     | 60                     |          |                     | 36,592            |                  |                        |      | 300         | 51             | 37,003         |                              |                     |                |                    |              |                  |               | 37,003            | 39,891                        |            |
| Sandton.                                   | Apr 11 to Jun 11 | Mtly      | R 29.95     | 45                     |          |                     | 1,200             |                  |                        |      |             |                | 1,245          | 8,278                        | 6,417               |                |                    |              |                  | 14,695        | 15,940            | 16,505                        |            |
| Time Out Cape Town Visitor's Guide.        | Jan 10 to Dec 10 | Ann       | R 39.95     |                        |          |                     | 10,411            |                  | 900                    |      |             |                | 11,311         |                              |                     |                |                    |              |                  |               | 11,311            | 15,350                        |            |
| TV Plus (Afrikaans)                        | Apr 11 to Jun 11 | F         | R 13.00     | 1,114                  |          |                     | 42,489            | 1                |                        |      |             |                | 43,604         |                              |                     |                |                    |              |                  |               | 43,604            | 49,300                        |            |
| TV Plus (English)                          | Apr 11 to Jun 11 | F         | R 13.00     | 1,082                  |          |                     | 48,016            | 10               |                        |      |             |                | 49,108         |                              |                     |                |                    |              |                  |               | 49,108            | 58,699                        |            |
| <b>Total</b>                               |                  |           |             | <b>2,301</b>           |          |                     | <b>156,820</b>    | <b>11</b>        | <b>1,480</b>           |      | <b>300</b>  | <b>84</b>      | <b>160,996</b> |                              | <b>8,278</b>        | <b>8,513</b>   | <b>1,000</b>       |              | <b>500</b>       | <b>18,291</b> | <b>179,287</b>    | <b>204,725</b>                |            |
| <b>CATEGORY: Family Interest</b>           |                  |           |             |                        |          |                     |                   |                  |                        |      |             |                |                |                              |                     |                |                    |              |                  |               |                   |                               |            |
| Bona                                       | Apr 11 to Jun 11 | Mtly      | R 8.75      | 3                      |          |                     | 99,795            |                  |                        |      | 269         | 601            | 100,668        |                              | 2,000               |                |                    |              | 1,278            | 3,278         | 103,946           | 106,159                       |            |
| Drum                                       | Apr 11 to Jun 11 | Wkly, Fr  | R 12.00     | 795                    |          |                     | 132,126           | 7                |                        |      |             |                | 132,928        |                              |                     |                |                    |              |                  |               | 132,928           | 116,691                       |            |
| Full Circle Magazine.                      | Apr 11 to Jun 11 | Mtly      | Free 0      |                        |          |                     |                   |                  |                        |      |             |                |                | 23                           | 24,445              | 512            |                    |              | 1                | 24,981        | 24,981            | 24,491                        |            |
| Huisgenoot                                 | Apr 11 to Jun 11 | Wkly, Tue | R 15.95     | 11,921                 |          |                     | 293,292           | 228              | 300                    |      |             |                | 305,741        |                              |                     |                |                    |              |                  |               | 305,741           | 318,314                       |            |
| LIG  | Apr 11 to Jun 11 | 11xA      | R 23.95     | 3,870                  |          | 13,413              | 18,872            |                  |                        |      |             | 6              | 36,161         |                              | 133                 | 410            |                    |              |                  | 543           | 36,704            | 42,504                        |            |
| Reader's Digest (South Africa)             | Apr 11 to Jun 11 | Mtly      | R 29.95     | 28,018                 |          |                     | 5,647             |                  | 2,500                  |      |             |                | 36,165         |                              |                     |                |                    |              |                  |               | 36,165            | 35,040                        |            |
| Taalgenoot                                 | Jan 11 to Jun 11 |           |             |                        |          |                     |                   |                  |                        |      |             |                |                |                              |                     |                |                    |              |                  |               | Changed Frequency | 66,198                        |            |
| The Big Issue                              | Apr 11 to Jun 11 | 3Wk       | R 18.00     | 45                     |          |                     | 10,828            |                  |                        |      |             |                | 10,873         | 537                          |                     |                |                    |              |                  | 537           | 11,410            | 12,357                        |            |
| The Crest                                  | Jan 11 to Jun 11 | AltM      | R 21.95     | 4                      |          |                     |                   |                  |                        |      |             |                | 4              | 80                           | 10,382              | 1,097          | 2,862              | 361          |                  | 14,782        | 14,786            | 17,198                        |            |
| The Ridge                                  | Jan 11 to Jun 11 | 10xA      | R 21.95     | 5                      |          |                     |                   |                  |                        |      |             |                | 5              | 350                          | 9,632               | 2,635          | 7,317              | 669          |                  | 20,603        | 20,608            | 20,420                        |            |
| You  | Apr 11 to Jun 11 | Wkly, Wed | R 15.95     | 4,033                  |          |                     | 181,534           | 133              | 366                    |      |             |                | 186,066        |                              |                     |                |                    |              |                  |               | 186,066           | 189,304                       |            |
| <b>Total</b>                               |                  |           |             | <b>48,694</b>          |          | <b>13,413</b>       | <b>742,094</b>    | <b>368</b>       | <b>3,166</b>           |      | <b>269</b>  | <b>607</b>     | <b>808,611</b> | <b>990</b>                   | <b>44,592</b>       | <b>6,654</b>   | <b>10,179</b>      | <b>1,030</b> | <b>1,279</b>     | <b>64,724</b> | <b>873,335</b>    | <b>948,676</b>                |            |
| <b>CATEGORY: Farming</b>                   |                  |           |             |                        |          |                     |                   |                  |                        |      |             |                |                |                              |                     |                |                    |              |                  |               |                   |                               |            |
| Farmer's Weekly                            | Apr 11 to Jun 11 | Wkly, Fr  | R 13.96     | 2,268                  |          |                     | 12,541            |                  | 382                    |      | 99          |                | 15,290         |                              |                     |                |                    |              | 44               | 44            | 15,334            | 14,708                        |            |
| Farming SA                                 | Apr 11 to Jun 11 | Mtly      | R 14.95     | 241                    |          |                     | 8,394             | 10               |                        |      |             |                | 8,645          |                              |                     |                |                    |              |                  |               | 8,645             | 9,276                         |            |

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|                  |                  |           |             | Indi-vidual            | Business | Travel & Commercial |                   |                  |                        |      |             |           |            | Indiv Requested              | Indiv Non Requested | Bulk Requested | Bulk Non Requested |           |                  |             |                   |                               |            |
| Landbouweekblad  | Apr 11 to Jun 11 | Wkly, Wed | R 15.50     | 5,463                  |          |                     | 34,016            | 40               |                        |      |             | 39,519    |            |                              |                     |                |                    |           |                  |             | 39,519            | 40,209                        |            |

|              |  |  |  |              |  |  |               |           |            |  |  |           |  |               |  |  |  |  |  |  |           |           |               |               |
|--------------|--|--|--|--------------|--|--|---------------|-----------|------------|--|--|-----------|--|---------------|--|--|--|--|--|--|-----------|-----------|---------------|---------------|
| <b>Total</b> |  |  |  | <b>7,972</b> |  |  | <b>54,951</b> | <b>50</b> | <b>382</b> |  |  | <b>99</b> |  | <b>63,454</b> |  |  |  |  |  |  | <b>44</b> | <b>44</b> | <b>63,498</b> | <b>64,193</b> |
|--------------|--|--|--|--------------|--|--|---------------|-----------|------------|--|--|-----------|--|---------------|--|--|--|--|--|--|-----------|-----------|---------------|---------------|

**CATEGORY: Health**

|                           |                  |      |         |       |    |  |        |     |     |  |  |     |        |       |       |     |  |  |  |     |                   |        |                   |
|---------------------------|------------------|------|---------|-------|----|--|--------|-----|-----|--|--|-----|--------|-------|-------|-----|--|--|--|-----|-------------------|--------|-------------------|
| Complete Yoga             | Jan 10 to Dec 10 |      |         |       |    |  |        |     |     |  |  |     |        |       |       |     |  |  |  |     | Discontinued      | 4,458  |                   |
| Health Intelligence       | Jan 11 to Jun 11 | AltM | R 29.95 | 44    | 2  |  | 7,792  |     |     |  |  | 99  | 7,937  | 231   | 1,202 | 167 |  |  |  | 688 | 2,288             | 10,225 | 12,038            |
| Longevity                 | Apr 11 to Jun 11 |      |         |       |    |  |        |     |     |  |  |     |        |       |       |     |  |  |  |     | Changed Frequency | 19,695 |                   |
| Longevity.                | Jan 11 to Jun 11 | AltM | R 29.95 | 1,589 |    |  | 16,204 |     | 500 |  |  |     | 18,293 |       | 2,176 |     |  |  |  |     | 2,176             | 20,469 | Changed Frequency |
| Muscle Evolution Magazine | Jan 11 to Jun 11 | AltM | R 37.95 | 120   | 70 |  | 7,353  |     |     |  |  |     | 7,543  | 24    | 50    | 400 |  |  |  | 500 | 974               | 8,517  | 6,647             |
| My Health                 | Jan 11 to Jun 11 | AltM | R 15.00 |       |    |  |        |     |     |  |  |     |        | 970   |       |     |  |  |  |     | 970               | 970    | New Member        |
| Pols / Pulse              | Jan 10 to Dec 10 | Q    | R 32.00 | 4,379 |    |  | 38,896 |     |     |  |  |     | 43,275 |       |       |     |  |  |  |     |                   | 43,275 | 47,842            |
| Rolling Inspiration       | Jan 11 to Jun 11 | AltM | R 25.00 | 406   |    |  |        |     |     |  |  |     | 406    | 3,818 |       | 403 |  |  |  |     | 4,221             | 4,627  | 4,876             |
| Sarie Gesond              | Jan 10 to Dec 10 | 2xA  | R 32.95 |       |    |  | 29,222 |     |     |  |  |     | 29,222 |       |       |     |  |  |  |     |                   | 29,222 | New Member        |
| Shape                     | Apr 11 to Jun 11 | Mtly | R 29.95 | 9,243 |    |  | 27,829 | 106 |     |  |  |     | 37,178 |       |       |     |  |  |  |     |                   | 37,178 | 41,290            |
| Weigh-Less Magazine       | Jan 11 to Jun 11 | AltM | R 19.95 | 506   |    |  | 19,092 |     |     |  |  | 289 | 19,887 | 3,547 |       |     |  |  |  |     | 3,547             | 23,434 | 22,832            |

|              |  |  |  |               |           |  |                |            |            |  |  |            |  |                |              |              |              |            |  |  |              |               |                |                |
|--------------|--|--|--|---------------|-----------|--|----------------|------------|------------|--|--|------------|--|----------------|--------------|--------------|--------------|------------|--|--|--------------|---------------|----------------|----------------|
| <b>Total</b> |  |  |  | <b>16,287</b> | <b>72</b> |  | <b>146,388</b> | <b>106</b> | <b>500</b> |  |  | <b>388</b> |  | <b>163,741</b> | <b>3,547</b> | <b>5,043</b> | <b>3,428</b> | <b>970</b> |  |  | <b>1,188</b> | <b>14,176</b> | <b>177,917</b> | <b>159,678</b> |
|--------------|--|--|--|---------------|-----------|--|----------------|------------|------------|--|--|------------|--|----------------|--------------|--------------|--------------|------------|--|--|--------------|---------------|----------------|----------------|

**CATEGORY: Home**

|  |                  |      |         |       |       |  |        |     |       |       |     |  |        |        |        |    |  |     |       |       |        |           |               |
|--|------------------|------|---------|-------|-------|--|--------|-----|-------|-------|-----|--|--------|--------|--------|----|--|-----|-------|-------|--------|-----------|---------------|
| Avocado/Avokado                                    | Jan 11 to Jun 11 | AltM | R 31.95 | 1,410 |       |  | 20,311 |     |       |       |     |  | 21,721 |        | 400    |    |  |     |       | 2,843 | 3,243  | 24,964    | 27,732        |
| Conde Nast House & Garden                          | Apr 11 to Jun 11 | Mtly | R 39.95 | 6,549 | 602   |  | 27,936 |     | 3,674 | 1,350 | 467 |  | 40,578 | 605    |        |    |  |     |       | 3,077 | 3,682  | 44,260    | 44,453        |
| Eat In.  | Jan 10 to Dec 10 | Ann  | R 39.95 |       |       |  | 9,875  |     |       |       |     |  | 9,875  |        | 1,196  |    |  |     |       |       | 1,196  | 11,071    | 12,603        |
| Elle Decoration                                    | Jan 11 to Jun 11 | 8xA  | R 39.95 | 2,372 |       |  | 16,241 |     | 100   |       |     |  | 18,713 |        |        |    |  |     |       | 2,576 | 2,576  | 21,289    | 19,789        |
| Entertainment Ideas/ Onthaal Idees                 | Jul 10 to Jun 11 | Ann  | R 39.95 |       |       |  | 29,004 |     |       |       |     |  | 29,004 |        |        |    |  |     |       |       |        | 29,004    | 34,698        |
| Food and Home Entertaining                         | Apr 11 to Jun 11 | Mtly | R 28.95 | 3,611 |       |  | 25,797 |     | 667   |       | 822 |  | 30,897 |        | 2,600  |    |  |     |       | 3,063 | 5,663  | 36,560    | 40,047        |
| Food Ideas / Kos Idees                             | Jan 10 to Dec 10 | Ann  | R 39.95 |       |       |  | 30,932 |     |       |       |     |  | 30,932 |        |        |    |  |     |       |       |        | 30,932    | 25,196        |
| Gardener, The                                      | Apr 11 to Jun 11 | Mtly | R 22.95 | 4,378 |       |  | 15,273 |     | 1,957 |       |     |  | 21,608 |        | 100    |    |  |     |       | 2,359 | 2,459  | 24,067    | 27,430        |
| Habitat  | Jan 11 to Jun 11 | AltM | R 42.95 | 376   | 6,500 |  | 7,720  |     |       |       |     |  | 14,596 | 26     | 19     |    |  |     | 289   |       | 334    | 14,930    | 13,678        |
| Home Handyman                                      | Apr 11 to Jun 11 | Mtly | R 28.75 | 2,322 |       |  | 10,249 |     | 150   | 42    |     |  | 12,763 |        |        |    |  |     |       |       |        | 12,763    | 13,331        |
| House & Leisure                                    | Apr 11 to Jun 11 | Mtly | R 31.95 | 4,010 | 116   |  | 25,639 | 106 | 390   |       |     |  | 30,261 |        | 278    | 34 |  | 106 | 2,692 |       | 3,110  | 33,371    | 33,623        |
| Its all in the detail                              | Jul 10 to Jun 11 | Ann  | R 49.95 |       |       |  |        |     |       |       |     |  |        |        | 80,000 |    |  |     |       |       | 80,000 | 80,000    | New Member    |
| Party ideas for Kids / Partytjie Idees vir Kinders | Jan 10 to Dec 10 | Ann  | R 34.95 |       |       |  | 29,091 |     |       |       |     |  | 29,091 |        |        |    |  |     |       |       |        | 29,091    | New Member    |
| Plum.  | Jul 10 to Jun 11 |      |         |       |       |  |        |     |       |       |     |  |        |        |        |    |  |     |       |       |        | Suspended | No Submission |
| Property Magazine, The (Cape).                     | Apr 11 to Jun 11 | Mtly | R 34.95 | 154   |       |  | 874    |     |       |       |     |  | 1,028  | 16,340 | 8,139  |    |  |     |       |       | 24,479 | 25,507    | 27,662        |
| Property Magazine, The (Jhb).                      | Apr 11 to Jun 11 | Mtly | R 34.95 | 121   |       |  | 878    |     |       |       |     |  | 999    | 18,490 | 5,341  |    |  |     |       |       | 23,831 | 24,830    | 27,976        |

| Publication Name                  | Period           | Freq<br>uency | Cover<br>Price | Sales at 50% and above |          |                            |                         |                     |                                 |      |                | Free Circulation |               |                              |                               |                       |                              |           |                     | TOTAL<br>CIRCULATION | Corresponding<br>Previous Period |                      |               |
|-----------------------------------|------------------|---------------|----------------|------------------------|----------|----------------------------|-------------------------|---------------------|---------------------------------|------|----------------|------------------|---------------|------------------------------|-------------------------------|-----------------------|------------------------------|-----------|---------------------|----------------------|----------------------------------|----------------------|---------------|
|                                   |                  |               |                | Subscriptions          |          |                            | Single<br>Copy<br>Sales | Digital<br>Editions | Third<br>Party<br>Bulk<br>sales | PMIE | Back<br>Issues | BELOW<br>50%     | TOTAL<br>PAID | Controlled Free Distribution |                               |                       |                              | Bulk Free | Digital<br>Editions |                      |                                  | Back<br>Issues       | TOTAL<br>FREE |
|                                   |                  |               |                | Indi-vidual            | Business | Travel &<br>Commer<br>cial |                         |                     |                                 |      |                |                  |               | Indiv<br>Request<br>ed       | Indiv<br>Non<br>Request<br>ed | Bulk<br>Request<br>ed | Bulk<br>Non<br>Request<br>ed |           |                     |                      |                                  |                      |               |
| Property Magazine, The (KZN).     | Apr 11 to Jun 11 | Mtly          | R 34.95        | 65                     |          |                            | 322                     |                     |                                 |      |                |                  | 387           |                              | 15,460                        | 1,076                 |                              |           |                     | 16,536               | 16,923                           | 17,928               |               |
| SA Garden / SA Tuin Paleis        | Apr 11 to Jun 11 | Mtly          | R 31.95        | 4,161                  |          |                            | 37,820                  |                     |                                 |      |                |                  | 41,981        |                              |                               |                       |                              |           |                     |                      | 41,981                           | 45,004               |               |
| SA Garden and Home                | Apr 11 to Jun 11 | Mtly          | R 26.95        | 722                    |          |                            | 43,448                  |                     | 2,243                           |      |                | 10,355           | 58,118        |                              | 2,600                         |                       |                              |           | 2,343               | 4,943                | 63,061                           | 65,474               |               |
| SA Home Owner                     | Apr 11 to Jun 11 | 11xA          | R 39.95        | 1,246                  |          |                            | 30,460                  | 33                  | 387                             |      |                |                  | 32,126        |                              |                               |                       |                              |           | 5,266               | 5,266                | 37,392                           | 35,380               |               |
| Sarie Kos                         | Jan 10 to Dec 10 | Q             | R 32.95        |                        |          |                            |                         |                     |                                 |      |                |                  |               |                              |                               |                       |                              |           |                     |                      | Changed<br>Frequency             | 66,564               |               |
| Sarie Kos vir Mans                | Jan 10 to Dec 10 | Ann           | R 32.95        |                        |          |                            |                         |                     |                                 |      |                |                  |               |                              |                               |                       |                              |           |                     |                      | Discontinued                     | New Member           |               |
| Sarie Kos.                        | Jan 11 to Jun 11 | AltM          | R 38.95        | 6,365                  |          |                            | 54,148                  | 19                  |                                 |      |                |                  | 60,532        |                              |                               |                       |                              |           |                     |                      | 60,532                           | Changed<br>Frequency |               |
| Sarie Woon                        | Jul 10 to Jun 11 | Ann           | R 32.95        |                        |          |                            | 34,087                  |                     | 25                              |      |                |                  | 34,112        |                              |                               |                       |                              |           |                     |                      | 34,112                           | 28,812               |               |
| Status Quo                        | Jan 10 to Dec 10 | Q             | Free 0         |                        |          |                            |                         |                     |                                 |      |                |                  |               |                              | 1,138                         | 9,186                 |                              | 225       |                     | 10,549               | 10,549                           | 9,556                |               |
| Top Billing                       | Apr 11 to Jun 11 | Mtly          | R 26.95        | 788                    |          |                            | 11,667                  |                     | 251                             |      | 22             | 617              | 13,345        | 390                          | 1,165                         |                       |                              |           |                     | 1,555                | 14,900                           | 26,572               |               |
| Tuinier, Die                      | Apr 11 to Jun 11 | Mtly          | R 22.95        | 2,326                  |          |                            | 14,155                  |                     | 862                             |      |                |                  | 17,343        | 35                           |                               |                       |                              |           | 1,356               | 1,391                | 18,734                           | 19,503               |               |
| Tuis Dekorgids / Home Décor Guide | Jan 10 to Dec 10 | Ann           | R 37.95        |                        |          |                            | 23,090                  |                     |                                 |      |                |                  | 23,090        |                              |                               |                       |                              |           |                     |                      | 23,090                           | New Member           |               |
| Tuis Home                         | Apr 11 to Jun 11 | Mtly          | R 29.50        | 9,672                  |          |                            | 69,044                  | 162                 |                                 |      |                |                  | 78,878        |                              |                               |                       |                              |           |                     |                      | 78,878                           | 72,936               |               |
| Tuis Opknop / Home Renovations    | Jan 10 to Dec 10 | Ann           | R 37.95        |                        |          |                            | 30,326                  |                     |                                 |      |                |                  | 30,326        |                              |                               |                       |                              |           |                     |                      | 30,326                           | 20,549               |               |
| Visi                              | Jan 11 to Jun 11 | 6xA           | R 49.95        | 1,194                  |          |                            | 11,016                  | 75                  | 40                              |      | 69             |                  | 12,394        |                              |                               |                       |                              |           |                     |                      | 12,394                           | 12,097               |               |
| Wine                              | Apr 11 to Jun 11 |               |                |                        |          |                            |                         |                     |                                 |      |                |                  |               |                              |                               |                       |                              |           |                     |                      | Discontinued                     | 12,640               |               |

|              |  |  |  |               |              |  |                |            |               |  |              |               |                |              |                |               |  |            |            |               |                |                |                |
|--------------|--|--|--|---------------|--------------|--|----------------|------------|---------------|--|--------------|---------------|----------------|--------------|----------------|---------------|--|------------|------------|---------------|----------------|----------------|----------------|
| <b>Total</b> |  |  |  | <b>51,842</b> | <b>7,218</b> |  | <b>609,403</b> | <b>395</b> | <b>10,746</b> |  | <b>2,833</b> | <b>12,261</b> | <b>694,698</b> | <b>1,056</b> | <b>132,890</b> | <b>30,672</b> |  | <b>514</b> | <b>106</b> | <b>25,575</b> | <b>190,813</b> | <b>885,511</b> | <b>781,233</b> |
|--------------|--|--|--|---------------|--------------|--|----------------|------------|---------------|--|--------------|---------------|----------------|--------------|----------------|---------------|--|------------|------------|---------------|----------------|----------------|----------------|

**CATEGORY: Leisure**

|                     |                  |      |         |     |       |  |       |  |  |  |  |     |       |     |         |       |        |       |  |     |         |         |            |
|---------------------|------------------|------|---------|-----|-------|--|-------|--|--|--|--|-----|-------|-----|---------|-------|--------|-------|--|-----|---------|---------|------------|
| High Flyers         | Apr 11 to Jun 11 | Mtly | Free 0  |     |       |  |       |  |  |  |  |     |       | 7   |         |       | 14,887 |       |  |     | 14,894  | 14,894  | New Member |
| Platinum Living     | Jul 10 to Jun 11 | Q    | R 29.00 | 158 | 1,343 |  | 538   |  |  |  |  |     | 2,039 | 274 |         | 2,272 |        | 158   |  | 113 | 2,817   | 4,856   | New Member |
| Prestige            | Apr 11 to Jun 11 | Mtly | R 49.95 | 80  | 4,000 |  | 2,300 |  |  |  |  | 300 | 6,680 | 418 |         | 8,236 |        |       |  |     | 8,654   | 15,334  | 20,236     |
| Resort Life Zimbali | Jul 10 to Jun 11 | 2xA  | Free 0  |     |       |  |       |  |  |  |  |     |       |     |         |       | 13,905 | 689   |  |     | 14,594  | 14,594  | New Member |
| The Red Bulletin    | Apr 11 to Jun 11 | Mtly | R 34.95 | 46  |       |  | 488   |  |  |  |  |     | 534   |     | 125,667 |       |        | 2,726 |  |     | 128,393 | 128,927 | New Member |

|              |  |  |  |            |              |  |              |  |  |  |  |            |              |            |                |               |               |              |  |            |                |                |               |
|--------------|--|--|--|------------|--------------|--|--------------|--|--|--|--|------------|--------------|------------|----------------|---------------|---------------|--------------|--|------------|----------------|----------------|---------------|
| <b>Total</b> |  |  |  | <b>284</b> | <b>5,343</b> |  | <b>3,326</b> |  |  |  |  | <b>300</b> | <b>9,253</b> | <b>699</b> | <b>125,667</b> | <b>10,508</b> | <b>28,792</b> | <b>3,573</b> |  | <b>113</b> | <b>169,352</b> | <b>178,605</b> | <b>20,236</b> |
|--------------|--|--|--|------------|--------------|--|--------------|--|--|--|--|------------|--------------|------------|----------------|---------------|---------------|--------------|--|------------|----------------|----------------|---------------|

**CATEGORY: Male**

|                     |                  |      |         |        |     |  |        |     |       |  |     |     |        |     |        |        |  |     |  |       |        |        |            |        |
|---------------------|------------------|------|---------|--------|-----|--|--------|-----|-------|--|-----|-----|--------|-----|--------|--------|--|-----|--|-------|--------|--------|------------|--------|
| Destiny Man         | Jan 11 to Jun 11 | AltM | R 33.95 | 475    |     |  | 9,676  |     |       |  |     |     | 10,151 |     |        |        |  |     |  | 4,843 | 4,843  | 14,994 | 15,036     |        |
| FHM                 | Apr 11 to Jun 11 | Mtly | R 38.95 | 1,588  |     |  | 44,754 | 225 | 267   |  |     |     | 46,834 |     |        |        |  |     |  |       |        | 46,834 | 52,594     |        |
| GQ                  | Jan 11 to Jun 11 | 10xA | R 39.95 | 1,330  | 86  |  | 18,572 |     | 3,760 |  | 849 | 254 | 24,851 | 693 |        |        |  |     |  | 83    | 2,533  | 3,309  | 28,160     | 28,770 |
| Men's Health        | Apr 11 to Jun 11 | Mtly | R 37.95 | 14,658 |     |  | 45,598 | 159 |       |  |     |     | 60,415 |     |        |        |  |     |  |       |        | 60,415 | 71,800     |        |
| Playboy             | Apr 11 to Jun 11 | Mtly | R 45.00 | 101    |     |  | 13,516 |     | 2,450 |  |     |     | 16,067 |     |        |        |  |     |  |       |        | 16,067 | New Member |        |
| Popular Mechanics   | Apr 11 to Jun 11 | Mtly | R 27.95 | 14,391 | 155 |  | 25,365 | 168 | 13    |  | 7   | 482 | 40,581 |     |        |        |  | 221 |  | 4,269 | 4,490  | 45,071 | 47,714     |        |
| Stuff               | Jan 11 to Jun 11 | AltM | R 29.95 | 1,385  |     |  | 19,825 | 33  | 493   |  |     |     | 21,736 |     |        | 160    |  |     |  | 1,319 | 1,479  | 23,215 | 17,962     |        |
| Tech-Smart Magazine | Apr 11 to Jun 11 | Mtly | Free 0  |        |     |  |        |     |       |  |     |     |        |     | 61,650 | 35,603 |  |     |  | 927   | 98,180 | 98,180 | 98,372     |        |

|              |  |  |  |               |            |  |                |            |              |  |            |            |                |            |               |               |           |            |  |               |                |                |                |
|--------------|--|--|--|---------------|------------|--|----------------|------------|--------------|--|------------|------------|----------------|------------|---------------|---------------|-----------|------------|--|---------------|----------------|----------------|----------------|
| <b>Total</b> |  |  |  | <b>33,928</b> | <b>241</b> |  | <b>177,306</b> | <b>585</b> | <b>6,983</b> |  | <b>856</b> | <b>736</b> | <b>220,635</b> | <b>693</b> | <b>61,650</b> | <b>35,763</b> | <b>83</b> | <b>221</b> |  | <b>13,891</b> | <b>112,301</b> | <b>332,936</b> | <b>332,248</b> |
|--------------|--|--|--|---------------|------------|--|----------------|------------|--------------|--|------------|------------|----------------|------------|---------------|---------------|-----------|------------|--|---------------|----------------|----------------|----------------|

| Publication Name                        | Period           | Frequ<br>ency | Cover<br>Price       | Sales at 50% and above |              |                            |                         |                     |                                 |      |                | BELOW<br>50% | TOTAL<br>PAID  | Free Circulation             |                               |                       |                              |            |                     |                | TOTAL<br>CIRCULATION | Corresponding<br>Previous Period |                      |
|---|------------------|---------------|----------------------|------------------------|--------------|----------------------------|-------------------------|---------------------|---------------------------------|------|----------------|--------------|----------------|------------------------------|-------------------------------|-----------------------|------------------------------|------------|---------------------|----------------|----------------------|----------------------------------|----------------------|
|   |                  |               |                      | Subscriptions          |              |                            | Single<br>Copy<br>Sales | Digital<br>Editions | Third<br>Party<br>Bulk<br>sales | PMIE | Back<br>Issues |              |                | Controlled Free Distribution |                               |                       |                              | Bulk Free  | Digital<br>Editions | Back<br>Issues |                      |                                  | TOTAL<br>FREE        |
|   |                  |               |                      | Indi-vidual            | Business     | Travel &<br>Commer<br>cial |                         |                     |                                 |      |                |              |                | Indiv<br>Request<br>ed       | Indiv<br>Non<br>Request<br>ed | Bulk<br>Request<br>ed | Bulk<br>Non<br>Request<br>ed |            |                     |                |                      |                                  |                      |
| <b>CATEGORY: Motoring</b>               |                  |               |                      |                        |              |                            |                         |                     |                                 |      |                |              |                |                              |                               |                       |                              |            |                     |                |                      |                                  |                      |
| Auto Trader                             | Apr 11 to Jun 11 | Wkly, Th      | R 25.00 / R<br>14.50 |                        |              |                            | 18,506                  |                     |                                 |      |                | 18,506       |                |                              |                               |                       |                              |            |                     |                | 18,506               | 21,612                           |                      |
| Bakkie & Truck Action                   | Jan 11 to Jun 11 | AltM          | R 24.50              | 82                     |              |                            | 6,046                   |                     |                                 |      |                | 6,128        | 554            |                              |                               |                       |                              |            |                     |                | 554                  | 6,682                            | 6,226                |
| Bike SA                                 | Apr 11 to Jun 11 | Mtly          | R 26.99              | 360                    |              |                            | 26,577                  |                     |                                 |      |                | 26,937       | 225            | 929                          |                               | 966                   |                              |            |                     |                | 2,120                | 29,057                           | 30,912               |
| Car                                     | Apr 11 to Jun 11 | Mtly          | R 29.95              | 19,785                 | 115          |                            | 59,265                  | 232                 | 2,335                           |      | 11             | 235          | 81,978         | 296                          |                               |                       | 320                          |            | 7,038               |                | 7,654                | 89,632                           | 85,043               |
| Cars in Action                          | Apr 11 to Jun 11 | Mtly          | R 27.50              | 454                    | 2,000        |                            | 7,437                   |                     |                                 |      |                | 9,891        | 551            |                              |                               |                       |                              |            |                     |                | 551                  | 10,442                           | 9,554                |
| Classic & Performance Car Africa        | Jan 11 to Jun 11 |               |                      |                        |              |                            |                         |                     |                                 |      |                |              |                |                              |                               |                       |                              |            |                     |                |                      | Suspended                        | No Audit Report      |
| Commercial Trader                       | Apr 11 to Jun 11 | F             | R 18.00              |                        |              |                            | 7,911                   |                     |                                 |      |                | 7,911        |                |                              |                               |                       |                              |            | 400                 |                | 400                  | 8,311                            | 6,159                |
| Drive Out Trail Guide / Wegry Roetegids | Jan 10 to Dec 10 | Ann           | R 37.95              |                        |              |                            | 15,726                  |                     |                                 |      |                | 15,726       |                |                              |                               |                       |                              |            |                     |                |                      | 15,726                           | New Member           |
| Drive Out/WegRy                         | Jan 11 to Jun 11 |               |                      |                        |              |                            |                         |                     |                                 |      |                |              |                |                              |                               |                       |                              |            |                     |                |                      | Changed<br>Frequency             | 41,037               |
| Drive Out/WegRy.                        | Apr 11 to Jun 11 | 11xA          | R 29.95              | 7,055                  |              |                            | 25,791                  | 194                 | 27                              |      |                | 33,067       |                |                              |                               |                       |                              |            |                     |                |                      | 33,067                           | Changed<br>Frequency |
| Leisure Wheels                          | Apr 11 to Jun 11 | Mtly          | R 25.95              | 2,192                  |              |                            | 19,678                  | 68                  | 17                              |      | 3              | 158          | 22,116         | 71                           |                               |                       | 123                          |            | 2,262               |                | 2,456                | 24,572                           | 21,859               |
| SA4x4                                   | Apr 11 to Jun 11 | Mtly          | R 25.35              | 2,357                  |              |                            | 17,626                  | 49                  |                                 |      | 1              |              | 20,033         |                              |                               |                       |                              |            |                     |                |                      | 20,033                           | 19,780               |
| Speed and Sound                         | Apr 11 to Jun 11 | Mtly          | R 29.95              | 659                    |              |                            | 45,730                  |                     | 27                              |      |                | 353          | 46,769         | 275                          |                               |                       |                              |            |                     |                | 275                  | 47,044                           | 43,263               |
| Super Bike                              | Apr 11 to Jun 11 | Mtly          | R 29.95              | 413                    |              |                            | 6,344                   |                     | 500                             |      |                | 7,257        | 201            |                              |                               |                       |                              |            |                     |                | 201                  | 7,458                            | 7,525                |
| Topcar                                  | Apr 11 to Jun 11 | Mtly          | R 28.95              | 1,279                  |              |                            | 18,370                  | 115                 |                                 |      |                | 19,764       |                |                              |                               |                       |                              |            |                     |                |                      | 19,764                           | 18,439               |
| TopCar Roadtests                        | Jan 10 to Dec 10 | Ann           | R 37.95              |                        |              |                            | 12,277                  |                     |                                 |      |                | 12,277       |                |                              |                               |                       |                              |            |                     |                |                      | 12,277                           | New Member           |
| Wiel                                    | Apr 11 to Jun 11 |               |                      |                        |              |                            |                         |                     |                                 |      |                |              |                |                              |                               |                       |                              |            |                     |                |                      | Discontinued                     | 11,904               |
| <b>Total</b>                            |                  |               |                      | <b>34,636</b>          | <b>2,115</b> |                            | <b>287,284</b>          | <b>658</b>          | <b>2,906</b>                    |      | <b>15</b>      | <b>746</b>   | <b>328,360</b> | <b>2,173</b>                 | <b>929</b>                    |                       | <b>966</b>                   | <b>443</b> |                     | <b>9,700</b>   | <b>14,211</b>        | <b>342,571</b>                   | <b>323,313</b>       |

|                            |                  |      |                |       |       |  |        |    |     |  |     |        |        |     |        |        |  |  |       |  |        |              |            |
|----------------------------|------------------|------|----------------|-------|-------|--|--------|----|-----|--|-----|--------|--------|-----|--------|--------|--|--|-------|--|--------|--------------|------------|
| <b>CATEGORY: Parenting</b> |                  |      |                |       |       |  |        |    |     |  |     |        |        |     |        |        |  |  |       |  |        |              |            |
| Baba & Kleuter             | Apr 11 to Jun 11 | Mtly | R 26.95        | 2,606 |       |  | 16,700 | 21 | 667 |  |     | 19,994 |        |     |        |        |  |  |       |  |        | 19,994       | 17,579     |
| Cape Town's Child          | Apr 11 to Jun 11 | 11xA | R 0.00         |       |       |  |        |    |     |  |     |        |        |     | 45,054 |        |  |  |       |  | 45,054 | 45,054       | 45,228     |
| Durban's Child             | Apr 11 to Jun 11 | 11xA | Free 0.00      |       |       |  |        |    |     |  |     |        |        |     | 40,071 |        |  |  |       |  | 40,071 | 40,071       | 40,028     |
| Expectant Mothers Guide    | Jul 10 to Jun 11 | Ann  | R 27.50        |       |       |  | 6,197  |    |     |  |     | 350    | 6,547  | 995 |        | 51,377 |  |  |       |  | 52,372 | 58,919       | 59,830     |
| Joburg's Child             | Apr 11 to Jun 11 | 11xA | R 0.00         |       |       |  |        |    |     |  |     |        |        |     | 52,233 |        |  |  |       |  | 52,233 | 52,233       | 45,418     |
| Living and Loving          | Apr 11 to Jun 11 | Mtly | R 22.95        | 2,574 |       |  | 20,693 |    | 833 |  | 570 | 853    | 25,523 |     |        | 1,900  |  |  | 1,575 |  | 3,475  | 28,998       | 34,639     |
| Mamas & Papas.             | Apr 11 to Jun 11 | Mtly | R 26.95        | 386   | 3,833 |  | 7,771  |    |     |  |     | 10,000 | 21,990 |     |        |        |  |  | 3,200 |  | 3,200  | 25,190       | 18,179     |
| Move Best Parent           | Apr 11 to Jun 11 |      |                |       |       |  |        |    |     |  |     |        |        |     |        |        |  |  |       |  |        | Discontinued | 16,496     |
| Parents                    | Apr 11 to Jun 11 | Mtly | KShs<br>250.00 | 840   |       |  | 30,007 |    |     |  |     | 30,847 |        |     |        |        |  |  |       |  |        | 30,847       | 32,362     |
| Raising Kids               | Jan 11 to Jun 11 |      |                |       |       |  |        |    |     |  |     |        |        |     |        |        |  |  |       |  |        | Resigned     | 10,513     |
| Today's Child              | Apr 11 to Jun 11 | Mtly | Free 0         |       |       |  |        |    |     |  |     |        |        |     |        | 24,512 |  |  |       |  | 24,512 | 24,512       | New Member |
| Your Baby                  | Apr 11 to Jun 11 | Mtly | R 26.95        | 2,400 |       |  | 14,090 | 35 |     |  |     | 16,525 |        |     |        |        |  |  |       |  |        | 16,525       | 16,371     |

| Publication Name                 | Period           | Freq<br>uency | Cover<br>Price | Sales at 50% and above |              |                             |                         |                     |                                 |       |                | BELOW<br>50%  | TOTAL<br>PAID  | Free Circulation             |                               |                       |                              |           |                     |                | TOTAL<br>CIRCULATION | Corresponding<br>Previous Period |                |
|----------------------------------|------------------|---------------|----------------|------------------------|--------------|-----------------------------|-------------------------|---------------------|---------------------------------|-------|----------------|---------------|----------------|------------------------------|-------------------------------|-----------------------|------------------------------|-----------|---------------------|----------------|----------------------|----------------------------------|----------------|
|                                  |                  |               |                | Subscriptions          |              |                             | Single<br>Copy<br>Sales | Digital<br>Editions | Third<br>Party<br>Bulk<br>sales | PMIE  | Back<br>Issues |               |                | Controlled Free Distribution |                               |                       |                              | Bulk Free | Digital<br>Editions | Back<br>Issues |                      |                                  | TOTAL<br>FREE  |
|                                  |                  |               |                | Indi-<br>vidual        | Business     | Travel &<br>Commer-<br>cial |                         |                     |                                 |       |                |               |                | Indiv<br>Request<br>ed       | Indiv<br>Non<br>Request<br>ed | Bulk<br>Request<br>ed | Bulk<br>Non<br>Request<br>ed |           |                     |                |                      |                                  |                |
| Your Pregnancy.                  | Jan 11 to Jun 11 | AltM          | R 29.50        | 3,386                  |              |                             | 30,102                  | 3                   |                                 |       |                | 33,491        |                |                              |                               |                       |                              |           |                     | 33,491         | 32,548               |                                  |                |
| <b>Total</b>                     |                  |               |                | <b>12,192</b>          | <b>3,833</b> |                             | <b>125,560</b>          | <b>59</b>           | <b>1,500</b>                    |       | <b>570</b>     | <b>11,203</b> | <b>154,917</b> | <b>995</b>                   |                               | <b>190,635</b>        | <b>24,512</b>                |           |                     | <b>4,775</b>   | <b>220,917</b>       | <b>375,834</b>                   | <b>369,191</b> |
| <b>CATEGORY: Pets</b>            |                  |               |                |                        |              |                             |                         |                     |                                 |       |                |               |                |                              |                               |                       |                              |           |                     |                |                      |                                  |                |
| All About Dogs Magazine          | Jan 11 to Jun 11 | AltM          | R 22.00        | 261                    |              |                             | 3,194                   |                     |                                 |       | 1              | 3,456         |                |                              |                               |                       |                              |           |                     | 3,456          | 3,270                |                                  |                |
| Animaltalk                       | Apr 11 to Jun 11 | Mtly          | R 26.95        | 1,958                  |              |                             | 10,069                  |                     |                                 |       | 27             | 12,054        | 13             |                              |                               |                       |                              |           | 2,055               | 2,068          | 14,122               | 14,041                           |                |
| Catslife                         | Jan 11 to Jun 11 | AltM          | R 21.95        | 821                    |              |                             | 2,669                   |                     |                                 |       | 27             | 3,517         |                |                              |                               |                       |                              |           | 1,036               | 1,036          | 4,553                | 4,693                            |                |
| Dog Directory                    | Jan 10 to Dec 10 | Ann           | R 77.95        | 221                    |              |                             | 8,570                   |                     |                                 |       |                | 8,791         | 92             |                              | 520                           |                       |                              |           | 720                 | 1,332          | 10,123               | 9,073                            |                |
| <b>Total</b>                     |                  |               |                | <b>3,261</b>           |              |                             | <b>24,502</b>           |                     |                                 |       | <b>55</b>      | <b>27,818</b> | <b>105</b>     |                              | <b>520</b>                    |                       |                              |           | <b>3,811</b>        | <b>4,436</b>   | <b>32,254</b>        | <b>31,077</b>                    |                |
| <b>CATEGORY: SciTech</b>         |                  |               |                |                        |              |                             |                         |                     |                                 |       |                |               |                |                              |                               |                       |                              |           |                     |                |                      |                                  |                |
| NAG                              | Apr 11 to Jun 11 | Mtly          | R 42.00        | 570                    | 22           |                             | 18,781                  |                     |                                 |       |                | 19,373        | 179            | 7                            |                               |                       |                              |           | 1,133               | 1,319          | 20,692               | 22,292                           |                |
| PC Format                        | Apr 11 to Jun 11 | Mtly          | R 44.95        | 952                    |              |                             | 15,129                  |                     |                                 |       |                | 16,081        |                |                              |                               |                       |                              |           | 1,633               | 1,633          | 17,714               | 19,404                           |                |
| <b>Total</b>                     |                  |               |                | <b>1,522</b>           | <b>22</b>    |                             | <b>33,910</b>           |                     |                                 |       |                | <b>35,454</b> | <b>179</b>     | <b>7</b>                     |                               |                       |                              |           | <b>2,766</b>        | <b>2,952</b>   | <b>38,406</b>        | <b>41,696</b>                    |                |
| <b>CATEGORY: Sport and Hobby</b> |                  |               |                |                        |              |                             |                         |                     |                                 |       |                |               |                |                              |                               |                       |                              |           |                     |                |                      |                                  |                |
| African Pilot                    | Apr 11 to Jun 11 | Mtly          | R 30.00        | 644                    | 136          |                             | 3,925                   |                     | 392                             |       |                | 5,097         | 84             | 223                          | 84                            | 438                   |                              | 195       | 452                 | 1,476          | 6,573                | 7,102                            |                |
| Africa's Bowhunter               | Apr 11 to Jun 11 | Mtly          | R 27.95        | 1,101                  |              |                             | 6,607                   | 17                  |                                 | 32    | 117            | 7,874         |                |                              |                               |                       |                              |           |                     |                | 7,874                | 7,559                            |                |
| Amakhosi                         | Apr 11 to Jun 11 | Mtly          | R 7.95         |                        |              |                             | 32,717                  |                     |                                 |       |                | 32,717        |                |                              |                               |                       |                              |           |                     |                | 32,717               | 27,404                           |                |
| Bicycling                        | Jan 11 to Jun 11 | 10xA          | R 34.95        | 5,874                  |              |                             | 9,448                   | 60                  |                                 |       |                | 15,382        |                |                              |                               |                       |                              |           |                     |                | 15,382               | 17,185                           |                |
| Complete Golfer                  | Apr 11 to Jun 11 | Mtly          | R 31.95        | 2,002                  | 70           |                             | 5,168                   | 47                  | 534                             | 3     | 76             | 7,900         | 8,859          | 2,598                        |                               |                       | 170                          |           | 1,882               | 13,509         | 21,409               | 19,623                           |                |
| Fitness Magazine                 | Jan 11 to Jun 11 | AltM          | R 37.95        | 333                    | 70           |                             | 15,395                  |                     |                                 |       |                | 15,798        |                | 4                            | 366                           | 400                   |                              |           | 100                 | 870            | 16,668               | 13,880                           |                |
| Game & Hunt/Wild & Jag           | Apr 11 to Jun 11 | Mtly          | R 28.50        | 1,481                  |              |                             | 10,964                  |                     |                                 |       |                | 12,445        |                | 367                          |                               |                       |                              |           |                     | 367            | 12,812               | 12,853                           |                |
| Go Multi Magazine                | Jan 11 to Jun 11 |               |                |                        |              |                             |                         |                     |                                 |       |                |               |                |                              |                               |                       |                              |           |                     |                | Resigned             | 7,438                            |                |
| Golf Digest                      | Apr 11 to Jun 11 | Mtly          | R 34.95        | 5,942                  |              |                             | 7,006                   | 50                  |                                 |       |                | 12,998        |                |                              |                               |                       |                              |           |                     |                | 12,998               | 43,937                           |                |
| HQ                               | Jan 11 to Jun 11 | AltM          | R 37.50        | 2,639                  |              |                             | 6,540                   |                     |                                 | 25    |                | 9,204         | 3              |                              | 33                            |                       |                              |           | 701                 | 737            | 9,941                | 10,258                           |                |
| HQ Pony                          | Apr 11 to Jun 11 | Mtly          | R 21.95        | 774                    |              |                             | 3,037                   |                     |                                 | 27    |                | 3,838         |                |                              | 50                            |                       |                              |           | 1,264               | 1,314          | 5,152                | New Member                       |                |
| Kick Off                         | Apr 11 to Jun 11 | F             | R 10.00        | 1,083                  |              |                             | 40,361                  | 20                  |                                 |       |                | 41,464        |                |                              |                               |                       |                              |           |                     |                | 41,464               | 49,821                           |                |
| Magnum                           | Apr 11 to Jun 11 | Mtly          | R 29.00        | 3,494                  |              |                             | 15,589                  |                     |                                 |       |                | 19,083        |                |                              |                               |                       |                              |           |                     |                | 19,083               | 19,547                           |                |
| Modern Athlete                   | Apr 11 to Jun 11 | Mtly          | Free 0         |                        |              |                             |                         |                     |                                 |       |                |               | 76             |                              | 30,547                        | 553                   |                              |           |                     | 31,176         | 31,176               | 29,743                           |                |
| Rock Surf and Deep               | Apr 11 to Jun 11 | Mtly          | R 19.95        | 171                    |              |                             | 3,811                   |                     |                                 |       |                | 3,982         | 9              |                              |                               | 15                    |                              |           |                     | 24             | 4,006                | New Member                       |                |
| Runners World                    | Apr 11 to Jun 11 | Mtly          | R 31.95        | 7,267                  |              |                             | 14,546                  | 80                  |                                 |       |                | 21,893        |                |                              |                               |                       |                              |           |                     |                | 21,893               | 19,041                           |                |
| SA Cricket.                      | Jan 10 to Dec 10 | 5xA           | R 23.95        | 637                    |              |                             | 6,542                   |                     |                                 |       |                | 7,179         |                |                              | 923                           |                       |                              |           | 4,170               | 5,093          | 12,272               | Changed<br>Frequency             |                |
| SA Flyer                         | Apr 11 to Jun 11 | Mtly          | R 29.50        | 1,193                  | 75           |                             | 5,691                   |                     |                                 |       |                | 6,959         | 200            | 829                          |                               |                       |                              |           | 257                 | 1,286          | 8,245                | 8,225                            |                |
| SA Hunter/Jagter                 | Apr 11 to Jun 11 | Mtly          | R 23.00        | 24,436                 |              |                             | 9,446                   | 37                  |                                 |       |                | 33,919        |                |                              |                               |                       |                              |           |                     |                | 33,919               | 32,819                           |                |
| SA Rugby                         | Apr 11 to Jun 11 | Mtly          | R 25.95        | 1,060                  |              |                             | 10,070                  | 37                  |                                 | 1,329 |                | 12,496        |                |                              | 1,411                         |                       |                              |           | 6,142               | 7,553          | 20,049               | 18,572                           |                |
| SoccerLife 442                   | Jan 11 to Jun 11 |               |                |                        |              |                             |                         |                     |                                 |       |                |               |                |                              |                               |                       |                              |           |                     |                | Discontinued         | 27,863                           |                |

| Publication Name               | Period           | Freq<br>uency | Cover<br>Price | Sales at 50% and above |            |                            |                         |                     |                                 |      |                | BELOW<br>50% | TOTAL<br>PAID  | Free Circulation             |                               |                       |                              |            |                     |                | TOTAL<br>CIRCULATION | Corresponding<br>Previous Period |                |
|--------------------------------|------------------|---------------|----------------|------------------------|------------|----------------------------|-------------------------|---------------------|---------------------------------|------|----------------|--------------|----------------|------------------------------|-------------------------------|-----------------------|------------------------------|------------|---------------------|----------------|----------------------|----------------------------------|----------------|
|                                |                  |               |                | Subscriptions          |            |                            | Single<br>Copy<br>Sales | Digital<br>Editions | Third<br>Party<br>Bulk<br>sales | PMIE | Back<br>Issues |              |                | Controlled Free Distribution |                               |                       |                              | Bulk Free  | Digital<br>Editions | Back<br>Issues |                      |                                  | TOTAL<br>FREE  |
|                                |                  |               |                | Indi-vidual            | Business   | Travel &<br>Commer<br>cial |                         |                     |                                 |      |                |              |                | Indiv<br>Request<br>ed       | Indiv<br>Non<br>Request<br>ed | Bulk<br>Request<br>ed | Bulk<br>Non<br>Request<br>ed |            |                     |                |                      |                                  |                |
| South African Golfers Yearbook | Jul 10 to Jun 11 | Ann           | R 29.95        |                        |            |                            |                         |                     |                                 |      |                | 5            |                | 10,662                       |                               |                       |                              | 10,667     | 10,667              | 13,126         |                      |                                  |                |
| Sowetan Magazine               | Jan 10 to Dec 10 | 2xA           | R 9.95         |                        |            |                            | 17,430                  |                     |                                 |      |                |              |                | 1,224                        |                               |                       | 551                          | 1,775      | 19,571              | 17,108         |                      |                                  |                |
| Sports Illustrated             | Apr 11 to Jun 11 | Mtly          | R 33.95        | 6,543                  |            |                            | 14,472                  | 102                 | 1,050                           |      |                |              |                |                              |                               |                       |                              |            | 22,167              | 25,095         |                      |                                  |                |
| Submerge                       | Jan 11 to Jun 11 |               |                |                        |            |                            |                         |                     |                                 |      |                |              |                |                              |                               |                       |                              |            | No Submission       | 3,572          |                      |                                  |                |
| The Football Report            | Apr 11 to Jun 11 |               |                |                        |            |                            |                         |                     |                                 |      |                |              |                |                              |                               |                       |                              |            | Suspended           | New Member     |                      |                                  |                |
| Tight Lines                    | Apr 11 to Jun 11 | Mtly          | R 30.50        | 1,078                  |            |                            | 26,824                  |                     |                                 |      |                |              |                |                              |                               |                       |                              |            | 27,902              | 27,823         |                      |                                  |                |
| Zigzag                         | Jan 11 to Jun 11 | 10xA          | R 29.95        | 2,070                  |            |                            | 6,921                   | 29                  |                                 |      |                |              |                |                              |                               |                       |                              |            | 9,020               | 8,798          |                      |                                  |                |
| <b>Total</b>                   |                  |               |                | <b>69,822</b>          | <b>351</b> |                            | <b>272,510</b>          | <b>479</b>          | <b>1,976</b>                    |      | <b>1,782</b>   | <b>193</b>   | <b>347,113</b> | <b>9,236</b>                 | <b>4,021</b>                  | <b>34,638</b>         | <b>12,068</b>                | <b>170</b> | <b>195</b>          | <b>15,519</b>  | <b>75,847</b>        | <b>422,960</b>                   | <b>468,392</b> |

**CATEGORY: Travel**

|                                    |                  |      |           |               |              |  |                |            |              |  |              |              |                |              |              |                |              |            |         |               |                |                |                |
|------------------------------------|------------------|------|-----------|---------------|--------------|--|----------------|------------|--------------|--|--------------|--------------|----------------|--------------|--------------|----------------|--------------|------------|---------|---------------|----------------|----------------|----------------|
| Cape Town Official Visitors Guide  | Jul 10 to Jun 11 | Ann  | Free 0.00 |               |              |  |                |            |              |  |              |              |                | 198,950      |              |                |              |            | 198,950 | 198,950       | New Member     |                |                |
| Caravan and Outdoor Life           | Apr 11 to Jun 11 | Mtly | R 26.80   | 3,128         |              |  | 16,599         | 25         |              |  | 3            |              | 19,755         |              |              |                |              |            | 19,755  | 19,612        |                |                |                |
| Explore South Africa               | Jan 10 to Dec 10 | Q    | R 29.95   | 4             |              |  | 364            |            |              |  |              |              | 368            | 486          | 1,372        | 3,946          | 2,555        |            | 361     | 8,720         | 9,088          | 9,275          |                |
| Getaway                            | Apr 11 to Jun 11 | Mtly | R 29.95   | 13,306        | 698          |  | 31,195         | 150        | 2,741        |  | 13           | 391          | 48,494         | 376          |              |                |              | 126        | 5,301   | 5,803         | 54,297         | 51,507         |                |
| National Geographic Traveller      | Jan 10 to Dec 10 | Q    | R 31.95   | 544           |              |  | 9,226          |            | 680          |  | 1,155        |              | 11,605         |              |              |                |              |            |         | 11,605        | 13,708         |                |                |
| Passport                           | Apr 11 to Jun 11 |      |           |               |              |  |                |            |              |  |              |              |                |              |              |                |              |            |         | No Submission | Only 1 issue   |                |                |
| SA Country Life                    | Apr 11 to Jun 11 | Mtly | R 26.95   | 1,930         |              |  | 23,812         |            |              |  | 150          | 7,947        | 33,839         |              |              | 2,600          |              |            | 2,748   | 5,348         | 39,187         | 40,100         |                |
| Time Out Cape Town Weekend Breaks. | Jan 10 to Dec 10 | Ann  | R 28.95   |               |              |  | 6,889          |            |              |  |              |              | 6,889          |              |              |                |              |            |         | 6,889         | 6,004          |                |                |
| TravellIdeas                       | Jul 10 to Jun 11 | Q    | R 29.95   | 220           | 4,763        |  | 9,103          |            |              |  |              |              | 14,086         | 1,221        | 4            | 38             |              | 522        |         | 1,785         | 15,871         | 12,069         |                |
| Weg Kuierkos                       | Jan 10 to Dec 10 | Ann  | R 32.95   |               |              |  | 37,978         |            |              |  |              |              | 37,978         |              |              |                |              |            |         | 37,978        | New Member     |                |                |
| Weg Namibië / Go Namibia           | Jan 10 to Dec 10 | Ann  | R 35.95   |               |              |  | 41,622         |            |              |  |              |              | 41,622         |              |              |                |              |            |         | 41,622        | New Member     |                |                |
| Weg/Go                             | Apr 11 to Jun 11 | Mtly | R 29.95   | 30,878        |              |  | 50,369         | 185        |              |  |              |              | 81,432         |              |              |                |              |            |         | 81,432        | 87,440         |                |                |
| Wegsleep Oordgids                  | Jan 10 to Dec 10 | Ann  | R 49.95   |               |              |  | 15,147         |            |              |  |              |              | 15,147         |              |              |                |              |            |         | 15,147        | New Member     |                |                |
| Wegsleep.                          | Apr 11 to Jun 11 | Mtly | R 24.95   | 7,420         |              |  | 21,659         | 79         |              |  |              |              | 29,158         |              |              |                |              |            |         | 29,158        | 29,801         |                |                |
| <b>Total</b>                       |                  |      |           | <b>57,430</b> | <b>5,461</b> |  | <b>263,963</b> | <b>439</b> | <b>3,421</b> |  | <b>1,321</b> | <b>8,338</b> | <b>340,373</b> | <b>2,083</b> | <b>1,376</b> | <b>205,534</b> | <b>2,555</b> | <b>648</b> |         | <b>8,410</b>  | <b>220,606</b> | <b>560,979</b> | <b>269,516</b> |

**CATEGORY: Woman's General**

|                  |                  |      |         |        |    |  |        |     |       |  |       |     |        |     |     |       |  |  |       |       |        |        |
|------------------|------------------|------|---------|--------|----|--|--------|-----|-------|--|-------|-----|--------|-----|-----|-------|--|--|-------|-------|--------|--------|
| Cleo             | Apr 11 to Jun 11 | Mtly | R 19.95 | 280    |    |  | 19,797 |     |       |  |       | 191 | 20,268 |     |     | 2,100 |  |  | 975   | 3,075 | 23,343 | 21,439 |
| Cosmopolitan     | Apr 11 to Jun 11 | Mtly | R 31.95 | 3,221  | 40 |  | 70,416 | 57  | 6,527 |  |       |     | 80,261 |     | 60  | 34    |  |  | 2,918 | 3,012 | 83,273 | 90,833 |
| Destiny Magazine | Apr 11 to Jun 11 | Mtly | R 27.95 | 1,798  |    |  | 19,787 |     | 200   |  |       |     | 21,785 |     |     |       |  |  | 5,421 | 5,421 | 27,206 | 26,170 |
| Elle             | Apr 11 to Jun 11 | Mtly | R 29.95 | 1,295  |    |  | 30,152 |     | 1,379 |  |       |     | 32,826 |     |     | 160   |  |  | 3,691 | 3,851 | 36,677 | 31,309 |
| Essentials       | Apr 11 to Jun 11 | Mtly | R 21.95 | 3,080  |    |  | 30,761 |     | 133   |  |       | 458 | 34,432 |     |     | 2,600 |  |  | 1,515 | 4,115 | 38,547 | 42,817 |
| Fairlady         | Apr 11 to Jun 11 | Mtly | R 27.95 | 5,591  |    |  | 53,976 | 114 |       |  |       |     | 59,681 |     |     |       |  |  |       |       | 59,681 | 63,886 |
| Finesse          | Apr 11 to Jun 11 | Mtly | R 26.95 | 13,538 |    |  | 62,454 | 976 |       |  | 3,001 | 53  | 80,022 |     | 489 |       |  |  | 817   | 1,306 | 81,328 | 89,325 |
| Glamour          | Apr 11 to Jun 11 | Mtly | R 28.95 | 2,700  | 88 |  | 61,573 |     | 5,273 |  | 3,805 | 373 | 73,812 | 708 |     | 42    |  |  | 6,653 | 7,403 | 81,215 | 83,672 |
| Ideas/Idees      | Apr 11 to Jun 11 | Mtly | R 27.50 | 11,436 |    |  | 71,732 | 198 |       |  |       |     | 83,366 |     |     |       |  |  |       |       | 83,366 | 84,108 |
| Kuier            | Apr 11 to Jun 11 | F    | R 7.00  | 1,701  |    |  | 36,335 | 6   |       |  |       |     | 38,042 |     |     |       |  |  |       |       | 38,042 | 18,248 |

| Publication Name      | Period           | Frequ<br>ency | Cover<br>Price | Sales at 50% and above |            |                            |                         |                     |                                 |       |                | BELOW<br>50% | TOTAL<br>PAID    | Free Circulation             |                               |                       |                              |           |                     |                      | TOTAL<br>CIRCULATION | Corresponding<br>Previous Period |                  |
|-----------------------|------------------|---------------|----------------|------------------------|------------|----------------------------|-------------------------|---------------------|---------------------------------|-------|----------------|--------------|------------------|------------------------------|-------------------------------|-----------------------|------------------------------|-----------|---------------------|----------------------|----------------------|----------------------------------|------------------|
|                       |                  |               |                | Subscriptions          |            |                            | Single<br>Copy<br>Sales | Digital<br>Editions | Third<br>Party<br>Bulk<br>sales | PMIE  | Back<br>Issues |              |                  | Controlled Free Distribution |                               |                       |                              | Bulk Free | Digital<br>Editions | Back<br>Issues       |                      |                                  | TOTAL<br>FREE    |
|                       |                  |               |                | Indi-vidual            | Business   | Travel &<br>Commer<br>cial |                         |                     |                                 |       |                |              |                  | Indiv<br>Request<br>ed       | Indiv<br>Non<br>Request<br>ed | Bulk<br>Request<br>ed | Bulk<br>Non<br>Request<br>ed |           |                     |                      |                      |                                  |                  |
| Leef                  | Apr 11 to Jun 11 | Mtly          | R 29.95        | 8,129                  |            |                            | 32,490                  | 22                  |                                 |       |                | 40,641       |                  |                              |                               |                       |                              |           |                     | 40,641               | 38,851               |                                  |                  |
| Marie Claire          | Apr 11 to Jun 11 | Mtly          | R 27.95        | 1,868                  | 111        |                            | 23,684                  | 53                  | 3,322                           |       |                | 29,038       |                  | 7                            | 34                            |                       |                              | 2,693     | 2,734               | 31,772               | 36,061               |                                  |                  |
| Move!                 | Apr 11 to Jun 11 | Wkly, Th      | R 7.45         | 263                    |            |                            | 136,227                 | 3                   |                                 |       |                | 136,493      |                  |                              |                               |                       |                              |           |                     | 136,493              | 122,720              |                                  |                  |
| O, The Oprah Magazine | Apr 11 to Jun 11 | Mtly          | R 26.95        | 3,753                  | 124        |                            | 34,212                  | 32                  | 658                             |       |                | 38,779       |                  | 39                           | 34                            |                       |                              | 4,858     | 4,931               | 43,710               | 50,409               |                                  |                  |
| Psychologies          | Jan 11 to Jun 11 |               |                |                        |            |                            |                         |                     |                                 |       |                |              |                  |                              |                               |                       |                              |           |                     | Discontinued         | 27,611               |                                  |                  |
| Real Magazine         | Apr 11 to Jun 11 | Mtly          | R 11.95        | 1,002                  |            |                            | 56,022                  | 9                   |                                 |       |                | 57,033       |                  |                              |                               |                       |                              |           |                     | 57,033               | 55,041               |                                  |                  |
| Rooi Rose             | Apr 11 to Jun 11 | Mtly          | R 24.95        | 8,433                  |            |                            | 93,351                  |                     |                                 | 1,502 |                | 103,286      |                  |                              | 2,600                         |                       |                              | 3,012     | 5,612               | 108,898              | 118,395              |                                  |                  |
| Sarie                 | Apr 11 to Jun 11 | Mtly          | R 29.95        | 13,271                 |            |                            | 110,843                 | 165                 |                                 |       |                | 124,279      |                  |                              |                               |                       |                              |           |                     | 124,279              | 132,646              |                                  |                  |
| Soul                  | Apr 11 to Jun 11 | Mtly          | R 12.95        | 689                    |            |                            | 42,409                  |                     |                                 |       | 3,976          | 47,074       |                  | 16                           |                               |                       |                              | 413       | 429                 | 47,503               | 50,395               |                                  |                  |
| True Love             | Apr 11 to Jun 11 | Mtly          | R 21.95        | 7,472                  |            |                            | 68,444                  | 16                  |                                 |       |                | 75,932       |                  |                              |                               |                       |                              |           |                     | 75,932               | 82,648               |                                  |                  |
| Voila!                | Apr 11 to Jun 11 | Mtly          | Free 0         |                        |            |                            |                         |                     |                                 |       |                |              |                  |                              | 12,047                        | 3,877                 | 87                           |           |                     | 16,011               | 16,011               | New Member                       |                  |
| Vroue Keur            | Apr 11 to Jun 11 | Wkly, Fr      | R 11.51        | 3,153                  |            |                            | 71,918                  |                     |                                 |       |                | 75,071       |                  |                              |                               |                       |                              | 281       | 281                 | 75,352               | 80,024               |                                  |                  |
| Woman and Home        | Apr 11 to Jun 11 | Mtly          | R 24.95        | 10,141                 |            |                            | 79,783                  |                     |                                 |       | 1,074          | 90,998       |                  |                              | 2,600                         |                       |                              | 2,120     | 4,720               | 95,718               | 95,982               |                                  |                  |
| Women's Health        | Jan 11 to Jun 11 |               |                |                        |            |                            |                         |                     |                                 |       |                |              |                  |                              |                               |                       |                              |           |                     | Changed<br>Frequency | 68,331               |                                  |                  |
| Women's Health.       | Apr 11 to Jun 11 | 11xA          | R 31.95        | 10,136                 |            |                            | 51,940                  | 74                  |                                 |       |                | 62,150       |                  |                              |                               |                       |                              |           |                     | 62,150               | Changed<br>Frequency |                                  |                  |
| Your Family           | Apr 11 to Jun 11 | Mtly          | R 21.95        | 2,418                  |            |                            | 43,132                  |                     | 400                             |       | 1,836          | 3,840        | 51,626           |                              | 2,600                         |                       |                              | 2,842     | 5,442               | 57,068               | 69,109               |                                  |                  |
| <b>Total</b>          |                  |               |                | <b>115,368</b>         | <b>363</b> |                            | <b>1,301,438</b>        | <b>1,725</b>        | <b>17,892</b>                   |       | <b>12,618</b>  | <b>7,491</b> | <b>1,456,895</b> | <b>708</b>                   | <b>611</b>                    | <b>24,851</b>         | <b>3,877</b>                 | <b>87</b> |                     | <b>38,209</b>        | <b>68,343</b>        | <b>1,525,238</b>                 | <b>1,580,030</b> |

**CATEGORY: Woman's Special**

|                      |                  |     |         |              |            |  |               |  |            |   |            |            |                |     |              |            |              |       |       |              |               |                |                |
|----------------------|------------------|-----|---------|--------------|------------|--|---------------|--|------------|---|------------|------------|----------------|-----|--------------|------------|--------------|-------|-------|--------------|---------------|----------------|----------------|
| Bruidgids            | Jan 10 to Dec 10 | Ann | R 69.95 |              |            |  | 18,305        |  | 211        |   |            | 18,516     |                | 450 |              | 1,886      |              |       |       | 2,336        | 20,852        | 26,510         |                |
| Fairlady Bride       | Jul 10 to Jun 11 | 2xA | R 44.95 |              |            |  | 13,708        |  |            |   |            | 13,708     |                |     |              |            |              |       |       |              | 13,708        | 13,135         |                |
| Intiem.              | Jan 11 to Jun 11 | 6xA | R 24.95 | 4,596        | 324        |  | 17,646        |  |            |   |            | 22,566     |                |     | 875          |            |              | 2,709 | 3,584 | 26,150       | 24,494        |                |                |
| SA Wedding Album     | Jan 10 to Dec 10 | 2xA | R 34.95 | 15           |            |  | 12,316        |  |            | 4 |            | 12,335     |                |     | 94           | 580        |              | 2,550 | 3,224 | 15,559       | 14,286        |                |                |
| Sarie Bruid          | Jul 10 to Jun 11 | 2xA | R 44.95 |              |            |  | 13,525        |  |            |   |            | 13,525     |                |     |              |            |              |       |       | 13,525       | 12,747        |                |                |
| True Love Bride      | Jul 10 to Jun 11 | 2xA | R 39.95 |              |            |  | 11,639        |  |            |   |            | 11,639     |                |     |              |            |              |       |       | 11,639       | 12,639        |                |                |
| Wedding Collection   | Jan 10 to Dec 10 | Q   | R 39.95 | 7            |            |  | 6,679         |  |            |   |            | 6,686      |                |     |              |            |              |       |       | 6,686        | 5,863         |                |                |
| Wedding Inspirations | Jul 10 to Jun 11 | Q   | R 34.95 |              |            |  | 3,587         |  |            |   | 381        | 215        | 4,183          |     | 4,018        |            |              |       | 275   | 4,293        | 8,476         | 7,050          |                |
| <b>Total</b>         |                  |     |         | <b>4,618</b> | <b>324</b> |  | <b>97,405</b> |  | <b>211</b> |   | <b>381</b> | <b>219</b> | <b>103,158</b> |     | <b>4,468</b> | <b>969</b> | <b>2,466</b> |       |       | <b>5,534</b> | <b>13,437</b> | <b>116,595</b> | <b>116,724</b> |

**CATEGORY: Youth**

|                  |                  |      |         |     |  |  |        |  |  |  |  |        |  |  |  |        |  |       |       |        |                      |                      |
|------------------|------------------|------|---------|-----|--|--|--------|--|--|--|--|--------|--|--|--|--------|--|-------|-------|--------|----------------------|----------------------|
| Ace Matric Guide | Jan 10 to Dec 10 | Ann  | Free 0  |     |  |  |        |  |  |  |  |        |  |  |  | 50,000 |  |       |       | 50,000 | 50,000               | New Member           |
| Barbie Magazine  | Apr 11 to Jun 11 | Mtly | R 20.95 | 317 |  |  | 11,355 |  |  |  |  | 11,672 |  |  |  |        |  | 1,360 | 1,360 | 13,032 | 13,032               | New member           |
| Disney and Me,   | Jan 11 to Jun 11 | AltM | R 17.95 | 368 |  |  | 11,641 |  |  |  |  | 12,009 |  |  |  |        |  |       |       | 12,009 | 12,009               | Changed<br>Frequency |
| Disney and Me.   | Apr 11 to Jun 11 |      |         |     |  |  |        |  |  |  |  |        |  |  |  |        |  |       |       |        | Changed<br>Frequency | 7,886                |
| Disney Prinses,  | Jan 11 to Jun 11 | AltM | R 17.95 | 754 |  |  | 11,514 |  |  |  |  | 12,268 |  |  |  |        |  |       |       | 12,268 | 12,268               | Changed<br>Frequency |



| Publication Name                | Period           | Freq<br>uency | Cover<br>Price | Sales at 50% and above |               |                            |                         |                     |                                 |      |                | BELOW<br>50%   | TOTAL<br>PAID    | Free Circulation             |                               |                       |                              |              |                     |                | TOTAL<br>CIRCULATION | Corresponding<br>Previous Period |                      |                      |
|---------------------------------|------------------|---------------|----------------|------------------------|---------------|----------------------------|-------------------------|---------------------|---------------------------------|------|----------------|----------------|------------------|------------------------------|-------------------------------|-----------------------|------------------------------|--------------|---------------------|----------------|----------------------|----------------------------------|----------------------|----------------------|
|                                 |                  |               |                | Subscriptions          |               |                            | Single<br>Copy<br>Sales | Digital<br>Editions | Third<br>Party<br>Bulk<br>sales | PMIE | Back<br>Issues |                |                  | Controlled Free Distribution |                               |                       |                              | Bulk Free    | Digital<br>Editions | Back<br>Issues |                      |                                  | TOTAL<br>FREE        |                      |
|                                 |                  |               |                | Indi-vidual            | Business      | Travel &<br>Commer<br>cial |                         |                     |                                 |      |                |                |                  | Indiv<br>Request<br>ed       | Indiv<br>Non<br>Request<br>ed | Bulk<br>Request<br>ed | Bulk<br>Non<br>Request<br>ed |              |                     |                |                      |                                  |                      |                      |
| Disney Prinses.                 | Apr 11 to Jun 11 |               |                |                        |               |                            |                         |                     |                                 |      |                |                |                  |                              |                               |                       |                              |              |                     |                | Changed<br>Frequency | 13,678                           |                      |                      |
| Hannah Montana                  | Apr 11 to Jun 11 | Mtly          | R 17.95        | 492                    |               |                            | 8,830                   |                     |                                 |      |                | 9,322          |                  |                              |                               |                       |                              |              |                     |                |                      | 9,322                            | 11,840               |                      |
| Hip2b2.                         | Jan 10 to Dec 10 | Q             | Free 0         | 105                    |               |                            |                         |                     |                                 |      |                | 105            |                  |                              |                               | 96,547                |                              |              |                     |                |                      | 96,547                           | 96,652               | Changed<br>Frequency |
| Hoezit                          | Apr 11 to Jun 11 | Mtly          | R 23.95        | 2,015                  |               |                            | 6,507                   |                     |                                 |      |                | 8,522          |                  |                              |                               |                       |                              |              |                     |                |                      |                                  | 8,522                | 10,020               |
| Hype                            | Jan 11 to Jun 11 | AltM          | R 24.95        | 46                     |               |                            | 16,294                  |                     |                                 |      |                | 16,340         |                  |                              |                               |                       |                              |              | 1,620               |                |                      | 1,620                            | 17,960               | 20,619               |
| Life After School Magazine      | Jul 10 to Jun 11 |               |                |                        |               |                            |                         |                     |                                 |      |                |                |                  |                              |                               |                       |                              |              |                     |                |                      |                                  | Resigned             | 38,461               |
| National Geographic Kids        | Apr 11 to Jun 11 | Mtly          | R 25.95        | 8,505                  |               |                            | 24,809                  | 18                  |                                 |      |                | 33,332         |                  |                              |                               |                       |                              |              |                     |                |                      |                                  | 33,332               | 37,561               |
| National Geographic Little Kids | Jan 11 to Jun 11 | AltM          | R 24.95        | 2,594                  | 13            |                            | 2,827                   |                     |                                 |      |                | 5,434          |                  |                              |                               |                       |                              |              |                     |                |                      |                                  | 5,434                | New Member           |
| Playhouse Disney,               | Jan 11 to Jun 11 | AltM          | R 17.95        | 302                    |               |                            | 8,374                   |                     |                                 |      |                | 8,676          |                  |                              |                               |                       |                              |              |                     |                |                      |                                  | 8,676                | Changed<br>Frequency |
| Playhouse Disney.               | Apr 11 to Jun 11 |               |                |                        |               |                            |                         |                     |                                 |      |                |                |                  |                              |                               |                       |                              |              |                     |                |                      |                                  | Changed<br>Frequency | 6,481                |
| Saltwater Girl                  | Jan 11 to Jun 11 | 10xA          | R 25.95        | 1,652                  |               |                            | 13,031                  | 5                   |                                 |      |                | 14,688         |                  |                              |                               |                       |                              |              |                     |                |                      |                                  | 14,688               | 23,570               |
| Seventeen.                      | Jan 11 to Jun 11 | 10xA          | R 27.95        | 2,137                  |               |                            | 29,538                  |                     |                                 |      |                | 31,675         |                  |                              |                               |                       |                              |              |                     |                |                      |                                  | 31,675               | 34,829               |
| Teenzone Magazine               | Apr 11 to Jun 11 | Mtly          | R 22.95        | 530                    |               |                            | 15,115                  |                     |                                 |      |                | 15,645         |                  |                              |                               |                       |                              |              | 1,788               |                |                      | 1,788                            | 17,433               | New member           |
| XL                              | Jul 10 to Jun 11 | Q             | Free 0.00      |                        |               |                            |                         |                     |                                 |      |                |                | 130              |                              | 19,100                        |                       |                              |              |                     |                |                      | 19,230                           | 19,230               | New Member           |
| <b>Total</b>                    |                  |               |                | <b>19,817</b>          | <b>13</b>     |                            | <b>159,835</b>          | <b>23</b>           |                                 |      |                | <b>179,688</b> | <b>130</b>       |                              | <b>19,100</b>                 | <b>146,547</b>        |                              |              | <b>4,768</b>        |                | <b>170,545</b>       | <b>350,233</b>                   | <b>204,945</b>       |                      |
| <b>Grand Total</b>              |                  |               |                | <b>531,269</b>         | <b>46,687</b> | <b>29,497</b>              | <b>4,701,306</b>        | <b>10,425</b>       | <b>60,248</b>                   |      | <b>24,314</b>  | <b>47,907</b>  | <b>5,451,653</b> | <b>31,902</b>                | <b>393,886</b>                | <b>591,005</b>        | <b>235,879</b>               | <b>7,337</b> | <b>301</b>          | <b>153,532</b> | <b>1,413,842</b>     | <b>6,865,495</b>                 | <b>6,373,995</b>     |                      |

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