



**Custom 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	
				Individual	Business	Travel & Commercial								Indiv Requested	Indiv Non Requested	Bulk Requested	Bulk Non Requested							
<b>CATEGORY: Entertainment</b>																								
Dish Africa	Apr 11 to Jun 11																				Discontinued	302,904		
Dish Commercial	Apr 11 to Jun 11	Mtly	Free 0.00												155,126							155,126	155,126	134,334
Dish Compact	Apr 11 to Jun 11	Mtly	Free 0.00												1,056,722	27,385						1,084,107	1,084,107	739,742
Dish Premium & Skottel	Apr 11 to Jun 11	Mtly	R 12.00				2,479				2,479			1,393,779	10,085							1,403,864	1,406,343	1,427,888
Dish Southern Africa	Apr 11 to Jun 11																					Discontinued	201,283	
Film Finesse	Jan 10 to Dec 10																					Discontinued	57,841	
M	Apr 11 to Jun 11	Mtly	Free 0.00												22,688	1,644						24,332	24,332	32,554
Magic	Apr 11 to Jun 11	Mtly	Free 0.00												40,255	21,701						61,956	61,956	75,185
Prive	Jul 10 to Jun 11	Q	R 25.00												31,187		19,212					50,399	50,399	49,927
<b>Total</b>							<b>2,479</b>				<b>2,479</b>				<b>2,544,631</b>	<b>215,941</b>	<b>19,212</b>					<b>2,779,784</b>	<b>2,782,263</b>	<b>3,021,658</b>

<b>CATEGORY: Health and Wellbeing</b>																								
Discovery	Jan 10 to Dec 10	3xA	Free 0.00												1,068,123							1,068,123	1,068,123	909,308
Heart	Jul 10 to Jun 11	Q	R 14.95												8,020	6,480						14,500	14,500	15,000
Journal of Endocrinology, Metabolism & Diabetes SA	Jul 10 to Jun 11	3xA	R 300.00 pa	3							3			1,627			200					1,827	1,830	2,177
Life Magazine	Jul 10 to Jun 11	4xA	Free 19.00													98,350						98,350	98,350	96,934
Netcare Magazine	Jul 10 to Jun 11	3xA	Free 0												64,500							64,500	64,500	New Member
Professional Nursing Today (PNT)	Jan 11 to Jun 11	AltM	R 270.00	14							14	16	4,707				292					5,015	5,029	5,131
Renaissance Magazine	Jan 11 to Jun 11																						Resigned	Suspended
SA Pharmacist's Assistant (SAPA)	Jul 10 to Jun 11	Q	R 300.00 pa	10							10		4,983	732			66					5,781	5,791	5,819
Southern African Journal of Anaesthesia & Analgesia	Jan 11 to Jun 11	AltM	R 690.00 pa	14							14	1,268					340					1,608	1,622	1,368
The SA Journal of Epidemiology & Infection (SAJEI)	Jul 10 to Jun 11	Q	R 300.00	13							13		2,346				109					2,455	2,468	2,727
The South African Journal of Clinical Nutrition	Jul 10 to Jun 11	Q	R 300.00 pa	19							19		1,829				178					2,007	2,026	1,703
Transactions	Jul 10 to Jun 11	2xA	R 0											10,001			140					10,141	10,141	9,804

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Wound Healing Southern Africa (WHSA)	Jul 10 to Jun 11	2xA	R 260.00 pa										1,617			255			1,872	1,872	1,736		

<b>Total</b>				73								73	1,284	1,095,233	73,252	104,830	1,580			1,276,179	1,276,252	1,051,707
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**CATEGORY: Industry Specific**

Blue Chip.	Jan 10 to Dec 10	Q	Free 0.00	3	4							7	2,157	3,432	3,657	105			9,351	9,358	Changed Frequency
Bouquet	Jan 11 to Jun 11	AltM	Free 0							1	1				11,626		150		11,776	11,777	11,838
Environment Magazine	Jul 10 to Jun 11	Q	R 19.95								14,273									14,273	New Member
FA News	Jan 11 to Jun 11	AltM	R 33.00	186	7							193			10,126		253		10,379	10,572	10,062
Friend in Harness	Jan 10 to Dec 10	2xA	R 14.95									22,500							22,500	22,500	22,613
Imperial Autoworld	Jan 11 to Jun 11	AltM	R 19.95				2,837				36,383	39,220	41		50		1,000		1,091	40,311	New Member
J S E	Jan 10 to Dec 10	Q	R 24.95				572					572	10,100		3,250	75		305	13,730	14,302	13,065
Mercedes	Jan 10 to Dec 10	3xA	R 25.00											11,289	4,000				15,289	15,289	26,672
Mercedes Benz Transport	Jan 10 to Dec 10	3xA	Free 0.00																	Discontinued	7,978
New Agenda	Jan 10 to Dec 10	Q	R 19.95	147			756					903			20	7,753			7,773	8,676	New Member
Obrigado	Jul 10 to Jun 11	Q	Free 0.00												14,200				14,200	14,200	15,000
Personal Best	Jul 10 to Jun 11	Q	Free 0.00											458	24,293				24,751	24,751	19,183
Plascon Spaces	Jan 10 to Dec 10	3xA	R 14.95	113			13,261				4,373	17,747				4,047			4,047	21,794	11,097
Q-One Student Diary	Jan 10 to Dec 10	Ann	R 31.75									155,370								155,370	136,070
Rotary Africa	Apr 11 to Jun 11	Mtly	R 19.09	5,175								5,175	160						160	5,335	New Member
Sea Rescue	Jul 10 to Jun 11	2xA	Free 0.00										46,054						46,054	46,054	42,129
Servamus	Apr 11 to Jun 11	Mtly	R 21.50	19,042	42							19,584	35	112					147	19,731	20,867
Solidarity Magazine / Solidariteit Tydskrif	Jan 11 to Jun 11	6xA	R 16.95											56,600	43,038				99,638	99,638	93,227
Supersport Diary	Jan 10 to Dec 10	Ann	R 50.00									12,752								12,752	New Member
TAPPSA Journal	Jan 11 to Jun 11	AltM	Free 0	14								14	632	164					796	810	828
The Auction Magazine	Jan 10 to Dec 10	5xA	R 34.95											15,468	1,920				17,388	17,388	New Member
Your Wealth	Jan 10 to Dec 10	4xA	R 29.95											186	11,506	108			11,800	11,800	New Member

<b>Total</b>				24,680	53		17,426					40,757	265,811	81,679	87,709	127,686	12,088	1,403		305	310,870	576,681	430,629
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**CATEGORY: In-flight**

AbouTime	Apr 11 to Jun 11	Mtly	Free 0.00												13,167				13,167	13,167	13,167
British Airways Horizons	Apr 11 to Jun 11	Mtly	Free 0.00												15,590				15,590	15,590	16,527
Kulula Khuluma	Apr 11 to Jun 11	Mtly	Free 0												21,000				21,000	21,000	21,500
Mango Juice	Apr 11 to Jun 11	Mtly	Free 0.00												18,550				18,550	18,550	18,950

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Sawubona	Apr 11 to Jun 11	Mtly	R 25.00																		78,820	78,820	86,457	
Skyways	Apr 11 to Jun 11	Mtly	R 24.00	19							19	600										18,167	18,767	18,091

<b>Total</b>				<b>19</b>							<b>19</b>	<b>600</b>									<b>165,294</b>		<b>165,894</b>	<b>165,913</b>	<b>174,692</b>
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**CATEGORY: Leisure**

Blue Train, The	Apr 11 to Jun 11	Mtly	Free 0																			800	800	800	1,033			
Equinox	Jan 11 to Jun 11	AltM	Free 0.00																				31,382	31,382	32,080			
G Tribe	Jul 10 to Jun 11	Q	R 29.95				83				83	1	2,717	5,255	1,314									7	9,294	9,377	New Member	
Good Taste	Jan 11 to Jun 11	7xA	R 29.95	178	214		1,265				120													4,853	16,474	18,363	17,714	
Jazz	Jan 10 to Dec 10	Ann	R 29.95				894																		894	19,350	20,244	19,790
Mitsubishi Xplore	Jul 10 to Jun 11	2xA	Free 0.00											13,938	5,500											19,438	19,438	23,909
Nedbank Golf Challenge	Jul 10 to Jun 11	Ann	Free 0.00												19,500											19,500	19,500	20,000
Private Edition	Jul 10 to Jun 11	Q	Free 0																					13,278	13,278	13,278	11,542	
Road To London	Jan 10 to Dec 10	Q	R 29.95				351						5,309	3,944	4,574										1,761	15,588	15,939	14,228
Signature : Diners Club	Jan 10 to Dec 10	2xA	Free 0.00										55,125		10,316											65,441	65,441	69,649
Taste	Jan 11 to Jun 11	10xA	R 28.95	2,372			26,545				166														1,689	1,689	31,652	35,667
Toyota Zone.	Jan 11 to Jun 11	AltM	R 19.95	93							10				16,451		10,890									27,341	27,444	New Member
Vision Magazine	Apr 11 to Jun 11	Mtly	R 25.00	112			2,830				3,424														68	164	6,546	6,106
Wild	Jul 10 to Jun 11	Q	R 24.95	8,203											13,570								50,372			63,942	72,145	94,076

<b>Total</b>				<b>10,958</b>	<b>214</b>		<b>31,968</b>				<b>3,720</b>				<b>16</b>	<b>992</b>	<b>47,868</b>	<b>60,531</b>	<b>50,650</b>	<b>107,809</b>	<b>25,941</b>	<b>50,372</b>		<b>8,378</b>	<b>303,681</b>	<b>351,549</b>	<b>345,794</b>
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**CATEGORY: Medical**

Bankmed	Jul 10 to Jun 11	Q	Free 0.00											101,315												101,315	101,315	102,250	
Continuing Medical Education Journal	Apr 11 to Jun 11	Mtly	R 85.00	455									455	10,234	48												10,282	10,737	10,938
Medi - Clinic Family	Jul 10 to Jun 11	Q	Free 0														67,650										67,650	67,650	66,495
South African Medical Journal	Apr 11 to Jun 11	Mtly	R 85.00	778									778	13,280	106												13,386	14,164	14,421
The Paediatric Quarterly	Jan 10 to Dec 10	Q	Free 0											6	1,669												1,675	1,675	1,693

<b>Total</b>				<b>1,233</b>										<b>1,233</b>	<b>23,520</b>	<b>103,138</b>	<b>67,650</b>									<b>194,308</b>	<b>195,541</b>	<b>195,797</b>
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**CATEGORY: Professional**

Accountancy SA	Apr 11 to Jun 11	11xA	R 27.00	131	220									351	28,624											750	11,584		40,958	41,309	35,556
Architecture Journal of SA Institute of Architects	Jan 11 to Jun 11	AltM	R 24.95	67			762							829	7													4,619	4,626	5,455	5,398
De Rebus	Apr 11 to Jun 11	11xA	R 60.00	1,363			26							1,389	22,351	941											1,640	24,932	26,321	24,720	
Digest of South African Architecture	Jan 10 to Dec 10	Ann	R 39.95	48			2,548							2,596	2		253	6,935										7,190	9,786	9,722	
Networking Media	Jul 10 to Jun 11																												Resigned	Suspended	
Strategic Marketing	Jan 11 to Jun 11	AltM	R 40.00	505										505		13,241												13,241	13,746	12,454	
TAXtalk	Jan 11 to Jun 11	AltM	R 300.00 p/a	1,815										1,821	38	234								448				720	2,541	1,922	

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Teacher, The	Apr 11 to Jun 11	Mtly	R 120.00 pa	25							25	94,913			709				95,622	95,647	94,371		
The Journal Of The SAIMM	Apr 11 to Jun 11	Mtly	R 1380 PA		70		3,551				3,621									3,621	3,582		
Wits Business School Journal	Jul 10 to Jun 11	Q	R 29.95	1			714				715	1	11,136	195	176			2	11,510	12,225	14,693		
<b>Total</b>				<b>3,955</b>	<b>290</b>		<b>4,050</b>	<b>3,551</b>			<b>6</b>		<b>11,852</b>	<b>145,936</b>	<b>25,552</b>	<b>448</b>	<b>11,730</b>	<b>1,907</b>	<b>13,224</b>	<b>2</b>	<b>198,799</b>	<b>210,651</b>	<b>202,418</b>

**CATEGORY: Retail**

A-Plus	Jan 11 to Jun 11	AltM	Free 0										96,775						96,775	96,775	110,868	
Beares Club	Jan 10 to Dec 10	4xA	Free 0									125,629							125,629	125,629	New Member	
Clicks Club Card	Jan 11 to Jun 11	AltM	Free 14.95										504,204						504,204	504,204	552,930	
ClubX	Apr 11 to Jun 11	Mtly	R 15.95	102,515							102,515	6,451	7,050						13,501	116,016	67,266	
Edgars Club Magazine	Apr 11 to Jun 11	Mtly	R 23.00									825,093	2,000						827,093	827,093	879,900	
Ellerines Club	Jan 10 to Dec 10	4xA	Free 0									212,531							212,531	212,531	New Member	
Foschini Living Space	Apr 11 to Jun 11	Mtly	R 13.50	26,786							26,786	6,945	1,500						8,445	35,231	New Member	
Foschini Retail Group Club Magazine	Apr 11 to Jun 11	Mtly	R 17.95	991,211							991,211	67,216	1,500						68,716	1,059,927	968,925	
Foschini Soccer Club	Apr 11 to Jun 11	Mtly	R 13.50	27,651							27,651	5,341	1,000						6,341	33,992	New Member	
Foschini Sports	Apr 11 to Jun 11	Mtly	R 15.95	212,131							212,131	21,843	1,000						22,843	234,974	170,616	
Fresh Living	Apr 11 to Jun 11	Mtly	R 13	1,404			56,719				58,123		11,553				4,472		16,025	74,148	73,950	
Furniture City Club	Jan 10 to Dec 10	4xA	Free 0									20,426							20,426	20,426	New Member	
Geen & Richards Club	Jan 10 to Dec 10	4xA	Free 0									15,828							15,828	15,828	New Member	
Inspirations	Jan 10 to Dec 10	Q	Free 0										110,558	2,016					112,574	112,574	112,855	
JD Group Club Magazines (A)	Apr 11 to Jun 11	Mtly	Free 0.00									360,507							360,507	360,507	328,744	
JD Group Club Magazines (B)	Apr 11 to Jun 11	Mtly	Free 0.00									188,687							188,687	188,687	162,905	
Jet Club	Jan 11 to Jun 11	10xA	Free 0.00									912,511		21,931					934,442	934,442	1,064,001	
LEGIT Magazine	Jul 10 to Jun 11	Q	Free 0.00											87,000					87,000	87,000	86,333	
Lewis Stores Club Magazine	Jan 11 to Jun 11	AltM	Free 0.00										480,030			3,333			483,363	483,363	477,370	
Off-Limits	Jan 11 to Jun 11																			Discontinued	10,703	
RCS Lifestyle	Jul 10 to Jun 11	Q	R 14.95										343,500						343,500	343,500	379,000	
Reality	Jul 10 to Jun 11	Q	Free 0.00									110,000							110,000	110,000	68,750	
Spur Totem	Jan 10 to Dec 10	Q	Free 0.00										215,800						215,800	215,800	New Member	
Super Club For Kids	Apr 11 to Jun 11	Mtly	R 26.50	147,174							147,174	21,272	1,500						22,772	169,946	140,286	
Vodaworld Magazine	Jul 10 to Jun 11																			Discontinued	1,278,042	
<b>Total</b>				<b>1,508,872</b>			<b>56,719</b>					<b>1,565,591</b>	<b>1,946,119</b>	<b>2,378,670</b>	<b>353,461</b>	<b>110,947</b>	<b>3,333</b>		<b>4,472</b>	<b>4,797,002</b>	<b>6,362,593</b>	<b>6,933,444</b>

**CATEGORY: Tourism and Hospitality**

AA Traveller	Jan 10 to Dec 10	Q	R 29.95	65,857			372				66,229		792						792	67,021	81,141
Chef Magazine	Jan 11 to Jun 11	AltM	Free 0										4,027	453					4,480	4,480	4,273
Legacy	Jan 10 to Dec 10	4xA	Free 0.00									254	8,920						9,174	9,174	New Member

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Premier	Apr 11 to Jun 11	Mtly	Free 0										3,867							3,867	3,867	New Member	
Time Out Cape Town, Cape Town Central City	Jul 10 to Jun 11																				Changed Cycle	156,800	
Tourism Tattler.	Jan 10 to Dec 10	2xA	Free 0	8								8	24	1,755	244			528		2,551	2,559	3,309	
<b>Total</b>				<b>65,865</b>			<b>372</b>					<b>66,237</b>	<b>3,891</b>	<b>2,009</b>	<b>13,983</b>	<b>453</b>		<b>528</b>		<b>20,864</b>	<b>87,101</b>	<b>245,523</b>	
<b>Grand Total</b>				<b>1,615,655</b>	<b>557</b>		<b>113,014</b>	<b>3,551</b>	<b>186,615</b>		<b>22</b>	<b>41,749</b>	<b>1,961,163</b>	<b>2,263,560</b>	<b>6,287,592</b>	<b>1,125,524</b>	<b>285,201</b>	<b>58,595</b>	<b>13,752</b>	<b>13,157</b>	<b>10,047,381</b>	<b>12,008,544</b>	<b>12,601,662</b>

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