



• NOTICE •

29 February 2012

REFERENCE NO: ABC NOTICE /NO. 1/2012

TO: ALL MEMBERS

Dear Member

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

Weg! Kruger / Go! Kruger	Mom & Me
Whisky	Cell C
Ride Magazine	Think Sales
Student Brands	365
Progressive Leader	Nubian Bride
Joburg Style	Braintainment
Vodacom Now!	The Expatriate SA
Diversions	Isolezwe ngoMgqibelo
Maritzburg Life	PE Express Indaba
The Bay Magazine	Ulundi Fever
East London Fever	Amajuba Eyethu
Forbes Africa	Infocom
The Christmas Magazine	Ubisi Mail
Top Gear	Private Life
Curvy Magazine	Maritzburg Echo
Edendale Echo	To Build
Foschini Balanced Life	Edgars Club Man
Ilembe Eyethu	Ithubalethu
Wildlife Ranching	Good Housekeeping / Goeie Huisgouding

2. Titles that did not submit data for Q4 2011

My Health
Today's Child
The Bank Angler / Die Oewerhengelaar
Algoa Sun

3. Resignations

Time Out Central City Guide (Resigned)	Marketing Mix (Resigned)
Eastern Watch (Resigned)	Agri Watch (Resigned)
Full Circle Magazine (Resigned)	Africa's Bowhunter (Resigned)
Strategic Marketing (Resigned)	The Thinker (Resigned)
Onesmallseed (Resigned)	

4. Terminations

Good Morning Mr. President (Terminated) Words Etc (Terminated)

5. Discontinued Titles

Bouquet Magazine (Discontinued)	High Flyers (Discontinued)
The Arch Magazine (Discontinued)	Top Billing (Discontinued)

The Auction Magazine (Discontinued)
Pols / Pulse (Discontinued)
Hanna Montana (Discontinued)

Farming SA (Discontinued)
Auto First (Discontinued)

6. CHECK AUDITS (5 November 2011 to 17 February 2012)

Clear check audits were reported for the following publications:

Newspapers

Noweto News
City Vision (Khayalitsha)

City Vision (Langa / Gugulethu)

Magazines

Elle
SA Home Owner
Animal Talk
Cats Life
HQ Pony
PC Format
Teenzone
SA Jewellery News
Chef Magazine
Child Magazine – Cape Town

Elle Decoration
Stuff
Barbie
HQ
Hype
Skyways
African Pilot
Viola
Cape Town's Official Visitors Guide

Qualified check audits were reported for the following publications:

Administrative Adjustments

Reason for Qualification

The Bank Angler / Die Oewerhengelaar
SA Flyer
Hannah Montana
Disney Princes
Playhouse Disney
Disney & Me

Incorrect Classification
Incorrect Classification
Incorrect Classification
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Incorrect Classification

7. Restated Circulation Data

Q3 2011

<u>PUBLICATION</u>	<u>Previous</u>	<u>Restated</u>
Hoezit	8 703	8 576
Engineering IT	5 724	5 961
Energize	5 379	5 546
Mail & Guardian	45 692	45 260
Africa Geographic	19 831	19 677
Vision Magazine	8 632	6 632
Phalaborwa Herald	2 565	2 578
Letaba Herald	4 517	4 140

Q4 2011

<u>PUBLICATION</u>	<u>Previous</u>	<u>Restated</u>
Boksburg Advertiser	43 452	43 455
Germiston City News	29 049	29 053
Hype	15 382	16 872

8. Sector, Reporting Cycle, Frequency, Name and Publisher Change**Sector Change**

FA News	Changed from Custom to Business to Business
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Reporting Cycle

Tuis Opknap / Home renovations	Changed from reporting Q4 to Q2
Party ideas for Kids / Partytjie Idees vir Kinders	Changed from reporting Q4 to Q2

Name Change

Joburg's Child	Changed name to Child Magazine – Johannesburg
Cape Town's Child	Changed name to Child Magazine – Cape Town
Durban's Child	Changed name to Child Magazine – Durban
Krant	Changed name to Bloemfontein Courant

Frequency Change

Kick Off	Changed from Fortnightly to Monthly
Shopper's Friend	Changed from Weekly to Monthly

Ownership / Publisher Change

Health Intelligence	Proprietor changed name to HI Magazine cc t/a Health Intelligence Magazine
Voila Magazine	Now Published by Voila Magazine (Pty) Ltd
Your Wealth	Changed publisher from Media Nova to Sales Guru
WattNow Magazine	Changed publisher from Crown Publications to SAIEE Publications