



## • NOTICE •

19 November 2012

**REFERENCE NO: ABC NOTICE /NO. 10/2012**

**TO: ALL MEMBERS**

Dear Member

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

Pro2Call Home Improvement Guide  
Siyasiza  
West Side Urban News  
Management Today Magazine  
South African Pharmaceutical & Cosmetics Review  
Graphix  
Issue Mangaung  
Grazia

**2. Titles suspended for non-submission of data for Q2 2012**

Rolling Stone Magazine  
Varsity Play Magazine

**3. Resignations**

Vision Magazine

**4. Terminations**

The Chronicle

**5. Discontinued Titles**

Shape Magazine  
Design Indaba  
Delivery Magazine

**6. CHECK AUDITS (4 August 2012 to 1 November 2012)**

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

**Newspapers**

Die Pos  
Edendale Eyethu  
Public Eye  
Northglen News  
South Coast Sun  
Get It (Highway)  
Queensburgh News

Isolezwe ngoMqibelo  
Maritzburg Sun  
Highway Mail  
Berea Mail  
Hilltop  
Southlands Sun  
Umhlanga Globe

## **Magazines**

Today's Child	Mamas & Papas
Legacy	Network
Speed n Sound	Tight Lines

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

### **Administrative Adjustments**

#### **Reason for Qualification**

Motorsport World	Incorrect Classification
Soweto Express	Incorrect Classification
The Crest	Incorrect Classification
The Ridge	Incorrect Classification
Business In Durban	Incorrect Classification

## **7. Sector, Reporting Cycle, Frequency, Name and Publisher Change**

### **Reporting Cycle**

Ride Magazine	Changed from Six Monthly to Quarterly
Think Sales	Changed from Six Monthly to Annually (Q2)
Bakkie & Truck	Changed from Six Monthly to Quarterly

### **Name Change**

Shop-SA	Changed to My Office
A-Plus	Changed to Ackermans Club
Homemakerstalk – Johannesburg	Changed to renovate - Johannesburg
Homemakerstalk – Pretoria	Changed to renovate - Pretoria
Homemakerstalk – Cape Town	Changed to renovate – Cape Town
Dish Premium	Changed to DSTV Premium & Skottel
Dish Compact	Changed to DSTV Compact

### **Frequency Change**

National Geographic Little Kids	Changed from 6 Weekly to Alternate Monthly
Ride Magazine	Changed from Annual 10 to Monthly
Think Sales	Changed from Alternate Monthly to Quarterly
Bakkie & Truck	Changed from Alternate Monthly to Monthly

### **Category Change**

Fresh Living	Changed from Custom – Retail to Custom - Leisure
Reality Magazine	Changed from Custom – Retail to Custom - Health and Wellbeing

### **Sector Change**

Die Pos	Changed from Hybrid Newspaper to Local Newspaper
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### **Ownership / Publisher Change**

Die Herrie	Previously Breunissen Beleggings now Herrie Drukkers Bpk
Mango Juice	Previously New Media publishing now Mikateko Media
Sandton Magazine	Previously Media Nova now TGE Media

## 8. Restated Circulation Data

### Q2 2012

<u>PUBLICATION</u>	<u>Previous</u>	<u>Restated</u>
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Ilembe Eyethu	29 931	28 931
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### Q3 2012

Coastal Weekly	29 950	28 765
Stanger Weekly	29 900	27 830

### Re-Classification Q2 2012

#### Coastal Weekly

	Residential Individual	Non Residential Individual	Non Residential Bulk	Handouts	Institution	<b>TOTAL Circulation</b>
Previous	27 300		2 600			<b>29 900</b>
Current	25 000	1 750	1 615	350	1 185	<b>29 900</b>

#### Stanger Weekly

	Residential Individual	Non Residential Individual	Non Residential Bulk	Handouts	Institution	<b>TOTAL Circulation</b>
Previous	21 200		8 700			<b>29 900</b>
Current	14 610	5 000	6 970	1 250	2 070	<b>29 900</b>