

Magazines Summary

JULY 2004 - DECEMBER 2004 Rev 1 – 21/2/05

Publication	Out- Stand- ing	Total Net Sales	Total C.F.D.	Total Bulk		Publication	Out- Stand- ing	Total Net Sales	Total C.F.D.	Total Bulk
A-Plus	Late	0	0	0		Automotive Refinisher+		0	3,795	0
AA Traveller*		133,593	0	1,813		Autonews		157	9,108	300
Accountancy SA		1,447	31,881	25		AV Specialist*		472	1,449	140
Acumen - Insight Into SA*		509	7,032	800		Baba & Kleuter		24,020	0	0
AdVantage*		745	2,648	83		Bakkie		6,712	2,001	400
Africa Birds & Birding*		12,822	846	485		Barbie		16,729	0	0
Africa Geographic *		22,577	950	581		Bicycling South Africa		18,006	0	0
African Decisions*		235	5,871	10,494		Big Issue		13,029	206	0
African Energy Journal*		294	1,566	0		BigNews for the Business Owner		907	579	135,080
African Heating & Cooling*		294	1,474	0		Bike SA		32,818	2,257	0
African Leader*		611	7,566	625		Black Business Quarterly*		1,085	1,322	4,443
African Mines Handbook*		1,119	0	0		Blue Chip+		0	7,475	1,404
African Mining*		1,132	1,493	0		Blunt		18,329	468	0
African Wildlife+		0	8,135	0		Bona		96,584	0	0
Agricultural Machinery Dealer's Guide		95	5	0		Brainstorm		6,225	2,841	962
Allabout Human Capital*		252	15,904	3,510		Building Africa*		573	1,904	0
Amakhosi		37,772	0	0		Business Equipment Buyer+		0	44,664	0
Analytical Reporter*		30	3,601	0		Business Link Magazine	Late	0	0	0
AnimalTalk		12,659	273	1,844		Business Travel Now+		87	3,286	1,390
Architect & Specificator*		650	9,136	124		C-Store Inc. Retail Trader		84	7,324	6,200
Arena+		0	64,215	0		Cape Ads		18,686	0	0
Auto Dealer's Guide		7,564	33	0		Cape Business News*		1,223	5,502	0
Auto Engineering & Spares	Late	0	0	0		Cape Town's Child		0	0	23,993
Auto Trader		27,211	0	0		Capital Equipment News*		2	3,889	0
Autoinsight		0	12,207	0		Car		105,934	0	312
Automobil+		6,856	1,994	0		Caravan & Outdoor Life		19,096	312	0

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Cars & Commercials Vehicles Over 10 Years Old		2,338	5	0		Dairy Mail, The		204	7,000	150
Cars in Action		13,771	1,336	1,750		Dataweek: Electronics & Communications Technology SA		197	3,211	0
Catertrade		0	4,504	0		De Rebus, The SA Attorneys Journal		950	19,618	86
Cats Life*		3,865	0	263		Digest of South African Architecture*		3,164	4,571	0
CEO Magazine		594	3,752	817		Diner*		0	628,962	0
CG		31	3,107	0		Direct Access to Conference Handbook+		0	30,582	3,179
Channel Times	Late	0	0	0		Dish (DSTV Guide for Africa)		0	167,433	0
Chemical Technology*		92	4,283	0		Dish (DSTV Guide)		3,371	707,729	143,135
Civil Engineering Contractor, The*		923	1,727	0		DIT		77,811	0	0
Civil Engineering/Siviele Ingenieurswese*		96	7,016	0		Diversions - Leisuretime Journal of Healthcare Professionals\$		132	6,277	0
Classic Feel		943	822	951		Divestyle		6,521	0	2,000
Clicks Club Card*		0	431,823	11,338		DIY Trade News*		30	3,835	36
Commercial Trader		5,877	0	0		Dog Directory*		6,640	0	1,070
Commercial Vehicle Dealer's Guide		6,372	28	0		Drive		10,996	160	0
Compleat Golfer		24,115	648	1,968		Drive Out+		13,896	0	33
Complete Fly Fisherman, The		7,413	315	375		Drum		67,012	0	0
Computerweek Strategist+		1,119	3,856	20		Eat In	Late	0	0	0
Computing SA+		663	6,696	0		Eat Out+		23,042	0	0
Condé Nast House & Garden		46,086	1,065	0		Edgars Club Imagine+		0	644,164	14,390
Conference Venues in SA*		0	40,000	0		Electricity & Control*		143	4,673	0
Construction World*		91	4,591	0		Electronic Government+		0	1,206	2,585
Continuing Medical Education Journal (CME)*		758	9,535	0		Electronics Buyer's Guide*		0	2,892	0
Cosmopolitan		117,255	0	327		Elektron+		190	4,667	0
CRN (Computer Reseller News)+		2,271	1,894	17						

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Elle		37,267	278	0		Food & Home Entertaining		27,891	0	0
Elle Decoration*		29,539	138	0		Foreign Exchange		0	4,000	1,000
Emergency Services SA*		49	3,982	145		Foschini Club Magazine		0	777,944	0
Energize+		132	4,432	0		Freight & Trading Weekly*		917	2,869	13
Engineering News		5,000	10,086	165		Front Shop*		14	3,705	0
Enjin	Late	0	0	0		Full Time*		34,125	0	0
Enterprise		12,851	568	3,154		Gardener, The#		37,110	0	9,528
Equinox+		0	0	33,745		Getaway		87,314	0	222
ESI Africa+		26	2,604	2,212		Glamour		92,552	1,559	0
Essentials		76,295	0	0		Golf Digest		21,479	0	0
Executive BusinessBrief+		9,752	1,023	917		Good Taste Magazine+		626	21,105	9,583
Explore South Africa*		1,144	441	5,586		Government Digest*		0	3,958	0
Expressions+		0	38,414	2,106		GQ		35,020	1,270	0
Fair Lady		88,123	0	0		Graphix+		237	1,998	0
Fairlady Bride+		8,977	0	0		Habitat		10,897	640	1,810
Farmer's Weekly		14,040	0	0		Health & Hygiene*		0	3,103	0
FEM Industrial Buyer+		0	47,418	0		Healthcare Journal, The		198	8,028	0
Femina		44,883	0	4,678		Healthy Pregnancy+		11,305	3,710	0
FHM		118,428	0	0		Heart*		764	16,282	1,551
Finance Week		17,614	4,044	0		Heat		47,358	0	0
Financial Mail		25,612	1,000	0		Hi-Tech Security Solutions		210	4,592	0
Finansies & Tegniek		15,089	1,834	0		Hi-Tech Security Solutions Business Dir+		0	4,226	0
Fine Living	Late	0	0	0		Hire SA*		50	2,473	17
Finesse		81,815	0	1,376		Holidays*		0	184,400	0
FleetWatch	Late	0	0	0		Home Handyman		12,482	0	0
Floors in Africa		0	6,146	0		Hospitality*		243	4,509	0
Food & Beverage Reporter+		912	4,582	0						

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Hotel & Restaurant*		1,208	6,643	847		Lighting In Design*		25	3,760	0
House & Leisure		38,743	0	322		Living & Loving		34,885	0	0
Housing in Southern Africa*		127	3,829	0		LMS		0	4,933	0
HQ (Horse Quarterly)*		7,956	0	142		Longevity		22,200	185	0
HR Future*		1,295	7,892	0		M		0	93,000	0
Huisgenoot		340,570	0	0		Machine Tool Market SA*		685	9,235	0
Icon+		0	300	31,075		Machinery & Accessories Market SA*		691	9,045	0
IMIESA*		88	3,597	208		Magic (M-Net TV Guide)		0	186,667	79,691
Insig		13,062	0	0		Maksiman		17,876	0	765
Intelligence	Late	0	0	0		Man Incorporating Magnum		26,208	0	0
Inwater Africa Sport Fishing & Boating		3,172	0	2,198		Marie Claire		43,110	0	3,978
Jet Club+		0	742,422	16,150		Marketing Mix+		3,854	1,290	82
Jewish Tradition	Late	0	0	0		Materials Handling & Logistics Today*		60	4,102	909
Job Mail		27,023	0	0		Mechanical Technology*		106	3,785	0
Journal of Facilities Management Africa (JFM)*		465	1,379	0		Medical Chronicle		161	11,200	870
Joy		18,360	0	625		Meetings SA		0	4,636	750
Khanya*		1	10,319	100		Men's Health		89,562	0	0
Kick Off		60,893	0	0		Metering International*		175	9,465	282
Landbouweekblad		41,845	0	0		Metrobeat		0	387,116	0
Leadership		2,751	704	3,130		MIMS*		3,977	103	0
Leadership in HIV/AIDS*		0	2,688	4,454		Mining Mirror*		1,129	1,529	0
Leading Architecture and Design		166	3,517	0		Mining Review Africa*		9	3,332	97
Leisure Wheels*		14,526	397	0		Mining Weekly		3,359	11,033	165
Lewis Stores Club Mag		0	519,016	0		Modern Medicine of SA+		1,425	4,728	0
Life Magazine+		0	0	92,500		Modern Pharmacy+		82	3,416	0

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Money Marketing*		200	4,911	0
Motorcycle Dealer's Guide		391	6	0
National Geographics Kids		17,985	0	0
Network Times		90	5,141	0
Noseweek		14,632	0	0
Occupational Health SA		58	1,590	0
Odyssey	Late	0	0	0
Opportunity*		0	3,860	2,414
Oprah		62,754	0	1,403
Outside Front Cover*		0	1,634	0
Packaging Reporter+		0	1,612	0
Packaging Review SA+		528	2,502	0
Parents		48,259	0	0
PC Format		17,411	2,614	0
People		105,535	0	0
People Dynamics	Late	0	0	0
Personal Finance*		21,583	198	265
Perspective	Late	0	0	0
Pezula *		0	0	12,184
Pharmaceutical & Cosmetic Review SA+		271	1,740	0
Pit & Quarry Southern Africa*		495	1,543	0
Planet e*		0	11,443	0
Plant Equipment & Hire*		657	1,256	0
Plascon Colour*		7,898	0	3,940
Plumbing Africa+		58	1,587	2,706

PMR - Professional Management Review		3,002	920	50
Popular Mechanics		28,534	0	363
Pro Agri	Late	0	0	0
Profile Stock Exchange Handbook		11,950	1,792	399
Promotions & Events Manager+		0	24,991	0
Property Professional		0	13,267	0
Pulse+		0	20,000	15,372
Pursuit+		170	4,897	0
Quantum*		45	3,574	273
RB Magazine		53	6,892	0
Reaching Out*		672	11,262	3,304
Reader's Digest		101,046	0	0
Reader's Digest Christmas*		32,234	0	0
Refrigeration & Airconditioning Africa*		91	3,000	844
RéSource*		51	3,853	255
Retail Edition		0	2,951	2,871
Ride Magazine		10,490	600	50
Rolling Inspiration	Late	0	0	0
Rooi Rose		119,994	0	0
Runner's World		17,549	0	0
S A 4x4		12,552	199	0
SA Builder/Bouer*		0	5,096	0
SA Business Guidebook+		291	20,592	1,308
SA Country Life		36,628	0	0
SA Exhibition Diary		25	0	8,546

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SA Family Practice		142	4,460	720		Screen Africa*		666	1,484	726
SA Flyer		5,465	366	460		Servamus		28,013	0	0
SA Food Review+		549	3,341	0		Seventeen		30,741	0	0
SA Garden & Home		93,579	0	0		Shape		54,407	0	0
SA Gardening		40,962	0	535		Ship Year*		0	340	4,290
SA Home Owner*		60,497	86	0		Site & Road+		341	4,795	0
SA India		10,640	0	0		Skottel		985	221,633	3,341
SA Instrumentation & Control		138	5,108	0		Skyways		0	0	11,717
SA Instrumentation & Control Buyer's Guide*		0	4,653	0		SL Magazine	Late	0	0	0
SA Irrigation/SA Besproeiing*		111	2,367	47		Soccerlife		17,163	110	183
SA Jewellery News+		1,307	76	0		Soul		28,177	0	149
SA Mechanical Engineer*		46	4,046	95		South Africa's Best*		0	121,041	28,900
SA Mining +		395	3,960	0		South African Medical Journal (SAMJ)*		1,031	13,183	0
SA Pharmaceutical Journal	Late	0	0	0		South African Travel Guide+		0	0	51,770
SA Rugby		10,991	0	6,702		Sparks Electrical News*		148	6,782	0
SA Sports Illustrated		42,145	0	0		Specifier+		30	4,149	0
SA Sports Trader+		30	3,303	0		Speed and Sound		44,644	0	1,885
SA Stud Breeder/Stoetteler*		4	6,818	0		Stage Magazine		8,495	0	976
SA Top Spots Magazine+		3,591	0	4,000		Stainless Steel*		25	3,026	142
SA Tourism Update+		71	3,290	415		Style		12,017	0	0
SA Wedding Album+		11,576	0	525		Stywe Lyne/Tight Lines		34,771	0	0
Safety Management		2,214	166	176		Succeed*		16,771	2,840	4,884
Saltwater Girl		35,001	344	0		Supermarket & Retailer		364	6,657	228
Sarie		137,970	0	0		Taste		20,075	0	0
Sarie Bruid+		8,974	0	0		Teacher, The		65	0	91,524
Sawubona		138	3,703	93,474		TEEN Times		0	0	30,000

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Teenzone		24,061	0	0		Vodaworld Magazine		0	748,907	138,100
The Media		0	3,618	305		Vonk		4,688	769	4,543
Threads & Crafts		34,121	0	0		Vroue Keur		98,574	0	0
Tie The Knot?		2,195	2,331	0		Walls & Roofs in Africa		0	6,138	0
Time Out Cape Town Visitors Guide+		15,565	0	100		Water & Sewage & Effluent*		502	1,890	0
TLC*		743	10,996	100		Wegbreek		62,471	0	0
Top Billing		31,611	0	0		Which Business Equipment Magazine*		0	50,628	0
Topcar		31,130	1,224	120		Which? Industrial*		0	52,707	0
Traders - Pan African Business Jnl		1,548	11,964	1,480		Wicked		25,311	0	0
Transport & Construction		389	11,599	0		Wiel		7,648	130	0
Transport World Africa*		89	3,934	99		Wild & Jag / Game & Hunt		8,111	522	0
Travel News Weekly+		604	913	5,368		Wildside*		103	7,000	15,167
Truck & Bus SA*		195	4,860	0		Wine		10,565	0	112
True Love		114,793	0	0		WineLand / WynLand*		7,680	176	30
True Love Bride+		7,574	0	0		Woman's Value		67,264	0	0
Truth Magazine		7,304	55	6,640		Wood SA & Timber Times*		0	4,128	0
Tuin Paleis		34,372	0	1,085		Woza Woza+	Late	0	0	0
Tuis		56,011	0	0		XTreme Machines		13,393	0	2,500
TV Plus		135,563	0	0		Y Magazine	Late	0	0	0
Update*		106	6,000	76		You		222,845	0	0
Update (Southern Sun)+		0	51,875	5,450		Your Baby		22,126	0	0
Upfront		0	0	21,000		Your Business Magazine		10,867	222	0
Urban Green File, The*		1,098	2,494	0		Your Contact		389	11,599	0
Used Machine Tools SA*		847	9,068	0		Your Family		78,267	0	0
Vector+		197	6,373	0		Your Pregnancy		29,647	0	0
Visi		19,098	0	0		Zigzag Surfing Magazine		14,444	280	0

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