



**Custom Magazine
Summary
July 2011 to September 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							
CATEGORY: Entertainment																								
Dish Africa	Jul 11 to Sep 11																				Discontinued	308,697		
Dish Commercial	Jul 11 to Sep 11	Mtly	Free 0.00												157,754							157,754	157,754	141,506
Dish Compact	Jul 11 to Sep 11	Mtly	Free 0.00												1,024,679	27,257						1,051,936	1,051,936	923,961
Dish Premium & Skottel	Jul 11 to Sep 11	Mtly	R 12.00				2,246				2,246			1,429,782	12,274							1,442,056	1,444,302	1,439,135
Dish Southern Africa	Jul 11 to Sep 11																					Discontinued	222,248	
Film Finesse	Jan 10 to Dec 10																					Discontinued	57,841	
M	Jul 11 to Sep 11	Mtly	Free 0.00											19,947	1,649							21,596	21,596	30,707
Magic	Jul 11 to Sep 11	Mtly	Free 0.00											36,352	21,213							57,565	57,565	72,256
Prive	Jul 10 to Jun 11	Q	R 25.00											31,187		19,212						50,399	50,399	49,927
Total							2,246				2,246			2,541,947	220,147	19,212						2,781,306	2,783,552	3,246,278

CATEGORY: Health and Wellbeing																								
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		
Total				73							73	1,284	1,095,233	73,252	104,830	1,580			1,276,179	1,276,252	1,051,707		

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									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	Jul 11 to Sep 11	Mtly	R 19.09	5,041							5,041	150						150	5,191	5,191	New member	
SA Franchise Warehouse	Jul 11 to Sep 11	Mtly	R 24.95	59			859	2,111			3,029	2,690	719			67	1,334	333	5,143	8,172	New member	
Sea Rescue	Jul 10 to Jun 11	2xA	Free 0.00									46,054							46,054	46,054	42,129	
Servamus	Jul 11 to Sep 11	Mtly	R 21.50	18,837	44						19,381	33	112			83			228	19,609	20,707	
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									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	
Total				24,400	55		18,285			185,006	40,757	268,503	84,357	88,428	127,686	12,088	1,553	1,334	638	316,084	584,587	430,469

CATEGORY: In-flight

AbouTime	Jul 11 to Sep 11	Mtly	Free 0.00											13,267					13,267	13,267	13,300
British Airways Horizons	Jul 11 to Sep 11	Mtly	Free 0.00											16,623					16,623	16,623	17,433
Kulula Khuluma	Jul 11 to Sep 11	Mtly	Free 0											21,000					21,000	21,000	21,500

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Mango Juice	Jul 11 to Sep 11	Mtly	Free 0.00																		18,483	18,483	18,950			
Sawubona	Jul 11 to Sep 11	Mtly	R 25.00																		78,153	78,153	81,660			
Skyways	Jul 11 to Sep 11	Mtly	R 24.00	10							10	600									17,167	17,887	17,646			
Total				10							10	600									164,693		120	165,413	165,423	170,489
CATEGORY: Leisure																										
Blue Train, The	Jul 11 to Sep 11	Mtly	Free 0																		1,050	1,050	1,050	883		
Equinox	Jan 11 to Jun 11	AltM	Free 0.00																		31,382	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	112	1,889	30	11,132	459						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				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	880	29,963									1,689	1,689	31,652	35,667		
Toyota Zone.	Jan 11 to Jun 11	AltM	R 19.95	93						10		103		16,451		10,890						27,341	27,444	New Member		
Vision Magazine	Jul 11 to Sep 11	Mtly	R 25.00	120			1,740			3,439		5,299				3,333						3,333	8,632	6,184		
Wild	Jul 10 to Jun 11	Q	R 24.95	8,203								8,203		13,570	50,372							63,942	72,145	94,076		
Total				10,966	214		30,878			3,735		992	46,785	60,435	50,650	161,764	25,941				8,310	307,100	353,885	345,722		
CATEGORY: Medical																										
Bankmed	Jul 10 to Jun 11	Q	Free 0.00											101,315								101,315	101,315	102,250		
Continuing Medical Education Journal	Jul 11 to Sep 11	Mtly	R 85.00	473								473	10,286	49								10,335	10,808	10,813		
Medi - Clinic Family	Jul 10 to Jun 11	Q	Free 0												67,650							67,650	67,650	66,495		
South African Medical Journal	Jul 11 to Sep 11	Mtly	R 85.00	790								790	13,237	107								13,344	14,134	14,196		
The Paediatric Quarterly	Jan 10 to Dec 10	Q	Free 0										6	1,669								1,675	1,675	1,693		
Total				1,263								1,263	23,529	103,140	67,650							194,319	195,582	195,447		
CATEGORY: Professional																										
Accountancy SA	Jul 11 to Sep 11	11xA	R 27.00	106	188							294	27,169		750							12,606	40,525	40,819	33,673	
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	Jul 11 to Sep 11	11xA	R 60.00	1,248			4					1,252	946	22,392							1,679	25,017	26,269	25,770		
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		

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TAXtalk	Jan 11 to Jun 11	AltM	R 300.00 p/a	1,815							6	1,821	38	234			448			720	2,541	1,922	
Teacher, The	Jul 11 to Sep 11	Mtly	R 120.00 pa	26								26		98,378			749			99,127	99,153	94,363	
The Journal Of The SAIMM	Jul 11 to Sep 11	Mtly	R 1380 PA		73							73		3,428						3,428	3,501	3,574	
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
Total				3,816	261		4,028				6	8,111	28,163	148,809	1,198	11,730	1,197	14,285	2	205,384	213,495	201,569	

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	Jul 11 to Sep 11	Mtly	R 15.95	113,499								113,499		2,406	7,000						9,406	122,905	83,129
Edgars Club Magazine	Jul 11 to Sep 11	Mtly	R 23.00											880,505	2,000						882,505	882,505	887,860
Ellerines Club	Jan 10 to Dec 10	4xA	Free 0										212,531								212,531	212,531	New Member
Foschini Living Space	Jul 11 to Sep 11	Mtly	R 13.50	34,328								34,328		3,706	1,500						5,206	39,534	New member
Foschini Retail Group Club Magazine	Jul 11 to Sep 11	Mtly	R 17.95	1,014,579								1,014,579		36,683	1,500						38,183	1,052,762	988,285
Foschini Soccer Club	Jul 11 to Sep 11	Mtly	R 13.50	35,050								35,050		3,613	1,000						4,613	39,663	New member
Foschini Sports	Jul 11 to Sep 11	Mtly	R 15.95	223,457								223,457		20,512	1,000						21,512	244,969	195,964
Fresh Living	Jul 11 to Sep 11	Mtly	R 13	1,241			53,198					54,439							18,649		18,649	73,088	74,780
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)	Jul 11 to Sep 11	Mtly	Free 0.00										363,995								363,995	363,995	324,809
JD Group Club Magazines (B)	Jul 11 to Sep 11	Mtly	Free 0.00										190,214								190,214	190,214	162,448
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	Jul 11 to Sep 11	Mtly	R 26.50	157,756								157,756		9,524	1,500						11,024	168,780	159,965
Vodaworld Magazine	Jul 10 to Jun 11																					Discontinued	1,278,042
Total				1,579,910			53,198					1,633,108	1,951,134	2,381,458	341,858	110,947	3,333		18,649	4,807,379	6,440,487	7,018,092	

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
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