

Readership of Magazines in 1,000

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AMPS Universe (Adult Poulation in '000)

	Jul00-Jun01(2001A)	Jan-Dec2001(2001B)	Jul01-Jun02(2002A)	Jan-Dec2002(2002B)	Jul02-Jul03(2003A)	Jan-Dec2003(2003B)	Jul03-Jun04(2004)	Jan-Jun04+Mar-Sep05(2005)	Mar-Sep05+Feb-Jul06(2006)	Feb-Jun06+Feb-Jun07(2007)	
	29 013	29 007	29 583	29 583	29 773	29 773	30 310	30 656	30 903	31 109	
<b>Weeklies</b>											
Auto Trader	-	-	-	-	-	-	-	-	1.1	478	1.5
Drum	6.6	6.2	6.5	6.3	6	5.5	4.9	4.4	4.1	1562	5
Farmer's Weekly	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	131	0.4
FM (Financial Mail)	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.4	0.4	156	0.5
Finweek	-	-	-	-	-	-	-	-	0.3	54	0.2
Heat	-	-	-	-	-	-	-	-	1.1	416	1.3
Huisgenoot	7.4	7.3	7.2	6.8	7.3	7.2	7	6.7	6.8	2062	6.6
Landbou Weekblad	0.8	0.9	0.9	0.9	1	1	0.9	0.9	0.9	250	0.8
People	1.9	2.1	2.1	2.1	2.2	2.5	2.2	2.2	2.3	773	2.5
Time	1	1	1	1.1	1.1	1.1	0.8	0.7	0.7	237	0.8
TV Plus	2.8	3.4	3.5	3.7	4.2	4.1	3.4	3.6	4.4	1466	4.7
Vrouekeur	1.2	1.1	1.2	1.1	1.3	1.5	1.7	1.6	1.6	467	1.5
You	7.2	6.8	7	7.2	7.2	7.1	6.5	6.4	6.1	1936	6.2
<b>Fortnightly</b>											
Kickoff	5.5	6.4	6.5	6.2	6.5	6.1	5.2	4.8	4.9	1677	5.4
Move	-	-	-	-	-	-	-	-	-	518	1.7
<b>Monthlies</b>											
Amakhosi	-	-	-	-	-	-	-	-	3.1	1113	3.6
Animal Talk	0.4	0.4	0.4	0.4	0.6	0.5	0.4	0.4	0.4	151	0.5
Baba & Kleuter	0.3	0.3	0.3	0.3	0.4	0.5	0.4	0.4	0.4	141	0.5
Bike SA Mag	0.8	1	0.9	0.9	1	1	0.9	0.8	0.7	204	0.7
Blunt Magazine	-	-	-	-	0.5	0.5	0.5	0.4	0.4	126	0.4
Bona	11.5	12.6	12.2	10.4	10.3	9	7.1	6.2	5.9	2055	6.6
Car	2.6	2.9	2.8	2.8	3.1	3.4	3	2.9	2.9	872	2.8
Caravan & Outdoor Life	0.3	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	123	0.4
Club Magazine (Foschini Grp)	-	-	-	2.2	3.2	3.4	2.9	2.5	2.1	953	3.1
Club Magazine (Lewis/Best Elec)	-	-	-	2	2.8	3.3	2.9	2.5	2.3	874	2.8
Computer Magazine SA	0.8	1	0.9	0.8	0.9	0.8	0.7	0.7	0.6	232	0.7
Compleat Golfer	0.3	0.4	0.4	0.4	0.4	0.5	0.4	0.3	0.4	133	0.4
Cosmopolitan	2.7	2.9	2.9	3	2.8	2.7	2.5	2.5	2.5	857	2.8
SA Country Life	0.4	0.5	0.6	0.5	0.5	0.5	0.5	0.4	0.4	172	0.6
Dish/Skottel (DSTV Guide)	-	-	-	1.4	1.8	2.1	1.8	1.8	2.2	782	2.5
Drive	1	1.2	1.1	1	1.1	1.2	0.9	0.7	0.7	156	0.5
Edgars Club	8	8.8	8.9	8.6	5	1.5	1.6	1.6	3.7	1950	6.3
Elle	1.1	1.2	1.1	1.1	1.2	1.3	1.1	0.8	0.9	369	1.2
Enterprise	0.2	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2	86	0.3
Essentials	1.1	1.3	1.2	1.2	1.3	1.1	1	0.8	0.7	235	0.8
Fair Lady	2.5	2.7	2.7	2.6	3	3.5	3	2.6	2.6	914	2.9
Femina	1.6	1.7	1.5	1.5	1.6	1.5	1.2	1	0.9	266	0.9
FHM	0.9	1.2	1.4	1.5	1.6	1.9	2	2	2.3	726	2.3
Finesse	0.8	0.9	1	1	1.1	1.1	1	0.9	1	343	1.1
Food & Home Entertaining	1	1.3	1.3	1.3	1.5	1.6	1.3	1.1	1.1	403	1.3
SA Garden & Home	1.9	2.3	2.3	2.2	2.3	2.4	2.2	1.9	1.9	595	1.9
The Gardener SA	-	-	-	-	-	-	-	-	-	190	0.6
SA Gardening	0.8	1	1	1	1.2	1.3	1.2	0.9	0.7	280	0.9
Getaway	1.8	2.2	2.1	1.9	2	2	1.8	1.6	1.5	475	1.5
Glamour	-	-	-	-	-	-	-	-	1.1	415	1.3
SA Golf Digest	0.3	0.3	0.4	0.3	0.4	0.4	0.4	0.3	0.4	129	0.4
GQ	0.7	0.8	0.9	0.9	1	1.1	1.1	0.9	0.9	319	1
Home	-	-	-	-	-	-	-	-	-	219	0.7
SA Home Owner	-	0.9	0.9	0.8	1	1	1	1	0.9	286	0.9
C Nast House&Garden	1.1	1.4	1.4	1.3	1.7	1.7	1.5	1.4	1.3	444	1.4
House & Leisure	0.8	1.1	1.1	1.1	1.2	1.1	1	0.9	0.8	247	0.8
Hustler	1	1.1	1.1	1	1.1	1.1	0.9	0.6	0.6	267	0.9

Ideas (Womean's Value) / Ideas (Dit)	-	-	-	0.6	0.7	0.7	0.7	0.7	0.8	433	1.4
Insig	-	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.3	80	0.3
Jet Club	-	-	-	2	2.1	3.9	6.1	7	8.4	3074	9.9
Leef met Hart & Siel	-	-	-	-	-	-	-	-	-	115	0.4
Living & Loving	2.1	2.4	2.4	2.1	2.2	2.3	1.8	1.5	1.5	494	1.6
Longevity	0.4	0.4	0.5	0.5	0.5	0.4	0.4	0.3	0.3	97	0.3
Loslyf	-	-	-	-	-	0.3	0.4	0.3	0.3	109	0.3
Magic/M (Mnet TV Guide)	-	-	-	0.6	0.9	1.1	0.8	0.7	0.6	139	0.4
Man Magnum	0.4	0.5	0.5	0.4	0.5	0.5	0.4	0.3	0.2	106	0.3
Marie Claire	1.1	1.3	1.3	1.3	1.3	1.3	1	0.8	0.9	317	1
Mens Health	1.7	1.8	1.9	2.2	2.5	2.5	2.4	2.3	2.4	814	2.6
National Geographic	1	1.3	1.4	1.3	1.3	1.3	1.2	1	1	350	1.1
O The Oprah Mag	-	-	-	-	-	1.1	1	1.2	1.5	484	1.6
PC Format	0.5	0.6	0.6	0.6	0.7	0.7	0.6	0.5	0.6	188	0.6
Popular Mechanics	-	-	-	-	-	-	0.4	0.4	0.4	139	0.4
The Property Magazine	-	-	-	-	-	-	-	-	-	307	1
Reader's Digest	3.5	3.7	3.4	3.3	3.5	3.5	2.9	2.3	2.1	655	2.1
Real	-	-	-	-	-	-	-	-	-	406	1.3
Roof Rose	2.4	2.8	2.7	2.5	2.9	2.9	2.5	2.3	2.3	709	2.3
Runners World	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.3	0.2	54	0.2
Sarie	2.5	2.5	2.4	2.4	3	3.1	2.8	2.5	2.4	734	2.4
SA 4X4	-	0.5	0.5	0.4	0.5	0.5	0.5	0.5	0.5	152	0.5
SA India	-	-	-	-	-	-	-	-	-	102	0.3
Shape	-	0.4	0.5	0.6	0.8	0.8	0.6	0.6	0.6	194	0.6
SL	0.7	0.7	0.7	0.6	0.6	0.6	0.5	0.4	0.4	112	0.4
Soccer Life	-	-	-	-	-	-	-	-	1.8	632	2
Soul	-	-	-	-	-	-	-	0.2	0.3	164	0.5
Speed and Sound Magazine	-	-	-	-	-	-	-	-	1.4	458	1.5
SA Sports Illustrated	2.3	2.3	2	2	2.1	2.1	1.8	1.3	1.3	441	1.4
Stywe Lyne Tight Lines	0.5	0.7	0.7	0.7	0.8	0.8	0.6	0.6	0.6	167	0.5
Succeed	-	-	-	-	-	-	-	-	-	85	0.3
Top Billing	-	-	-	-	-	-	-	-	0.8	335	1.1
Topcar	1.4	1.6	1.6	1.7	1.8	2	1.7	1.6	1.5	445	1.4
True Love	6	6.8	7.1	7.1	7.7	7.7	6.5	6.1	5.8	2007	6.5
Tuin Paleis	-	-	-	-	-	-	-	0.3	0.4	144	0.5
Tuis	-	-	-	-	-	-	-	-	0.4	165	0.5
Weg	-	-	-	-	-	-	-	-	-	219	0.7
Nuwe Wiel	0.5	0.6	0.6	0.5	0.5	0.6	0.5	0.4	0.4	107	0.3
Wine Magazine	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.3	127	0.4
Woman & Home	-	-	-	-	-	-	-	-	-	277	0.9
Your Baby	0.9	1.1	1.1	1	1.1	1.2	1	0.9	0.8	258	0.8
Your Family	1.8	2.3	2.2	2	2.2	2.2	1.9	1.5	1.5	466	1.5
Alternate Monthly											
SA Bicycling	-	-	-	-	-	-	0.2	0.2	0.3	91	0.3
Clicks ClubCard	-	-	-	-	-	-	-	-	3.3	1125	3.6
SA Dance & Music	-	-	-	-	-	-	-	-	0.2	51	0.2
De Kat	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.2	0.3	95	0.3
Good Taste	-	-	-	-	-	-	-	-	-	67	0.2
Habitat	-	-	-	-	-	0.4	0.4	0.3	0.3	93	0.3
Hype	-	-	-	-	-	-	-	-	-	174	0.6
Taste	-	-	-	-	-	-	-	-	-	160	0.5
Threads & Crafts	-	-	-	-	-	-	-	0.2	0.3	103	0.3
Y Mag	0.8	0.9	1	1.1	1.5	2	1.8	1.5	1.4	425	1.4
Your Pregnancy	-	-	-	0.7	0.8	0.9	0.8	0.8	0.7	281	0.9
Quarterly											
AA Traveller	-	1.1	1.1	1	1.2	0.9	0.5	0.5	0.5	133	0.4
FitPregnancy	-	-	-	-	-	-	-	-	0.4	135	0.4
FullTime	-	-	-	-	-	-	-	-	2.3	119	0.4
In House Club	-	-	-	-	1.4	1.6	1.2	1.2	1.2	339	1.1
Personal Finance	-	-	-	-	0.6	0.7	0.6	0.6	0.6	179	0.6
VISI	-	-	-	-	-	-	-	-	0.2	75	0.2
Vodaworld	-	2	2.4	2.3	2.6	2.9	2.8	2.6	2.9	977	3.1