



Reg. No. 1947/026033/08
NPO Reg. No. 041-344-NPO

P O Box 52352, Saxonwold, 2132, South Africa

98 Doreen Street, Colbyn, Pretoria, 0083 (Registered office)
The ABC has adopted a permanent work from home
for all of the staff.

Audit Bureau of Circulations
of South Africa NPC

Tel: (011) 447-4290
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What will 2022 hold for publication distribution?

This year started with a bang, with many wide-eyed expectations of new business and digital opportunities, wants and must do's topped with hesitant anticipation of a quick recovery from a pandemic in a fluctuating economy.

But alas, we were overcome with international economic and social turbulence and an eye on rather dramatic global events with broad impact.

Although we have seen several declines in distribution Quarter on Quarter, there is some positive news. The hero of Quarter one 2022 is Digital Magazines which had a steep increase from 4 510 to 125 912— followed by Free Magazines. The latter remained stable with a slight increase of 907 copies from Quarter four 2021.

Shedding light on the digital distribution jump.

Publications that changed sectors contributed to the jump in Digital Magazine distribution. The Fire Protection, Supermarket & Retailer, SA Real Estate Investor, Civil Engineering, Rooi Vleis / Redmeat, Wool Farmer / Wolboer Magazines changed sector from Business Print & Digital to Business Digital only. Accountancy SA changed from Custom Print & Digital to Custom Digital only, and Spotong changed from Business Digital only to Business Print & Digital.

Consumer, Custom and Business-to-Business Magazines have remained relatively stable in the rest of the Magazine category compared to Quarter one, 2021. Whether this category can match 2021 like for like, Quarter to Quarter, increase numbers or stay stable remains to be seen. As publications find their magic mix between print and digital distribution, we might be in for some excitement and, who knows, maybe new ways of engaging consumers altogether. Consumer Magazines have shown a marginal decrease of 1.7%, compared to Q4 2021.

transparency you can see

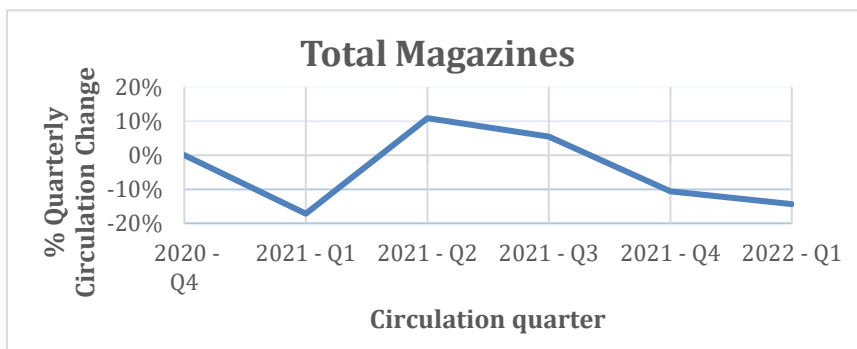
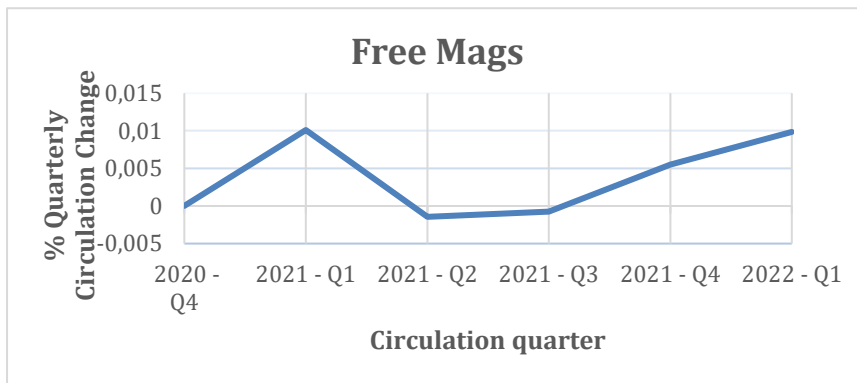
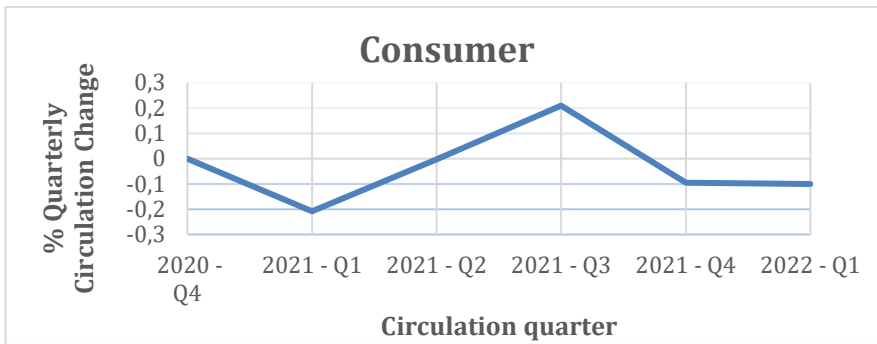
Directors: E Zandberg, C Botha, C Burger, R J Goussard, A Ramjith, L Qokweni, M I Segood, A van Tonder
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The Local Newspapers remained steady compared to Quarter one 2021. Following suit from our last review, free is king, and in this category, the top performer was the Free Newspapers with Year on Year, Quarter to Quarter growth from 4 804 969 to 5 597 935. This resulted in a category growth in distribution from 6 072 987 in Quarter one, 2021 to 6 725 210 in Quarter one, 2022, despite other newspapers losing slight ground from the same period. Hybrid Newspapers saw a drop from 72 629 in Quarter four, 2021, to 65 594 in Quarter one, 2022. Of note in this category is the change of Daily Maverick from a Hybrid Newspaper to a Weekly Newspaper.





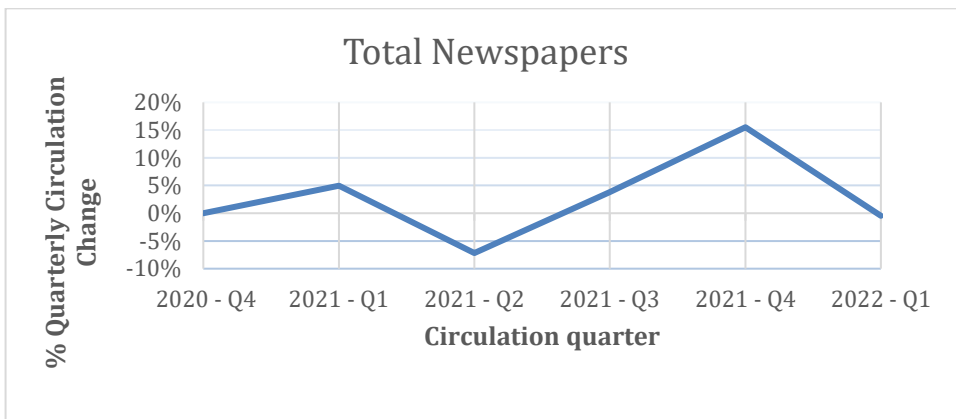
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Membership

ABC membership is a mixed bag of discontinued, terminated and resigned titles with new members, re-instated and rebranded titles. We have also witnessed a combined title as The Margin merged into Brainstorm.

The ABC membership remains above 500 as we welcome Taxi Guardian (Business Magazine), Engineering Africa (Digital Business Magazine) and Rooi Rose (Consumer Magazine).

Complementing the digital magazine membership, e-mail newsletters, and web traffic members have remained stable compared to Quarter one, 2021.

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Gearing up for the next Quarter

The ABC will continue to increase its efforts in communicating the relevance of measurement to advertisers and publishers alike. If you are a marketer and are responsible for measuring return on marketing investment through responsible media spend, insist on ABC membership of print and digital publications, e-mailers, web traffic and events. Visit abc.org.za

Celéste Burger - President - ABC

The Audit Bureau of Circulation (ABC) is a non-profit company. The primary function of the ABC is the certification and provision of accurate and comparable circulation figures of printed (magazines and newspapers) and digital data (digital publications, email newsletter circulation and website traffic) as well as attendance at exhibitions and conferences. This is achieved through auditing standards, on the certificates and on the reports submitted. The ABC's transparent and accurate data assists advertisers, marketers and publishers in the accountable decision-making of buying and selling of advertising and promotional material.

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