



**Audit Bureau of Circulations  
of South Africa NPC**

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.

Tel: (011) 447-4290  
email: abc@abc.org.za  
www.abc.org.za

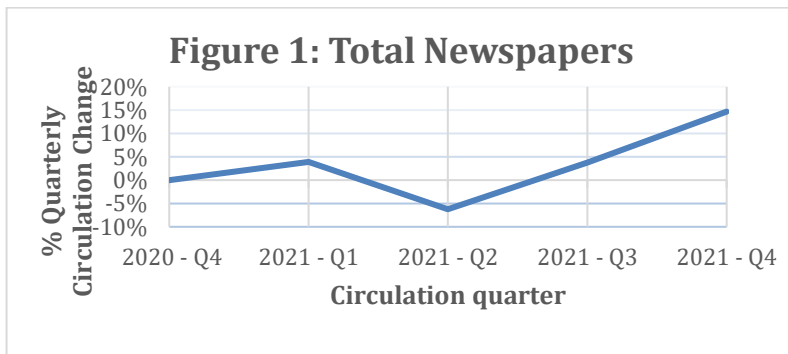
**It's a mixed bag of up, down and holding steady.**

The Audit Bureau of Circulation (ABC) released the 2021 - quarter four results. Despite the fourth quarter traditionally being impacted by the holiday season, we noticed some ups and downs during this time in 2021.

Two significant occurrences impacted the numbers of both Newspapers and Magazines.

The Free Newspaper category growth of 19% from quarter three to quarter 4 was driven by the return of the government newspaper, Vukuzenzela, to the ABC. The latter impacted the Total Newspaper Category positively. Secondly, the Clicks Clubcard magazine seized print in favour of digital, drastically impacting the Custom Magazine distribution category's figures negatively.

Using quarter four, 2020, as a point of measure and considering the return of Vukuzenzela, data indicates an upward trend of 15% compared to the fourth quarter of 2020 for Newspapers in general (Figure 1 – Total newspapers).



*Figure 1: Total Newspapers - The major change in the newspaper category has been in the Free newspaper category . We also see the Daily Newspaper titles stabilising in showing a -1% decline that is less than the trend for this category, quarter four 2021 to quarter three 2021.*

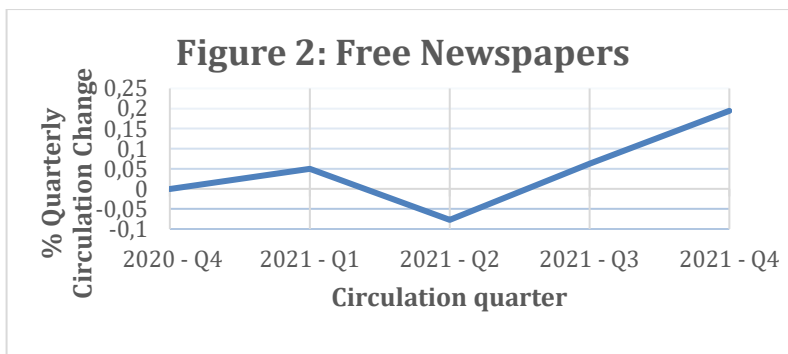




Figure 2: Free Newspapers - The major change in the Free Newspaper category has been the addition of the Vukuzenzela Newspaper. A free government newspaper with an average circulation of 847 000.

In the same, using quarter four, 2020 as a point of measure and considering the seizing of the printed Clicks Clubcard magazine, Figure 3 illustrates an 8% decline compared to 2020, in the overall Magazine category.

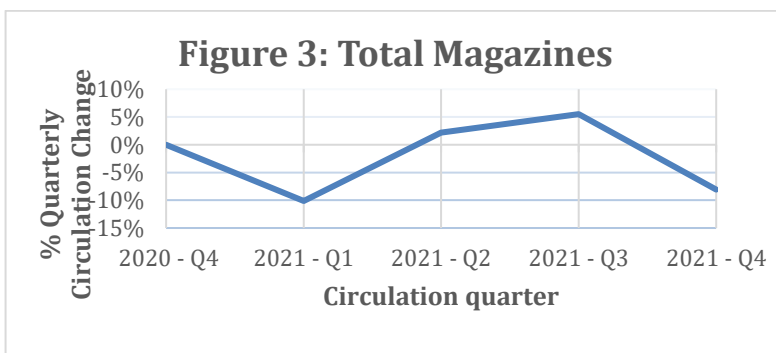


Figure 3: The major change in the Custom Magazine category has been the resignation of Clicks Clubcard print magazine in favour of digital – It had an average distribution of 232 986 copies.

**Free Newspapers impacts category, while some are declining.**

The Hybrid (part sold and part free) Newspaper category showed positive growth in 2021 compared to 2019 (pre COVID-19) because of new members joining the ABC in 2020. The indicated distribution for this reason is higher in quarter four 2021, than before COVID-19, but still shows a decline of 19 406 compared to quarter four, 2020.

The Daily Newspaper category indicates a somewhat stable year-on-year trend with a quarter-on-quarter decline of -1% compared to quarter four, 2020. Weekend Newspapers declined from 484 407 to 467 261 in quarter four of 2021 constituting a 17 146 difference for quarter three.

The Weekly Newspaper category shows the most significant decline with 16 031 fewer in distribution from quarter three, and the Local Newspaper category came in at 4 279 fewer. An 8% decline compared to the same period in 2020.

**Some stabilisation and good news in the Magazine category.**

After substantial declines in 2020, there appears to be some stabilisation in the consumer magazine category with distribution numbers from 1 361 613 in quarter three 2021 to 1 312 636 in quarter four 2021. A difference of 48 977.





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  
email: [abc@abc.org.za](mailto:abc@abc.org.za)  
[www.abc.org.za](http://www.abc.org.za)

This is balanced by some good news. Business-to-business publications is the hero of this quarter with growth of 7% quarter-on-quarter from 808 407 to 867 338.

Similar to the Free Newspaper category, the Free Magazine category is also up with 1% from quarter three of 2021, a growth of 502 in distribution.

The ABC is pleased to see previous members returning thereby recognising the value of transparency and measurement in their distribution figures to advertisers and media houses. We also welcomed "Garden and Home", "Baba & Kleuter" and "Your Pregnancy" to ABC membership.

Member numbers in e-mail newsletters, digital magazines and web traffic are holding steady with no change in the fourth quarter of 2021.

As the impact of the COVID-19 variant can be seen in market volatility, we trust that 2022 will be a smoother sail and a positive growth year for the media industry in South Africa.

Marketing and advertising budgets stay under pressure, and that is why the ABC remains the stamp of measurement and trust in providing transparent and accurate distribution data to all marketers, media houses and advertisers who are accountable for marketing and advertising spend.

If you are responsible for your brand's advertising spend, insist on ABC membership and measurement. Visit [abc.org.za](http://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.*

transparency you can see

Directors: E Zandberg, C Botha, C Burger, R J Goussard, A Ramjith, L Qokweni, M I Segood, A van Tonder  
General Manager: R Gounder

