



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

Slow and steady through 2022

While South Africa is still considering what to do with chickens (wink) and its impact on employees and consumers alike, Banyana came home gleaming and crowned the new Women's Africa Cup of Nation's Champs to a jubilant packed OR Tambo.

In general, we can declare that SA news remains constantly exciting and, well....turbulent. So too, publication distribution remained constant but without turbulence in the second quarter.

The Newspaper category proved stable, driven by good growth in the Free Newspaper segment. The latter remains the same as in the first quarter of 2022, when free newspapers were the rising heroes. Overall, newspapers are showing stability over the last three quarters, caused by increased free and local newspapers. We can also note the continuation of the digital migration to paid-for newspapers.

The Newspaper category has significantly grown in digital from daily and weekly newspapers. The continuous migration from print to digital is ongoing.

In the Magazine category, total magazines show the second quarter marginally up from the first quarter, but down from the previous year. This category distribution is down from last year by 12.6% (year-on-year, quarter-on-quarter); however, it has risen 4,25% since the first quarter of 2022.

Custom magazines show a slight increase from last quarter but are still down from the second quarter 2021.

Free Magazines and Digital Magazines (any magazine with no printed counterpart) are similar to last quarter, the heroes.

We look forward to viewing the distribution numbers for the third quarter to see if free publications rise again as the heroes seeing that new members are joining the ABC. The ABC is also growing community publication membership with our Grassroots membership. It is inspiring to know what credibility the ABC membership gives these publications, and we plan to continue working on increasing these members through 2022.

The quarterly nett gain of one new member is an improvement from previous quarters that witnessed a declining membership.

We welcomed Men's Health and Women's Health in the Consumer Magazine category. Future SA and Mining Business Africa joined the Business magazine category, iDiski Times, the free newspaper category and Top Women Leader in the Business digital category.

transparency you can see

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





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The second quarter saw a radical increase in digital publication distribution because of membership sector changes. The ABC members support the importance of digital publication distribution transparency being right up there with print publications.

Publications that have changed from one ABC sector to another is included below.

From Business Print & Digital to Business Digital only:

- Floors in Africa
- Walls & Roofs in Africa
- Meetings SA
- Business Brief

From Business Digital only to Consumer Print Magazine:

Spot-On (formerly Spotong)

From Custom Print & Digital to Custom Digital Only:

Wolboer / Wool Farmer
De Rebus Magazine

From Consumer Print & Digital to Custom Digital Only:

Wildland Magazine

Local Newspaper to Hybrid Newspaper:

Ladysmith Gazette
Newcastle Advertiser

In addition, the District Mail **merged** into Helderberg Gazette.

The ABC is excited to announce that we have joined the IFABC (International Federation of Audit Bureaux of Certification) **from the 1st of August 2022**. This will propel the ABC forward and increase our ability to benchmark international trends and processes.

The **International Federation of Audit Bureaux of Certification (IFABC)** is a global federation of industry-sponsored organisations that recognises that in the fast-paced media landscape, advertisers and ad agencies need the certainty that comes from consistent and independently verified, readily accessible media data for advertising planning and investment.

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Members organisations of IFABC are committed to working towards a common goal of supporting transparency and accountability in the media data used to evaluate media channels by advertisers and media agencies.

If you are a marketer, serious about return on your marketing investment, insist on ABC membership.

As a closing note, the Marketing Association of South Africa (MASA) will present an "In conversation with"- presentation with the ABC on the 1st of September at 14:00. You can contact MASA on +27 11 463 6136 for more information.

We cannot solve the chicken tariff dilemma or know why it crossed the road. Still, we can provide you with the correct information to place your advertising in transparent and credible publications.

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.

Ends //

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