



Audit Bureau of Circulations of South Africa

FEE STRUCTURE FOR NEW MEMBERS - 2025

PRINT and DIGITAL

MAGAZINES

Consumer		
Annual circulation		Fee
0	50 000	1 746
50 001	100 000	2 233
100 001	200 000	3 013
200 001	300 000	3 958
300 001	500 000	5 161
500 001	750 000	7 011
750 001	1 000 000	9 369
1 000 001	1 500 000	12 211
1 500 001	2 100 000	13 983
2 100 001	3 000 000	15 575
3 000 001		16 240

Custom		
Annual circulation		Fee
0	100 000	2 498
100 001	200 000	3 436
200 001	400 000	5 231
400 001	650 000	7 742
650 001	1 000 000	10 600
1 000 001	1 500 000	14 054
1 500 001	2 200 000	20 300
2 200 001	3 000 000	26 467
3 000 001	4 000 000	29 200
4 000 001	5 200 000	35 758
5 200 001	6 500 000	38 959
6 500 001		39 818

Business		
Annual circulation		Fee
0	250 000	1 678
250 001		2 516

Free		
Annual circulation		Fee
0	100 000	2 627
100 001	200 000	3 502
200 001	400 000	5 254
400 001	650 000	7 880
650 001	1 000 000	11 190
1 000 001	1 500 000	14 448
1 500 001	2 200 000	20 840
2 200 001	3 000 000	27 231
3 000 001	4 000 000	30 208
4 000 001	5 200 000	37 388
5 200 001	6 500 000	40 664
6 500 001		43 430

NEWSPAPERS

Daily, Weekly, Weekend, Hybrid		
Annual circulation		Fee
0	500 000	3 063
500 001	1 000 000	4 615
1 000 001	1 750 000	7 871
1 750 001	2 750 000	11 663
2 750 001	4 000 000	15 732
4 000 001	5 500 000	19 526
5 500 001	7 250 000	23 412
7 250 001	9 250 000	26 927
9 250 001	11 500 000	30 904
11 500 001	14 000 000	35 529
14 000 001	16 750 000	40 437
16 750 001	19 750 000	45 245
19 750 001	23 000 000	46 129
23 000 001	26 500 000	54 208
26 500 001		55 154

Free		
Annual circulation		Fee
0	300 000	2 167
300 001	600 000	3 010
600 001	1 000 000	4 005
1 000 001	1 500 000	5 666
1 500 001	2 100 000	7 176
2 100 001	2 800 000	8 323
2 800 001	3 600 000	9 382
3 600 001		10 088

Local		
Annual circulation		Fee
0	250 000	1 767
250 001		2 649

ADVERTISING BROCHURES

Advertising Brochures		
Annual circulation		Fee
0	400 000	2 127
400 001	900 000	3 194
900 001	1 600 000	5 467
1 600 001	2 300 000	8 158
2 300 001	3 100 000	11 017
3 100 001	4 000 000	13 619
4 000 001	5 000 000	17 651
5 000 001	6 100 000	18 749
6 100 001	7 300 000	21 502
7 300 001	8 600 000	24 804
8 600 001	10 000 000	28 167
10 000 001	11 500 000	31 529
11 500 001	13 200 000	34 755
13 200 001	15 000 000	37 912
15 000 001		38 659

DIGITAL

WEBSITES		
Unique Browsers		Fee
0	100000	3 000
100001		4 000
EMAIL NEWSLETTERS		
Average Net Delivery		Fee
0	10000	1 500
10001		2 000

REGISTRATION FEES

	Fee Excl	Fee Incl VAT
All titles (Print or Digital)	1 100,00	1 265,00

EVENTS ORGANISERS

Exhibitions & Conferences	1 500,00
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