

SELECTED BUSINESS-TO-BUSINESS MAGAZINE CIRCULATIONS

ABC REPORT EXTRACTS - JUNE 2011

	PAID SALES				FREE	TOTAL
	Increase	Retail &				
	(Decrease)	Subscription	(%)			
	%	(Units)	Subscription	Retail	(Units)	(Units)
MAINSTREAM						
Finweek	(3.00)	23 807	80%	20%	4 008	27 815
FM	(3.55)	21 938	74%	26%	2 085	24 023
TRADE						
Profiles Stock Exchange	-	7 990	75%	25%	5	7 995
Commercial Trader	19.05	7 911	0%	100%	400	8 311
Commercial Vehicle Dealers Guide	(7.24)	5 780	100%	-	241	6 021
Brainstorm	(9.37)	5 340	92%	8%	3 720	9 060
Engineering News	(6.74)	4 442	85%	15%	6 074	10 516
Mining Weekly	1.58	4 170	84%	16%	6 334	10 504
SA Jewellery News	(3.50)	1 461	100%	-	0	1 461
Freight & Trading Weekly	(0.51)	974	100%	-	3 016	3 990
AdVantage	(18.84)	547	100%	-	3 463	4 010
Supermarket & Retailer	(5.36)	212	100%	-	7 850	8 062
ASPIRATIONAL						
Succeed	(0.21)	17 156	52%	48%	6 211	23 367
Entrepreneur	28.56	17 087	45%	55%	2 114	19 201
Your Business Magazine	(1.15)	8 943	15%	85%	1060	10 003
Sales Guru	(8.53)	6 334	100%	-	2 791	9 125
SA Top Performing Companies	NEW	2 132	67%	33%	4 869	7 001
PMR	5.06	2 119	18%	82%	175	2 294
Top 500 SA's Best Companies	NEW	1 690	44%	56%	4 127	5 817
Leadership	61.44	1 411	18%	82%	7 369	8 780
Top Women in Business	NEW	810	30%	70%	7 554	8 364
Black Business Quarterly	-	600	10%	90%	7 497	8 097
JSE	-	572	0%	100%	13 730	14 302
CEO	(64.85)	251	100%	80%	7 219	7 470
MANAGEMENT						
BusinessBrief	14.42	13 289	96%	4%	3 120	16 409
The Journal of the SAIMM	NEW	3 621	100%	-	0	3 621
TAXtalk	21.56	1 821	100%	-	720	2 541
De Rebus	7.51	1 389	98%	2%	24 932	26 321
HR Future	(2.21)	796	100%	-	19 204	20 000
The Thinker	2.17	752	18%	82%	936	1 688
Wits Business School Journal	(22.28)	715	0%	100%	11 510	12 225
Strategic Marketing	501.19	505	100%	-	13 241	13 746
Accounting SA (ASA)	9.69	351	100%	-	40 958	41 309
Marketing Mix	(25.00)	174	100%	-	2 505	2 679
Without Prejudice	n/a	PRINT RUN ONLY	NO ABC			6 000
Cover	n/a	PRINT RUN ONLY	NO ABC			5 000

The above report was extracted from the latest ABC figures published by the Audit Bureau of Circulation

Selection Criteria:

- Business-to-Business magazine titles
- Title relatively well known
- Retail presence (where possible)
- Largest South African distributions

The report is prepared every six months

The above extract has not been tested for completeness

The increase (decrease) is from the previous period.

The intention is to give some insight into the relative distribution sizes of Business-to-Business magazine titles

- denotes that the publication has no retail sales or that they are unknown
- the % shows the proportion of the paid-for sales that are Retail or Subscription