



**Business-to-Business Magazine
Summary
July 2011 to September 2011**



| Publication Name | Period | Frequency | Cover Price | Sales at 50% and above | | | | | | | | Free Circulation | | | | | | | | TOTAL CIRCULATION | Corresponding Previous Period | | | | | | | |
|-------------------------------------|------------------|-----------|--------------|------------------------|---------------|---------------------|-------------------|------------------------------|------------------------|-----------|-------------|------------------------------|--------------|-----------------|---------------------|------------|----------------|--------------------|--------------|-------------------|-------------------------------|------------------|---------------|---------------|---------------|---------------|---------------|----------------|
| | | | | Subscriptions | | | | Controlled Free Distribution | | | | Controlled Free Distribution | | | | TOTAL FREE | | | | | | | | | | | | |
| | | | | Individual | Business | Travel & Commercial | Single Copy Sales | Digital Editions | Third Party Bulk sales | PMIE | Back Issues | BELOW 50% | TOTAL PAID | Indiv Requested | Indiv Non Requested | | Bulk Requested | Bulk Non Requested | Bulk Free | | | Digital Editions | Back Issues | | | | | |
| CATEGORY: Agricultural | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Agri Inc. Die Boer / The Farmer | Jul 10 to Jun 11 | 5xA | R 20.00 | 5 | | | | | | | | | | | | | | | 5 | 28 499 | | | | | | 28 499 | 28 504 | 31 357 |
| Agricultural Machinery Dealer's | Jan 11 to Jun 11 | AltM | R 1413.42pa | | 102 | | | | | | | | | | | | | | 102 | 6 | | | | | | 6 | 108 | 90 |
| Dairy Mail, The | Jul 11 to Sep 11 | Mtly | R 28.00 | 73 | | | | | | | | | | | | | | | 73 | 1 859 | 2 941 | 441 | | 90 | | 5 331 | 5 404 | 5 783 |
| Ons Eie | Jul 10 to Jun 11 | | | | | | | | | | | | | | | | | | | | | | | | | | Discontinued | 6 328 |
| Pro Agri | Jul 11 to Sep 11 | Mtly | R 9.95 | 15 | | | | | | | | | | | | | | | 15 | | 25 940 | | | 13 230 | | 39 170 | 39 185 | 59 212 |
| Rooi Vleis / Red Meat | Jul 10 to Jun 11 | Q | Free 0 | | | | | | | | | | | | | | | | | | 8 146 | 83 | 1 102 | | | 9 331 | 9 331 | New Member |
| SABI Magazine | Jan 11 to Jun 11 | AltM | R 28.50 | 43 | | | | | | | | | | | | | | | 43 | | 4 344 | | | | | 4 344 | 4 387 | 3 594 |
| Wineland | Jul 11 to Sep 11 | Mtly | R 25.00 | 373 | | | | | | | | | | | | | | | 373 | 5 046 | | 400 | | 540 | | 5 986 | 6 359 | 5 776 |
| Total | | | | 509 | 102 | | | | | | | | | | | | | | 611 | 35 410 | 41 371 | 924 | 1 102 | 13 860 | | 92 667 | 93 278 | 112 140 |
| CATEGORY: Architecture | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Built | Jan 11 to Jun 11 | AltM | R 24.95 | 251 | | | | | | 19 | | | | | | | | | 270 | | 3 065 | | | | | 3 065 | 3 335 | 4 076 |
| Design Indaba | Jul 10 to Jun 11 | Q | R 50.00 | 318 | | | 948 | | | | | | | | | | | | 1 266 | | 484 | | 1 350 | | | 1 834 | 3 100 | 3 288 |
| Designing Ways | Jul 11 to Sep 11 | Mtly | R 29.50 | 251 | | | 258 | | | 398 | | | | | | | | | 905 | 214 | 1 426 | 335 | | | | 1 975 | 2 880 | 3 086 |
| Environmental Management | Jan 11 to Jun 11 | AltM | R 30.00 | 204 | | | | | | | | | | | | | | | 204 | 699 | 2 151 | | | | | 2 850 | 3 054 | 3 111 |
| Floors in Africa | Jan 11 to Jun 11 | 6xA | R 38.00 | | | | | | | | | | | | | | | | | | 5 556 | 252 | | | 46 | 5 854 | 5 854 | 5 988 |
| IE Magazine | Jan 11 to Jun 11 | | | | | | | | | | | | | | | | | | | | | | | | | | Discontinued | 2 850 |
| Leading Architect & Design | Jan 11 to Jun 11 | AltM | R 21.50 | 76 | | | | | | | | | | | | | | | 76 | 1 169 | 4 285 | | | | | 5 454 | 5 530 | 5 590 |
| Specifier | Jul 11 to Sep 11 | 11xA | R 167.00 | 5 | | | | | | | | | | | | | | | 5 | | 4 166 | | | | | 4 166 | 4 171 | 4 354 |
| Urban Green File | Jan 11 to Jun 11 | AltM | R 45.00 | 668 | 18 | | 3 | | | | | | | | | | | | 700 | 1 | 2 317 | | | | 1 | 2 319 | 3 019 | 3 177 |
| Walls & Roofs in Africa | Jan 11 to Jun 11 | 6xA | R 38.00 | | | | | | | | | | | | | | | | | | 5 629 | 68 | | | 221 | 5 918 | 5 918 | 5 753 |
| Total | | | | 1 773 | 18 | | 1 209 | | | 11 | 415 | 3 426 | 2 083 | 29 079 | 655 | | | | 1 350 | | | 268 | | 33 435 | 36 861 | 41 273 | | |
| CATEGORY: Automotive | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Auto Dealer's Guide | Jul 11 to Sep 11 | Mtly | R 1878.13 pa | | 6 540 | | | | | | | | | | | | | | 6 540 | 178 | | | | | | 178 | 6 718 | 6 970 |
| Auto Forum | Jan 11 to Jun 11 | 10xA | Free 0 | | | | | | | | | | | | | | | | | 54 | 13 206 | 150 | | | 87 | 13 497 | 13 497 | 14 347 |
| Automobil | Jul 11 to Sep 11 | Mtly | Free 0.00 | | | | | | | | | | | | | | | | | | 7 167 | | | | | 7 167 | 7 167 | 7 949 |
| Automotive Business Review. | Jul 11 to Sep 11 | 11xA | Free 0 | | | | | | | | | | | | | | | | | | 12 520 | | | 1 154 | | 13 674 | 13 674 | 12 532 |
| Cars & Commercial Over 10 Years | Jan 11 to Jun 11 | AltM | R 1560.55pa | | | 3 227 | | | | | | | | | | | | | 3 227 | 48 | | | | | | 48 | 3 275 | 2 863 |
| Motorcycle Dealer's Guide | Jan 11 to Jun 11 | AltM | R 1413.42pa | | | 392 | | | | | | | | | | | | | 392 | 50 | | | | | | 50 | 442 | 471 |
| Road Ahead, The | Jan 10 to Dec 10 | Q | Free 0.00 | | 4 | | | | | | | | | | | | | | 4 | 2 400 | 2 237 | 4 208 | 432 | | | 9 277 | 9 281 | 9 209 |
| Total | | | | | 10 163 | | | | | | | 10 163 | 2 730 | 35 130 | 4 358 | 432 | | 1 154 | | | | 87 | 43 891 | 54 054 | 54 341 | | | |
| CATEGORY: Civil Construction | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Building Africa | Jul 11 to Sep 11 | Mtly | R 45.00 | 267 | 16 | | | 1 | | | | 12 | | | | | | | 296 | 1 | 2 742 | 8 | | 76 | 1 | 2 828 | 3 124 | 3 092 |
| Civil Engineering | Jul 11 to Sep 11 | 11xA | R 52.00 | 91 | | | | | | | | | | | | | | | 91 | | 9 743 | | | | | 9 743 | 9 834 | 9 410 |
| Civil Engineering Contractor, The | Jul 11 to Sep 11 | Mtly | R 45.00 | 600 | 33 | | | 9 | | | | | | | | | | | 660 | 1 | 2 389 | | 104 | 1 | | 2 495 | 3 155 | 3 106 |
| Concrete Trends | Jan 10 to Dec 10 | Q | Free 0.00 | | | | | | | | | | | | | | | | | | 1 681 | 3 585 | | | | 5 266 | 5 266 | 5 658 |
| Construction Review | Jul 11 to Sep 11 | Mtly | R 25.00 | 363 | | | | | | | | | | | | | | | 363 | | 285 | 665 | | | | 950 | 1 313 | 3 360 |
| Construction World | Jul 11 to Sep 11 | Mtly | R 30.00 | 84 | | | | | | | | | | | | | | | 84 | | 4 770 | | | 9 | | 4 779 | 4 863 | 4 669 |
| Design & Technology | Jan 11 to Jun 11 | AltM | R 45.60 | 40 | | | | | | | | | | | | | | | 40 | 665 | 2 495 | 82 | | 67 | | 3 309 | 3 349 | 3 565 |
| IMIESA | Jul 11 to Sep 11 | 11xA | R 40.00 | 153 | 24 | | | 2 | | | | | | | | | | | 179 | 857 | 3 387 | 22 | | 247 | 60 | 4 573 | 4 752 | 4 711 |
| Plant Equipment & Hire | Jul 11 to Sep 11 | Mtly | R 45.00 | 326 | 22 | | | | | | | 7 | | | | | | | 355 | 1 | 2 161 | | | 45 | | 2 207 | 2 562 | 2 586 |
| Total | | | | 1 924 | 95 | | | 12 | | | | 37 | 2 068 | 3 491 | 31 937 | 112 | | 314 | 234 | 62 | 36 150 | 38 218 | 40 157 | | | | | |
| CATEGORY: Communications | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AdVantage | Jul 11 to Sep 11 | Mtly | R 25.00 | 634 | | | | | | | | | | | | | | | 634 | 1 016 | 2 499 | | | | | 3 515 | 4 149 | 3 589 |
| Marketing Mix | Jan 11 to Jun 11 | 7xA | R 50.00 | 162 | | | | | | 12 | | | | | | | | | 174 | 66 | 2 210 | | 229 | | | 2 505 | 2 679 | 2 738 |
| Media, The | Jul 11 to Sep 11 | Mtly | R 30.00 | 39 | | | | | | | | | | | | | | | 39 | 100 | 3 366 | | | | | 3 466 | 3 505 | 3 743 |
| Sales Guru | Jul 11 to Sep 11 | 11xA | R 38.20 | 308 | 5 030 | | | | | | | | | | | | | | 5 338 | | 177 | 1 080 | 1 000 | | | 2 257 | 7 595 | 9 424 |
| Screen Africa | Jul 11 to Sep 11 | Mtly | R 35.00 | 115 | | | | | | | | | | | | | | | 116 | 48 | 661 | | | 3 040 | | 3 749 | 3 865 | 3 293 |

