



 circulation

 readership

 demographics

 positioning



“The magazine for the people” is the only consumer magazine available in four South African languages: English, Zulu, Sotho and Xhosa. Every member of the modern day black family can find themselves reflected in its pages - men and women alike, from Dube to Dundee. *Bona* is a credible well of practical advice and easy-to-digest content catering to readers who have high aspirations that need to be met, even with limited resources.

BONA	FREQUENCY	Monthly
	FPFC 2015 RATE EXCL VAT	R43,800
	READERSHIP (000'S)	3,267
	<small>AMPS 2014 JAN 14 - DEC 14</small>	
	TOTAL CIRC	91,555
	CPT ON CIRC	R478.40
<small>ABC CIRCULATION JAN- MARCH 2015</small>		

DEMOGRAPHIC PROFILE

	Total	Bona
AGE %		
15-24	25	27
25-34	24	26
35-49	25	23
50+	26	24
GENDER %		
Men	48	33
Women	52	67
RACE %		
Black	73	99
Coloured or Indian	14	1
White	13	0
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	47	34
LSM 4-LSM 6	48	61
LSM 1-LSM 3	4	5

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)





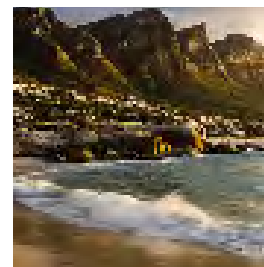
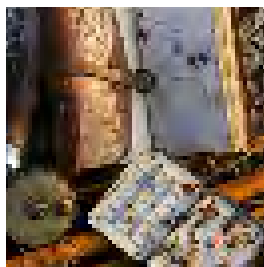
SA Country Life's readers may live in the city, but their hearts are in the country. Offering readers a unique mix of travel, lifestyle, heritage, conservation, green living, food and wine, unique getaways, weekend escapes and homes to buy in the country, SA Country Life is a welcome escape from the rat race and reminds the reader that life is to be enjoyed.

	FREQUENCY	Monthly
	FPFC 2015 RATE EXCL VAT	R30,000
	READERSHIP (000'S)	102
	AMPS 2014 JAN 14 - DEC 14	
	TOTAL CIRC	40,404
	CPT ON CIRC	R742.50
ABC CIRCULATION JAN- MARCH 2015		

DEMOGRAPHIC PROFILE

	Total	Country Life
AGE %		
15-24	25	21
25-34	24	19
35-49	25	23
50+	26	37
GENDER %		
Men	48	53
Women	52	47
RACE %		
Black	78	40
Coloured or Indian	12	11
White	10	49
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	68
LSM 4-LSM 6	52	32
LSM 1-LSM 3	10	0

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)



Essentials

The *Essentials* reader has a busy life, juggling a career, family and social life. With its solutions-driven approach, practical advice and tips, *Essentials* helps the reader maintain balance and make it all look effortless. Although life can be demanding, the *Essentials* reader is an optimistic, can-do woman who loves a bargain but is not afraid to treat herself. She buys essentials because it really does help simplify her life so she can devote time and energy to things that matter in her world.

Essentials	FREQUENCY	Monthly
	FPFC 2015 RATE EXCL VAT	R30,500
	READERSHIP (000'S)	133
	<i>AMPS 2014 JAN 14 - DEC 14</i>	
	TOTAL CIRC	34,310
	CPT ON CIRC	R888.95
<i>ABC CIRCULATION JAN- MARCH 2015</i>		

DEMOGRAPHIC PROFILE

	Total	Essentials
AGE %		
15-24	25	11
25-34	24	19
35-49	25	37
50+	26	33
GENDER %		
Men	48	14
Women	52	86
RACE %		
Black	78	37
Coloured or Indian	12	22
White	10	41
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	81
LSM 4-LSM 6	52	19
LSM 1-LSM 3	10	0

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)



Farming is a truly global business. With the complete deregulation of the local market in the late 90s, the South African farmer's competitor changed overnight from the friendly neighbour to a highly subsidised European farmer or a big scale Brazilian, producing economies of scale. In such an unforgiving business environment, local farmers need a global insight to make the best business decisions possible. Drawing on a proud journalistic tradition spanning more than 100 years, *Farmer's Weekly* maintains its position as South Africa's premier English farming magazine.

farmer's weekly	FREQUENCY	Weekly
	FPFC 2015 RATE EXCL VAT	R14,215
	READERSHIP (000'S)	90
	AMPS 2014 JAN 14 - DEC 14	
	TOTAL CIRC	14,529
	CPT ON CIRC	R978.39
ABC CIRCULATION JAN- MARCH 2015		


DEMOGRAPHIC PROFILE

	Total	farmer's weekly
AGE %		
15-24	25	19
25-34	24	8
35-49	25	29
50+	26	45
GENDER %		
Men	48	63
Women	52	37
RACE %		
Black	78	51
Coloured or Indian	12	7
White	10	43
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	63
LSM 4-LSM 6	52	37
LSM 1-LSM 3	10	0

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)



South Africa's most established and trusted food magazine inspires professionals, homemakers, culinary students and food lovers. Sophisticated dishes are made accessible to the reader, and there's never a shortage of comfort-food ideas for the whole family. *Food & Home Entertaining* keeps readers up to date on trends, faces, places, restaurants, events, gadgets, local producers and gourmet travel destinations.

	FREQUENCY	Monthly
	PFPC 2015 RATE EXCL VAT	R30,000
	READERSHIP (000'S)	659
	AMPS 2014 JAN 14 - DEC 14	
	TOTAL CIRC	30,038
	CPT ON CIRC	R998.73
ABC CIRCULATION JAN- MARCH 2015		

DEMOGRAPHIC PROFILE

	Total	Food & Home
AGE %		
15-24	25	23
25-34	24	27
35-49	25	30
50+	26	20
GENDER %		
Men	48	24
Women	52	76
RACE %		
Black	78	71
Coloured or Indian	12	12
Whites	10	17
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	68
LSM 4-LSM 6	52	32
LSM 1-LSM 3	10	1

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)





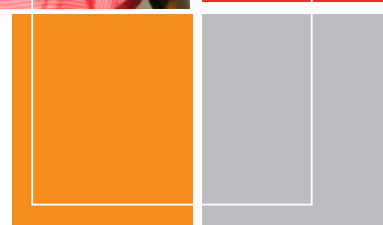
SA Garden and Home has been one of South Africa’s favourite décor and gardening magazines for the past 68 years, reaching affluent homeowners who are well-educated and discerning. The readers are inspired by the country’s most stylish homes and gardens, the latest lifestyle trends, interviews with creative people, fabulous entertaining ideas, places to travel to and more, it fulfils its core promise - “real homes for real people”.

SOUTH AFRICAN GARDEN AND HOME	FREQUENCY	Monthly
	FPFC 2015 RATE EXCL VAT	R51,000
	READERSHIP (000'S)	497
	<i>AMPS 2014 JAN 14 - DEC 14</i>	
	TOTAL CIRC	59,100
	CPT ON CIRC	R862.94
<i>ABC CIRCULATION JAN- MARCH 2015</i>		

DEMOGRAPHIC PROFILE

	Total	Garden & Home
AGE %		
15-24	25	12
25-34	24	21
35-49	25	36
50+	26	31
GENDER %		
Men	48	39
Women	52	61
RACE %		
Black	78	42
Coloured or Indian	12	17
White	10	41
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	83
LSM 4-LSM 6	52	17
LSM 1-LSM 3	10	0

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)





Living AND Loving

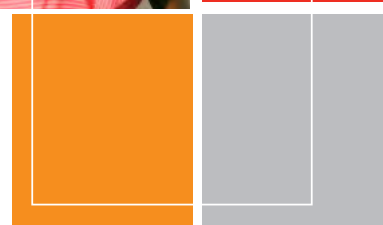
SA's credible monthly parenting magazine delivers what mom and dad want: solid advice, expert tips, and a sensitive approach to parenthood. *Living and Loving* is the reader's friend/midwife/sister/expert to go to for advice on everything from fertility and pregnancy, to birth, babies and beyond, and is on hand on Facebook, Twitter and web forum for guidance and a shoulder to lean on.

Living AND Loving <small>AMPS 2014 JAN 14 - DEC 14</small> <small>ABC CIRCULATION JAN- MARCH 2015</small>	FREQUENCY	Monthly
	FPFC 2015 RATE EXCL VAT	R27,500
	READERSHIP (000'S)	396
	TOTAL CIRC	18,100
	CPT ON CIRC	R1,519.34

DEMOGRAPHIC PROFILE

	Total	Living & Loving
AGE %		
15-24	25	8
25-34	24	35
35-49	25	38
50+	26	19
GENDER %		
Men	48	17
Women	52	83
RACE %		
Black	78	64
Coloured or Indian	12	20
White	10	16
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	70
LSM 4-LSM 6	52	29
LSM 1-LSM 3	10	1

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)



From the streets of Hollywood, to parties in Mzansi, *People* reveals what the stars are up to. It's not just hot gossip, the magazine gives the reader a glimpse into their favourite star's private life - their homes, their holiday spots, health and fitness secrets and even their favourite meals. If it's hot off the press, it's in *People* magazine.

people	FREQUENCY	Weekly
	FPFC 2015 RATE EXCL VAT	R36,800
	READERSHIP (000'S)	1,306
	<small>AMPS 2014 JAN 14 - DEC 14</small>	
	TOTAL CIRC	68,300
	CPT ON CIRC	R538.80
<small>ABC CIRCULATION JAN- MARCH 2015</small>		

DEMOGRAPHIC PROFILE

	Total	people
AGE %		
15-24	25	35
25-34	24	31
35-49	25	23
50+	26	10
GENDER %		
Men	48	37
Women	52	63
RACE %		
Black	78	60
Coloured or Indian	12	20
White	10	19
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	73
LSM 4-LSM 6	52	26
LSM 1-LSM 3	10	1

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)



Rooi Rose is the classic all-in-one magazine for the aspirational, stylish Afrikaans woman who celebrates her uniqueness in living life to the beat of her own heart. The reader knows what she wants the best in fashion and beauty, health, entertaining and décor, all in her favourite magazine. *Rooi Rose* - always “sinvol, stylvol & propvol”.

rooi rose	FREQUENCY	Monthly
	FPFC 2015 RATE EXCL VAT	R40,700
	READERSHIP (000'S)	619
	<small>AMPS 2014 JAN 14 - DEC 14</small>	
	TOTAL CIRC	91,766
	CPT ON CIRC	R443.52
<small>ABC CIRCULATION JAN- MARCH 2015</small>		

DEMOGRAPHIC PROFILE

	Total	rooi rose
AGE %		
15-24	25	17
25-34	24	22
35-49	25	25
50+	26	36
GENDER %		
Men	48	24
Women	52	76
RACE %		
Black	78	25
Coloured or Indian	12	30
White	10	45
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	65
LSM 4-LSM 6	52	33
LSM 1-LSM 3	10	2

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)



Vrouekeur

This weekly Afrikaans magazine steers away from sensation and doesn't aim to fulfill the stilettos of a glossy woman's magazine. Its main pillars are: articles on current affairs to inform and stimulate debate without being academic; real-life stories to give insight; relationship and parenting advice to enlighten and encourage; fiction pages and several columns of which the literary column takes the usual magazine book page up a notch. Fashion, beauty, health and lifestyle pages focus on practical ideas; the food and craft section is an indispensable part of the magazine as is evident from the successful recipes books as a brand extension. It's a magazine that provides the reader with a substantial all-in-one read with a friendly and down-to-earth tone.

Vrouekeur	FREQUENCY	Weekly
	FPFC 2015 RATE EXCL VAT	R24,600
	READERSHIP (000'S)	273
	<i>AMPS 2014 JAN 14 - DEC 14</i>	
	TOTAL CIRC	65,167
	CPT ON CIRC	R377.49
<i>ABC CIRCULATION JAN- MARCH 2015</i>		

DEMOGRAPHIC PROFILE

	Total	Vrouekeur
AGE %		
15-24	25	11
25-34	24	14
35-49	25	30
50+	26	44
GENDER %		
Men	48	17
Women	52	83
RACE %		
Black	78	6
Coloured or Indian	12	29
White	10	65
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	80
LSM 4-LSM 6	52	20
LSM 1-LSM 3	10	1

Source: AMPS 2014 (Jan 14 - Dec 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)



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Woman & Home puts the reader at the centre of everything they do, never pigeonholing, always believing it's attitude not age that matters, always with a positive tone that connects to the reader, giving her confidence, glamour and inspiration to try new experiences. Woman & Home has a "brand new attitude" and offers irresistible inspiration each and every month.

woman&home	FREQUENCY	Monthly
	FPFC 2015 RATE EXCL VAT	R61,000
	READERSHIP (000'S)	337
	<small>AMPS 2014 JAN 14 - DEC 14</small>	
	TOTAL CIRC	86,129
	CPT ON CIRC	R708.24
<small>ABC CIRCULATION JAN- MARCH 2015</small>		

DEMOGRAPHIC PROFILE

	Total	woman&home
AGE %		
15-24	25	16
25-34	24	23
35-49	25	27
50+	26	34
GENDER %		
Men	48	10
Women	52	90
RACE %		
Black	78	56
Coloured or Indian	12	14
White	10	30
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	78
LSM 4-LSM 6	52	20
LSM 1-LSM 3	10	2

Source: AMPS 2014 (Jul 13 - Jun 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15+)





YOUR FAMILY

Your Family is South Africa's trusted all-in-one magazine for today's multitasking mother. From fast and easy food, the latest trends in family health and wellbeing, together with practical ideas that indulge her creative side, *Your Family* helps the reader get it right and celebrate the best of family life.

YOUR FAMILY	FREQUENCY	Monthly
	FPFC 2015 RATE EXCL VAT	R33,000
	READERSHIP (000'S)	299
	<small>AMPS 2014 JAN 14 - DEC 14</small>	
	TOTAL CIRC	43,605
	CPT ON CIRC	R756.79
<small>ABC CIRCULATION JAN- MARCH 2015</small>		

DEMOGRAPHIC PROFILE

	Total	Your Family
AGE %		
15-24	25	15
25-34	24	26
35-49	25	28
50+	26	31
GENDER %		
Men	48	18
Women	52	82
RACE %		
Black	78	45
Coloured or Indian	12	32
White	10	23
LIVING STANDARD MEASURES %		
LSM 7-LSM 10	38	76
LSM 4-LSM 6	52	23
LSM 1-LSM 3	10	1

Source: AMPS 2014 (Jul 13 - Jun 14) Please note: due to the potential instability of AMPS data, a filter of formal housing (i.e. house, townhouse, cluster or flat) was used in defining the average issue reader profile except for BONA (Weight: Adult population 15 +)

