



Market Intelligence Trend Report (Website data)

Market: South Africa - Domestic Traffic > By Brand

Period: Monthly, 01/04/09 - 31/03/10

UB

Date	Women's Health	Destiny Man	Huisgenoot	Fairlady	Cosmopolitan	gq.co.za	HEAT	FHM	Seventeen.co.za	Shapemag	Sports Illustrated	Menshealth
Apr 09	-	-	9,579	3,174	7,907	1,848	50,266	15,241	11,532	15,546	20,207	15,669
May 09	-	-	22,486	4,052	9,722	1,863	25,900	20,834	12,654	14,952	18,877	20,997
Jun 09	-	-	18,228	4,560	11,361	2,044	25,449	19,110	12,767	18,445	12,868	23,006
Jul 09	-	-	19,948	5,756	10,719	1,769	24,711	20,515	12,721	19,960	13,927	27,203
Aug 09	-	1,883	20,782	7,374	11,555	1,705	20,947	23,717	14,297	18,965	13,660	18,650
Sep 09	22,405	2,934	19,142	8,223	10,632	1,629	21,658	20,479	12,774	19,411	10,752	20,841
Oct 09	23,103	3,153	20,288	11,452	12,550	2,163	21,913	49,160	14,606	23,846	15,465	19,493
Nov 09	21,915	4,253	20,317	11,963	14,912	2,036	41,549	38,737	13,815	17,326	9,736	15,499
Dec 09	19,181	2,002	14,553	9,116	10,340	1,497	16,421	28,173	11,719	17,644	18,843	17,870
Jan 10	20,176	2,772	17,924	11,961	14,022	1,989	17,442	24,297	12,799	21,608	14,605	24,813
Feb 10	21,491	4,404	32,752	12,140	13,662	1,730	15,764	26,807	11,221	16,782	15,914	21,955
Mar 10	30,961	4,222	43,195	8,769	15,430	2,084	28,546	36,012	10,843	19,961	20,254	25,655

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Apr 09	-	-	42,231	18,478	90,093	6,886	644,682	168,229	110,155	154,664	345,426	114,769
May 09	-	-	117,886	41,469	102,242	8,300	304,873	227,910	107,006	144,507	302,256	134,930
Jun 09	-	-	97,614	35,431	124,992	7,868	316,834	206,737	124,267	219,527	94,845	153,988
Jul 09	-	-	103,146	33,129	138,901	7,141	317,369	293,366	133,793	171,360	104,049	170,332
Aug 09	-	22,025	100,715	36,581	120,906	7,209	259,251	340,751	131,378	166,862	94,392	141,314
Sep 09	177,378	23,614	92,451	46,801	123,972	7,058	280,070	277,650	126,668	176,590	78,358	204,497
Oct 09	195,627	31,537	102,743	76,015	142,874	9,632	261,111	782,133	139,951	217,188	175,828	179,276
Nov 09	231,891	40,932	102,292	83,052	174,661	9,803	444,831	661,732	144,273	163,082	112,087	148,483
Dec 09	201,515	20,521	67,495	85,987	114,045	6,299	182,701	492,306	141,600	173,640	105,534	152,364
Jan 10	218,307	26,782	80,412	66,389	145,186	9,524	194,524	341,427	167,836	199,518	112,348	220,981
Feb 10	180,802	27,212	252,164	61,249	123,361	7,397	141,014	355,720	104,992	140,110	96,451	144,680
Mar 10	280,580	27,644	337,000	82,704	147,831	9,787	263,358	458,041	93,648	179,669	115,980	164,157