



Audit Bureau of Circulations of South Africa

2nd Floor, St David's Park, 7 St David's Place, Parktown
PO Box 47189, Parklands, 2121, Republic of South Africa



MAGAZINE CIRCULATION CERTIFICATE

Certified for the period: January To March 2009

Publication	Screen Africa	Proprietor	Sun Circle Publishers (Pty) Ltd
Country	RSA	Category	Communications
Frequency	Monthly	Sector	Business-to-Business Magazine
Number of Issues	3	Registered Cover Price	R 27.00

	Domestic	SADC	Foreign	Total	Corresponding Previous Period
Individual Subscriptions - Current	185	52	4	241	220
Individual Subscriptions - Back Issues	8	0	0	8	0
Business Subscriptions - Current	0	0	0	0	0
Business Subscriptions - Back Issues	0	0	0	0	0
Travel & Commercial - Current	0	0	0	0	0
Travel & Commercial - Back Issues	0	0	0	0	0
Copy Sales - Current	0	0	0	0	0
Copy Sales - Back Issues	0	0	0	0	0
Third Party Bulk Sales - Current	0	0	0	0	0
Third Party Bulk Sales - Back Issues	0	0	0	0	0
Print Media in Education - Current	0	0	0	0	0
Digital Editions - Current	0	0	0	0	0
Digital Editions - Back Issues	0	0	0	0	0
Total Paid Circulation - Current	185	52	4	241	220
Total Paid Circulation - Current	185	52	4	241	220
Total Paid Circulation - Back Issues	8	0	0	8	0
Total Paid Circulation	193	52	4	249	220
CFD - Individually Requested - Current	0	0	0	0	0
CFD - Individually Requested - Back Issues	0	0	0	0	0
CFD - Individually Non Requested - Current	639	87	28	754	1626
CFD - Individually Non Requested - Back Issues	0	0	0	0	0
CFD - Bulk Requested - Current	0	0	0	0	0
CFD - Bulk Requested - Back Issues	0	0	0	0	0
CFD - Bulk Non Requested - Current	0	0	0	0	0
CFD - Bulk Non Requested - Back Issues	0	0	0	0	0
CFD - Digital Editions - Current	0	0	0	0	0
CFD - Digital Editions - Back Issues	0	0	0	0	0
Bulk Free Distribution - Current	2146	208	0	2354	1513
Bulk Free Distribution - Back Issues	0	0	0	0	0
Total Free Circulation - Current	2785	295	28	3108	3139
Total Free Circulation - Current	2785	295	28	3108	3139
Total Free Circulation - Back Issues	0	0	0	0	0
Total Free Circulation	2785	295	28	3108	3139
Total Circulation - Current	2970	347	32	3349	3359
Total Circulation - Current	2970	347	32	3349	3359
Total Circulation - Back Issues	8	0	0	8	0
Total Circulation	2978	347	32	3357	3359
Exclusions and Returns	143	0	0	143	142
Copies Printed	3121	347	32	3500	3501
Balancing Difference	0	0	0	0	1

Terms of control:

Screen Africa is circulated in South Africa, Africa, Europe, the United Kingdom and USA to businesses, institutions, organisations and key personnel in television, film, commercials, radio, multimedia, corporate, ad agencies, audio video and professional broadcast equipment distribution industries. These sections are divided up into categories under which individual contact details are recorded. This is the controlled free circulation list. The controlled free circulation is generated and controlled from lists which have been built up since 1988. The total list represents many categories and in excess of 9000 decision makers, employees, freelancers, consultants, etc. When new readers or categories are identified, these are added to the circulation data. Business cards are collected at the events attended by Screen Africa. The controlled free circulation list is also added to annually when we compile the Screen Africa Directory of industry contacts. Associations operating in the industries served by Screen Africa, also make their membership lists available to the publication. The database is managed by Datafocus, a database management company. When magazines are returned as undelivered, these contacts are investigated and if it is found they no longer operate in the industries served by Screen Africa, they are deleted from the database.

Publishers Statement:

I, the Publisher/Proprietor, certify that the data has been reported in accordance with the Audit Bureau of Circulations of South Africa's rules.

Name: _____ Tel No: _____

Signature: _____ Date: _____

This certificate is stamped and/or initialled by ourselves, the auditors, for identification purposes.

The Auditors section below is applicable to quarters 2 and 4 ONLY.

_____ Auditor Firm's stamp and/or initials	_____ Date
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