

HUISgenoot

THE MARKET

Week after week more than two million South Africans - men and women of all age groups - pick up their copy of Huisgenoot for an informative, educational and entertaining read.

Huisgenoot is by far the biggest-selling magazine in South Africa, proving beyond doubt it has a winning recipe: to entertain, intrigue and inform with topical background features about news and issues that touch South African families. The secret to Huisgenoot's unparalleled success is simple: spoil your readers by giving them exactly what they want, neatly packaged in an impeccable magazine full of vibrant colour.

Most readers live in urban areas and enjoy a higher-than-average standard of living. Huisgenoot readers are proud to be South African and, irrespective of cultural background, are first and foremost South African.

With such broad appeal and an 18.24 percent market share, the same marketing message is used to reach the entire spectrum of readers regardless of their social or financial standing.

There are three things no corner store should ever be without: bread, milk and Huisgenoot. Being the market leader and very much in demand, all retailers realise the importance of stocking the publication. With a weekly Audit Bureau of Circulation (ABC) readership of 343,031 (July to September 2006), the number of copies sold in this three-month period totaled an amazing 4,459,403 copies.

Modern trends have seen many traditional corner cafés becoming part of a bigger supermarket group or franchise and sales have moved away from old style cafés. Less than ten years ago, only 40 percent of Huisgenoot sales were achieved through supermarkets. This figure now

stands at 76 percent. Magazines are delivered on consignment and the retailers carry no risk for unsold copies, making the product financially attractive.

Huisgenoot continually strives to maintain market leadership and to be a magazine of world-class quality that offers real value to readers and advertisers.

ACHIEVEMENTS

Among its many achievements over the years, Huisgenoot is particularly proud of the following:

- Star-in-You Kids Choice Award: 2002, 2003
- Sappi Pica Award - Best General Interest Magazine: 2002, 2003
- AdMag Advantage Award - Best General Interest Magazine: 2002, 2003, 2004 and 2005
- Mondi Award - Dana Snyman: 2003, 2004 and 2005
- Media24 Excellence Award: (2003, Julia Viljoen)
- Media24 Excellence Award: (2003, Hannelie Booyens)
- Media24 Excellence Award: (2003, Carmen Niehaus)
- Media24 Best Front Cover: 2003
- Media24 Innovation Award: (Bluster & Tikolo); 2003
- Citadel Words on Money Journalism Award: 2003
- Galliova Award (Carmen Niehaus): 2003
- Citadel Award (Elretha Louw): 2005
- Sunday Times Generation Next Brand Survey (Preferred Magazine): 2004, 2005
- Sunday Times Generation Next Brand Survey (Coolest

Magazine for Tweens): 2006

- Sappi Pica award – Best Annuals and Special Sections: 2006
- Media24 Excellence Award – Innovation: 2006
- Media24 Excellence Award - Best Magazine Concept of the year: 2006
- Media24 Excellence Award - Best Visual Concept: 2006
- Awarded Superbrand Status: 2005, 2006

Huisgenoot was South Africa's first dedicated "family" magazine, an informative, educational and entertaining package of reader-friendly human interest articles, cookery and handicraft guides, gardening and DIY tips, beauty, health and fashion features, light fiction, competitions and children's material.

YOU was cloned in the same formula to become the first successful all-round English language family magazine in South Africa. In their typographical style and layout both were the first local magazines to make bold and dramatic use of colour photographs to anchor, illustrate and enhance actuality-linked articles.

Huisgenoot, along with YOU, was also the first magazine to feature a children's curriculum-based section on a weekly basis.

HISTORY

The first issue of *De Huisgenoot* appeared in May 1916. Initially *De Huisgenoot* appeared monthly and only in Dutch. In December 1917 the "De" was replaced by "Die" to form the name of *Die Huisgenoot* and Dutch gave way to Afrikaans.

On November 23 1923, *Die Huisgenoot* became a weekly magazine. Markus Viljoen, editor from 1931 to 1949, focused heavily on culture and literature with top Afrikaans

writers - Mikro, CM van de Heever and NP van Wyk Louw - making regular contributions.

During World War II, weekly sales of Die Huisgenoot reached 40,000. Literature and culture made space for more popular stories and the circulation soared to 100,000 in 1949. With television appearing in the mid 70s, the focus of the magazine shifted to celebrity and actuality content. The "Die" was dropped from the masthead in 1978.

Niel Hamman took over as editor in 1978 when the circulation was around 140,000.

Over the next ten years, he and his team increased the circulation to more than 500,000. Huisgenoot is currently under the editorship of Esmaré Weideman. Despite increasing market fragmentation and the decline of mass market magazines worldwide Huisgenoot manages to maintain a stable circulation of 343,031 with more than 2.1 million readers per week.

THE PRODUCT

The main content focus is articles about real people, their sorrows and their joys. Huisgenoot's editorial mix includes human drama, medical and scientific discoveries, general interest coverage and everything from glamour and fashion to consumer affairs. Recipes and handicrafts, crossword puzzles, DIY projects, motoring news and sport broaden its market appeal. Then there's the chance to win wonderful competitions, read interesting fiction and get curriculum-based information for children's school projects. It all adds up to a formula that appeals to every sector of the South African market.

RECENT DEVELOPMENTS

Huisgenoot celebrated its 90th birthday in May 2006. To commemorate this tremendous achievement a special issue: Huisgenoot 90 - Die Gedenkuitgawe was produced. This collector's item featured the best of the past 90 years as seen in the pages of Huisgenoot. The first print run of 100,000 was sold out within weeks and the second run of 50,000 was practically sold out. As part of the celebrations, Huisgenoot launched a commemorative musical nationwide concert tour highlighting some of Huisgenoot's most memorable stories of the past nine decades as well as a special Birthday Ball held at Emperors Palace.

In 2006 to celebrate Huisgenoot's 90th birthday the magazine received a mini-makeover. The look was revamped to reflect a more sophisticated reader and to show how the title move with the times. The new modern and user-friendly layout is a natural evolution from the magazine readers have grown to love over the years.

On 29th June 2006, Huisgenoot, *YOU* and *DRUM* magazines launched the Unite against Crime Campaign. A black ribbon was the chosen symbol for the campaign - the colour of mourning not only for the thousands of people who have



already been killed but also for the millions who live in constant fear of becoming the next victim. Together South Africans are encouraged to stem the tide of crime before South Africa is engulfed by one of the most serious threats to its young democracy. As part of the campaign a competition was launched where readers were invited to nominate every-day heroes. Ten finalists were chosen and the winner announced at a glitzy gala event at Emperors Palace.

PROMOTION

Huisgenoot is a family magazine and touches its reader's lives on a very personal level. Due to its huge core of loyal readers, the magazine relies heavily on interactive marketing activities for promotion.

Interactive elements include presence at all the major Afrikaans festivals in South Africa such as the KKNK, Aardklop, Suidooster and Stokkiesdraai festivals which readers visit and where the magazine staff have the opportunity to meet readers and create a space where they can relax and enjoy themselves.

Besides the major arts festivals, Huisgenoot also has an annual Afrikaans music concert at Sun City called Huisgenoot Skouspel. It is regarded by many as the most prestigious event

on the Afrikaans music calendar. Skouspel will be in its seventh year in 2007.

Huisgenoot and *YOU* started 2007 with a bang with the Kaapse Jol held at the Bellville Velodrome in Cape Town. The event was the biggest concert celebrating local music talent ever held in Cape Town. The concert was dedicated to the memory of murdered South African music legend Taliep Petersen.

In another first at the Suidoosterfees held in January in Cape Town, Huisgenoot, *YOU* and *DRUM* launched the TeenTalent Competition where teenagers from all over the Western Cape were invited to audition in front of judges. After two days of auditions ten finalists were chosen and on the third day took part in a workshop. The event culminated in the finalists sharing the stage with local artists in the finale of the competition. All ten finalists also performed at the Kaapse Jol.

BRAND VALUES

The Huisgenoot brand offers instant recognition to consumers; credibility in editorial content; topicality in presentation of news and actuality-based features; easy readability; broadest possible appeal across social and income groups; cutting-edge typography and layout.

It speaks to readers in a language they are comfortable with and its commitment to integrity offers a read for the whole family. It is always on time, ensuring trust from its readers. "How to" guidelines add value to a publication that is already seen as filled with relevant information at an affordable price. The brand aims to consistently present relevant, personal, top-class entertainment, on time every time.

Huisgenoot's masthead is instantly recognised countrywide. This national identification imprinted in consumers' minds - whether regular readers or impulse buyers - is the essence of successful branding. Through faithful adherence to a highly successful formula in content, design and nationwide consumer identification with the magazines, Huisgenoot maintains continuity and brand recognition.

THINGS YOU DIDN'T KNOW ABOUT HUISGENOOT

- Huisgenoot is one of only two local magazines that exceed 200,000 in weekly circulation, the other one being its sister magazine, *YOU*
- Huisgenoot and sister publication *YOU* account for 29.9 percent market share of all magazine sales in South Africa
- Huisgenoot turned 91 years old in May 2007
- With average weekly sales of 340,570 at R10,95 a copy, Huisgenoot generates R14 million a month
- Huisgenoot has the highest readership of all weekly magazines in South Africa (2.1 million)