

# 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 percent market share in the top 15 magazines, 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. It is the market leader and very much in demand and all retailers realise the importance of stocking the publication.

With a weekly Audit Bureau of Circulation (ABC) figure of 317,880 (July to September 2009), the number of copies sold in this three period totalled an amazing 4,132,427 copies. Modern trends have seen many traditional corner cafés become part of a bigger supermarket group or franchise, and sales have therefore 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, 2005

- Mondi Award: 2003, 2004, 2005 (Dana Snyman)
- 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: 2003 (Bluster & Tikolo)
- Citadel Words on Money Journalism Award: 2003
- Galliova Award: 2003 (Carmen Niehaus)
- Citadel Award: 2005 (Elretha Louw)
- 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 since 2005
- Media24 Excellence Award - Positively SA: 2008
- Admag Award for Best General Interest Magazine: 2008

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 every week.



## HISTORY

The first issue of *De Huisgenoot* appeared in May 1916. Initially the magazine appeared monthly and only in Dutch. In December 1917 the "De" was replaced by "Die" to form the name *Die Huisgenoot*, and Dutch gave way to Afrikaans. On 23 November 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 the appearance of television 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 317,880 with more than two million readers a 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.

There is also 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 93rd birthday in May 2009. To commemorate its 90th birthday, it brought out a special issue: Huisgenoot 90 - Die Gedenkuitgawe. 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 nationwide musical concert tour, highlighting some of Huisgenoot's most memorable stories of the past nine decades and held a special Birthday Ball at Emperors Palace.

In 2006, also 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 moves with the times. The new modern and user-friendly layout is a natural evolution for the readers who have grown to love over the magazine years.

On 29 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 in which readers were invited to nominate everyday heroes. Ten finalists were chosen and the winner announced at a glitzy gala event at Emperors Palace. In 2007 Huisgenoot



launched a brand extension in the form of a quarterly stand-alone magazine titled *Pols*, a quality title focusing on health issues.

Another initiative was launched in 2008 to promote the creation of fresh, new Afrikaans lyrics, as Huisgenoot plays such a big part in the Afrikaans music industry. The project attracted thousands of entries and successfully secured 12 new songs. The project is being repeated in 2009. 2008 also saw the successful launch of a new brand extension for Huisgenoot titled *Huisgenoot Tempo* - a quarterly stand-alone magazine focusing on the Afrikaans music industry.

## 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 Klein Karoo Nasionale Kunstefees (KKNK), Aardklop, Suidooster and Stokkiesdraai festivals, which readers visit and where the magazine staff has 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. This event will be celebrating its tenth year of running in 2009, and promises to be the cherry on top of all that went before. 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 2009 Huisgenoot and *YOU* hosted Skouspel Plus, held at the Grand Arena, Grand West in Cape Town, which builds on the huge successes of the annual Sun City Skouspel.

In another first, at the Suidoosterfees, held in January in Cape Town, Huisgenoot, *YOU* and *DRUM* launched the TeenTalent Competition, in which 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; the broadest possible appeal across social and income groups; and 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 among 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 consistently to present relevant, personal, top-class entertainment - on time, every time. Huisgenoot's masthead is instantly recognised countrywide. This national identification imprinted in consumers' minds - be they 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 the only local magazine that exceeds 200,000 in weekly circulation
- Huisgenoot and sister publication *YOU* account for 29 percent market share of the top 15 SA magazines
- Huisgenoot turns 94 years old in May 2010
- With average weekly sales of 317,880 at R13,95 a copy, Huisgenoot generates over 18 million rand a month
- Huisgenoot is the most read Afrikaans weekly magazine in the country with a readership of over two million on average per week