

REPORT ON MAYIBUYE PREPARED FOR THE MEETING OF H.O.D.

1. PRINT RUN

Presently, 40,000 copies of MAYIBUYE (MY) are printed per month. This figure will be brought down to 35,000 for the MAY issue because of the poor sales by the Regions. The journal started at 66,000 but the figure was brought down during the time when its sales were handled by Movement Enterprises.

2. DISTRIBUTION

- i. MAYIBUYE is mainly distributed commercially by Allied Publishing Co. The present print order from Allied is 25,000. This has increased from about 19,000 last year.
- ii. The regions are the second layer of distribution - presently at 2,500 for all the regions. A number of regions e.g. S. Natal, N. Tvl, W. Tvl, have stopped ordering.
- iii. We have a subscription department whose subs are local and foreign amounting to about 2,000
- iv. There are also some regular street vendors, some enterprising individuals from the branches and progressive bookshops who order about 2,000 copies per month.
- v. There are copies sent to our missions abroad
- vi. Complimentary and exchange copies

3. READERSHIP

Despite the low figures shown above, a study conducted by Movement Enterprises immediately after the Durban National Conference last year showed that an average of five persons read a single copy of MAYIBUYE. This would therefore translate into a readership of about 175,000.

4. INCOME

4.1. SALES

4.1.1. Allied - Averages at about R15,000 per issue and is expected to grow now that MAYIBUYE is established in Allied outlets.

4.1.2. Regions - At present figures they should bring in R5,000. However, we must point out that the figure above is for April. Previously the order figure was approximately 10,000 per month for all the regions. Most of the regions have not paid for their orders from October last year. For the period from February to April (when the figure had gone down from 14,000) the regions owe MAYIBUYE a total of R23,800.

4.1.3. Subscriptions bring in about R5,000 per month after administrative costs have been subtracted.

4.2. ADVERTISEMENTS

Advertisements have been slow in coming because of two factors i) that we are directly linked to a political organisation ii) that we had no person directly responsible for soliciting adverts.

Presently, adverts, through six pages including the covers, generate for the magazine approximately R21,000 per issue. Our major problem presently is a system of collection of the funds, especially, where the movement is involved in the advertising. The prospects of increasing adverts to about nine pages are high.