



– PRESS RELEASE –
IC Publications' ABC audit sees rise of 23% year on year

IC Publications magazines registered a great increase in their audited circulation. The new ABC certificates, for the January to December 2005 issues show a cumulative growth of 23% over the 2004 figures. The three IC magazines, *New African*, *The Middle East* and *African Business*, continue to be the undisputed number one titles in their fields, as English language pan-African and pan-Arab monthlies.

The new ABC circulation figures are as follows:

<u>Magazine</u>	<u>2004</u>	<u>2005</u>	<u>% increase</u>
<i>The Middle East</i>	15,077	20,347	35.0%
<i>African Business</i>	15,019	18,497	23.2%
<i>New African</i>	28,732	33,494	16.6%
<i>IC Publications Group</i>	58,828	72,338	23.0%

IC Publications and its staff are proud to celebrate the group's 40th anniversary and the tremendous increase in circulation of its three leading pan-African and pan-Arab magazines in 2005. As a pioneer in publishing in Africa and the Middle East, IC Publications is at the forefront of the campaign to bring more transparency and credibility to the industry. By investing in having its circulation independently audited by ABC, it gives a very strong signal to the market. It urges all publishers in Africa and the Arab world – a few of whom still claim widely exaggerated figures which nobody can trust – to have their circulation verified, audited and certified by a recognized international body such as ABC.

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