

ADVERTISING RATES & MEDIA INFORMATION

2019 / 2020





CAR is Southern Africa's leading automotive consumer multimedia platform. And for good reason. Catering to motoring enthusiasts irrespective of age, demographic or income group, the monthly print magazine remains the most trusted source of automotive content in South Africa. Since its establishment in 1957, it has remained not just the dominant automotive publication, but also the leading men's interest magazine in the market. And it's not just in print that this brand shines, either. CARMag.co.za has developed a significant online following. It's comfortably the biggest brand among all the automotive magazine websites, consistently breaking audience records.

Editor : Terence Steenkamp
ABC : 66 706
Circulation CPT : R901
Readership : 808 000
RPP : R890
Readership CPT : R72
Combined reach : 2 038 616
Digital unique browsers : 841 119
Facebook fans : 381 813
Instagram Followers : 107 37
Twitter followers : 67 325
YouTube subscribers : 49 066 (opt-in)
Webletter subscribers : 11 211 (opt-in)
LSM 8-10 | 62%

NATIVE COMMERCIAL OPPORTUNITIES

CAR offers a variety of unique advertising opportunities – focused, personalised, specialised content that allows you to speak directly to over 800 000 readers. If you're looking for a guaranteed return on your investment, you begin with the market leader.



Brand Feature | all issues

Book your pages, pack your bags – and let us take your product on a journey – Getaway style! Let us tailor-make a reader experience to suit your brand.

SPONSORSHIP OPPORTUNITIES



Road Test Special | Sept '19

CAR's celebrated road tests are the bedrock of this brand. It's no surprise then that this annual issue featuring bonus road tests is one of our most popular.



Performance Shootout | Jan '20

Featuring the latest sports cars, the iconic January issue is all about passion for performance. It's our bestselling issue of the year, supplemented by extensive online video content.

See also:
Cool Stuff
Guide | Dec '19
Produced annually
with Popular
Mechanics.
See the Popular
Mechanics page
for more
information.

RATES:

INSERTION RATES	FULL PAGE	DOUBLE PAGE SPREAD	1/2 PAGE	1/3 PAGE	1/4 PAGE
1	R58 220	R116 440	R40 760	R34 930	R29 110
2 - 5	R53 560	R107 120	R37 490	R32 140	R26 780
6 Plus	R51 230	R102 460	R35 870	R30 740	R25 620

CAR PRIME POSITIONS	RATE*
INSIDE FRONT-COVER SPREAD	R133 900
INSIDE BACK-COVER	R65 500
OUTSIDE BACK-COVER	R69 870
FIRST DOUBLE-PAGE SPREAD	R131 000
SECOND DOUBLE-PAGE SPREAD	R128 100
FIRST RIGHT HAND PAGE	R66 950
SECOND RIGHT HAND PAGE	R65 500

BRAND FEATURE	VALUE	RATE**	DISCOUNT
2 - Page Feature	R124 440	R99 550	20%
3 - Page Feature	R184 660	R138 500	25%
4+ Page Feature	R242 880	R170 020	30%

* All prices quoted exclude VAT
 * 20% loading for all guaranteed positions

** Rate includes production costs, but excludes VAT.
 Additional travel fees may be charged if necessary.



Getaway

Editor : Justin Fox
ABC : 41 298
Circulation CPT : R971
Readership : 505 000
Readership CPT : R79
RPP : R970
Combined reach : 1 039 516
Digital unique browsers : 329 833
Facebook fans : 144 136
Twitter followers : 390 236
Instagram : 28 080
Webletter subscribers : 87 697 (opt-in)
Promo mailer subscribers : 48 483 (opt-in)
LSM 8-10 | 64%

Getaway is the trusted, go-to brand for the adventurous South African traveller. From exceptional imagery to expert advice, we give readers the inspiration and tools to make discerning, affordable travel decisions so they can make the most of their holidays and time off. Launched in 1989, Getaway is SA's most established travel magazine and offers a broad multi-media platform. Our well-designed print magazine has built a robust readership while our online presence is substantial: website, weekly mailers, Facebook, Instagram and Twitter.

NATIVE COMMERCIAL OPPORTUNITIES

Getaway is the South African traveller's bible, whether online or in print. If you want to engage with South Africa's adventurous travel public, this is the audience you want to reach.



Brand Feature | all issues

Book your pages, pack your bags – and let us take your product on a journey – Getaway style! Let us tailor-make a reader experience to suit your brand.

SPONSORSHIP OPPORTUNITIES



Sponsorship | all issues

505 000 passionate, travel-hungry, active, outdoor-lovers! That's a captive audience you need to reach. Talk to us about our unique food and gear sponsorship opportunities.



Ultimate Gear Buyers Guide | Dec '19

This 12 page section, set within the best-selling December issue, is the perfect showcase for your product. Book a block or own the environment. This is the Christmas gift list you want to be on.

RATES:

INSERTION RATES	FULL PAGE	DOUBLE PAGE SPREAD	1½ PAGE	1/3 PAGE	1/4 PAGE
1	R39 880	R79 760	R27 900	R23 930	R19 940
2 - 5	R36 690	R73 380	R25 690	R22 010	R18 340
6 Plus	R35 090	R70 180	R24 570	R21 050	R17 550

PRIME POSITIONS	RATE*
INSIDE FRONT-COVER SPREAD	R91 730
INSIDE FRONT-COVER	R45 860
INSIDE BACK-COVER	R44 870
OUTSIDE BACK-COVER	R47 860
FIRST DOUBLE-PAGE SPREAD	R89 760
SECOND DOUBLE-PAGE SPREAD	R87 740
FIRST RIGHT HAND PAGE	R45 860
SECOND RIGHT HAND PAGE	R44 870

- * All prices quoted exclude VAT
- * 20% loading for all guaranteed positions

BRAND FEATURE	VALUE	RATE**	DISCOUNT
2-page Feature	R87 760	R70 210	20%
3-page Feature	R129 640	R97 230	25%
4+ page Feature	R169 520	R118 660	30%

** Rate includes production costs, but excludes VAT.
Additional travel fees may be charged if necessary.

Established in 1997, Leisure Wheels explores the exciting world of adventure motoring off the beaten track through the pages of a monthly magazine. LeisureWheels.co.za provides outdoor and off-road enthusiasts alike with a platform to share their experiences in real time. The weekly newsletter and promo mailer keep digital audiences abreast of new information, products and services about their favourite subject.

Editor : Danie Botha
ABC : 18 268
Circulation CPT : R1 251
Readership : 120 000
Readership CPT : R179
RPP : R1 240
Combined reach : 247 647
Digital unique browsers : 42 212
Facebook fans : 10 470 (opt-in)
Twitter : 2 801
Instagram : 854
Webletter subscribers : 3 913 (opt-in)
Promo Mailers : 2 497
LSM 8-10 | 65%

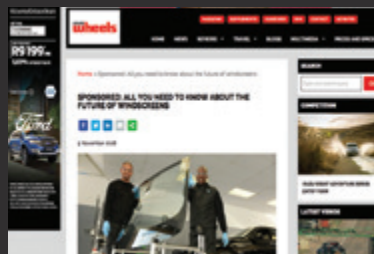
DID YOU KNOW?

Leisure Wheels enjoys an 80% unduplicated readership – readers who DO NOT read any other 4x4 magazine!

NATIVE COMMERCIAL OPPORTUNITIES

Brand Features and Special Reports | all issues

Don't miss out on this unique opportunity to travel with the Leisure Wheels team. Pit your product with their adventurous spirit and the guaranteed result is personalised, brand-specific content that speaks directly to the Leisure Wheels audience.



Be the hero of your own adventure. Whether a shorter 2-4 page Brand Feature or a more extended and in-depth Special Report, speak to us about a tailor-made solution to suit your brand personality and need.

SPONSORSHIP OPPORTUNITIES

Adventure Guide | April '19

Leisure Wheels readers are passionate, adventurous, outdoor lovers. The Annual Adventure Guide feeds that need. From abseiling to mountain-biking, if its outdoors and your 4x4 gets you there – the Adventure Guide covers it.

RATES:

INSERTION RATES	FULL PAGE	DOUBLE PAGE SPREAD	1½ PAGE	1/3 PAGE	1/4 PAGE
1	R21 540	R43 080	R15 080	R12 920	R10 770
2 - 5	R19 820	R39 640	R13 870	R11 890	R9 910
6 Plus	R18 950	R37 900	R13 270	R11 370	R9 480

PRIME POSITIONS	RATE*
INSIDE FRONT-COVER SPREAD	R49 540
INSIDE FRONT-COVER	R26 000
INSIDE BACK-COVER	R24 230
OUTSIDE BACK-COVER	R25 850
FIRST DOUBLE-PAGE SPREAD	R48 460
SECOND DOUBLE-PAGE SPREAD	R47 390
FIRST RIGHT HAND PAGE	R24 770
SECOND RIGHT HAND PAGE	R24 230

* All prices quoted exclude VAT

* 20% loading for all guaranteed positions

BRAND FEATURE	VALUE	RATE**	DISCOUNT
2 - Page Feature	R51 080	R40 860	20%
3 - Page Feature	R74 620	R55 970	25%
4+ Page Feature	R96 160	R67 310	30%

** Rate includes production costs, but excludes VAT.
Additional travel fees may be charged if necessary.

POPULAR MECHANICS

Editor : Mark Samuels
ABC : 31 294
Circulation CPT : R1 328
Readership : 218 000
Readership CPT : R158
RPP : R1 190
Combined reach : 376 169
Digital unique browsers : 31 274
Facebook fans: 29 510
Twitter: 5 026
Instagram: 839
Webletter subscribers : 23 332 (opt-in)
Promo mailer subscribers: 30 223 (opt-in)
LSM: 8 - 10 | 58% earn R30 000 pm+

As the voice of science and technology in South Africa, Popular Mechanics engages its loyal audience across a variety of channels, including the compelling monthly magazine, a dynamic website, electronic newsletters, promotional mailers, social media, trade shows, conferences, reader events and competitions. Typical PM readers are the quintessential early adopters. They must be the first to know, they enjoy sharing what they have learnt and they can afford your products and services.

NATIVE COMMERCIAL OPPORTUNITIES

Popular Mechanics is the magazine for those who want to know more. To know what lies behind the obvious, how stuff works and why. They want that unique perspective on the everyday and mundane. Our Brand Features feed this curiosity. Talk to us and let us review your product in a uniquely Popular Mechanics way.



Brand Feature | all issues

An editorial extension produced by the PM team, that offers a more in-depth exploration of your featured product's technology and capabilities.

SPONSORSHIP OPPORTUNITIES



Cool Stuff Guide | Dec '19

505 000 passionate, travel-hungry, active, outdoor-lovers! That's a captive audience you need to reach. Talk to us about our unique food and gear sponsorship opportunities.



Clever Cars | June '19

This 16 page focus lifts the lid on the technology that drives today's high-tech cars. From infotainment to tyres. Safety to performance. Clever Cars puts a spotlight on the tech that drives your brand.

POPULAR MECHANICS

RATES:

INSERTION RATES	FULL PAGE	DOUBLE PAGE SPREAD	1½ PAGE	1/3 PAGE	1/4 PAGE
1	R35 480	R70 960	R24 840	R21 290	R17 740
2 - 5	R32 640	R65 280	R22 850	R19 590	R16 320
6 Plus	R31 230	R62 460	R21 860	R18 740	R15 610

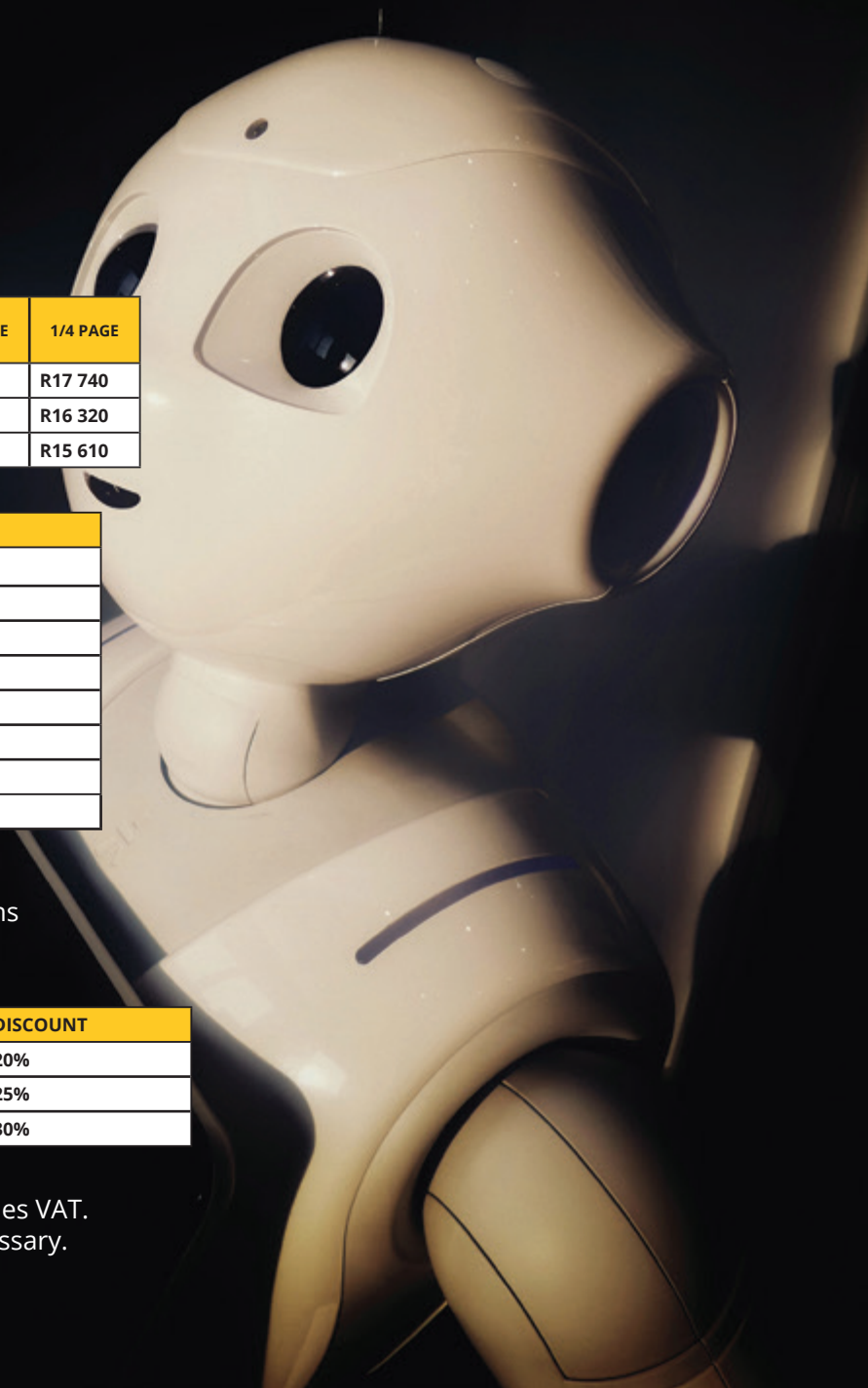
PRIME POSITIONS	RATE*
INSIDE FRONT-COVER SPREAD	R81 610
INSIDE FRONT-COVER	R40 810
INSIDE BACK-COVER	R39 920
OUTSIDE BACK-COVER	R42 580
FIRST DOUBLE-PAGE SPREAD	R79 840
SECOND DOUBLE-PAGE SPREAD	R78 060
FIRST RIGHT HAND PAGE	R40 810
SECOND RIGHT HAND PAGE	R39 920

* All prices quoted exclude VAT

* 20% loading for all guaranteed positions

BRAND FEATURE	VALUE	RATE**	DISCOUNT
2 - Page Feature	R78 960	R63 170	20%
3 - Page Feature	R116 440	R87 330	25%
4+ Page Feature	R151 920	R106 340	30%

** Rate includes production costs, but excludes VAT.
Additional travel fees may be charged if necessary.



MATERIAL SPECIFICATIONS: PRINT

AD TYPE	TYPE (H X W)	TRIM (H X W)	BLEED (H X W)
Double page spread*	255 x 400 mm	275 x 420 mm	285 x 430 mm
Full page	255 x 190 mm	275 x 210 mm	285 x 220 mm
Half horizontal	125 x 190 mm	135 x 210 mm	140 x 215 mm
Half vertical	255 x 95 mm	275 x 105 mm	285 x 115 mm
Third horizontal	80 x 190 mm	90 x 210 mm	95 x 215 mm
Third vertical	260 x 60 mm	275 x 70 mm	285 x 80 mm
Quarter horizontal	60 x 190 mm	70 x 210 mm	75 x 215 mm
Quarter vertical	255 x 43 mm	275 x 53 mm	285 x 63 mm

INSERT RATES: PER 1000		
INSERTS	LOOSE	BOUND
Single page	730	810
2 - 5 pages	770	860
6 - 11 pages	860	940
12 - 16 pages	940	1 030
17+ pages	On Request	

- All sections are printed Web – 133 screen in CMYK.
- Pantone/Coates colours cannot be accepted.
- Supplied PDFs are to be pre-flighted, press-optimized and saved according to print specifications.
- In the interests of data integrity, we ask that transmission be done via an accredited clearing house.
Note: All rates quoted exclude transmission costs
- Cancellations will not be accepted after booking deadline.
The publishers reserve the right to surcharge.
- DPS - to be supplied as 2 x FPFC

ADVERTORIALS

An advertorial is a sponsored feature produced by the respective editorial teams, in the tone of the magazine, with content supplied by the client. Advertorials are for use in print only. An advertorial production fee will be charged.

Production rates are as follows:

FP: space rate + R5 000 production fee

DPS: space rate + R7 500 production fee

An 'Advertisement' strap will appear

BRAND FEATURES

A Brand Feature is a sponsored feature produced by the respective editorial teams, for use in either print, or digital or both. Production of a branded feature can include additional travel or photographic costs. These are included in the discounted rates quoted on the preceding pages.

Digital Brand Feature rates appear overleaf. If you are interested in a combination package of both print and digital, simply combine the respective rates specified. The discounted rate quoted applies. A 'Brand Feature' strap will appear on the top right hand corner of all sponsored features

MATERIAL SPECIFICATIONS: DIGITAL

WEBSITE RATES:

STANDARD BANNERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	REQUIRED SPECIFICATIONS
Masthead / Leader board	R290	728x90	40KB	GIF, JPG or SWF files accepted (flash specifications available on request). URL's must be supplied separately.
Medium rectangle / Island	R320	300x250	40KB	
Sponsorship / Companion Ads	POA	728x90, 300x250	40KB PER AD	
Mobile Web	R210	300x75, 320x75	40KB PER AD	

RICH MEDIA:

EXPANDING BANNERS	CPM Rate	EXPANDED DIMENSIONS	MAX FILE SIZE	DIRECTION	
Masthead/ Leaderboard	R375	980x360, 728x360	50KB	DOWN	Banners can only expand on click, not mouse over.
Medium Rectangle/Island	R375	300x600	50KB	LEFT	
VIDEO AND WALLPAPERS	CPM Rate	EXPANDED DIMENSIONS	MAX FILE SIZE	DIRECTION	
Video In-Banner Ads	R375	300X250	50KB	NON-EXPANDING	Rich media videos to adhere to our flash specifications (Available on request.) Videos to play on click and not load automatically.
Expanding Banner with Video	R420	300X600	60KB	LEFT	
Wallpaper/Page Take Over	R375	980x60/728x90, 468x120, 300x250 300x600 (Getaway)	40KB PER BANNER (WALLPAPER 140KB)	TAKE OVER	Combination of GIF, PNG, JPG files accepted. (Specifications available on request.)

MATERIAL SPECIFICATIONS: MAILERS

MAILERS:						
WEB LETTERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	SUBSCRIBER BASE	SEND DAY	REQUIRED SPECS
Carmag.co.za	R250	468 x 120, 300 x 250	40KB	11 211	THURSDAY	GIF OR JPEG FILES ONLY
Leisurewheels.co.za	R250	468 x 120, 300 x 250	40KB	3 913	TUESDAY	
Popularmechanics.co.za	R250	468 x 120, 300 x 250	40KB	23 332	WEDNESDAY	
Getaway.co.za	R250	468 x 120, 300 x 250	40KB	87 697	THURSDAY	

MAILERS:						
PROMO MAILERS	RATE	DIMENSIONS	MAX FILE SIZE	SUBSCRIBER BASE	SEND DAY	REQUIRED SPECS
Carmag.co.za	R8 300	800 x 1 000	1MB	6 975	WEDNESDAY	JPEG WITH URL'S SUPPLIED SEPARATELY
Leisurewheels.co.za	R2 900	800 x 1 000	1MB	2 497	FRIDAY	
Popularmechanics.co.za	R16 800	800 x 1 000	1MB	30 223	MONDAY	
Getaway.co.za	R16 800	800 x 1 000	1MB	48 483	TUESDAY	

MATERIAL DEADLINES

Material deadlines for Getaway, Leisure Wheels and CAR Magazine:

2019:		
ISSUE	MATERIAL TO BE SENT:	ON SALE DATE:
January	21 November 2018	17 December 2018
February	12 December 2018	21 January 2019
March	23 January 2019	18 February 2019
April	20 February 2019	18 March 2019
May	27 March 2019	23 April 2019
June	23 April 2019	20 May 2019
July	22 May 2019	18 June 2019
August	26 June 2019	22 July 2019
September	24 July 2019	19 August 2019
October	21 August 2019	16 September 2019
November	18 September 2019	14 October 2019
December	23 October 2019	18 November 2019

2020:		
January	20 November 2019	17 December 2019
February	11 December 2019	17 January 2020
March	22 January 2020	17 February 2020

Material deadlines for POPULAR MECHANICS:

2019:		
ISSUE	MATERIAL TO BE SENT:	ON SALE DATE:
Jan / Feb	28 November 2018	7 January 2019
March	30 January 2019	25 February 2019
April	27 February 2019	25 March 2019
May	03 April 2019	29 April 19
June	30 April 2019	27 May 19
July	29 May 2019	24 June 19
August	03 July 2019	29 July 19
September	31 July 2019	26 August 19
October	28 August 2019	23 September 19
November	25 September 2019	21 October 19
December	30 October 2019	25 November 19

2020:		
Jan/ Feb	27 November 2019	tbc
March	29 January 2020	24 Feb 2020

BRAND FEATURE

DIGITAL:

BRAND	RATE	VALUE	DETAILS
Carmag.co.za	R 19 950	R 28 500	The featured content will receive a dedicated position on the Home page of the website for a month, and featured in one edition of the weekly newsletter. All banner positions on the special advertising feature will serve dedicated advertiser creative. This comprises of no less than five advertising positions where only the advertisers banners will appear. Brand Features are subject to editorial approval.
Leisurewheels.co.za	R 5 600	R 8 000	
Popularmechanics.co.za	R 9 000	R 12 870	
Getaway.co.za	R 19 500	R 27 860	

VIDEOS:

BRAND	RATE	VALUE	DETAILS
carmag.co.za	R 65 500	R 82 000	These 2-minute long professional video features include AV production, script, voice overs, editing and compilation. Presented on the home pages as the lead video featured for a week and thereafter permanently archived in the video section. Featured in one edition of the weekly web letter. Available on mobile web, YouTube and all social media channels.
carmag.co.za & leisurewheels.co.za	R 79 800	R 100 000	

Brand Features can be supplied in three different formats:

Supplied copy of approximately 1000 words and up to 5 images

- Reproduced from a Brand Feature published in the magazine

- Written and prepared by the publishers in consultation with and using the images and information supplied by the client. If the publisher is involved in the production, a production fee will be added to the space rate.

* Please note: The option for shorter video clips is also available within the Print Brand Feature package. Please contact your Account Manager for more information.