

BUYERS' GUIDE

RATE CARD 2017

STANDARD COLUMN WIDTH IS 6CM	BLACK & WHITE			SPOT COLOUR			FULL COLOUR		
	RATE	VAT	TOTAL	RATE	VAT	TOTAL	RATE	VAT	TOTAL
SINGLE INSERTION									
7,5 cm SINGLE COL.	1100	154	1254	1250	175	1425	1550	217	1767
7,5 cm DOUBLE COL.	2200	308	2508	2500	350	2850	3100	434	3534
7,5 cm TRIPLE COL.	3100	434	3534	3650	511	4161	4450	623	5073
15,5 cm SINGLE COL.	2200	308	2508	2500	350	2850	3100	434	3534
15,5 cm DOUBLE COL.	4250	595	4845	4950	693	5643	6200	868	7068
15,5 cm TRIPLE COL.	7150	1001	8151	8400	1176	9576	10300	1442	11742
23,5 cm SINGLE COL.	3100	434	3534	3650	511	4161	4450	623	5073
23,5 cm DOUBLE COL.	7150	1001	8151	8400	1176	9576	10300	1442	11742
FULL PAGE	12400	1736	14136	14650	2051	16701	18050	2527	20577
SIX INSERTION									
7,5 cm SINGLE COL.	1050	147	1197	1200	168	1368	1450	203	1653
7,5 cm DOUBLE COL.	2050	287	2337	2400	336	2736	2900	406	3306
7,5 cm TRIPLE COL.	2800	392	3192	3250	455	3705	4100	574	4674
15,5 cm SINGLE COL.	2050	287	2337	2400	336	2736	2900	406	3306
15,5 cm DOUBLE COL.	4100	574	4674	4800	672	5472	5800	812	6612
15,5 cm TRIPLE COL.	6250	875	7125	7550	1057	8607	9300	1302	10602
23,5 cm SINGLE COL.	2800	392	3192	3250	455	3705	4100	574	4674
23,5 cm DOUBLE COL.	6250	875	7125	7550	1057	8607	9300	1302	10602
FULL PAGE	10850	1519	12369	13000	1820	14820	16000	2240	18240
TWELVE INSERTION									
7,5 cm SINGLE COL.	950	133	1083	1050	147	1197	1350	189	1539
7,5 cm DOUBLE COL.	1800	252	2052	2100	294	2394	2700	378	3078
7,5 cm TRIPLE COL.	2500	350	2850	2950	413	3363	3650	511	4161
15,5 cm SINGLE COL.	1800	252	2052	2100	294	2394	2700	378	3078
15,5 cm DOUBLE COL.	3450	483	3933	4200	588	4788	5200	728	5928
15,5 cm TRIPLE COL.	5450	763	6213	6700	938	7638	8150	1141	9291
23,5 cm SINGLE COL.	2500	350	2850	2950	413	3363	3650	511	4161
23,5 cm DOUBLE COL.	5450	763	6213	6700	938	7638	8150	1141	9291
FULL PAGE	9550	1337	10887	11600	1624	13224	14150	1981	16131
TWENTY FOUR INSERTION									
7,5 cm SINGLE COL.	850	119	969	1000	140	1140	1200	168	1368
7,5 cm DOUBLE COL.	1650	231	1881	1900	266	2166	2400	336	2736
7,5 cm TRIPLE COL.	2350	329	2679	2700	378	3078	3200	448	3648
15,5 cm SINGLE COL.	1650	231	1881	1900	266	2166	2400	336	2736
15,5 cm DOUBLE COL.	3100	434	3534	3800	532	4332	4650	651	5301
15,5 cm TRIPLE COL.	4950	693	5643	5900	826	6726	7300	1022	8322
23,5 cm SINGLE COL.	2350	329	2679	2700	378	3078	3200	448	3648
23,5 cm DOUBLE COL.	4950	693	5643	5900	826	6726	7300	1022	8322
FULL PAGE	8500	1190	9690	10450	1463	11913	12700	1778	14478

Please note: a further 20% discount applies when booked in combination with CAR.

LEISURE WHEELS DEADLINES

ISSUE	FINAL DEADLINE FOR MATERIAL TO BE MADE	SPACE DEADLINE	COMPLETE MATERIAL & SIGNED PROOFS	ON SALE
2017	WEDNESDAY	FRIDAY	TUESDAY	MONDAY
JAN	09/11	18/11	22/11	19/12
FEB	30/11	09/12	13/12	23/01
MARCH	11/01	20/01	24/01	20/02
APRIL	08/02	17/02	21/02	20/03
MAY	15/03	24/03	28/03	24/04
JUNE	12/04	21/04	25/04	22/05
JULY	10/05	19/05	23/05	19/06
AUGUST	14/06	23/06	27/06	24/07

CANCELLATIONS: The publisher reserves the right to surcharge where contracts are not completed within the given period of time.

Please note that specific requests for the positioning of advertisements cannot be guaranteed.

- CAR, Leisure Wheels and Popular Mechanics have a combined monthly total circulation of 100 430 and a combined reach 1.1 million enthusiasts
- Research proves that more than 80% of readers actively peruse the Buyers' Guide section.
- All titles are readily available in neighbouring African countries.
- CAR is circulated to both consumers and the automotive trade.

STANDARD COLUMN WIDTH IS 6CM	BLACK & WHITE			SPOT COLOUR			FULL COLOUR		
	RATE	VAT	TOTAL	RATE	VAT	TOTAL	RATE	VAT	TOTAL
SINGLE INSERTION									
7,5 cm SINGLE COL.	2600	364	2964	3000	420	3420	3600	504	4104
7,5 cm DOUBLE COL.	5150	721	5871	5850	819	6669	7200	1008	8208
7,5 cm TRIPLE COL.	7100	994	8094	8100	1134	9234	10150	1421	11571
15,5 cm SINGLE COL.	5150	721	5871	5850	819	6669	7200	1008	8208
15,5 cm DOUBLE COL.	9600	1344	10944	11300	1582	12882	14100	1974	16074
15,5 cm TRIPLE COL.	16350	2289	18639	19200	2688	21888	23400	3276	26676
23,5 cm SINGLE COL.	7100	994	8094	8100	1134	9234	10150	1421	11571
23,5 cm DOUBLE COL.	16350	2289	18639	19200	2688	21888	23400	3276	26676
FULL PAGE	28200	3948	32148	33300	4662	37962	41200	5768	46968
SIX INSERTION									
7,5 cm SINGLE COL.	2350	329	2679	2800	392	3192	3300	462	3762
7,5 cm DOUBLE COL.	4650	651	5301	5550	777	6327	6750	945	7695
7,5 cm TRIPLE COL.	6500	910	7410	7550	1057	8607	9250	1295	10545
15,5 cm SINGLE COL.	4650	651	5301	5550	777	6327	6750	945	7695
15,5 cm DOUBLE COL.	9250	1295	10545	11100	1554	12654	13450	1883	15333
15,5 cm TRIPLE COL.	14300	2002	16302	17250	2415	19665	21000	2940	23940
23,5 cm SINGLE COL.	6500	910	7410	7550	1057	8607	9250	1295	10545
23,5 cm DOUBLE COL.	14300	2002	16302	17250	2415	19665	21000	2940	23940
FULL PAGE	24750	3465	28215	29700	4158	33858	36500	5110	41610
TWELVE INSERTION									
7,5 cm SINGLE COL.	2150	301	2451	2450	343	2793	3100	434	3534
7,5 cm DOUBLE COL.	4250	595	4845	4850	679	5529	6200	868	7068
7,5 cm TRIPLE COL.	5650	791	6441	6700	938	7638	8250	1155	9405
15,5 cm SINGLE COL.	4250	595	4845	4850	679	5529	6200	868	7068
15,5 cm DOUBLE COL.	7850	1099	8949	9500	1330	10830	11800	1652	13452
15,5 cm TRIPLE COL.	12450	1743	14193	15150	2121	17271	18600	2604	21204
23,5 cm SINGLE COL.	5650	791	6441	6700	938	7638	8250	1155	9405
23,5 cm DOUBLE COL.	12450	1743	14193	15150	2121	17271	18600	2604	21204
FULL PAGE	21850	3059	24909	26450	3703	30153	32250	4515	36765
TWENTY FOUR INSERTION									
7,5 cm SINGLE COL.	1900	266	2166	2200	308	2508	2900	406	3306
7,5 cm DOUBLE COL.	3750	525	4275	4450	623	5073	5600	784	6384
7,5 cm TRIPLE COL.	5350	749	6099	5950	833	6783	7350	1029	8379
15,5 cm SINGLE COL.	3750	525	4275	4450	623	5073	5600	784	6384
15,5 cm DOUBLE COL.	7150	1001	8151	8650	1211	9861	10500	1470	11970
15,5 cm TRIPLE COL.	11250	1575	12825	14300	2002	16302	16800	2352	19152
23,5 cm SINGLE COL.	5350	749	6099	5950	833	6783	7350	1029	8379
23,5 cm DOUBLE COL.	11250	1575	12825	14300	2002	16302	16800	2352	19152
FULL PAGE	19600	2744	22344	23850	3339	27189	29000	4060	33060

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STANDARD COLUMN WIDTH IS 6CM	BLACK & WHITE			SPOT COLOUR			FULL COLOUR		
	RATE	VAT	TOTAL	RATE	VAT	TOTAL	RATE	VAT	TOTAL
SINGLE INSERTION									
7,5 cm SINGLE COL.	1300	182	1482	1450	203	1653	1650	231	1881
7,5 cm DOUBLE COL.	2400	336	2736	2750	385	3135	3150	441	3591
7,5 cm TRIPLE COL.	3550	497	4047	3950	553	4503	4650	651	5301
15,5 cm SINGLE COL.	2400	336	2736	2750	385	3135	3150	441	3591
15,5 cm DOUBLE COL.	4700	658	5358	5200	728	5928	6000	840	6840
15,5 cm TRIPLE COL.	8150	1141	9291	9050	1267	10317	10500	1470	11970
23,5 cm SINGLE COL.	3550	497	4047	3950	553	4503	4650	651	5301
23,5 cm DOUBLE COL.	8150	1141	9291	9050	1267	10317	10500	1470	11970
FULL PAGE	13700	1918	15618	15250	2135	17385	17750	2485	20235
SIX INSERTION									
7,5 cm SINGLE COL.	1250	175	1425	1350	189	1539	1550	217	1767
7,5 cm DOUBLE COL.	2300	322	2622	2650	371	3021	2950	413	3363
7,5 cm TRIPLE COL.	3350	469	3819	3700	518	4218	4300	602	4902
15,5 cm SINGLE COL.	2300	322	2622	2650	371	3021	2950	413	3363
15,5 cm DOUBLE COL.	4450	623	5073	4900	686	5586	5650	791	6441
15,5 cm TRIPLE COL.	7650	1071	8721	8500	1190	9690	9900	1386	11286
23,5 cm SINGLE COL.	3350	469	3819	3700	518	4218	4300	602	4902
23,5 cm DOUBLE COL.	7650	1071	8721	8500	1190	9690	9900	1386	11286
FULL PAGE	12900	1806	14706	14350	2009	16359	16700	2338	19038
TWELVE INSERTION									
7,5 cm SINGLE COL.	1150	161	1311	1300	182	1482	1450	203	1653
7,5 cm DOUBLE COL.	2150	301	2451	2400	336	2736	2800	392	3192
7,5 cm TRIPLE COL.	3150	441	3591	3500	490	3990	4050	567	4617
15,5 cm SINGLE COL.	2150	301	2451	2400	336	2736	2800	392	3192
15,5 cm DOUBLE COL.	4150	581	4731	4600	644	5244	5350	749	6099
15,5 cm TRIPLE COL.	7200	1008	8208	8000	1120	9120	9300	1302	10602
23,5 cm SINGLE COL.	3150	441	3591	3500	490	3990	4050	567	4617
23,5 cm DOUBLE COL.	7200	1008	8208	8000	1120	9120	9300	1302	10602
FULL PAGE	12150	1701	13851	13500	1890	15390	15650	2191	17841
TWENTY FOUR INSERTION									
7,5 cm SINGLE COL.	1100	154	1254	1200	168	1368	1400	196	1596
7,5 cm DOUBLE COL.	2050	287	2337	2250	315	2565	2650	371	3021
7,5 cm TRIPLE COL.	2950	413	3363	3300	462	3762	3850	539	4389
15,5 cm SINGLE COL.	2050	287	2337	2250	315	2565	2650	371	3021
15,5 cm DOUBLE COL.	3900	546	4446	4300	602	4902	5050	707	5757
15,5 cm TRIPLE COL.	6800	952	7752	7500	1050	8550	8700	1218	9918
23,5 cm SINGLE COL.	2950	413	3363	3300	462	3762	3850	539	4389
23,5 cm DOUBLE COL.	6800	952	7752	7500	1050	8550	8700	1218	9918
FULL PAGE	11400	1596	12996	12650	1771	14421	14700	2058	16758

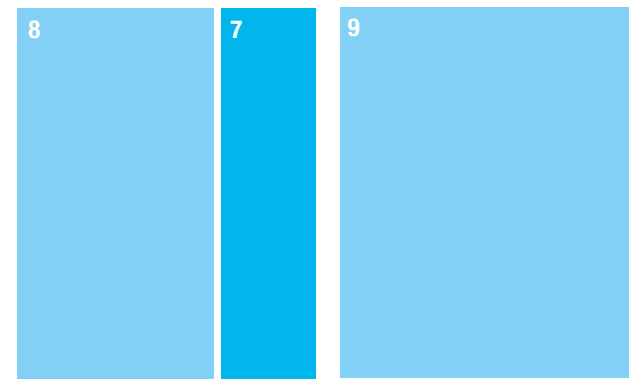
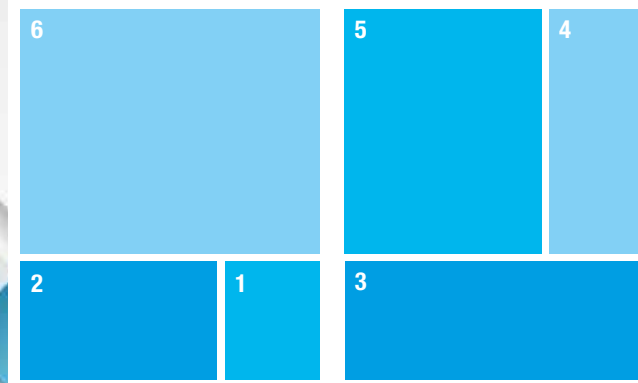
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ADVERTISMENT SIZING	Height	Width
1 7,5 cm SINGLE COLUMN	7,5cm	6cm
2 7,5 cm DOUBLE COLUMN	7,5cm	12,5cm
3 7,5 cm TRIPLE COLUMN	7,5cm	19cm
4 15,5 cm SINGLE COLUMN	15,5cm	6cm
5 15,5 cm DOUBLE COLUMN	15,5cm	12,5cm

ADVERTISMENT SIZING	Height	Width
6 15,5 cm TRIPLE COLUMN	15,5cm	19cm
7 23,5 cm SINGLE COLUMN	23,5cm	6cm
8 23,5 cm DOUBLE COLUMN	23,5cm	12,5cm
9 FULL PAGE	23,5cm	19cm



CAR & POPULAR MECHANICS DEADLINES

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JUNE	12/04	21/04	25/04	22/05
JULY	10/05	19/05	23/05	19/06
AUGUST	14/06	23/06	27/06	24/07

MATERIAL SPECIFICATIONS

MATERIAL SPECIFICATIONS FOR PRINT: Digital material only. CMYK process colours. No Pantone or Coates colours. All reversed type must be reversed out of a single colour black (not a full CMYK black) and must be no smaller than 8 pt. All black type must be a single colour black. 4-colour black backgrounds should not exceed a saturation of 280 per cent.

ALL ADVERTS SENT ON EMAIL: must be sent in JPEG or PDF format at 300 dpi resolution in CMYK process colours, with the file size being no larger than 5 MBs.

PROGRAMME REQUIREMENTS: only advertisements created on an Apple Mac platform in the following programmes are acceptable (no PC – unless the files are formatted as either a TIFF, EPS or JPEG at 300dpi.) Adobe Indesign CS, Adobe Photoshop, Adobe Illustrator CS (convert all fonts to paths and export all Adobe Illustrator CS files as EPS's).

WEBSITE ADVERTISING: All six- and twelve-month magazine contract advertisers qualify for a free listing in the SPARES and ACCESSORIES section on CAR magazine's website www.carmag.co.za.

TO BE SUPPLIED: 1 x Logo or image 200 x 200 pixels in dimension / Description of the service or product/s (no more than 200 words) / Contact details including telephone numbers, email, website and physical address details (required for map insertion) / Non-magazine contract advertisers can list their product/service in the SPARES and ACCESSORIES section of CARMag.co.za for just R6 000 + vat per annum.