

AUTO DEALERS' GUIDE									
Format	12 Months	6 Months	3 Months	1 Month	Format	12 Months	6 Months	3 Months	1 Month
Black & White					Full Colour				
Inside Full Page	R2 246.75	R2 601.50	R2 956.25	R3 311.00	Outside Front Cover	R6 089.88	R6 799.38	R7 520.70	R8 230.20
Inside Half Page	R1 430.83	R1 651.95	R1 773.75	R2 010.25	Outside Back Cover	R5 794.26	R6 468.28	R7 154.13	R7 816.33
Inside Panel	R782.82	R898.70	R1 005.13	R1 064.25	Inside Front Cover	R5 498.63	R6 149.00	R6 775.73	R7 426.10
Inside Strip	R391.41	R449.35	R502.56	R555.78	Inside Back Cover	R5 203.00	R5 829.73	R6 444.63	R7 047.70
1x Colour					Inside Full Page				
Inside Full Page	R2 424.13	R2 719.75	R3 027.20	R3 251.88	Inside Half Page	R2 424.13	R2 613.33	R2 790.70	R2 979.90
Inside Half Page	R1 537.25	R1 773.75	R1 962.95	R2 128.50	Inside Panel	R1 821.05	R1 927.48	R2 022.08	R2 128.50
Inside Panel	R1 028.78	R1 135.20	R1 229.80	R1 324.40	Inside Strip	R1 478.13	R1 513.60	R1 572.73	R1 620.03
Inside Strip	R697.68	R744.98	R792.28	R841.94	Fold/Insert	R3 311.00	R3 606.63	R3 914.08	R4 221.53
2x Colour					Target Market				
Inside Full Page	R2 897.13	R3 210.49	R3 523.85	R3 831.30	New & Used Dealers, Financial Institutes, Insurance Companies, Fleet & Leasing Companies, Manufacturers				
Inside Half Page	R2 010.25	R2 211.28	R2 412.30	R2 589.68	Publication Date				
Inside Panel	R1 419.00	R1 525.43	R1 631.85	R1 726.45	First of every month				
Inside Strip	R1 064.25	R1 123.38	R1 176.59	R1 229.80	Circulation				
<i>Rates include VAT but exclude agency commission</i>					9 500 copies				
					Material Deadline				
					One month prior to publication (PDF format)				

COMMERCIAL VEHICLE DEALERS' GUIDE									
Format	12 Months	6 Months	3 Months	1 Month	Format	12 Months	6 Months	3 Months	1 Month
Black & White					Full Colour				
Inside Full Page	R1 773.75	R2 010.25	R2 270.40	R2 542.38	Outside Front Cover	R5 203.00	R5 794.25	R6 503.75	R6 976.75
Inside Half Page	R1 064.25	R1 217.98	R1 371.70	R1 525.43	Outside Back Cover	R4 966.50	R5 439.50	R6 149.00	R6 622.00
Inside Panel	R579.43	R662.20	R744.98	R827.75	Inside Front Cover	R4 730.00	R5 203.00	R5 794.25	R6 267.25
Inside Strip	R307.45	R354.75	R413.88	R473.00	Inside Back Cover	R4 434.38	R4 848.25	R5 439.50	R5 912.50
1x Colour					Inside Full Page				
Inside Full Page	R2 152.15	R2 412.30	R2 660.63	R2 908.95	Inside Half Page	R2 897.13	R3 074.50	R3 429.25	R3 642.10
Inside Half Page	R1 442.65	R1 596.38	R1 750.10	R1 909.74	Inside Panel	R2 234.93	R2 365.00	R2 601.50	R2 719.75
Inside Panel	R946.00	R1 040.60	R1 123.38	R1 206.15	Inside Strip	R1 773.75	R1 832.88	R1 892.00	R1 951.13
Inside Strip	R591.25	R650.38	R744.98	R792.28	Inside Strip	R1 407.18	R1 478.13	R1 525.43	R1 560.90
2x Colour					Fold/Insert				
Inside Full Page	R2 495.08	R2 743.40	R3 003.55	R3 251.88	Target Market				
Inside Half Page	R1 785.58	R1 927.48	R2 093.03	R2 246.75	New & Used Dealers, Financial Institutes, Insurance Companies, Fleet & Leasing Companies, Manufacturers				
Inside Panel	R1 288.93	R1 371.70	R1 466.30	R1 549.08	Publication Date				
Inside Strip	R1 005.13	R1 064.25	R1 123.38	R1 182.50	First of every month				
<i>Rates include VAT but exclude agency commission</i>					Circulation				
					7 900 copies				
					Material Deadline				
					One month prior to publication (PDF format)				

CARS OVER 10 YEARS DEALERS' GUIDE									
Format	12 Months	6 Months	3 Months	1 Month	Format	12 Months	6 Months	3 Months	1 Month
Black & White					Full Colour				
Inside Full Page	R934.18	R1 005.13	R1 064.25	R1 158.85	Outside Front Cover	R3 311.00	R3 547.50	R3 784.00	R4 138.75
Inside Half Page	R638.55	R650.38	R709.50	R815.93	Outside Back Cover	R3 157.28	R3 192.75	R3 559.33	R3 902.25
Inside Panel	R348.84	R366.58	R413.88	R449.35	Inside Front Cover	R2 897.13	R2 956.25	R3 311.00	R3 665.75
Inside Strip	R177.38	R212.85	R236.50	R260.15	Inside Back Cover	R2 660.63	R2 814.35	R2 956.25	R3 192.75
1x Colour					Inside Full Page				
Inside Full Page	R1 300.75	R1 478.13	R1 537.25	R1 655.50	Inside Half Page	R1 951.13	R2 010.25	R2 187.63	R2 270.40
Inside Half Page	R946.00	R934.18	R981.48	R1 064.25	Inside Panel	R1 690.98	R1 726.45	R1 773.75	R1 880.18
Inside Panel	R650.38	R709.50	R768.63	R827.75	Inside Strip	R1 419.00	R1 442.65	R1 478.13	R1 537.25
Inside Strip	R461.18	R484.83	R508.48	R591.25	Insert	R1 064.25	R1 123.38	R1 182.50	R1 300.75
2x Colour					Target Market				
Inside Full Page	R1 655.50	R1 832.88	R1 951.13	R2 010.25	New & Used Dealers, Financial Institutes, Insurance Companies, Fleet & Leasing Companies, Manufacturers				
Inside Half Page	R1 182.50	R1 359.88	R1 478.13	R1 537.25	Publication Date				
Inside Panel	R934.18	R957.83	R1 040.60	R1 087.90	First of every alternate month (Jan, Mar, May etc)				
Inside Strip	R804.10	R827.75	R886.88	R934.18	Circulation				
<i>Rates include VAT but exclude agency commission</i>					3 700 copies				
					Material Deadline				
					One month prior to publication (PDF format)				

MOTORCYCLE DEALERS' GUIDE									
Format	12 Months	6 Months	3 Months	1 Month	Format	12 Months	6 Months	3 Months	1 Month
Black & White					Full Colour				
Inside Full Page	R579.43	R697.68	R792.28	R851.40	Outside Front Cover	R2 365.00	R2 595.59	R2 719.75	R2 897.13
Inside Half Page	R366.58	R378.40	R449.35	R508.48	Outside Back Cover	R2 341.35	R2 483.25	R2 660.63	R2 719.75
Inside Panel	R201.03	R224.68	R277.89	R319.28	Inside Front Cover	R1 821.05	R1 986.60	R2 069.38	R2 152.15
Inside Strip	R141.90	R159.64	R177.38	R195.11	Inside Back Cover	R1 750.10	R1 809.23	R1 915.65	R2 010.25
1x Colour					Inside Full Page				
Inside full page	R957.83	R1 064.25	R1 182.50	R1 300.75	Inside Half Page	R1 277.10	R1 324.40	R1 407.18	R1 419.00
Inside Half Page	R721.33	R792.28	R839.58	R886.88	Inside Panel	R1 087.90	R1 158.85	R1 206.15	R1 265.28
Inside Panel	R579.43	R603.08	R638.55	R567.60	Inside Strip	R934.18	R969.65	R1 064.25	R1 158.85
Inside Strip	R449.35	R467.09	R496.65	R520.30	Insert	R1 419.00	R1 643.68	R1 773.75	R1 939.30
2x Colour					Target Market				
Inside Full Page	R1 170.68	R1 241.63	R1 419.00	R1 537.25	New & Used Dealers, Financial Institutes, Insurance Companies, Fleet & Leasing Companies, Manufacturers				
Inside Half Page	R957.83	R1 052.43	R1 158.85	R1 300.75	Publication Date				
Inside Panel	R810.01	R857.31	R910.53	R946.00	First of every alternate month (Jan, Mar, May etc)				
Inside Strip	R697.68	R744.98	R804.10	R839.58	Circulation				
					600 copies				
					Material Deadline				
					One month prior to publication (PDF format)				
<i>Rates include VAT but exclude agency commission</i>									

AGRICULTURAL MACHINERY DEALERS' GUIDE									
Format	12 Months	6 Months	3 Months	1 Month	Format	12 Months	6 Months	3 Months	1 Month
Black & White					Full Colour				
Inside Full Page	R449.35	R508.48	R579.43	R626.73	Outside Front Cover	R1 892.00	R1 962.95	R2 010.25	R2 246.75
Inside Half Page	R248.33	R331.10	R378.40	R402.05	Outside Back Cover	R1 797.40	R1 832.88	R1 892.00	R2 010.25
Inside Panel	R165.55	R189.20	R218.76	R236.50	Inside Front Cover	R1 655.50	R1 679.15	R1 761.93	R1 809.23
Inside Strip	R94.60	R106.43	R130.08	R153.73	Inside Back Cover	R1 596.38	R1 631.85	R1 679.15	R1 750.10
1x Colour					Inside Full Page				
Inside full page	R709.50	R804.10	R863.23	R910.53	Inside Half Page	R1 407.18	R1 419.00	R1 513.60	R1 537.25
Inside Half Page	R579.43	R591.25	R626.73	R650.38	Inside Panel	R1 194.33	R1 241.63	R1 300.75	R1 395.35
Inside Panel	R413.88	R496.65	R555.78	R591.25	Inside Strip	R981.48	R1 052.43	R1 087.90	R1 135.20
Inside Strip	R331.10	R402.05	R449.35	R496.65	Insert	R851.40	R946.00	R1 005.13	R1 064.25
2x Colour					Target Market				
Inside Full Page	R851.40	R946.00	R969.65	R1 005.13	New & Used Dealers, Financial Institutes, Insurance Companies, Fleet & Leasing Companies, Manufacturers				
Inside Half Page	R697.68	R756.80	R827.75	R886.88	Publication Date				
Inside Panel	R555.78	R626.73	R685.85	R733.15	First of every alternate month (Jan, Mar, May etc)				
Inside Strip	R473.00	R567.60	R638.55	R709.50	Circulation				
					200 copies				
					Material Deadline				
					One month prior to publication (PDF format)				
<i>Rates include VAT but exclude agency commission</i>									

AUTOLOCATOR ONLINE				
Format	Size	Rate/ Impression	Available Impression	Total
Banner	468 x 60	0.25	50 000	R12 500
Button	120 x 120	0.1	50 000	R5 000
Skyscraper	120 x 600	0.25	50 000	R12 500
<i>Rates include VAT but exclude agency commission</i>				