

# driven

MOTORING FOR LEADERS



## Ratecard 2016

### Chasing Cars & Wealth

**driven** magazine is distributed exclusively to the most influential men and women at the very top of the wealth pyramid. This elusive group, the Holy Grail for any marketer or advertiser, forms the basis of **driven** magazine's readership.

#### According to a recent RMRS study:

- The top 11% of economically active South Africans account for 50% of all spending
- Only 1,6 million individuals earn a monthly combined household income of R30,000+ and account for only 3.2% of the total South African population
- The very tip of the wealth pyramid consists of some 80,000 individuals with a monthly combined household income in excess of R100,000. They account for just 0.16% of the entire population
- Of these 80,000 about 40,000 earn more than R200,000 per month and about 8,000 earn more than R500,000 per month
- Driven by their income level, this group has accumulated substantial assets:
  - Average value of fixed property - R6,2 million
  - 42% own more than one residential property
  - 3% own six or more properties
  - Average share portfolio value - R2,6 million

### The Demographic

- LSM 10 High
- Average household monthly income: R175,000
- Average age: 35 - 50
- Gender split: 82% Male / 18% Female
- Ethnicity: 68% WCI / 32% Black
- 90% of readers live in metropolitan areas
- 90%+ of all readers are Private Bank clients

High-end Motoring  
**FLEET VEHICLE REVIEWS**  
EXCLUSIVE JEREMY CLARKSON COLUMN  
Concepts & Technology  
Latest New Models  
**MONTHLY INDUSTRY REPORTS**



## Under the Hood

**driven** magazine is a full-blooded motoring publication read exclusively by the motoring enthusiast at the top of the wealth pyramid. They're the captains of industry, the entrepreneurs and the professionals who drive the economy.

## The Driven Reader

**driven** delivers aspirational motoring content to top-level executives who make the big decisions in the corporate world while expressing their financial freedom in their private lives.

As **driven** readers they value their cars as much as the experience of driving them. They also often make fleet buying decisions and keep a watchful eye on the motoring industry as a sensitive barometer of investor confidence in local business.

By choosing to advertise in **driven** magazine, you are able to directly target executive leadership and decision makers, entrepreneurs and up-and-coming executives throughout South Africa.

## Targeted Distribution

In the digital era, readers no longer have to find news – the news now finds them. The same applies to magazine content.

As a free distribution magazine, **driven** embraces the trend of free-to-reader content that drives the steady growth of custom publications. With its primary distribution through the business class lounges at airports accross South Africa, **driven** guarantees that your message will reach the most influential demographic in South Africa.

Business lounges record more than 145,000 visits every month. 90% or more of all visitors are Private Bank clients.

These individuals are active consumers who purchase vehicles for personal use or for family members. These are the decision makers who influence corporate spend when it comes to fleet management, light commercial vehicle- and heavy commercial vehicle purchases.

### Exclusive Distribution Points

#### Airport Lounges (First & Business Class)

- Anglo American Lounge (Denel)
- Premier Lounges (Bidvest)
- SLOW Lounge & SLOW in the City (British Airways | FNB Private Clients | RMB Private Bank)

- SAA Platinum & Premium Lounges (Domestic)
- SAA Baobab & Cycad Lounges (International)

#### Airport Lounge (First, Business & Economy)

- Lanseria Domestic Departures Lounge

#### Airline (First & Business Class)

- Air Mauritius (O.R.Tambo, Cape Town & Durban)

#### Vehicle Dealerships

- McCarthy Premium Dealerships

## Meet the Team

**BERNIE HELLBERG - EDITOR & PUBLISHER**  
Chairman of the SA Guild of Motoring Journalists and eight-time WesBank / SAGMJ Car of the Year Jury member.



**WILHELM LOOTS - ASSOCIATE PUBLISHER**  
Resident Formula One and technology trend expert and member of the SA Guild of Motoring Journalists since 2008.

**BERNARD HELLBERG SR - FEATURES EDITOR**  
Veteran member of the SA Guild of Motoring Journalists, twelve-time Car of the Year Jury member and expert industry analyst.



**NICKY FURNISS - MANAGING EDITOR**  
Member of the SA Guild of Motoring Journalists since 2008 and award-winning Editor responsible for various publications.

**RENIER KEYTER - DESIGNER**  
Award-winning layout artist, all-round motorcycle aficionado, and avid motorsport enthusiast.



### ACCOLADES

TFS / SAGMJ 2015 Motoring Journalist of the Year Awards

- Bernie Hellberg named 2015 Editor of the Year
- Bernard Hellberg Sr named 2015 Photojournalist of the Year



INSERTION RATE	1 INSERTION	2-3 INSERTIONS	4-6 INSERTIONS	7+ INSERTIONS
Double Page Spread	R42,900	R40,850	R39,000	R37,300
Full Page	R25,900	R24,660	R23,540	R22,520
Half Page	R14,900	R13,280	R12,680	R12,130

**PRIME PAGES**

Inside Front DPS	R49,500	R47,140	R45,000	R43,040
Upfront DPS	R47,400	R45,140	R43,090	R41,210
Next To Contents	R27,900	R26,570	R25,360	R24,260
Inside Back Cover	R27,900	R26,570	R25,360	R24,260
Outside Back Cover	R29,900	R28,470	R27,180	R26,000

MATERIAL SPECIFICATIONS	TRIM (mm) (hwx)	BLEED (mm) (hwx)	TYPE (mm) (wxh)
DPS	297 x 420	307 x 430	287 x 410
Full Page	297 x 210	307 x 220	287 x 200
Half Page (Vertical)	297 x 100	307 x 110	277 x 85
Half Page (Horizontal)	145 x 210	155 x 220	125 x 190

- A fee of R750 per advertisement (incl. three corrections) will be levied for new material designs.
- TCB Media prefers ADSTREAM for material uploads. To use ADSTREAM email ads.za@adstream.com or call +27 11 799 7846. Alternatively, please supply material in print optimised high resolution (300dpi) PDF format with a colour proof\*.
- Include bleed as per table and include crop marks. (Please add 5mm offset to prevent colour bars and registration marks in bleed). All fonts must be embedded.  
\*If proof is not supplied, TCB Media cannot be held responsible for colour matching in the final product.

DEADLINES	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan/Feb 2017	Mar 2017
Editorial	9 Feb	8 Mar	11 Apr	9 May	10 Jun	11 Jul	10 Aug	9 Sep	11 Oct	9 Nov	6 Dec	8 Feb
Cover Deadline	16 Feb	15 Mar	18 Apr	16 May	17 Jun	18 Jul	17 Aug	16 Sep	18 Oct	16 Nov	13 Dec	15 Feb
Material Deadline	23 Feb	22 Mar	25 Apr	23 May	24 Jun	25 Jul	24 Aug	23 Sep	25 Oct	23 Nov	20 Dec	22 Feb

## Drive the Digital Evolution

Driven is available for digital download. Simply register, then read online or download to your favourite device.

## Contact Us

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ABC Q3 2015  
Total circ: 12,546

