

MOTORING FOR LEADERS

driven



Ratecard
2019

Chasing Cars & Wealth

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 - R6.5 million
 - 42% own more than one residential property
 - 3% own six or more properties
 - Average share portfolio value - R2.6 million

This very powerful and exceptionally elusive group of individuals is the holy grail for any marketer or advertiser and forms the basis of **driven** magazine's readership.

The Demographic

- LSM 10+
- Average household monthly income: R185,000
- Average age: 35 - 50
- Gender split: 82% Male / 18% Female
- Ethnicity: 65% WCI / 35% Black
- 90% of readers live in metropolitan areas
- 90%+ of all readers are Private Bank clients

EXCLUSIVE JEREMY CLARKSON COLUMN
Premium Motoring Reviews
FORMULA 1 ANALYSIS AND REVIEW
Concepts & Technology
Latest New Models
MONTHLY INDUSTRY REPORTS



Under the Hood

drivan 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

drivan 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 **drivan** 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 **drivan** magazine, you are able to directly target executive leadership and decision makers, entrepreneurs and up-and-coming executives throughout South Africa.

Drive the Digital Evolution

drivan magazine is available for digital download at www.freemagazines.co.za. Simply register on the site to read online or to download **drivan** magazine.

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, **drivan** 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, **drivan** guarantees that your message will reach the most influential demographic in South Africa.

Business lounges record more than 425,000 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.

Monthly certified distribution to:

- Bidvest Premier Lounges
- SLOW Lounge & SLOW in the City
- Lanseria Domestic Lounges
- SAA Domestic & International Lounges
- BA International Lounge (O.R.Tambo)
- Anglo American Lounge (Denel)
- Air Mauritius Flights
- Motor Manufacturers and Importers
- Selected Premium Dealerships

Meet the Team



LERATO MATEBESE - EDITOR

A dyed-in-the-wool petrolhead with vast experience in automotive journalism. Eight-time SA Guild of Motoring Journalist Car of the Year judge and award-winning motoring journalist.

DEON VAN DER WALT - DIGITAL EDITOR

Avid car enthusiast, Managing Editor of the Driven website and Social Media Specialist running Driven's Twitter and Facebook accounts.



BRYAN KAYAVHU - PUBLISHER

As Publisher, Bryan not only has a love for the Driven brand, but also for fine wheels and Formula 1.

Join us, WE'RE SOCIAL!



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INSERTION RATE	1 INSERTION	2-3 INSERTIONS	4-6 INSERTIONS	7+ INSERTIONS
Double Page Spread	R 56,583	R 53,889	R 51,439	R 49,203
Full Page	R 33,950	R 32,333	R 30,864	R 29,522
Half Page	R 19,521	R 18,592	R 17,747	R 16,975

PRIME PAGES

Inside Front DPS	R 65,071	R 61,972	R 59,155	R 56,583
Upfront DPS	R 62,242	R 59,278	R 56,583	R 54,123
Next To Contents	R 37,345	R 35,567	R 33,950	R 32,474
Inside Back Cover	R 37,345	R 35,567	R 33,950	R 32,474
Outside Back Cover	R 40,740	R 38,800	R 37,036	R 35,426

MATERIAL SPECIFICATIONS	TRIM (mm) (hwx)	BLEED (mm) (hwx)	TYPE (mm) (hwx)
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.
- 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 2018-19	Nov	Dec	Jan 2019	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Editorial	11 Oct	12 Nov	30 Nov	11 Jan	8 Feb	7 Mar	5 Apr	3 May	5 Jun	5 Jul	8 Aug	4 Sep	11 Oct	12 Nov
Cover Deadline	17 Oct	16 Nov	7 Dec	21 Jan	18 Feb	19 Mar	19 Apr	20 May	18 Jun	19 Jul	19 Aug	18 Sep	18 Oct	19 Nov
Material Deadline	24 Oct	22 Nov	13 Dec	28 Jan	22 Feb	25 Mar	25 Apr	27 May	24 Jun	25 Jul	26 Aug	25 Sep	24 Oct	25 Nov

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TERMS & CONDITIONS

- All rates are for full colour insertions and include agency commission but exclude VAT
- 5% discount with payment upon placement. Payment options are specified on booking form
- Half page adverts are limited per edition. Placement is at the discretion of the editor.
- Cancellation of a confirmed booking after the cover or material deadline date per edition, will attract a 25% cancellation fee.
- Clients who fail to supply copy/ photographs/finished advertising material by deadline will be billed for the space booked.

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ABC Q1 2019
Total circ: 16,203
Unique Digital Subscribers 10,000

