

2017 RATE CARD

Travel stories
 Trail reviews
 Road tests
 Technical articles
 DIY features
 New gear
 Competitions
 Readers' stories
 New models
 Industry news
 Product reviews
 Comparisons



IMPORTANT NUMBERS

Circulation (ABC certified 2017 Q1) **18 375**

Frequency (number of issues per year) **12**

Unique Website Visitors (March '17) **14 072**

Page Views (March '17) **24 934**

Newsletter Database **27 000**

DEADLINES

Issue	Booking & Material deadline
March 2017	18 January 2017
April 2017	10 February 2017
May 2017	17 March 2017
June 2017	13 April 2017
July 2017	19 May 2017
August 2017	15 June 2017
September 2017	14 July 2017

Issue	Booking & Material deadline
October 2017	18 August 2017
November 2017	15 September 2017
December 2017	13 October 2017
January 2018	10 November 2017
February 2018	1 December 2017
March 2018	19 January 2018
April 2018	16 February 2018

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MAIN BODY

DPS	R45 700
Full page	R25 200
Half page	R16 400
Third page	R13 700
Quarter page	R10 900

Inside front cover DPS	R54 820
Outside back cover	R30 200
Inside front cover	R28 950
Inside back cover	R27 700
Specific placement	R27 200

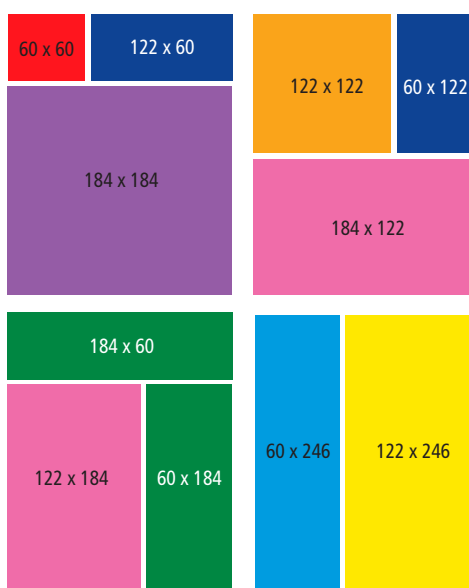
Size	Trim (w x h)	Type Safe (w x h)	Bleed
DPS	420 x 276 mm	380 x 240 mm	5 mm all round
Full page	210 x 276 mm	180 x 240 mm	5 mm all round
Half page (H)	210 x 138 mm	n/a	5 mm all round
Half page (V)	105 x 276 mm	n/a	5 mm all round
1/3 page (H)	210 x 92 mm	n/a	5 mm all round
1/3 page (V)	70 x 276 mm	n/a	5 mm all round
1/4 page (H)	210 x 69 mm	n/a	5 mm all round
1/4 page	105 x 138 mm	n/a	5 mm all round

• Excludes VAT and agency fee • Advertorial rates available on request

BUYER'S GUIDE

60 x 60 mm	R 1 420
122 x 60 mm / 60 x 122 mm	R 2 810
184 x 60 mm / 60 x 184 mm	R 4 230
122 x 122 mm	R 5 630
60 x 246 mm	R 5 630
184 x 122 mm / 122 x 184 mm	R 9 350
122 x 246 mm	R11 260
184 x 184 mm	R12 860
184 x 246 mm (fp at back with white border)	R17 900

• Minimum of 6 consecutive insertions • Rate per issue excl. VAT
• No special placement



Material Requirements

- Material sent via email (traffic@sa4x4.co.za).
- Material supplied as PDF (must be 300 DPI, CMYK colours).
- No spot colours. No RGB colours. No Coreldraw, Freehand or QuarkXpress documents.
- No images / advert mock-ups embedded in Word, Excel, PowerPoint documents.
- No images taken from websites, these are low-res and unsuitable for print.
- Send logos and images as separate files. No letterheads or pamphlets as these are unusable.
- Send text for the advert in a Word document or email (no faxes, JPEGs).

LOOSE INSERTS Cost per thousand

Single page R520	4 pages R710	6-8 pages R850	10-12 pages R960	14-20 pages R1 090	24 pages R1 245	32 pages R1 460	48 pages R1 630
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• Bagging costs subject to quote

DIGITAL ADVERTISING

Website Banners	Cost per month	CPM (Cost per 1000 impressions)	Pixel Size (w x h)
Prime position ROS	R6 000	R320	330 x 250
Standard position ROS	R4 000	R290	330 x 150

Emailers	Pixel Size (w x h)	Frequency	Cost
Email newsletter banner	600 x 200	2 per month	R5 300 each
Promotional mailer	600 x 1200	Per request	R12 000 each

• Speak to us about a package that includes social media

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