

SA 4x4
Overland Adventure

GET **R5000** OFF A BERMAC TRAILER

MYSTERY RALLY
TIME TO PLAY

ULTIMATE OVERLAND CHECKLIST

THE FAR SIDE
A new take on southern Namibia

TESTED
Intervolt DC-DC charger

TOUR of Legends

DRIVEN Mercedes X-Class • Ford Ranger FX4
Mitsubishi Pajero Sport • Range Rover Velar

TRAIL REVIEW Stofkraal 4x4 Trail, Sutherland, Northern Cape
UPDATED RIDES Mahindra Pik Up, Hilux/Fortuner, X-Trail
BUSH CRAFT Learn to make your own natural rope

2018 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 Q4)

14 881

Unique Website Visitors (Jan '18)

14 222

Frequency (number of issues per year)

12

Page Views (Jan '18)

29 600

Newsletter Database

47 000

DEADLINES

| Issue | Booking & Material deadline |
|-------------|-----------------------------|
| March 2018 | 19 January 2018 |
| April 2018 | 16 February 2018 |
| May 2018 | 16 March 2018 |
| June 2018 | 13 April 2018 |
| July 2018 | 11 May 2018 |
| August 2018 | 8 June 2018 |

| Issue | Booking & Material deadline |
|----------------|-----------------------------|
| September 2018 | 6 July 2018 |
| October 2018 | 10 August 2018 |
| November 2018 | 7 September 2018 |
| December 2018 | 12 October 2018 |
| January 2019 | 9 November 2018 |
| February 2019 | 7 December 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 |

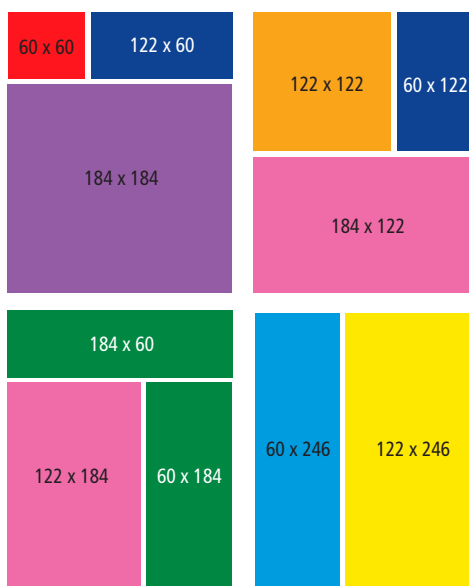
| Size | Trim (w x h) | Type Safe (w x h) | Bleed |
|---------------|--------------|-------------------|----------------|
| DPS | 420 x 276 mm | 380 x 240 mm | 5 mm all round |
| Full page | 210 x 276 mm | 180 x 240 mm | 5 mm all round |
| Half page (H) | 210 x 138 mm | n/a | 5 mm all round |
| Half 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 |
|---------------------|-----------------|-------------------|---------------------|-----------------------|--------------------|--------------------|--------------------|

• 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 | R7 000 each |
| Promotional mailer | 600 x 1200 | Per request | R13 000 each |

• Speak to us about a package that includes social media

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