



# driven RATE CARD | 2026

**Unlock Your Brand's Horsepower,**  
where Leadership Meets Lifestyle!

## The *Driven* Reader

**driven** delivers aspirational motoring content to top-level executives who make executive decisions 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**, you are able to directly target executive leadership and decision makers, entrepreneurs and up-and-coming executives throughout South Africa.

## Why Advertise with *Driven*?

### Affluent Readership

- Captivate Decision-Makers: Reach top-level executives and industry leaders who shape the corporate landscape.
- Financial Trailblazers: Connect with individuals who not only drive financial success in the boardroom but also express their freedom through high-end lifestyle choices.

### Influencing Fleet Decisions

- Fleet Buying Influence: **driven** readers often play a pivotal role in fleet buying decisions, making your brand visible to key decision-makers.
- Industry Insight: Your brand becomes part of the motoring industry discussion, serving as a barometer for investor confidence in the local business arena.

### Targeted Reach

- Executive Leadership: Directly engage with decision-makers, entrepreneurs, and rising executives across South Africa.

## Chasing Cars and Wealth

- The top percentage of economically active South Africans account for 50% of all spending
- These highly lucrative and economically active individuals who fall comfortably within the LSM 12+ group, boast a monthly combined household income in excess of R150,000+
- 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.



## 2026 Advertising Rates

| PRINT & DIGITAL MAGAZINE  |                                  | DIGIMAG [DIGITAL ONLY]   |                                    |
|---|----------------------------------|--|------------------------------------|
| MAIN BODY ADVERTISEMENTS / ADVERTORIALS [print ready material supplied by advertiser] |                                  |  |                                    |
| Position  | Print & Digital Rate per Edition | Position   | Digital Only Rate per Edition      |
| <b>PRIME POSITIONS - MAIN BODY</b>  |                                  |  |                                    |
| IFC DPS   | R65,100                          | IFC DPS  | R52,080                            |
| 2 <sup>nd</sup> IFC DPS   | R61,900                          | 2 <sup>nd</sup> IFC DPS  | R49,520                            |
| 3 <sup>rd</sup> IFC DPS   | R58,900                          | 3 <sup>rd</sup> IFC DPS  | R47,120                            |
| RHP Next to Contents 1 or 2 upfront   | R43,900                          | RHP Next to Contents 1 or 2 upfront  | R35,120                            |
| RHP Next to Editors Letter upfront  | R40,900                          | RHP Next to Editors Letter upfront   | R32,720                            |
| FP RHP Next to Apparatus [Gadgets] or Essentials [Style] Snippets Pages               | R36,900                          | FP RHP Next to Apparatus [Gadgets] or Essentials [Style] Snippets Pages                | R29,520                            |
| Bottom Banner/Strip Ad  | R19,800                          | Bottom Banner/Strip Ad   | R15,840                            |
| IBC [Inside Back Cover]   | R43,900                          | IBC [Inside Back Cover]  | R35,120                            |
| OBC [On Back Cover]   | R47,900                          | OBC [On Back Cover]  | R38,320                            |
| <b>OTHER</b>  |                                  |  |                                    |
| FP RHP/LHP Main Body [no guarantee on upfront positioning or with any features]       | R33,950                          | FP RHP Main Body [no guarantee on upfront positioning]                                 | R27,160                            |
| DPS Main Body   | R56,900                          | DPS Main Body  | R45,520                            |
| <b>EDITORIAL FEATURES /DIGITORIALS</b> [text & images supplied by advertiser]         |                                  |  |                                    |
| PRINT & DIGITAL   |                                  | DIGIMAG [DIGITAL ONLY]   |                                    |
| Full Page Editorial Feature   | R43,900                          | Full Page Editorial Feature  | R40,900                            |
| 2-Page Editorial Feature  | R79,900                          | 2-Page Editorial/ Digitorial Feature   | R75,900                            |
| Snippet   | R12,900                          | Snippet  | R10,900                            |
| <b>NEWSLETTERS EDMs [ELECTRONIC DIGITAL MAILERS]</b>                                  |                                  | <b>DIGIMAG WEBSITE ONLINE ADVERTISING</b>  |                                    |
| In-Line Slim Banner   | R4,200                           | Digimag edition Website [fremagazines.co.za] Landing Page Exclusive High Impact Banner | R16,800                            |
| High Impact Banner  | R6,800                           | Digimag edition Website [fremagazines.co.za] Landing Page Exclusive Video              | R16,800                            |
| Main Bottom Banner  | R6,800                           | <b>SOCIAL MEDIA PLATFORMS</b>  | <b>PER PLATFORM [ORGANIC POST]</b> |
| Content Snippet   | R7,900                           | Facebook   | R380                               |
| Advertiser Exclusive Newsletter   | R19,900                          | Instagram  | R380                               |
|   |                                  | LinkedIn   | R380                               |
| <b>DRIVEN WEBSITE ADVERTISING RATES</b>   |                                  |  |                                    |
| <b>PER MONTH EX VAT</b>   |                                  |  |                                    |
| Masthead Header Banner RHS [static/gif]   | R14,280                          |  |                                    |
| Homepage Below Header Slimline Top Banner [static/gif]                                | R12,898                          |  |                                    |
| Homepage Header RHS Small Button [static/gif]   | R11,200                          |  |                                    |
| LHS Homepage Slimline Sidebar Banner [static/gif]                                     | R10,800                          |  |                                    |
| RHS Homepage Sidebar Banner [static/gif]  | R10,800                          |  |                                    |
| Slimline Homepage In-Line Top Half Banner [static/gif]                                | R10,200                          |  |                                    |
| Slimline Homepage In-Line Content Banner [static/gif]                                 | R9,980                           |  |                                    |
| Homepage Feature Highlight  | R16,800                          |  |                                    |
| Photography / Photoshoot  | Speak to your Account Manager    |  |                                    |
| Video Home Page [Advertiser Supplied]   | R16,980                          |  |                                    |
| Video [DRIVEN produced]   | Speak to your Account Manager    |  |                                    |
| Home Page takeover  | Speak to your Account Manager    |  |                                    |
| Advertiser Exclusive Tab  | R20,980                          |  |                                    |
| Advertiser Exclusive Tab + Web Digitorial/Splashpage                                  | R33,980                          |  |                                    |

\*\* Please Note:

- All Rates Quoted Exclude VAT
- Limited number of Ad pages available in the Main Body per printed edition
- Certain Positions/Adv Elements are subject to availability at time of Booking
- Ad Design Fee : R780 per advertisement (incl. three corrections) for new material designs.

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## Advertising Sales

**Director**  
Sales | Development | Operations

**Chantal Barton**  
chantal@tcbmedia.co.za  
+27 79 626 0782

For Print, digital, electronic digital mailers & online advertising opportunities:

**CLICK TO EMAIL**

**Editor**  
Bernard Hellberg Jr  
bernard@tcbmedia.co.za | +27 82 350 2857

**CLICK TO EMAIL**

## Under the Hood

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



## Print Material Specifications

| SIZES  | TRIM<br>(WIDTH X HEIGHT)           | BLEED<br>(WIDTH X HEIGHT) | TYPE<br>(WIDTH X HEIGHT) |
|--|------------------------------------|---------------------------|--------------------------|
| <b>MAIN BODY ADVERTISEMENTS / ADVERTORIALS</b> [print ready material supplied by advertiser] |                                    |                           |                          |
| Full Page  | 210 x 275                          | 220 x 285                 | 190 x 255                |
| DPS  | 420 x 275                          | 430 x 285                 | 400 x 255                |
| <b>MAGAZINE EDITORIAL FEATURES</b> [Print & Digital] [advertiser supplies text and image/s]  |                                    |                           |                          |
| Full Page  | 350 words + 1 x high res image     |                           |                          |
| 2-Pages  | 700 words + 2-4 x high res images  |                           |                          |
| 4-Pages  | 1200 words + 4-6 x high res images |                           |                          |
| Snippet  | 150 words + 1 x high res image     |                           |                          |

\*\*Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof\*. All fonts must be embedded. Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).

| DIGITAL MATERIAL SPECIFICATIONS<br>[for Digital Only advertising]  |                               |                           |
|--|-------------------------------|---------------------------|
| Full Page  | 210 x 275                     | mm [w x h]                |
| DPS  | 420 x 275                     | mm [w x h]                |
| DIGIMAG WEBSITE EDITION<br>LANDING ADVERTISING OPTIONS   | MATERIAL Specs                | AVAILABILITY<br>PER MONTH |
| Digimag Edition [freemagazines.co.za] Online Landing Page<br>Exclusive Banner [hyperlinked to advertiser website or through url/UTM link supplied by advertiser] | 800px [w] x 120px [h]         | x 1 Advertiser            |
| Digimag Edition [freemagazines.co.za] Online Landing Page<br>Exclusive Video   | Must be YouTube or Vimeo link | x 1 Advertiser            |

| DRIVEN SOCIAL MEDIA   |          |   |
|-----------------------|----------|---|
| DRIVEN Facebook Feed  | per feed | 60 words + 1 x high res image           |
| DRIVEN Instagram Feed | per feed | 40 words + 1 x high res image           |
| DRIVEN Twitter Feed   | per feed | Max 160 characters + 1 x high res image |

| NEWSLETTERS/EDM'S                             | IN-LINE BANNER                                | HIGH IMPACT<br>BANNER                         | MAIN BOTTOM<br>BANNER                         | CONTENT SNIPPET                                | VIDEO  | AE EDM<br>[ADVERTISER<br>EXCLUSIVE<br>NEWSLETTER]   |
|---|---|---|---|--|--|---|
| [Electronic<br>Digital Mailers]<br>static/gif | 800 px Width<br>120 px Height<br>url/UTM link | 800 px Width<br>300 px Height<br>url/UTM link | 800 px Width<br>300 px Height<br>url/UTM link | 80 words<br>1 x high res image<br>url/UTM link | Must be YouTube<br>or Vimeo link<br>url/UTM link | We custom design this Newsletter on<br>behalf of advertiser [all content is exclusive<br>to advertiser] |
| Availability per<br>Newsletter                | 3   | 3   | 1   | 2  | 1  | 1 per month   |

\*We publish x 3 Newsletters per edition/month [Week 1, Week 2 & Week 3]

## DRIVEN Website [www.drivenmag.co.za](http://www.drivenmag.co.za)

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|  |  |   |
|--|--|---|
| Masthead Header Banner RHS [static/gif]                | x 1 [ROS]  | 600px W x 90px H                          |
| Homepage Below Header Slimline Top Banner [static/gif] | x 1  | 900px W x 100px H                         |
| Homepage Header RHS Small Button [static/gif]          | x 1 [ROS]  | 300px W x 100px H                         |
| RHS Homepage Sidebar Banner [static/gif]               | x 1  | 300px W x 600px H                         |
| RHS Homepage Square Banner Slim [static/gif]           | x 1  | 300px W x 300px H                         |
| Slimline Homepage In-Line Top Half Banner [static/gif] | x 1  | 600px W x 90px H                          |
| Slimline Homepage In-Line Content Banner [static/gif]  | x 3  | 600px W x 82px H                          |
| Homepage top scroll newsfeed                           | x 1  | tba on booking                            |
| Homepage Feature Highlight                             | x 1  | tba on booking                            |
| Photography / Photoshoot                               | Speak to your Account Manager to package this option |   |
| Video Home Page [Advertiser Supplied]                  | x 1  | Advertiser Supplied                       |
| Video [DRIVEN produced]                                | x 1  | DRIVEN produced                           |
| Home Page takeover                                     | Speak to your Account Manager to package this option |   |
| Advertiser Exclusive Tab                               | x 1  | url link to advertiser website            |
| Advertiser Exclusive Tab + Web Digitalorial/Splashpage | x 1  | Advertiser Exclusive Content Landing Page |



## Magazine Material Submission Deadlines

| PRINT<br>SUBMISSION          | Feb<br>2026   | Mar<br>2026   | Apr<br>2026   | May<br>2026   | Jun<br>2026   | Jul 2026      | Aug<br>2026   | Sep<br>2026   | Oct<br>2026   | Nov<br>2026   | Dec<br>2026   | Jan<br>2027   |
|------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Editorial<br>Features        | Fri<br>9 Jan  | Mon<br>9 Feb  | Mon<br>9 Mar  | Fri<br>10 Apr | Fri<br>8 May  | Tue<br>9 Jun  | Fri<br>10 Jul | Mon<br>10 Aug | Fri<br>11 Sep | Fri<br>9 Oct  | Tue<br>10 Nov | Fri<br>4 Dec  |
| Ad Material                  | Fri<br>16 Jan | Mon<br>16 Feb | Mon<br>16 Mar | Thu<br>16 Apr | Fri<br>15 May | Tue<br>16 Jun | Thu<br>16 Jul | Mon<br>17 Aug | Wed<br>16 Sep | Fri<br>16 Oct | Mon<br>16 Nov | Wed<br>9 Dec  |
| DIGIMAG<br>[DIGITAL<br>ONLY] | Feb<br>2026   | Mar<br>2026   | Apr<br>2026   | May<br>2026   | Jun<br>2026   | Jul 2026      | Aug<br>2026   | Sep<br>2026   | Oct<br>2026   | Nov<br>2026   | Dec<br>2026   | Jan<br>2027   |
| Editorial<br>Features        | Tue<br>20 Jan | Fri<br>20 Feb | Fri<br>20 Mar | Mon<br>20 Apr | Wed<br>20 May | Fri<br>19 Jun | Mon<br>20 Jul | Thu<br>20 Aug | Mon<br>21 Sep | Tue<br>20 Oct | Fri<br>20 Nov | Tue<br>8 Dec  |
| Ad Material                  | Fri<br>23 Jan | Mon<br>23 Feb | Wed<br>25 Mar | Fri<br>24 Apr | Tue<br>26 May | Thu<br>25 Jun | Mon<br>27 Jul | Tue<br>25 Aug | Fri<br>25 Sep | Tue<br>27 Oct | Tue<br>24 Nov | Fri<br>11 Dec |

Media Traffic Contact: [material@tcbmedia.co.za](mailto:material@tcbmedia.co.za)

Accounts: [accounts@tcbmedia.co.za](mailto:accounts@tcbmedia.co.za)

