



driven

RATE CARD | 2024

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.

- Focused Market Penetration: **driven** delivers your message to a niche audience with a keen interest in both business and motoring.

Aspirational Motoring Lifestyle

- Beyond Cars, an Experience: **driven** readers appreciate not only the latest vehicles, but also the unique driving experience.
- Trendsetters in Motion: Position your brand alongside those who set trends, influencing the motoring landscape.

Prime Location

- Bidvest Premier Lounges: **driven** enjoys exclusive placement in Bidvest Premier Lounges, ensuring your brand derives maximum exposure in an exclusive environment.
- Your journey to reaching executive decision-makers starts here.

Chasing Cars and 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



Advertising Rates



PRINT & DIGITAL MAGAZINE		DIGIMAG [DIGITAL ONLY]	
		* Prime positions subject to availability at time of booking	
MAIN BODY ADVERTISEMENTS / ADVERTORIALS [print ready material supplied by advertiser]			
Position	Print & Digital Rate per Edition	Position	Digital Only Rate per Edition
PRIME POSITIONS - MAIN BODY			
IFC DPS	R65,100	IFC DPS	R52,080
2 nd IFC DPS	R61,900	2 nd IFC DPS	R49,520
3 rd IFC DPS	R58,900	3 rd 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
OTHER			
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
EDITORIAL FEATURES / DIGITORIALS [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/ Digital Feature	R75,900
Snippet	R12,900	Snippet	R10,900
NEWSLETTERS EDMs [ELECTRONIC DIGITAL MAILERS]	PER NEWSLETTER	DIGIMAG WEBSITE ONLINE ADVERTISING	PER MONTH
In-Line Slim Banner	R4,200	Digimag edition Website [freemagazines.co.za] Landing Page Exclusive High Impact Banner	R16,800
High Impact Banner	R6,800	Digimag edition Website [freemagazines.co.za] Landing Page Exclusive Video	R16,800
Content Snippet	R7,900	SOCIAL MEDIA PLATFORMS	PER PLATFORM [ORGANIC POST]
Video	R7,900	Facebook	R380
Advertiser Exclusive Newsletter	R18,980	Instagram	R380
		LinkedIn	R380

DRIVEN WEBSITE ADVERTISING RATES	PER MONTH EX VAT
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 Digital/Splashpage	R33,980
Advertiser Exclusive Tab + Web Digital/Splashpage	Advertiser Exclusive Content Landing Page

** 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 : R750 per advertisement (incl. three corrections) for new material designs.

Advertising Sales

Director
 Sales | Development | Operations

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

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[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 (HEIGHT x WIDTH)	BLEED (HEIGHT x WIDTH)	TYPE (HEIGHT x WIDTH)
MAIN BODY ADVERTISEMENTS / ADVERTORIALS [print ready material supplied by advertiser]			
Full Page	275 x 210	285 x 220	255 x 190
DPS	275 x 420	285 x 430	255 x 400
MAGAZINE EDITORIAL FEATURES [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 [for Digital Only advertising]		
Full Page	275 x 210	mm [h x w]
DPS	275 x 420	mm [h x w]
DIGIMAG WEBSITE EDITION LANDING ADVERTISING OPTIONS		AVAILABILITY PER MONTH
Digimag Edition [freemagazines.co.za] Online Landing Page 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 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/EDMS	IN-LINE BANNER	HIGH IMPACT BANNER	MAIN BOTTOM BANNER	CONTENT SNIPPET	VIDEO	AE EDM [ADVERTISER EXCLUSIVE NEWSLETTER]
[Electronic Digital Mailers] static/gif	800 px Width 120 px Height url/UTM link	800 px Width 300 px Height url/UTM link	800 px Width 300 px Height url/UTM link	80 words 1 x high res image url/UTM link	Must be YouTube or Vimeo link	We custom design this Newsletter on behalf of advertiser [all content is exclusive to advertiser]
Availability per Newsletter	3	3	1	2	1	1 per month

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



Bernie Hellberg Jr
Managing Director
Editor: Driven



Bryan Kayavhu
Publisher
Contributor: Driven



Ferdi de Vos
Contributor: Driven



Nicky Furniss
Editor-in-Chief: TCB Media
Contributor: Driven



Wilhelm Loots
CEO
Editor-at-Large: Driven



Chantal Barton
Director: Business Development
Contributor: Driven

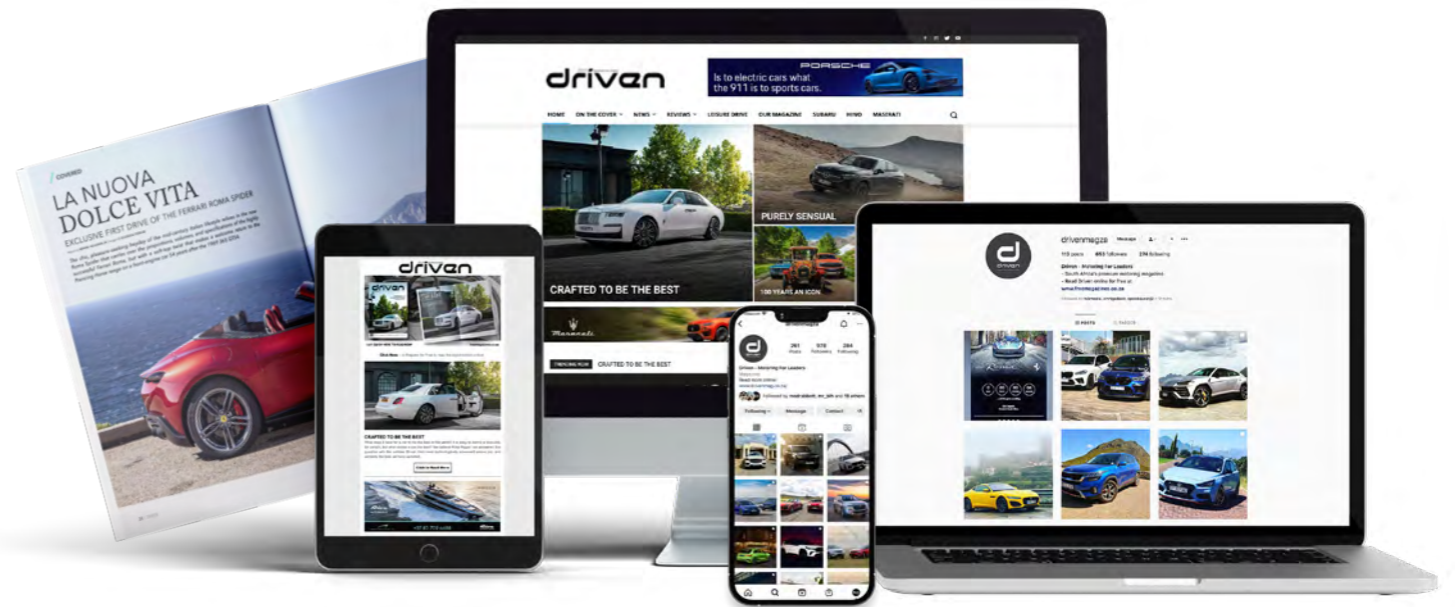


Ryan Abbott
Creative Director & Photographer

DRIVEN Website [www.drivenmag.co.za]

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Masthead Header Banner RHS [static/gif]	x 1 [ROS]	300px W x 100px H
Homepage Below Header Slimline Top Banner [static/gif]	x 1	850px W x 100px H
Homepage Header RHS Small Button [static/gif]	x 1 [ROS]	300 px W x 100px H
LHS Homepage Slimline Sidebar Banner [static/gif]	x 1	166px W x 600px H
RHS Homepage Sidebar Banner [static/gif]	x 1	300 px W x 600px H
Slimline Homepage In-Line Top Half Banner [static/gif]	x 1	653px W x 82px H
Slimline Homepage In-Line Content Banner [static/gif]	x 3	653px 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 Digital/Splashpage	x 1	Advertiser Exclusive Content Landing Page



Magazine Material Submission Deadlines

	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
PRINT SUBMISSION										
Editorial Features	Fri 2 Feb	Fri 1 Mar	Fri 5 Apr	Fri 3 May	Fri 7 Jun	Fri 5 Jul	Fri 2 Aug	Fri 6 Sep	Fri 4 Oct	Fri 1 Nov
Cover Material	Fri 9 Feb	Fri 8 Mar	Fri 12 Apr	Fri 10 May	Fri 14 Jun	Fri 12 Jul	Fri 9 Aug	Fri 13 Sep	Fri 11 Oct	Fri 8 Nov
Ad Material	Fri 16 Feb	Fri 15 Mar	Fri 19 Apr	Fri 17 May	Fri 21 Jun	Fri 19 Jul	Fri 16 Aug	Fri 20 Sep	Fri 18 Oct	Fri 15 Nov
DIGIMAG [DIGITAL ONLY]										
Editorial Features	Fri 23 Feb	Fri 22 Mar	Mon 22 Apr	Fri 24 May	Mon 24 Jun	Wed 24 Jul	Fri 23 Aug	Tue 24 Sep	Fri 25 Oct	Fri 22 Nov
Ad Material	Tue 27 Feb	Tue 26 Mar	Thu 25 Apr	Mon 27 May	Wed 26 Jun	Fri 26 Jul	Tue 27 Aug	Thu 26 Sep	Mon 28 Oct	Wed 27 Nov

Media Traffic Contact: material@tcbmedia.co.za

Accounts: accounts@tcbmedia.co.za

