

driven

MOTERING FOR LEADERS

RATE CARD | 2022



CLICK
HERE
& READ
ONLINE

Driven Print and Digital
driven magazine is available in print and for digital download at www.freemagazines.co.za and boasts close to 15,000 unique monthly digital subscribers.

CLICK
HERE
& FOLLOW
US!

ADVERTISING SALES

National Sales Manager
(Business Development)

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

For printed magazine, digimag, electronic digital mailers/newsletters and online advertising opportunities:

CLICK TO EMAIL

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:
 - o Average value of fixed property - R6.5 million
 - o 42% own more than one residential property
 - o 3% own six or more properties
 - o 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 the driven audience.

Driven Magazine

DRIVEN MONTHLY MAGAZINE	PER MONTH
IFC DPS	R32,500
2nd IFC DPS	R29,500
3rd IFC DPS	R28,800
4th IFC DPS	R28,100
5th IFC DPS	R27,400
FP RHP Next to Contents upfront	R19,500
FP RHP Next to Editor upfront	R19,500
FP RHP first 30%	R18,300
FP RHP first 50%	R17,500
FP Ad RHP [no guaranteed position]	R16,600
DPS Main Body	R28,200
IBC	R16,600
OBC	R16,600
FP Editorial Feature	R22,900
2 Page Editorial Feature	R32,600
Snippet	R5,800

Driven Digital Menu

DRIVEN WEBSITE: WWW.DRIVENMAG.CO.ZA	PER MONTH
Masthead Header Banner LHS [static/gif]	R12,898
Masthead Banner RHS [static/gif]	R12,898
Homepage Header Slimline Top Banner [static/gif]	R14,625
Homepage Header RHS Small Banner [static/gif]	R6,280
LHS Homepage Slimline Sidebar Banner [static/gif]	R8,290
RHS Homepage Sidebar Banner [static/gif]	R10,290
Slimline Homepage In-Line Top Half Banner [static/gif]	R8,290
Slimline Homepage In-Line Content Banner [static/gif]	R6,280
Homepage top scroll newsfeed	R12,898
Homepage Feature Highlight	R10,689
Video Home Page [Advertiser Supplied]	R16,989
Video [DRIVEN produced]	R48,785
Home Page takeover	R33,950
Advertiser Exclusive Tab	R18,598
Advertiser Exclusive Tab + Splashpage	R28,858
Tab Landing Page Side Button	R3,285
Tab Landing Page Side Banner	R5,398

DRIVEN ELECTRONIC DIGITAL MAILER/NEWSLETTER	PER WEEK
Banner in DRIVEN emailer - Bottom [Static/Gif]	R9,680
In-Line DRIVEN EDM Banner [Static/Gif]	R6,290
Button in DRIVEN emailer	R4,289
Feature Highlight in DRIVEN emailer	R12,798
Advertiser Exclusive Emailer	R14,980

DRIVEN SOCIAL MEDIA	PER POST
DRIVEN Facebook Feed	R350
DRIVEN Instagram Feed	R350
DRIVEN Twitter Feed	R350

** Rates exclude VAT

Publisher
Bryan Kayavhu | bryan@drivenmag.co.za

Editor
Wilhelm Loots | wilhelm@drivenmag.co.za

Creative Manager
Ryan Abbott | ryan@tcbmedia.co.za

Advertising Sales
Chantal Barton | chantal@tcbmedia.co.za

Accounts
accounts@tcbmedia.co.za

