

# ROADTRIP

Make the journey your destination

## RATE CARD | 2023

RoadTrip magazine, in much the same fashion as the vehicles it primarily covers, sets a new trend in the industry by merging the traditional boundaries between motoring, travel and adventure publications.

### THE PUBLICATION

Much like crossovers in the vehicle market, RoadTrip offers a wholly fresh approach to these genres, emphasising the vehicle in combination with the road trip, the journey, the quest, the adventure, the destination, the goal. It's about the destination, highlighting the journey, and of course always about the car on the journey.

Aimed at the well-heeled motoring and travel enthusiast, RoadTrip takes a design-centric approach, combining stimulating vehicles with inspirational routes and aspirational destinations worldwide, also incorporating trendy gear, adventure, 4x4 and lifestyle content.

Our editors and journalists are motoring experts who are passionate about travel, which makes their stories relatable, readable, and refreshing.

It's all about the experience of the road journey, finding the secret destinations while out there... and then returning to tell the story.

### THE READERSHIP

- LSM 10 High
- Average household monthly income: R175,000
- Median age: 35 - 50
- Gender split: 82% Male / 18% Female
- Ethnicity: 62% WCI / 38% Black
- 90% of readers live in metropolitan areas
- 90%+ of all readers are Private Bank clients

### THE AUDIENCE

RoadTrip magazine is aimed at and distributed to a group of exceptionally influential individuals – the men and women at the very top of the wealth pyramid. This elusive group of individuals, who express their financial freedom in their private lives, are the Holy Grail for any marketer or advertiser.

Our readers make significant investment in the cars of their choice as a lifestyle expression, and they value their cars as much as the experience of driving them. By choosing to advertise in RoadTrip magazine, you are able to directly target wealthy individuals who are seasoned travellers and motoring enthusiasts who engage in a lifestyle that takes them places.



CLICK HERE TO READ ONLINE



audience. The format is uncluttered to deliver a terse and pithy message to this exclusive opt-in audience.

### SOCIAL MEDIA

With our editors and journalists dividing most of their time between dream destinations and exclusive car launches, our social media makes for compelling visual content that begs to be followed on Facebook, Twitter and Instagram.

### EDITOR'S ACCOLADE

Our editor, Ferdi de Vos, is the recipient of the Toyota Financial Services 2016 Motoring Journalist of the Year award.

### DIGITAL FORMAT

As a digital magazine, RoadTrip is published on our proprietary digital platform that guarantees lightning fast download and paging in an easy to read format that is optimized for all digital devices, from smart phones to desktops and everything in between.

### WEBSITE

The RoadTrip website is an interactive blog-format site that functions in reciprocity with the social media platforms. Updated daily, the website serves RoadTrip principal of delivering expert and weighted opinion in what has become a maze of subjectivity and information devoid of any considered opinion.

### EMAIL NEWSLETTER

With access to close to 15,000 unique digital subscribers, the RoadTrip e-Newsletter affords advertisers yet another channel to communicate directly with the RoadTrip



**READING ON THE GO?**  
TAKE ROADTRIP ON YOUR JOURNEY!  
To read the digital edition of RoadTrip Magazine whenever, wherever, scan the QR code - it's easy, free and convenient.  
#RoadTripmagazine

### DIGIMAG ADVERTISING RATES & OPTIONS

	1 Month	-5% 3 Months	-10% 6 Months	-15% 12 Months
Double Page Spread (DPS)	R16 585	R15 795	R15 075	R14 420
Full Page (FP)	R9 950	R9 475	R9 045	R8 655
Half Page (HP)	R5 720	R5 450	R5 200	R4 975
<b>PRIME PAGES</b>				
Inside Front DPS	R19 070	R18 165	R17 340	R16 585
Page Next to Contents/Editor	R10 945	R10 425	R9 950	R9 520
Inside Back Cover (IBC)	R10 945	R10 425	R9 950	R9 520
Destination Guide	R4 950	R4 715	R4 500	R4 305
Directory Listing (4/page)	R995	R950	R905	R870
<b>WEBSITE ADVERTISING</b>				
Please contact Advertising Sales for options and rates				

### EDM [ELECTRONIC DIGITAL MAILER] / NEWSLETTER RATES

	In-Line Banner [3 x available per weekly EDM]	Main Bottom Banner [1 x available per weekly EDM]	Button [3 x available per weekly EDM]	Snippet [image / 100 words / url link [1 x per advertiser]	Advertiser Exclusive EDM [per Advertiser: EDM - 1 per week]
	R3,290	R5,480	R4,290	R6,250	R12,290
<b>Size/Requirements per EDM Advertising Element:</b> [Hyperlinked to url landing page/s supplied by advertiser or hyperlinked to Advertisement/Editorial in Digimag.]	800px width 120px height	800 px width 300px height	200 px width 200 px height	Advertiser supplied 100 words [in .doc format] + 1 x high res image + url link to embed in Snippet with direct click through to advertiser landing page	This emailer we custom design for advertiser booking this option. The EDM includes only advertiser supplied content and all elements in the email are hyperlinked to advertiser supplied url landing page/s [advertiser website landing page/s], TCB Media custom designs this/these EDM's on behalf of Advertiser

### DIGIMAG MATERIAL SPECIFICATIONS

Sizes	Trim (mm) (HxW)	Bleed (mm) (HxW)	Type (mm) (HxW)
DPS	297 x 420	307 x 430	287 x 410
Full Page	297 x 210	307 x 220	287 x 200
Half Page Horizontal	145 x 210	155 x 220	125 x 190
Half Page Vertical	297 x 100	307 x 110	277 x 85

**Publisher**  
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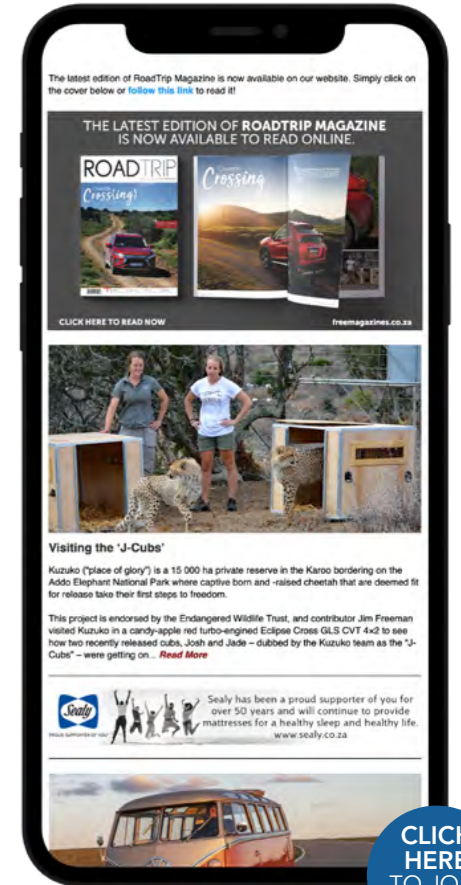
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CLICK HERE TO JOIN FREEMAGS

**RoadTrip DIGITAL**  
RoadTrip magazine reaches an even larger audience through its digital subscription, which is optimised for easy interaction on any desktop, laptop, or mobile device. Each edition of RoadTrip is available online at www.freemagazines.co.za and boasts close to 15,000 unique digital subscribers.

### TERMS & CONDITIONS

All rates are for full colour insertions and include Agency Commission and exclude 15% VAT. Payment options are specified on booking form. For series bookings, pay upon receipt of invoice for each edition. Clients who fail to supply copy / photographs / finished advertising material by deadline will be billed for the space booked and the right to refuse/edit advertorial is reserved.

### ADVERTISING SALES

National Sales Manager  
(Business Development)

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

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