

## RMI & AUTOMOBIL

RMI is the leading voice for the retail motor industry, a member-driven organisation that constantly seeks solutions to concerns raised by members in the day-to-day running of their business.

With a member base of approximately 7500, the RMI provides a very effective collective voice that gives members considerable clout in negotiating better trading conditions. *Automobil* magazine is the official communication journal of the RMI. Delivered directly to RMI members, it highlights local and international trends and activities relevant to the South African motor industry.

### RMI ASSOCIATIONS

- ▶ The Automotive Component Remanufacturer's Association (**ACRA**)
- ▶ Engine Remanufacturers' Association (**ERA**)
- ▶ Motorcycle Dealers' Association (**MDA**)
- ▶ Motor Industry Manufacturers' Association (**MIMA**)
- ▶ Motor Industry Workshop Association (**MIWA**)
- ▶ Motor Parts and Equipment Association (**MPEA**)
- ▶ National African Association of Automobile Service Providers (**NAAASP**)
- ▶ National Automobile Dealers' Association (**NADA**)
- ▶ The Natal Towing Association (**NTA**)
- ▶ National Vehicle Testing Association (**NVTA**)
- ▶ South African Diesel Fuel Injection Association (**SADFIA**)
- ▶ South African Motor Body Repairers' Association (**SAMBRA**)
- ▶ South African Petroleum Retailers Association (**SAPRA**)
- ▶ South African Vehicle and Body Builders' Association (**SAVABA**)
- ▶ Tyre Dealers' and Fitment Association (**TDAFA**)

# 360° COMMUNICATION CHANNELS

### AUTOMOBIL WEBSITE

Let motor industry decision makers visiting the *Automobil* website see your brand and click through to your website. A limited number of rotating banners are available for marketers online at [www.automobil.co.za](http://www.automobil.co.za).

### AUTOMOBIL WEBLETTER

Reach the inbox of motor industry decision makers with our content rich, insightful and interesting webletter.

*automobil*

### AUTOMOBIL PROMO-MAILERS

Reach motor industry decision makers in their inbox with your very own exclusive e-mail advertising your company products or services.

### AUTOMOBIL MAGAZINE

Reach 10000 motor industry decision makers and key influencers through our monthly magazine.

### AUTOMOBIL SPECIAL REPORTS

Let our editorial team compile an independent, four-page special report on your company, product or service with your input and approval. These special reports form an integral part of the editorial content of the magazine.

### AUTOMOBIL DIGIMAG

Reach local and international motor business decision makers and key influencers through our monthly digital issue. Rich in video, audio and photo content, the digimag adds another touch-point as a value-add to magazine advertisers.

## MAGAZINE ADVERTISING RATES

	1-5 insertions	6+ insertions
DPS	<b>R28 800</b>	<b>R25 900</b>
Full page	<b>R16 000</b>	<b>R14 400</b>
1/2 page	<b>R9 200</b>	<b>R8 200</b>
1/3 page	<b>R7 800</b>	<b>R7 000</b>
Special positions	1-5 insertions	6+ insertions
Inside front cover	<b>R19 200</b>	<b>R17 200</b>
Inside back cover	<b>R17 600</b>	<b>R15 800</b>
Outside back cover	<b>R20 000</b>	<b>R18 000</b>
Special reports*		
2 Pages	<b>R22 400</b>	
4 Pages	<b>R33 600</b>	
<b>Insert Rates, R800 per 1000</b>		

\* A production fee may be levied.

## DIGITAL ADVERTISING RATES

Website	Rate/impression	Dimensions (px)
Double banner	<b>25 Cents</b>	<b>468x120</b>
Island advert	<b>20 Cents</b>	<b>220x220</b>
Webletter	Rate	Dimensions (px)
Double banner	<b>R3 000</b>	<b>468x120</b>
Island advert	<b>R3 000</b>	<b>220x220</b>
Promo-mailers	1-5 insertions	6+ insertions
Promo-mailers	<b>R12 000</b>	<b>R10 800</b>

\* All rates quoted are monthly, excluding VAT.

## Special positions

Special positions - Guaranteed up-front positions carry a 20% loading. While every effort will be made to place adverts within the most relevant editorial position, preference will be given to regular advertisers. No cancellations after booking deadline. A 100% cancellation fee will be levied against such cancellations.

## Special reports

Advertorials provide a great opportunity to promote your product in a way that is interesting and informative to the reader. They are designed to look similar to magazine features and can form an integral part of the content of the magazine.

## DEADLINES, DIMENSIONS & MATERIAL SPECS

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN 12	FEB 12
Deadline for ads & adv we design	20 May	17 Jun	15 Jul	19 Aug	16 Sep	14 Oct	11 Nov	02 Dec
Space booking deadline	25 May	24 Jun	22 Jul	26 Aug	23 Sep	21 Oct	18 Nov	08 Dec
Complete ad material deadline	27 May	30 Jun	29 Jul	02 Sep	30 Sep	28 Oct	22 Nov	07 Dec
Insert delivery	17 Jun	18 Jul	16 Aug	20 Sep	18 Oct	15 Nov	06 Dec	10 Jan
Delivery to Post Office	30 Jun	28 Jul	26 Aug	30 Sep	28 Oct	25 Nov	19 Dec	27 Jan

**Note:** Cancellations will not be accepted after space booking deadline. The publishers reserve the right to surcharge where contracts are not completed within the given period of time.

## SIZES AND SPECS

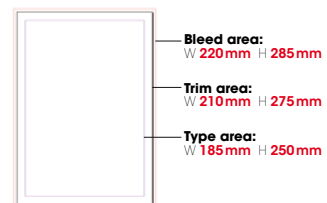
Dimensions		Width	Height
Full-page	trim size	210 mm	275 mm
	type area	185 mm	250 mm
	bleed	220 mm	285 mm
Double-page spread	trim size	420 mm	275 mm
	bleed	430 mm	285 mm
Half-page, horizontal	trim size	210 mm	130 mm
	type area	185 mm	105 mm
	bleed	220 mm	140 mm
Half-page, vertical	trim size	105 mm	275 mm
	type area	85 mm	250 mm
	bleed	115 mm	285 mm
One-third, horizontal	trim size	210 mm	90 mm
	type area	185 mm	70 mm
	bleed	220 mm	100 mm
One-third, vertical	trim size	72 mm	275 mm
	type area	55 mm	250 mm
	bleed	82 mm	285 mm

### Material specifications

**Printing:** All sections of *Automobil* are printed in CMYK at 150 screen ruling, using the Web process. No spot or Pantone colours will be accepted.

**Digital:** Press-optimised PDF files which have been pre-flighted and validated in order to comply with our print specifications. Transmission must be done via an accredited clearing house such as Quickcut (tel 011-729-4600) or Websend (tel 011-712-5700). Both 5mm bleed and trim marks must be provided.

**Proofs:** A 100% high-res colour proof generated from the PDF file must be dispatched simultaneously to the publisher for checking purposes.



RATE CARD 2011/12

# automobil

THE DEEPEST BUSINESS REACH INTO THE SA MOTOR INDUSTRY

WWW.AUTOMOBIL.CO.ZA

83%

of readers retain *Automobil* for future reference

65%

of *Automobil* magazines are read by three or more people

72%

of readers base their decisions on *Automobil* advice and information

Reach 10 000  
motor industry decision makers

70%  
of readers are influenced by advertising in *Automobil*

## CONTACT US

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ramsaymedia  
custom publishing

