

FLAT RATES (Applicable from October 2009 issue)

Insertions	CAR			Leisure Wheels			WIEL		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
1-4	48 200	6 748	54 948	19 600	2 744	22 344	23 900	3 346	27 246
5-12	46 100	6 454	52 554	18 600	2 604	21 204	22 600	3 164	25 764
13-24	44 300	6 202	50 502	17 700	2 478	20 178	21 600	3 024	24 624
24+	42 600	5 964	48 564	16 700	2 338	19 038	20 400	2 856	23 256
DOUBLE PAGE RATES									
1-4	96 400	13 496	109 896	39 100	5 474	44 574	47 900	6 706	54 606
5-12	92 300	12 922	105 222	37 200	5 208	42 408	45 200	6 328	51 528
13-24	88 500	12 390	100 890	35 300	4 942	40 242	43 100	6 034	49 134
24+	85 100	11 914	97 014	33 400	4 676	38 076	40 900	5 726	46 626
HALF PAGE RATES									
1-4	31 400	4 396	35 796	12 700	1 778	14 478	15 600	2 184	17 784
5-12	30 600	4 284	34 884	12 100	1 694	13 794	14 700	2 058	16 758
13-24	29 500	4 130	33 630	11 500	1 610	13 110	14 000	1 960	15 960
24+	27 600	3 864	31 464	10 900	1 526	12 426	13 200	1 848	15 048
THIRD PAGE RATES									
1-4	27 600	3 864	31 464	12 200	1 708	13 908	13 700	1 918	15 618
5-12	26 600	3 724	30 324	11 500	1 610	13 110	12 800	1 792	14 592
13-24	25 600	3 584	29 184	11 000	1 540	12 540	12 300	1 722	14 022
24+	24 200	3 388	27 588	10 400	1 456	11 856	11 600	1 624	13 224

PRIME POSITIONS

	CAR			Leisure Wheels			WIEL		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
Inside front cover spread	110 100	15 414	125 514	47 400	6 636	54 036	52 500	7 350	59 850
Inside back cover	52 300	7 322	59 622	22 500	3 150	25 650	26 600	3 724	30 324
Outside back cover	57 800	8 092	65 892	24 700	3 458	28 158	28 600	4 004	32 604
1st double page spread	105 300	14 742	120 042	44 900	6 286	51 186	49 800	6 972	56 772
2nd double page spread	100 600	14 084	114 684	42 900	6 006	48 906	47 300	6 622	53 922

10% discount applies to Leisure Wheels and WIEL if booked in combination with CAR

INSERT RATES

Inserts	Loose per thousand	Bound per thousand
Single pg	585	675
2-5 pgs	675	775
6-11 pgs	775	890
12-16 pgs	890	1020
17+ pgs	on application	on application

10% discount applies to Leisure Wheels and WIEL if booked in combination with CAR

SOME POINTS TO CONSIDER

- 20% loading for guaranteed positions
- Black-and-white rates less 30%
- Spot colour bookings add R3 000 per spot colour
- Combination bookings classified as one booking



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COMBINED RATES

FULL PAGE COMBINATION DPS RATE = 2 X FULL PAGE RATE	1 - 4 Insertions			5 - 12 Insertions			13 - 24 Insertions			24+ Insertions		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
CAR/Leisure Wheels	66 400	9 296	75 696	63 400	8 876	72 276	60 800	8 512	69 312	58 200	8 148	66 348
CAR Rate	48 200	6 748	54 948	46 100	6 454	52 554	44 300	6 202	50 502	42 600	5 964	48 564
Leisure Wheels Rate	18 200	2 548	20 748	17 300	2 422	19 722	16 500	2 310	18 810	15 600	2 184	17 784
CAR/WIEL	70 700	9 898	80 598	67 400	9 436	76 836	64 600	9 044	73 644	61 800	8 652	70 452
CAR Rate	48 200	6 748	54 948	46 100	6 454	52 554	44 300	6 202	50 502	42 600	5 964	48 564
WIEL Rate	22 500	3 150	25 650	21 300	2 982	24 282	20 300	2 842	23 142	19 200	2 688	21 888
Leisure Wheels/WIEL	40 800	5 712	46 512	39 000	5 460	44 460	37 000	5 180	42 180	35 000	4 900	39 900
Leisure Wheels Rate	18 400	2 576	20 976	17 700	2 478	20 178	16 700	2 338	19 038	15 800	2 212	18 012
WIEL Rate	22 400	3 136	25 536	21 300	2 982	24 282	20 300	2 842	23 142	19 200	2 688	21 888
CAR/Leisure Wheels/WIEL	87 000	12 180	99 180	82 800	11 592	94 392	79 300	11 102	90 402	75 700	10 598	86 298
CAR Rate	48 200	6 748	54 948	46 100	6 454	52 554	44 300	6 202	50 502	42 600	5 964	48 564
Leisure Wheels Rate	16 800	2 352	19 152	15 900	2 226	18 126	15 200	2 128	17 328	14 300	2 002	16 302
WIEL Rate	22 000	3 080	25 080	20 800	2 912	23 712	19 800	2 772	22 572	18 800	2 632	21 432
HALF PAGE COMBINATION												
CAR/Leisure Wheels	43 200	6 048	49 248	41 800	5 852	47 652	40 200	5 628	45 828	37 700	5 278	42 978
CAR Rate	31 400	4 396	35 796	30 600	4 284	34 884	29 500	4 130	33 630	27 600	3 864	31 464
Leisure Wheels Rate	11 800	1 652	13 452	11 200	1 568	12 768	10 700	1 498	12 198	10 100	1 414	11 514
CAR/WIEL	46 200	6 468	52 668	44 600	6 244	50 844	42 800	5 992	48 792	40 100	5 614	45 714
CAR Rate	31 400	4 396	35 796	30 600	4 284	34 884	29 500	4 130	33 630	27 600	3 864	31 464
WIEL Rate	14 800	2 072	16 872	14 000	1 960	15 960	13 300	1 862	15 162	12 500	1 750	14 250
Leisure Wheels/WIEL	26 600	3 724	30 324	25 200	3 528	28 728	23 900	3 346	27 246	22 700	3 178	25 878
Leisure Wheels Rate	12 000	1 680	13 680	11 400	1 596	12 996	10 800	1 512	12 312	10 300	1 442	11 742
WIEL Rate	14 600	2 044	16 644	13 800	1 932	15 732	13 100	1 834	14 934	12 400	1 736	14 136
CAR/Leisure Wheels/WIEL	56 700	7 938	64 638	54 600	7 644	62 244	52 200	7 308	59 508	49 100	6 874	55 974
CAR Rate	31 400	4 396	35 796	30 600	4 284	34 884	29 500	4 130	33 630	27 600	3 864	31 464
Leisure Wheels Rate	11 000	1 540	12 540	10 500	1 470	11 970	9 900	1 386	11 286	9 400	1 316	10 716
WIEL Rate	14 300	2 002	16 302	13 500	1 890	15 390	12 800	1 792	14 592	12 100	1 694	13 794
THIRD PAGE COMBINATION												
CAR/Leisure Wheels	38 900	5 446	44 346	37 300	5 222	42 522	35 800	5 012	40 812	33 900	4 746	38 646
CAR Rate	27 600	3 864	31 464	26 600	3 724	30 324	25 600	3 584	29 184	24 200	3 388	27 588
Leisure Wheels Rate	11 300	1 582	12 882	10 700	1 498	12 198	10 200	1 428	11 628	9 700	1 358	11 058
CAR/WIEL	40 600	5 684	46 284	38 800	5 432	44 232	37 200	5 208	42 408	35 200	4 928	40 128
CAR Rate	27 600	3 864	31 464	26 600	3 724	30 324	25 600	3 584	29 184	24 200	3 388	27 588
WIEL Rate	13 000	1 820	14 820	12 200	1 708	13 908	11 600	1 624	13 224	11 000	1 540	12 540
Leisure Wheels/WIEL	24 300	3 402	27 702	22 900	3 206	26 106	21 800	3 052	24 852	20 700	2 898	23 598
Leisure Wheels Rate	11 400	1 596	12 996	10 800	1 512	12 312	10 300	1 442	11 742	9 800	1 372	11 172
WIEL Rate	12 900	1 806	14 706	12 100	1 694	13 794	11 500	1 610	13 110	10 900	1 526	12 426
CAR/Leisure Wheels/WIEL	50 700	7 098	57 798	48 400	6 776	55 176	46 300	6 482	52 782	43 600	6 104	49 704
CAR Rate	27 600	3 864	31 464	26 600	3 724	30 324	25 600	3 584	29 184	24 200	3 388	27 588
Leisure Wheels Rate	10 500	1 470	11 970	10 000	1 400	11 400	9 500	1 330	10 830	8 800	1 232	10 032
WIEL Rate	12 600	1 764	14 364	11 800	1 652	13 452	11 200	1 568	12 768	10 600	1 484	12 084