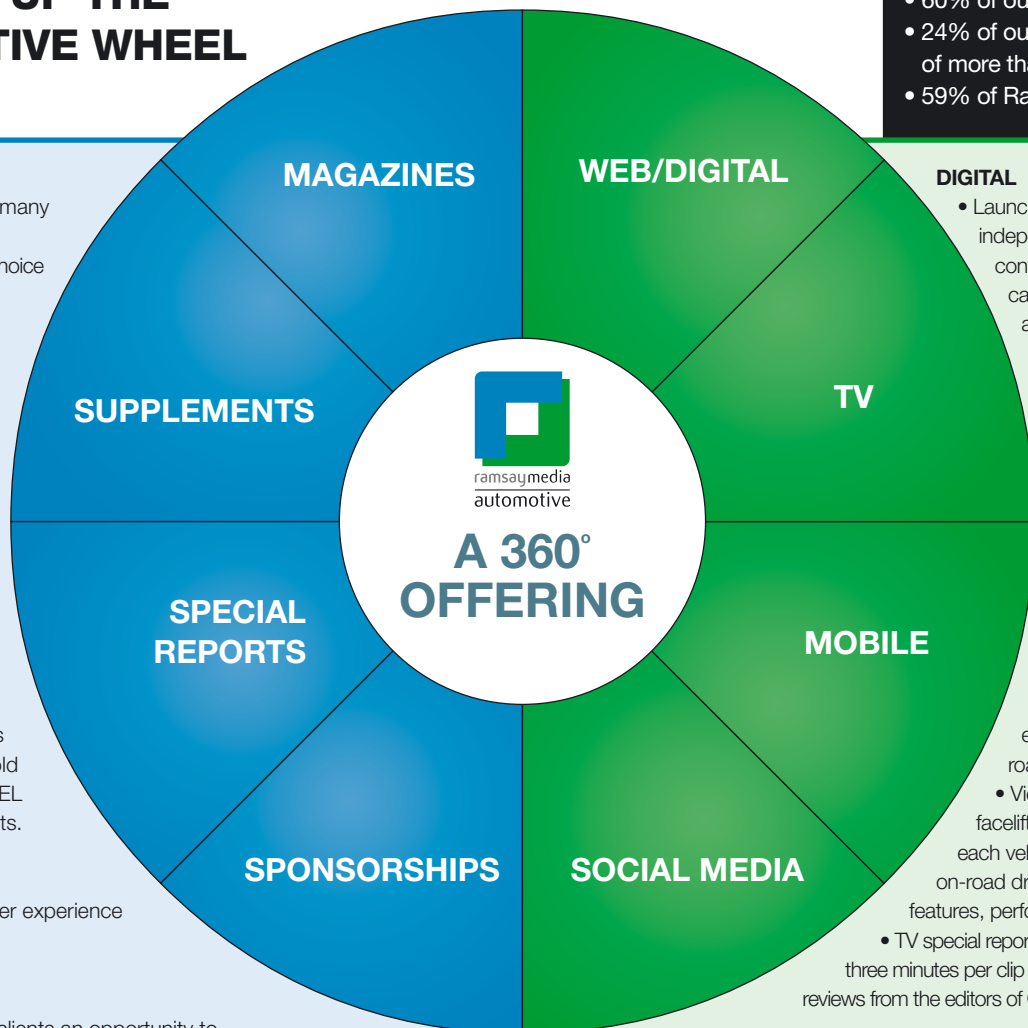


**THE SPOKES THAT MAKE UP THE RAMSAYMEDIA AUTOMOTIVE WHEEL**

**FOCUS ON RAMSAYMEDIA AUTOMOTIVE** ★

- More than a million monthly readers across all platforms
- 66% of our readers are of colour
- 60% of our readers are under 35
- 24% of our readers earn a combined household income of more than R20 000 per month
- 59% of RamsayMedia Automotive readers are LSM 8-10



**CAR MAGAZINE**

- CAR is the benchmark against which all motoring and many men's interest titles are measured.
- After 53 years, CAR still represents an unbeatable media choice for advertisers targeting South African men.
- CAR is the most cost effective motoring or men's interest medium (A CPT of R524).

**LEISURE WHEELS**

- Targets anyone excited by the prospect of adventure motoring off the beaten track and those that have a desire to explore.
- Leisure Wheels targets affluent current and potential owners of sport-utility vehicles, 4x4s, double-cabs and MPVs. Leisure Wheels is about the journey, the "wheels" and the destination.

**WIEL**

- WIEL - the 32 year old brand - remains the only Afrikaans motoring magazine in South Africa and offers a unique combination of news, road test evaluations, old car features, bikes and other toys, and motorsport. WIEL targets highly passionate Afrikaans motoring enthusiasts.

**SUPPLEMENTS**

- Regular supplements are published to extend the reader experience with the magazine.

**SPECIAL REPORTS**

- Special reports in CAR, WIEL or Leisure Wheels allow clients an opportunity to showcase new product launches with an extended editorial feature written and prepared by the editors of the magazine.

**SPONSORSHIPS**

- Sponsorship opportunities range from special features in the different magazines, magazine supplements, specific sections on the website, exclusive banner ad exposure on mobile, the CAR Conference and events.

**DIGITAL**

- Launched 12 years ago, CARtoday.com is the biggest independent motoring website in South Africa. Original content for web includes comprehensive new and used car guides with prices, performance specifications, video and photo galleries, blogs, podcasts, motorsport updates and technical advice and information.
- WIEL.co.za offers the Afrikaans speaking South African motoring enthusiast a unique offering of blogs, video clips and breaking news, as well as a weekly newsletter to opt-in recipients.
- Leisurwheels.com is the latest offering bringing the adventurous spirit of the magazine to the web.
- Each one of our websites offers a weekly newsletter wrap-up of the week's activities.

**CARTV**

- CAR Guide offers three-minute clips of more than 100 of the latest cars with 360-degree interior and exterior views, prices and performance specifications, road tests, galleries and driving impressions.
- Video special reports focus on new vehicle launches or facelifts. Two, two-minute clips produced for web showcase each vehicle's unique attributes and special features. Watch on-road driving impressions, and view interior and exterior features, performance data, service and maintenance options.
- TV special reports are an extension of web special reports – extended to three minutes per clip and filmed in high-definition DVD with commentary and reviews from the editors of CAR, WIEL and Leisure Wheels.

**MOBILE**

- Got the internet on your mobile – then CARToday.com is in the palm of your hand, with new launches, price guide, wallpapers, videos for download, exhaust tones and what's in the latest issue – <http://mobile.cartoday.com>

**SOCIAL MEDIA**

Developed audiences on social network sites such as, YouTube, MyVideo, facebook, twitter and MXit.