

## 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 -11 insertions
DPS	R28 800	R25 900
Full page	R16 000	R14 400
1/2 page	R9 200	R8 200
1/3 page	R7 800	R7 000
Special positions		
Inside front cover	R19 200	R17 200
Inside back cover	R17 600	R15 800
Outside back cover	R20 000	R18 000
Special reports		
4 Pages	R48 000	
Promo-mailers		
Promo-mailers	1- 4 insertions R12 000	6 -11 insertions R10 800

## WEBSITE ADVERTISING RATES

	Rate per shared banner	Rate per exclusive banner	Dimensions (Pixels)
Double banner	R1 500	R2 250	468x120
Island advert	R1 500	R2 250	220x220

## WEBLETTER ADVERTISING RATES

	Rate per shared banner	Rate per exclusive banner	Dimensions (Pixels)
Double banner	R2 000	R3 000	468x120
Island advert	R2 000	R3 000	220x220

\* 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
Ad booking	13 May	29 Jun	27 Jul	24 Aug	28 Sep	26 Oct	23 Nov	5 Dec
Ad material	20 May	1 Jul	29 Jul	26 Aug	30 Sep	28 Oct	25 Nov	7 Dec
Insert delivery	13 Jun	18 Jul	15 Aug	12 Sep	17 Oct	14 Nov	12 Dec	10 Jan
Mailing date	20 Jun	25 Jul	22 Aug	19 Sep	24 Oct	21 Nov	19 Dec	23 Jan

## SIZES AND SPECS

Dimensions		Width	Height
Full-page	trim size	210mm	275mm
	type area	185mm	250mm
	bleed	220mm	285mm
Double-page spread	trim size	420mm	275mm
	bleed	430mm	285mm
Half-page, horizontal	trim size	210mm	130mm
	type area	185mm	105mm
	bleed	220mm	140mm
Half-page, vertical	trim size	105mm	275mm
	type area	85mm	250mm
	bleed	115mm	285mm
One-third, horizontal	trim size	210mm	90mm
	type area	185mm	70mm
	bleed	220mm	100mm
One-third, vertical	trim size	72mm	275mm
	type area	55mm	250mm
	bleed	82mm	285mm
Quarter-page, square	trim size	100mm	132.5mm
	type area	80mm	112.5mm
	bleed	110mm	142.5mm

## 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

### ADVERTISING

**Anton Willemse** – Account executive

Tel: 011-301-4441 Cell: 082-775-2926

E-mail: antonw@ramsaymedia.co.za

**Colin Garden** – National sales manager

Tel: 011-301-4451 Cell: 082-516-7237

E-mail: coling@ramsaymedia.co.za

### DESIGN

**Christelle Botha** – Senior designer

Tel: 021-530-3149

E-mail: christelle@ramsaymedia.co.za

### RAMSAYMEDIA CUSTOM PUBLISHING

**Neal Farrell** – Publisher

Tel: 021-530-3183

E-mail: neal@ramsaymedia.co.za

**Robyn Daly** – Group editor

Tel: 021-530-3103

E-mail: robynd@ramsaymedia.co.za

automobil

ramsaymedia  
custom publishing

