

## > CONSUMER RESEARCH

78% of readers believe that customer magazines are better than any other form of marketing – **That's more attention from readers**

29 minutes is the average reading time for a customer magazine – **The equivalent of fifty-eight 30-second spots**

60% of readers keep customer magazines for further use/information – **High pass-on and readership rates**

44% is the average response rate from consumer magazines indicating a **high call-to-action**

*Based on the Millward Brown and APA, Advantage Study conducted in 2006 and 2009*

## > TOYOTA

Toyota is an icon of South Africa, like Mrs Ball's Chutney, pap en wors, Soccer City, Table Mountain, Nelson Mandela and Kruger National Park. It symbolises a South African lifestyle that's exciting, adventurous and family-orientated. Toyota owners are proud of their vehicles, they're environmentally conscious, have a social conscience and value reliability, durability and good value. Own a Toyota and you've got much more than four wheels and a chassis. *Toyota Zone* magazine is the tangible expression of that lifestyle and heritage.

## > ABOUT THE READER

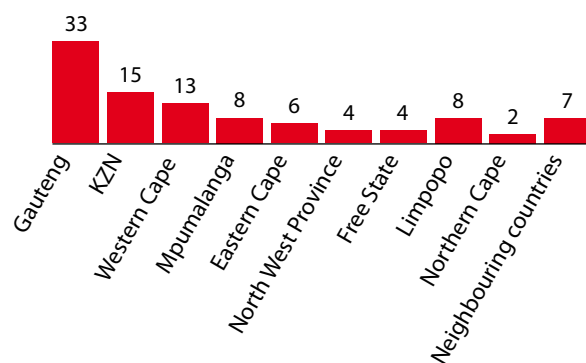
*Toyota Zone* readers come from a diverse range of backgrounds all of whom have one thing in common – they are deeply entrenched with the Toyota brand. One edition of *Toyota Zone* is sent to every new Toyota buyer throughout the country, thus reaching 25% of the new car market in South Africa – these are your readers.



## DEMOGRAPHICS

AGE		DISTRIBUTION	
Under 24	3%	New Toyota owners	20 000
25-34	18%	Dealers	5 000
35-49	47%	Doctors' rooms	5 000
50-60	22%	Toyota SA staff & fleet owners	1 500
Over 60	8%		
Unknown	2%		
GENDER		PASSENGER VS LCVS	
Male	76%	Passenger vehicles	49%
Female	24%	LCVS	51%

## REGIONAL SPLIT



## MAG ZONE

specs&sizes

## ADVERTISING RATES

	1-3 Insertions	4+ Insertions
<b>BODY OF JOURNAL</b>		
Full page	R12 000	R10 200
DPS	R21 500	R18 300
1/2 page	R8 500	R7 200
1/3 page	R7 500	R6 800
1/4 page	R6 800	R5 950
<b>SHOP ZONE</b>		
24.5 cm triple column (full Page)	R7 700	R6 100
24.5 cm double column	R6 300	R5 000
24.5 cm single column	R3 600	R2 900
16.2 cm triple column (2/3 page)	R6 300	R5 000
16.2 cm double column	R3 900	R3 100
16.2 cm single column	R2 300	R1 850
8 cm triple column (1/3 page)	R3 600	R2 900
8 cm double column (1/6 page)	R2 300	R1 850
8 cm single column (1/9 page)	R1 500	R1 200
<b>SPECIAL POSITIONS</b>		
Inside front cover	R15 600	R14 000
Inside back cover	R15 600	R14 000
Outside back cover	R16 800	R15 000
<b>ADVERTORIAL</b>		
Full page	R12 000	R4 000
DPS	R21 500	R6 000

All rates include agency commission and exclude VAT

## > SPECIAL POSITIONS

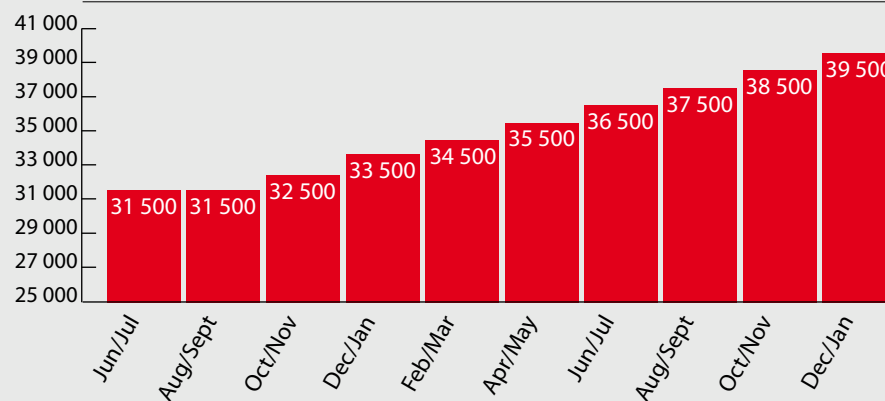
Guaranteed up-front positions carry a 20% loading. While every effort will be made to place adverts within the most relevant editorial position, preference will be given to regular advertisers. No cancellations after booking deadline. A 100% cancellation fee will be levied against such cancellations.

## > ADVERTORIALS

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 the magazine features and can form an integral part of the content of the magazine.



## PRINT ORDERS 2010/11



## MAG ZONE

specs&sizes

## 2010/11 DEADLINES

	Jun/July	Aug/Sept	Oct/Nov	Dec/Jan	Feb/Mar
<b>Ad booking deadline and finalised client copy</b>	16 April	11 June	13 August	15 October	3 December
<b>Ad material deadline</b>	23 April	18 June	20 August	22 October	10 December
<b>Delivery to Post Office</b>	31 May	26 July	27 September	29 November	26 January

## DIMENSIONS

	Sizes	Width	Height
<b>Full page</b>	Trim size	210 mm	275 mm
	Type area	185 mm	250 mm
<b>DPS</b>	Bleed	220 mm	285 mm
	Trim size	420 mm	275 mm
<b>Half-page, Horizontal</b>	Bleed	430 mm	285 mm
	Trim size	210 mm	130 mm
<b>Half-page, Vertical</b>	Type area	185 mm	105 mm
	Bleed	220 mm	140 mm
<b>One-third, Horizontal</b>	Trim size	105 mm	275 mm
	Type area	85 mm	250 mm
<b>One-third, Vertical</b>	Bleed	115 mm	285 mm
	Trim size	210 mm	90 mm
<b>Quarter page, Square</b>	Type area	185 mm	70 mm
	Bleed	220 mm	100 mm
<b>Quarter page, Square</b>	Trim size	72 mm	275 mm
	Type area	55 mm	250 mm
<b>Quarter page, Square</b>	Bleed	82 mm	285 mm
	Trim size	100 mm	132.5 mm
<b>Quarter page, Square</b>	Type area	80 mm	112.5 mm
	Bleed	110 mm	142.5 mm

## SHOP ZONE DIMENSIONS

	Width	Height
8 cm single column	60 mm	80 mm
8 cm double column	122 mm	80 mm
8 cm triple column (1/3 page)	185 mm	80 mm
16.2 cm single column	60 mm	162 mm
16.2 cm double column	122 mm	162 mm
16.2 cm triple column (2/3 page)	185 mm	162 mm
24.5 cm single column	60 mm	245 mm
24.5 cm double column	122 mm	245 mm
24.5 cm triple column (full page)	185 mm	245 mm



## > MATERIAL SPECIFICATIONS

**Printing:** All sections of *Toyota Zone* 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 5 mm 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.

## DIGI ZONE

multiplatform

### > DIGIZINE

Every issue is digitised and published with lots of interactive rich media such as videos, podcasts and picture galleries. If you'd like your ad to contain video footage or other rich media, we can insert it into the digizine for an additional charge of R2 500.

### > WEBLETTER

In alternative months an e-mail-based webletter goes out to a database of 25 000 Toyota owners, dealers, staff and key suppliers. The webletter features key articles from *Toyota Zone* magazine and additional content such as unseen photo galleries and video footage.

### > WEBSITE

The *Toyota Zone* website has direct links from the Toyota website and provides viewers with features from past and current *Toyota Zone* magazines with additional video footage and photo galleries. Webletter readers are directed to the site to view additional content, and to subscribe and view the digizine – an electronic version of the *Toyota Zone* magazine.



### > DIGITAL ADVERTISING OPPORTUNITIES

Advertising opportunities exist on both the webletter and website in the form of island and banner adverts. These digital adverts have scrolling and click-through capabilities which readers can use to enter advertiser websites to learn more about the company and its offerings, enter competitions and even get online quotes.

## ADVERTISING RATES

	1-3 insertions	4+ insertions
<b>DIGITAL - WEBLETTER &amp; WEBSITE</b>		
220px x 220px Island advert	R6 000	R5 000
468px x 120px Banner advert	R6 000	R5 000

All rates include agency commission and exclude VAT

TOYOTA

# zone

Lifestyle content  
that inspires

Full of entertaining reads, things  
to do and useful stuff

360

Bi-monthly mag

Webletter to 25 000  
Toyota owners

Digizine packed  
with rich media

29 MINUTES

The average  
reading time  
for a customer  
magazine

Reach **25%** of South Africa's new  
car buyers **in every** issue

RATE CARD  
2010

TOYOTA  
zone

## Contact us

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custom publishing