

# AUTOLIVE

South Africa's leading source of news and information on all aspects of the motor industry

## ABOUT AUTOLIVE

AutoLive is the best way to keep up to date with news and views about the South African and international motor industry in all its sectors as a convenient e-zine delivered once a month.

The mailing includes more than 6 000 small and medium business owners. Readers are motor industry experts, they are influencers to vehicle buyers and are so-called petrol heads, they are also buyers of automotive toys.

The magazine is mailed to a comprehensive list of decision makers operating in the **SA motor industry** for more than **10 years** with more than **160 issues**.

The magazine is mailed to more than 18 500 loyal readers and the readership includes some of the following members:

- NADA members
- RMI members
- Naamsa members
- Motor industry staff association members
- Naacam members
- Dealer group executives, such as McCarthy, Unitrans, etc.
- Business people who own and operate new motor vehicle and motorcycle franchises
- Used vehicle outlets
- OEMS
- Importers and vehicle distributors
- F&I Managers
- Motor body repairers
- Petroleum retailers
- Independent vehicle workshops
- Vehicle body builders
- Re-manufacturing component sector
- Tyre dealers
- Garage/workshop equipment – importers and distributors
- Tool importers and distributors
- Retailers and independent operators in the aftermarket industry
- Manufacturers and importers of parts for the automotive aftermarket

**AutoLive** is a source of up-to-date **news written by industry experts** in this very important sector of the national economy and is thus a **powerful advertising medium** to a selected target group.

This means advertisers who are suppliers or service providers to all facets of the SA motor industry are seen by a focused target market.

## Who should advertise in AutoLive?

- Companies looking to recruit employees for specialist positions in the motor industry
- Companies looking for franchisees

- Companies looking for dealers for new vehicle brands or to expand an existing dealer network
- Automotive marketing consultants
- Training organisations
- Market research companies
- Business management consultants
- IT companies
- Suppliers of workshop equipment
- Car care companies
- Suppliers to panel beaters
- Auction houses
- Courier companies
- Service providers in the finance and insurance industry
- Organisers of exhibitions and conferences
- Tyre fitment centres
- Suppliers of car care products
- Suppliers of automotive replacement parts
- Roadworthy testing centres
- Office equipment
- Accounting firms
- Security companies
- Component re-manufacturers
- Suppliers to workshops, consisting of general repairs, auto electrical, air conditioning, transmission and driveline workshops
- Accessories and fitment centres
- OEMS, importers and distributors
- Suppliers to auto repairers
- Petroleum companies
- Vehicle body builders
- Suppliers to tyre dealers
- Garage/workshop equipment
- Tool importers and distributors
- Aftermarket auto part industry
- Private vehicle testing stations

**AutoLive** advertising rates are very cost effective and we are able to make up advertisements and tailor-made special editions for your brand, at reasonable rates.

**Special editorial sections and additions designed to marketer's requirements are available.**

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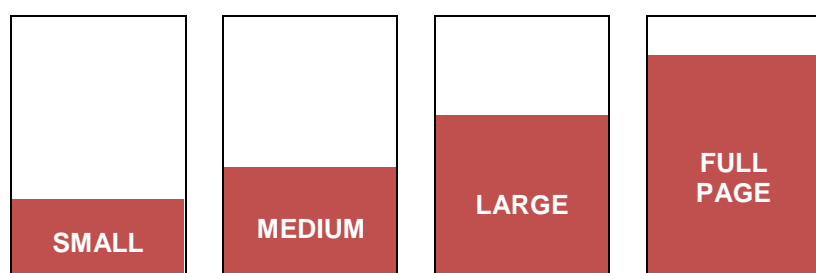
## Advertising rates & specifications

\*AutoLive is published monthly by WCM Media cc

Circulation figures consistently prove that AutoLive is South Africa's foremost – and most read – motor industry and aftermarket publication. AutoLive has a subscriber base of upwards of 18 500 loyal readers and has been in existence for more than 10 years.

### AutoLive advertising rates 2023

Advertisement sizes			Advert dimensions		
	1 x insertion	6 x insertions (each)	12 x insertions (each)	Column / cm	Millimetres
Mailer banner	N/A	R 9 100	R 7 000	Special	Special
Mailer vertical	N/A	R 8 050	R 5 350	Special	Special
Cover earpiece	N/A	R 9 100	R 6 420	Special	Special
Cover footer	N/A	R 9 100	R 6 420	R 6 420	Special
Full page	R16 600	R14 450	R12 850	3 x 26.5	180 w x 265 d
Large	R13 400	R12 300	R10 200	3 x 11.5	180 w x 115 d
Medium	R12 300	R11 250	R 9 650	3 x 9.5	180 w x 95 d
Small	R11 250	R 9 650	R 8 600	3 x 7.5	180 w x 75 d



**R11 250**  
180 x 75

**R12 300**  
180 x 95

**R12 850**  
180 x 115

**R16 600**  
180 x 265

#### Notes

- Bookings are essential. Space subject to availability.
- All prices quoted exclude VAT and agency commission.
- Unless otherwise specified, distribution is on the last Friday of every month.
- Deadline for artwork is 4pm on the Friday prior to publication.

#### Material requirements

- Complete artwork to be supplied in PDF, JPG, TIFF or EPS format, 300 dpi (high resolution), CMYK.
- All fonts must be embedded and converted to paths.
- All images and logos to be supplied in JPG, TIFF or EPS format, 300 dpi (high resolution), CMYK. Not in Word documents.
- No compressed or zipped files will be accepted.
- Artwork to be sent to zerildi@autolive.co.za or bonita@marketingss.co.za.
- Design services are available but will be quoted on separately.

**For bookings or queries please contact:  
Zerildi Pieterse • E-mail: zerildi@autolive.co.za • Mobile: 082 898 7319**