

# *automobil*

**2020 Media Pack**



**A NEW SHIFT IN DIRECTION**



ARA



NADA



SAMBRA



SAPRA



SAVABA



TEPA



VTA



## ***Retail Motor Industry Organisation***

- The RMI is a proactive, relevant, retail and associated motor industry organisation recognised as the leading voice in South Africa's automotive aftermarket, serving the daily needs of its members and playing a key role in enabling motor traders to deliver top class service to motoring consumers.
- The RMI constantly seeks solutions to concerns raised by members in the day-to-day running of their businesses. With a member base of 7 500, the RMI provides a very effective collective voice that gives members considerable clout in negotiating better trading conditions.
- The RMI consists of 8 associations which fall under its umbrella.

## ***Automobil Magazine***

- ***Automobil*** magazine is the official bi-monthly communication of the RMI and is delivered directly to RMI members. The title highlights local and international trends and activities relevant to the South African motor industry and contains 100% independent editorial.
- ***Automobil*** offers readers and automotive business owners advice and information on legal, labour, marketing, HR and training matters as well as technical topics aimed at enabling them to run their operations more effectively.

## ***Readership and distribution***

- **Readership:** 19 500 readers through pass-on within RMI organisations
- **Distribution:** 10 000 motor business decision makers

***Automobil magazine is the official journal of the RMI***



## A DRIVING FORCE IN SOUTH AFRICA'S AUTOMOTIVE AFTERMARKET

The Retail Motor Industry Organisation is a proactive, relevant, retail and associated motor industry organisation recognised as the leading voice in South Africa's automotive aftermarket. It serves the daily needs of its members and plays a key role in enabling motor traders to deliver a superior service to motoring consumers. Eight Associations fall proudly under the RMI umbrella. Inter-associational business-to-business trading is encouraged in the interests of all stakeholders.



### **ARA - Automotive Remanufacturers' Association**

ARA represents the remanufacturing trade sector. This includes component remanufacturers involved in safety-critical components, inclusive of but not limited to vehicle cooling, turbocharger and braking systems; automotive engineers who machine and remanufacture engine components by way of expert engineering – ultimately rebuilding engines to its original specifications; and specialists in the repair, servicing and remanufacturing of diesel fuel injection systems fitted to diesel engines in earth moving equipment, highway trucks, stationary engines and passenger vehicles. ARA promotes the responsible reuse of remanufactured engine components for a 'greener' environment (carbon footprint). Its members are dedicated to providing consumers with only the best of advice, finest service delivery, and highest quality workmanship.



### **SAPRA - South African Petroleum Retailers' Association**

SAPRA represents the interests of all petroleum retailers in South Africa. Its aim is to improve growth and profitability for the investor. SAPRA plays an important role in tracking global and local trends that affect sustainability and help retailers remain relevant in an ever-changing business environment. Retailers voice concerns through one of the seven regional chairs strategically located around the country, into a National Executive Committee (NEC), where strategy and solutions are developed. This bottom up approach is a fundamental SAPRA imperative.



### **SAVABA - South African Vehicle and Bodybuilders' Association**

SAVABA members are professional, certified and regulated vehicle body builders in South Africa who manufacture commercial vehicle body applications (tanker, coal, refrigerated trucks and trailers) and bus bodies (commuter and tourist type). Members manufacture using the latest equipment and highly trained staff to ensure strict compliance with NRCS regulations; SABS standards and all other legal specifications and requirements.



### **MIWA - Motor Industry Workshop Association**

MIWA, the Independent Workshop Association, representing general repairs, auto electrical; air conditioning; accessories and fitment as well as transmission and driveline workshops strives to remain ahead of the ever-changing technologies and best practices of the aftermarket motor industry. MIWA encourages members to support inter-associational, business-to-business trading with a view to strengthen the RMI. MIWA remains the leading resource for members ensuring continued relevance and sustainability.



### **TEPA - Tyre, Equipment, Parts Association**

TEPA represents tyre dealers; garage/workshop equipment and tool importers and distributors; auto part wholesalers, retailers and independent operators in the aftermarket motor parts industry as well as manufacturers and importers of parts for the automotive aftermarket. The members of TEPA represent, promote, sell and endorse the use of legitimate, bona fide, quality branded products. TEPA members also export parts, equipment and components into Africa and other countries in the world. TEPA encourages at all times inter-associational RMI business-to-business trading, intent on strengthening the RMI Organisation as a whole. TEPA is seen as the mark of integrity and fair trade for the consumer, the business operator and the government. The Association is the legitimate voice of the tyre, equipment, and parts industry in South Africa and is positioned as an intermediary between government, business, and the consumer.



### **NADA - National Automobile Dealers' Association**

NADA represents the interests of business people who own or operate new motor vehicle and motorcycle franchise dealerships and qualifying used motor vehicle and motorcycle outlets. NADA is committed to the image enhancement of the retail motor business, facilitating the interface between dealers and OEMs; importers and distributors; building relationships between dealers and customers and bringing relevant industry issues to the attention of government. NADA is the respected voice on all matters relating to motor vehicle and motorcycle dealer business.



### **SAMBRA - South African Motor Body Repairers' Association**

SAMBRA is the pre-eminent motor body repair association in South Africa representing the majority of accredited motor body repairers. SAMBRA's grading system, which was introduced over 30 years ago, regulates repair standards in the motor body repair industry in South Africa and instils confidence in consumers and industry stakeholders alike. The Association works in close collaboration with various key industry stakeholders including Insurers, Original Equipment Suppliers, paint and equipment suppliers, the labour department and trade unions, as well as related SETAs – to maintain industry sustainability and development. It ensures the provision of technical and business management skills training in order for members to meet the demands of the industry.



### **VTA - Vehicle Testing Association**

The VTA represents private vehicle testing stations that are committed to operating within the law in accordance with the Road Traffic Act and the relevant SANS standards. In this highly regulated environment, the association represents the interests of its members at government level working groups and is committed to enhancing the reputation of the industry in all the spheres.

WE ARE BETTER TOGETHER



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### **REGIONAL OFFICES**

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# 2020 PRINT RATES



<b>Insertions</b>	<b>1-2 Editions</b>	<b>3-4 Editions</b>	<b>5-6 Editions</b>
<b>Premium positions</b>			
IFC (inside front cover)	R 21 350	R 20 210	R 19 020
IFC DPS	R 38 350	R 36 330	R 34 330
OBC (outside back cover)	R 22 200	R 21 000	R 19 890
IBC (inside back cover)	R 19 580	R 18 420	R 17 480
CPS (Centre Spread)	R 36 120	R 33 330	R 31 450
	<b>1-2 Editions</b>	<b>3-4 Editions</b>	<b>5-6 Editions</b>
Full-page	R 17 750	R 16 850	R 15 850
DPS (double page spread)	R 31 950	R 30 250	R 28 600
Half-page	R 10 230	R 9 600	R 9 080
Third-page	R 8 650	R 8 250	R 7 750
Quarter page	R 6 500	R 6 000	R 5 800

<b>Advertorials</b>		
Full Page	R 18 650	
<b>Special reports</b>		<b>Production costs</b>
2 pages	R 28 500	R 5 000
4 pages	R 41 600	R 8 000
<b>Insert carrier rates</b>		
Per 1000	R 920	

<b>Planned Features</b>	
<b>Feb/March</b>	Shockabsorbers/Suspension
<b>April/May</b>	Training
<b>June/July</b>	Franchising
<b>Aug/Sept</b>	Garage Equipment
<b>Oct/Nov</b>	Training
<b>Dec/Jan</b>	Year Planner

<b>A1 Year Planner rates</b>		<b>Position</b>
105mm x 148.5mm	R 8 000	1,4-7,10-12
316mm x 60mm	R 10 000	2 & 3
316mm x 90mm	R 10 000	8 & 9
<b>Folded and inserted into the December/January edition</b>		

**All Advertising rates Exclude VAT and Include Agency Commission**

## Magazine Specifications

<b>Double Page Spread (DPS)</b>	420mm (w) x 275mm (h)  Copy area 392mm x 247mm	<b>Full page</b> 210mm (w) x 275mm (h)  Copy area 182mm x 247mm	<b>1/2 horizontal</b> 210mm (w) x 130mm (h)  Copy area 182mm x 105mm	<b>1/3 vertical</b> 72mm (w) x 275mm (h)  Copy area 42mm x 247mm	<b>1/2 vertical</b> 105mm (w) x 275mm (h)  Copy area 77mm x 247mm	<b>1/3 horizontal</b> 210mm (w) x 90mm (h)  Copy area 182mm x 64mm	<b>1/4 page</b> 210mm (w) x 70mm (h)  Copy area 182mm x 42mm	<b>1/4 page</b> 105mm (w) x 130mm (h)  Copy area 77mm x 105mm
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### Material Specifications:

- Print optimised high-resolution (300dpi) PDF & Colour Proof
- All fonts are to be embedded in the PDF
- Include 5mm bleed on all sides
- Make-up of material upon request (please add a 10% design fee)

### Deadlines:

- Frequency – Bi-monthly – 6 Editions
- Booking deadline – 15th of the month prior to publication
- Material deadline – 20th of the month prior to publication
- Editorial submissions – 8th of the month prior to publication

### Terms and conditions:

Unless other credit terms have been agreed, 50% deposit is required on signed order form • The remaining 50% is due upon publication • Rates are valid from 01 January - 31 December 2020 • Rates include agency commission and exclude VAT • Insert rates available on request • No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print.





# 2020 ONLINE RATES



<b>Home page banners:</b>				
<b>Size</b>	<b>1 month</b>	<b>2-4 months</b>	<b>5-8 months</b>	<b>9-12 months</b>
Leaderboard (728 x 90)	R 8 500	R 8 000	R 7 600	R 7 200
Rectangular banner (300 x 25)	R 5 000	R 4 800	R 4 500	R 4 200
Rectangular banner - bottom (300 x 25)	R 3 800	R 3 000	R 2 800	R 2 500
Homepage takeovers	R 12 500			
<b>Run off site banners:</b>				
<b>Size</b>	<b>1 month</b>	<b>2-4 months</b>	<b>5-8 months</b>	<b>9-12 months</b>
Leaderboard (728 x 90)	R 8 200	R 7 900	R 7 600	R 7 300
Rectangular banner (300 x 25)	R 4 200	R 3 900	R 3 600	R 3 300
Rectangular banner - bottom (300 x 25)	R 2 800	R 2 500	R 2 300	R 2 000
Homepage takeovers	R 10 500			
<b>Webletter banners:</b>				
<b>Size</b>	<b>1 month</b>	<b>2-4 months</b>	<b>5-8 months</b>	<b>9-12 months</b>
Leaderboard (680 x 150)	R 5 200	R 4 800	R 4 400	R 4 200
Side Bar Rectangle (190 X 300)	R 3 800	R 3 400	R 3 000	R 2 800
Company logo	R 2 800	R 2 500	R 2 200	R 1 900
Webletter takeovers	R 12 500			

**All Advertising rates Exclude VAT and Include Agency Commission**



# THE TEAM



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## Added value for Advertisers:

- Run-on copies
- Included in interviews, editorial features, etc
- Participating at forums
- Other magazine exposure that reaches like-minded audiences
- Website exposure
- Corporate reports
- Cover features
- Video clips



## THE FUTURE GROUP

Marketing, Ideas  
& Branded Content