



# MOTOR



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2017

**CONTENT:** *Motor* is the ambitious and dynamic new kid on the block. This magazine seeks to service a broad readership with interesting, informative and creative content. From aspirational supercars to budget-friendly, urban runarounds, bike features and news, *Motor* has got you covered. Road tests that weave in travel elements, car comparisons and news on forthcoming releases make *Motor* the must-have publication in its segment.

**DISTRIBUTION:** Monthly: twelve issues per year to subscribers on a name-and-address basis. Now also available at selected retail outlets.

**DELIVERY:** Mailed to subscribers on a name-and-address basis

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**PRINT CIRCULATION**  
38 000 COPIES PER MONTH (ABC)

**RETAIL**  
3 000 COPIES PER MONTH (ABC)

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## ADVERT SPECIFICATIONS

### FULL-PAGE SPREAD

**BLEED**  
5 mm all around (NB)

**TRIM**  
260 mm (H) × 198 mm (W)

**TYPE**  
240 mm (H) × 178 mm (W)

### DOUBLE-PAGE SPREAD

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5 mm all around (NB)

**TRIM**  
260 mm (H) × 396 mm (W)

**TYPE**  
240 mm (H) × 376 mm (W)

## ADVERTISING RATES

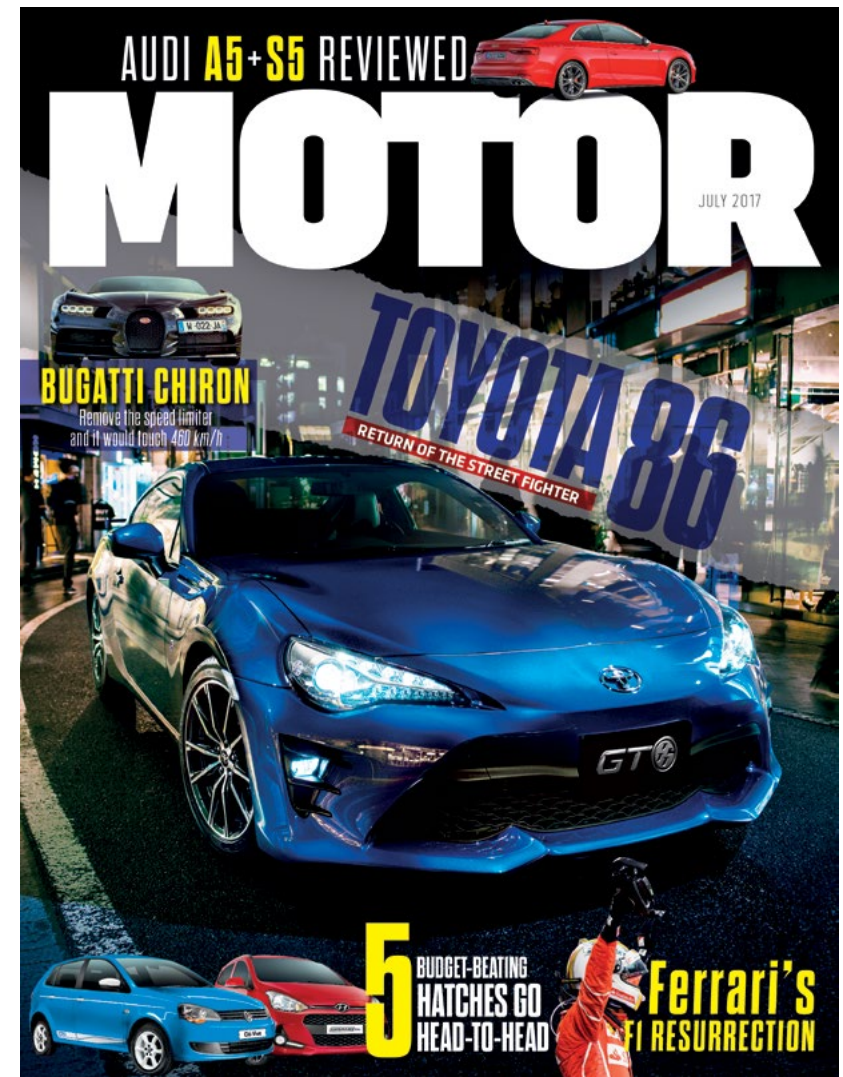
### FULL COLOUR

Full page _____	R19 950
Half page _____	R10 950
Advertorial _____	R21 950
Inside back cover _____	R24 950
Inside front cover _____	R24 950
Outside back cover _____	R31 950
Double-page spread _____	R32 950

### DISCOUNTS

- 5%** for 3 issues booked
- 10%** for 6 issues booked
- 15%** for 9 issues booked
- 25%** for 12 issues booked

All rates exclude VAT  
Full technical specifications will be provided by the HM Ad Traffic Department



### ADVERTISING SALES ENQUIRIES

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