



driven

MOTORING FOR LEADERS

RATE CARD | 2025

Unlock Your Brand's Horsepower, where Leadership Meets Lifestyle!

The Driven Reader

driven delivers aspirational motoring content to top-level executives who make executive decisions while expressing their financial freedom in their private lives. As **driven** readers, they value their cars as much as the experience of driving them. They also often make fleet buying decisions and keep a watchful eye on the motoring industry as a sensitive barometer of investor confidence in local Business.

By choosing to advertise in **driven**, you are able to directly target executive leadership and decision makers, entrepreneurs and up-and-coming executives throughout South Africa.

Why Advertise with Driven?

Affluent Readership

- Captivate Decision-Makers: Reach top-level executives and industry leaders who shape the corporate landscape.
- Financial Trailblazers: Connect with individuals who not only drive financial success in the boardroom but also express their freedom through high-end lifestyle choices.

Influencing Fleet Decisions

- Fleet Buying Influence: **driven** readers often play a pivotal role in fleet buying decisions, making your brand visible to key decision-makers.
- Industry Insight: Your brand becomes part of the motoring industry discussion, serving as a barometer for investor confidence in the local business arena.

Targeted Reach

- Executive Leadership: Directly engage with decision-makers, entrepreneurs, and rising executives across South Africa.

- Focused Market Penetration: **driven** delivers your message to a niche audience with a keen interest in both business and motoring.

Aspirational Motoring Lifestyle

- Beyond Cars, an Experience: **driven** readers appreciate not only the latest vehicles, but also the unique driving experience.
- Trendsetters in Motion: Position your brand alongside those who set trends, influencing the motoring landscape.

Prime Location

- Bidvest Premier Lounges: **driven** enjoys exclusive placement in Bidvest Premier Lounges, ensuring your brand derives maximum exposure in an exclusive environment.
- Your journey to reaching executive decision-makers starts here.

Chasing Cars and Wealth

- The top percentage of economically active South Africans account for 50% of all spending
- These highly lucrative and economically active individuals who fall comfortably within the LSM 12+ group, boast a monthly combined household income in excess of R150,000+
- Driven by their income level, this group has accumulated substantial assets:
 - Average value of fixed property - R6.5 million
 - 42% own more than one residential property
 - 3% own six or more properties
 - Average share portfolio value - R2.6 million

This very powerful and exceptionally elusive group of individuals is the holy grail for any marketer or advertiser and forms the basis of **driven** magazine's readership.

The Demographic

LSM 10+
 Average household monthly income: R185,000
 Average age: 35 - 50
 Gender split: 80% Male / 20% Female
 90% of readers live in metropolitan areas
 90%+ of all readers are Private Bank clients



2025 Advertising Rates

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PRINT & DIGITAL MAGAZINE		DIGIMAG [DIGITAL ONLY]	
* Prime positions subject to availability at time of booking			
MAIN BODY ADVERTISEMENTS / ADVERTORIALS [print ready material supplied by advertiser]			
Position	Print & Digital Rate per Edition	Position	Digital Only Rate per Edition
PRIME POSITIONS - MAIN BODY			
IFC DPS	R65,100	IFC DPS	R52,080
2 nd IFC DPS	R61,900	2 nd IFC DPS	R49,520
3 rd IFC DPS	R58,900	3 rd IFC DPS	R47,120
RHP Next to Contents 1 or 2 upfront	R43,900	RHP Next to Contents 1 or 2 upfront	R35,120
RHP Next to Editors Letter upfront	R40,900	RHP Next to Editors Letter upfront	R32,720
FP RHP Next to Apparatus [Gadgets] or Essentials [Style] Snippets Pages	R36,900	FP RHP Next to Apparatus [Gadgets] or Essentials [Style] Snippets Pages	R29,520
Bottom Banner/Strip Ad	R19,800	Bottom Banner/Strip Ad	R15,840
IBC [Inside Back Cover]	R43,900	IBC [Inside Back Cover]	R35,120
OBC [On Back Cover]	R47,900	OBC [On Back Cover]	R38,320
OTHER			
FP RHP/LHP Main Body [no guarantee on upfront positioning or with any features]	R33,950	FP RHP Main Body [no guarantee on upfront positioning]	R27,160
DPS Main Body	R56,900	DPS Main Body	R45,520
EDITORIAL FEATURES / DIGITORIALS [text & images supplied by advertiser]			
PRINT & DIGITAL		DIGIMAG [DIGITAL ONLY]	
Full Page Editorial Feature	R43,900	Full Page Editorial Feature	R40,900
2-Page Editorial Feature	R79,900	2-Page Editorial/ Digital Feature	R75,900
Snippet	R12,900	Snippet	R10,900
NEWSLETTERS EDMs [ELECTRONIC DIGITAL MAILERS]	PER NEWSLETTER	DIGIMAG WEBSITE ONLINE ADVERTISING	PER MONTH
Slimline Banner	R4,200	Digimag edition Website [freemagazines.co.za] Landing Page Exclusive High Impact Banner	R16,800
High Impact Banner	R6,800	Digimag edition Website [freemagazines.co.za] Landing Page Exclusive Video	R16,800
Content Snippet	R7,900	SOCIAL MEDIA PLATFORMS	
Video	R7,900	Facebook	R380
Advertiser Exclusive Newsletter	R18,980	Instagram	R380
		LinkedIn	R380

DRIVEN WEBSITE ADVERTISING RATES	PER MONTH EX VAT
Masthead Header Banner RHS [static/gif]	R14,280
Homepage Below Header Slimline Top Banner [static/gif]	R12,898
Homepage Header RHS Small Button [static/gif]	R11,200
LHS Homepage Slimline Sidebar Banner [static/gif]	R10,800
RHS Homepage Sidebar Banner [static/gif]	R10,800
Slimline Homepage In-Line Top Half Banner [static/gif]	R10,200
Slimline Homepage In-Line Content Banner [static/gif]	R9,980
Homepage Feature Highlight	R16,800
Photography / Photoshoot	Speak to your Account Manager
Video Home Page [Advertiser Supplied]	R16,980
Video [DRIVEN produced]	Speak to your Account Manager
Home Page takeover	Speak to your Account Manager
Advertiser Exclusive Tab	R20,980
Advertiser Exclusive Tab + Web Digital/Splashpage	R33,980
Advertiser Exclusive Tab + Web Digital/Splashpage	Advertiser Exclusive Content Landing Page

** Please Note:

- All Rates Quoted Exclude VAT
- Limited number of Ad pages available in the Main Body per printed edition
- Certain Positions/Adv Elements are subject to availability at time of Booking
- Ad Design Fee : R750 per advertisement (incl. three corrections) for new material designs.

Advertising Sales

Director
 Sales | Development | Operations

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For Print, digital, electronic digital mailers & online advertising opportunities:
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Under the Hood

driven magazine is a full-blooded motoring publication, read exclusively by the motoring enthusiast at the top of the wealth pyramid. These are the captains of industry, the entrepreneurs and the professionals who drive the economy.



DRIVEN Website [www.drivenmag.co.za]

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Masthead Header Banner RHS [static/gif]	x 1 [ROS]	600px W x 90px H
Homepage Below Header Slimline Top Banner [static/gif]	x 1	900px W x 100px H
Homepage Header RHS Small Button [static/gif]	x 1 [ROS]	300 px W x 100px H
RHS Homepage Sidebar Banner [static/gif]	x 1	300 px W x 600px H
RHS Homepage Square Banner Slim [static/gif]	x 1	300 px W x 300px H
Slimline Homepage In-Line Top Half Banner [static/gif]	x 1	600px W x 90px H
Slimline Homepage In-Line Content Banner [static/gif]	x 3	600px W x 82px H
Homepage top scroll newsfeed	x 1	tba on booking
Homepage Feature Highlight	x 1	tba on booking
Photography / Photoshoot	Speak to your Account Manager to package this option	
Video Home Page [Advertiser Supplied]	x 1	Advertiser Supplied
Video [DRIVEN produced]	x 1	DRIVEN produced
Home Page takeover	Speak to your Account Manager to package this option	
Advertiser Exclusive Tab	x 1	url link to advertiser website
Advertiser Exclusive Tab + Web Digital/Splashpage	x 1	Advertiser Exclusive Content Landing Page

Print Material Specifications

SIZES	TRIM (WIDTH x HEIGHT)	BLEED (WIDTH x HEIGHT)	TYPE (WIDTH x HEIGHT)
MAIN BODY ADVERTISEMENTS / ADVERTORIALS [print ready material supplied by advertiser]			
Full Page	210 x 275	220 x 285	190 x 255
DPS	420 x 275	430 x 285	400 x 255
MAGAZINE EDITORIAL FEATURES [Print & Digital] [advertiser supplies text and image/s]			
Full Page	350 words + 1 x high res image		
2-Pages	700 words + 2-4 x high res images		
4-Pages	1200 words + 4-6 x high res images		
Snippet	150 words + 1 x high res image		

****Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof*. All fonts must be embedded. Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).**

DIGITAL MATERIAL SPECIFICATIONS [for Digital Only advertising]		
Full Page	210 x 275	mm [w x h]
DPS	420 x 275	mm [w x h]
DIGIMAG WEBSITE EDITION LANDING ADVERTISING OPTIONS		AVAILABILITY PER MONTH
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Banner [hyperlinked to advertiser website or through url/UTM link supplied by advertiser]	800px [w] x 120px [h]	x 1 Advertiser
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Video	Must be YouTube or Vimeo link	x 1 Advertiser

DRIVEN SOCIAL MEDIA		
DRIVEN Facebook Feed	per feed	60 words + 1 x high res image
DRIVEN Instagram Feed	per feed	40 words + 1 x high res image
DRIVEN Twitter Feed	per feed	Max 160 characters + 1 x high res image

NEWSLETTERS/EDMS	IN-LINE BANNER	HIGH IMPACT BANNER	MAIN BOTTOM BANNER	CONTENT SNIPPET	VIDEO	AE EDM [ADVERTISER EXCLUSIVE NEWSLETTER]
[Electronic Digital Mailers] static/gif	800 px Width 120 px Height url/UTM link	800 px Width 300 px Height url/UTM link	800 px Width 300 px Height url/UTM link	80 words 1 x high res image url/UTM link	Must be YouTube or Vimeo link	We custom design this Newsletter on behalf of advertiser [all content is exclusive to advertiser]
Availability per Newsletter	3	3	1	2	1	1 per month

*We publish x 3 Newsletters per edition/month [Week 1, Week 2 & Week 3]



Bernie Hellberg Jr
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Ferdi de Vos
Contributor: Driven



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Editor-in-Chief: TCB Media
Contributor: Driven



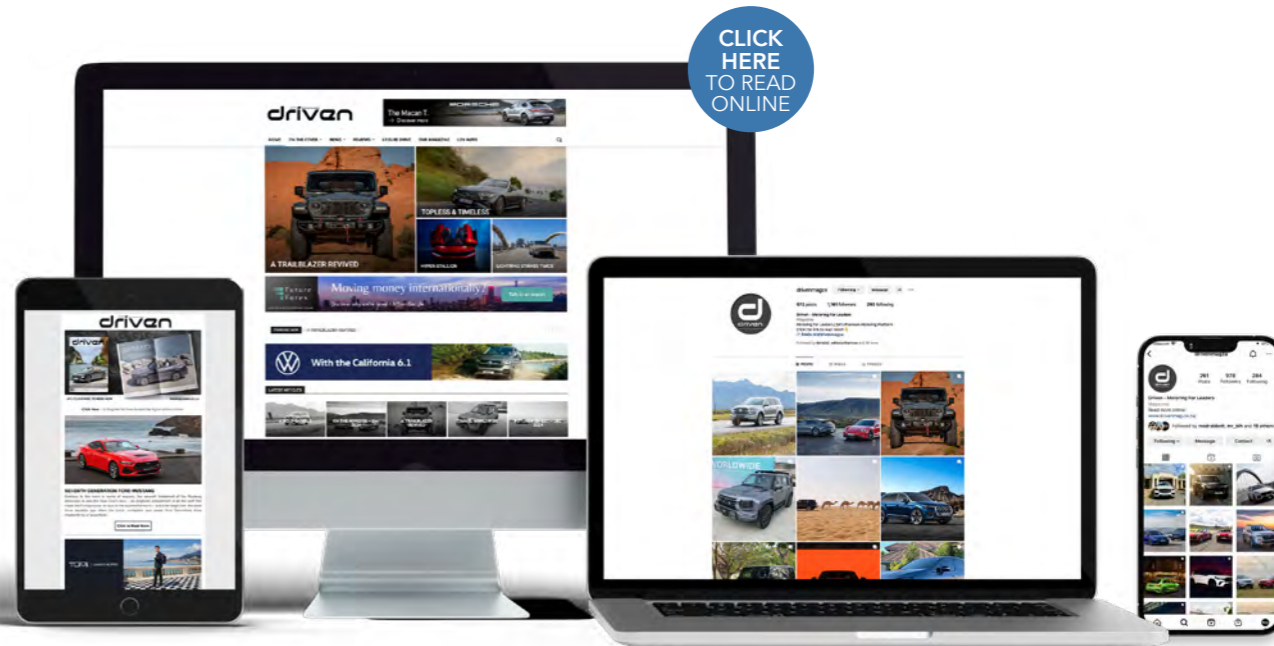
Wilhelm Loots
CEO
Editor-at-Large: Driven



Chantal Barton
Director: Business Development
Contributor: Driven



Ryan Abbott
Creative Director & Photographer



Magazine Material Submission Deadlines

PRINT SUBMISSION	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026
Editorial Features	Fri 10 Jan	Fri 7 Feb	Fri 7 Mar	Fri 4 Apr	Fri 9 May	Fri 6 Jun	Fri 4 Jul	Fri 1 Aug	Fri 5 Sep	Fri 3 Oct	Fri 7 Nov	Fri 5 Dec
Cover Material	Fri 10 Jan	Fri 14 Feb	Fri 14 Mar	Mon 14 Apr	Wed 14 May	Fri 13 Jun	Mon 14 Jul	Wed 13 Aug	Fri 12 Sep	Fri 10 Oct	Fri 7 Nov	Fri 12 Dec
Ad Material	Fri 17 Jan	Tue 18 Feb	Tue 18 Mar	Fri 18 Apr	Mon 19 May	Fri 20 Jun	Fri 18 Jul	Mon 18 Aug	Fri 19 Sep	Fri 17 Oct	Tue 18 Nov	Wed 17 Dec
DIGIMAG [DIGITAL ONLY]	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026
Editorial Features	Fri 24 Jan	Fri 23 Feb	Fri 21 Mar	Mon 21 Apr	Fri 24 May	Mon 23 Jun	Wed 23 Jul	Thu 21 Aug	Mon 22 Sep	Wed 22 Oct	Thu 20 Nov	Fri 12 Dec
Ad Material	Tue 28 Jan	Tue 27 Feb	Tue 25 Mar	Fri 25 Apr	Mon 27 May	Wed 25 Jun	Fri 25 Jul	Wed 27 Aug	Thu 25 Sep	Tue 28 Oct	Wed 26 Nov	Fri 19 Dec

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