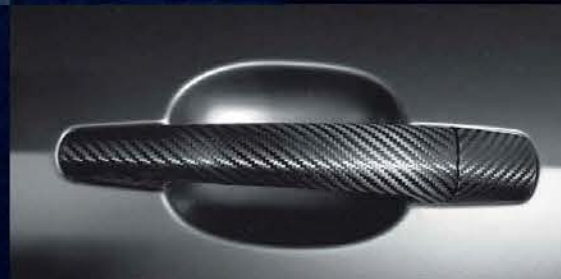


Auto Annual Media Pack



Automotive Sector



We think about your business



Auto Annual profile

The *Auto Annual* is South Africa's most comprehensive hardcover review of the automotive industry. The all-encompassing book is informative, relevant, insightful and is designed to put noteworthy information relating to South Africa's auto industry at the fingertips of both sector representatives and consumers alike.

What does the Auto Annual contain?

- **Industry Review** – A broad perspective of all major sectors of the country's automotive industry in the year of review, incorporating major infrastructural and investment developments and statistical data
- **Profiles** – insights into the operations of major OEMs, vehicle importers and distributors, suppliers and aftermarket companies, flagship dealerships and dealer networks
- **Buyer's Guide** – a comprehensive listing of all passenger car models and light commercial vehicles available in South Africa, encompassing performance emission and economy data, and technical specifications
- **Model Reviews** – an authoritative, objective review representing vehicles from each model range
- **Ownership survey results** – findings of an independent ownership research survey conducted by TNS South Africa, with regard to specific vehicle attributes including performance, styling, comfort, running costs and brand loyalty
- **The People's Wheels Awards** – an internet-based consumer poll which aims to reveal the country's most popular vehicles by category in a prestigious yearly Awards event.

What company you'd be keeping when you invest in Auto Annual?

Mercedes-Benz • Probe • Volkswagen • Jurgens • Toyota • Midas Group • Willard • Regent • GWM • Motor Health Care • BMW • Bosch • Jaguar Land Rover • RMI • Mitsubishi • Spanjaard • Lexus • Misa

What differentiates Auto Annual in the market?

What makes the *Auto Annual* an important publication for your consideration is that it is the only automotive annual to feature such rich and varied content that caters for both the industry as well as the general public.

- No other publication includes expert industry reviews and profiles which cast insight into the in-workings of South Africa's automotive brands.
- No other publication features such an in-depth buyer's guide on all models available to-date on South Africa's roads.
- No other publication is responsible for the People's Wheels Awards – South Africa's only independent ownership survey and internet-based consumer poll driven to find South Africa's most loved vehicles.

Who does the Auto Annual reach?

10 000 copies of the *Auto Annual* are printed annually and distributed widely; to the general public through selected retail stores, and to the motor industry at large, including executives and management of OEMs, vehicle importers and distributors, components suppliers, dealerships, aftermarket companies, service agents, refinishers, accredited service workshop groups, advertisers, advertising agencies and automotive news media.

The *Auto Annual* is also accessible on a dedicated web portal – www.autoannual.co.za – which includes auto industry news, new model introductions, price charges and specification updates for vehicles in the year of review.



What do readers think about Auto Annual?

"Publication of the *Auto Annual* is both an exciting and significant event for all motor industry stakeholders. The publication takes its readers on a fascinating journey through the landscape of a multifaceted, dynamic industry. The rich content not only informs and entertains; it also broadens perspectives and deepens insight into all matters motoring."

Brand Pretorius, former CEO, McCarthy Group

"Well done on a superb product, full of rich and varied content. I am certain my colleagues will agree." Matt Gennrich, General Manager Communications, Volkswagen South Africa
This is the first survey to get a grip on how the average car enthusiast relates to all the cars on the market, and advertising and model planning execs should be studying the full results closely."

Stuart Johnston, Editor of Autolive

"Merc takes Gold is a really important award for us. Your Annual came out really superbly and serves as a great reference guide." Shirle Greig, Media Product Specialist, Mercedes-Benz South Africa
"What a major publication, and what information is contained in those 400+ pages. A great piece of publishing." **Roger McCleery, Radio Today**

Package Rates

Company Profiles	
One Page Profile	R 22 650
Two Page Profile (DPS)	R 31 350
Three Page Profile	R 40 050
Four Page Profile	R 48 750

Profiles include: • Writing • Photography • Layout • 10 copies of the *Auto Annual*

Customised Dust Jackets	
	R 11 200

Includes: • logo on front cover • Client corporate advert on back cover
• 50 copies of the *Auto Annual*

Advert rates per insertion	1 Insertion
Full Page	R 20 650
DPS	R 26 350
½ Page (vertical/horizontal)	R15 300

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- Printed 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)

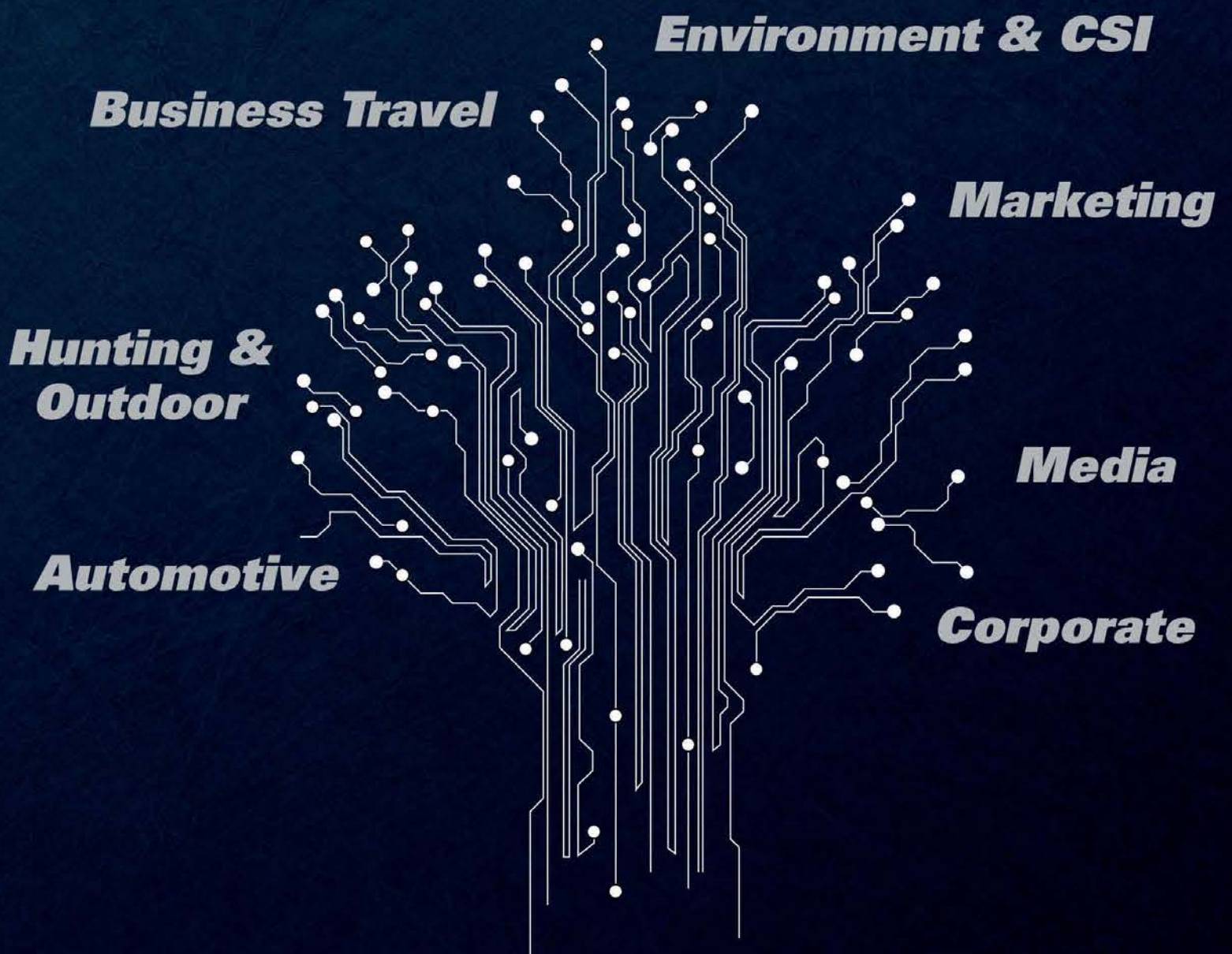
Editorial: Wynter Murdoch: wynter@thefuture.co.za
Sub Editor: Chris Reilly: chris@thefuture.co.za
Special Features: Chanelle Ellaya: chanelle@thefuture.co.za
Leon Schnell: leon@thefuture.co.za
Sales Manager: Nina Harms: nina@thefuture.co.za
Cell: +27 (0)82 815-9792
Sales: Enver Lawangi: enver@thefuture.co.za
Cell: +27 (0)83 300-6003

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Future Publishing (Pty) Ltd
Delivery & Courier – 9, 3rd Ave, Rivonia
Postage – PO Box 3355, Rivonia 2128
Tel: +27 11 803 2040 • Fax: 086 509 2666
Website: www.futurepublishing.co.za





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