



**AUTOMOTIVE
BUSINESS
REVIEW**

www.abrbuzz.co.za

WORDS IN ACTION

2025 RATE CARD

BRINGING THE CUSTOMER TO YOU



SOUTH AFRICA'S MOST INFLUENTIAL AUTOMOTIVE AFTERMARKET PUBLICATION



DIGITAL RATES MAGAZINE

ADVERTISING RATES 2025

POSITION	INSERTIONS	RATES
INSIDE FRONT COVER	1-3 4-6 7-10	<ul style="list-style-type: none"> • R44K • R35K • R25K PLUS A FREE INSERT
DOUBLE PAGE SPREAD	1-3 4-6 7-10	<ul style="list-style-type: none"> • R35K • R30K • R20K PLUS A FREE INSERT
FULL PAGE SPREAD	1-3 4-6 7-10	<ul style="list-style-type: none"> • R20K • R15K • R10K PLUS A FREE INSERT
HALF PAGE SPREAD	1-3 4-6 7-10	<ul style="list-style-type: none"> • R10K • R8K • R5K PLUS A FREE INSERT

ALL RATES QUOTED ARE PER INSERT.

PRICES INCLUDE AGENCY COMMISSION BUT EXCLUDE VAT

Litage Publishing will not be held liable for any material not adhering to the given size/specifications. The onus lies with the designer/advertising agency /client to see that the correct material is supplied. Litage Publishing will not be held responsible for any spelling mistakes, poor quality photographs /graphics/logos used in the material supplied. Litage Publishing will not be held responsible for material not complying to the given magazine dimensions and bleed requirements.

ADVERTORIAL (SUPPLIED)	R15, 000
ADVERTORIAL (MAKE-UP)	R20, 000
FRONT COVER	R50, 000
BACK COVER	R25, 000
COVER INSERT	R10 000

CANCELLATION POLICY

ANY CANCELLATION OF CONFIRMED BOOKING WILL HAVE A 10% PENALTY FEE

ADVERTISING SPECIFICATIONS

	SIZE	BLEED
INSIDE FRONT COVER	297MM (H) X 210 (W)	10MM
DOUBLE PAGE SPREAD	297MM (H) X 420 (W)	10MM
FULL PAGE SPREAD	297MM (H) X 210 (W)	10MM
HALF PAGE SPREAD	148MM (H) X 210 (W)	10MM

TO ADVERTISE

CONTACT:
Judith van Tonder

+27 69 908 3824
judith@abrbuzz.co.za

DIGITAL RATES WEBSITE

HOME PAGE BANNERS

POSITION	SIZE IN PIXELS	RATES
LEAD BANNER 1	720px (w) by 280px (h)	R8000
LEAD BANNER 2	630px (w) by 1300px (h)	R6000
SITE TAKEOVER	Wings 600px (h) by 120 (w) lead banner 720px (w) by 280px (h)	R30 000
FOOTER BANNER	680px (w) by 130px (h)	R3400



BRAND FEATURE

aBrBrandFeature - New to the ABR stable is the BRAND FEATURE. This will be client-specific and highlight news or events pertinent to the client. The BRAND FEATURE will consist of original, riveting copy and is sure to attract a great audience. The superb position is on the home page of the website and will be on display for one month.

Brand Feature displayed for one month.

Lead Banner 1 is a scrolling banner. Lead Banner 2, the Standard Banner and the Footer Banner are static banners.

All material to be supplied by client.

BRAND FEATURE ONLY

POSITION	SIZE	RATES
COPY 800 WORDS ONE IMAGE	630px (w) by 1300px (h)	R9000

BRAND FEATURE PACKAGE

POSITION	SIZE	RATES
LEAD BANNER 1 & 2	720px (w) by 280px (h) 630px (w) by 130px (h)	R40 000
BANNER & FOOTER BANNER	280px (w) by 280px (h) 630px (w) by 130px (h)	
COPY 800 WORDS ONE IMAGE	630px (w) by 1300px (h)	

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DIGITAL RATES

NEWSLETTER

NEWSLETTER INSERTS

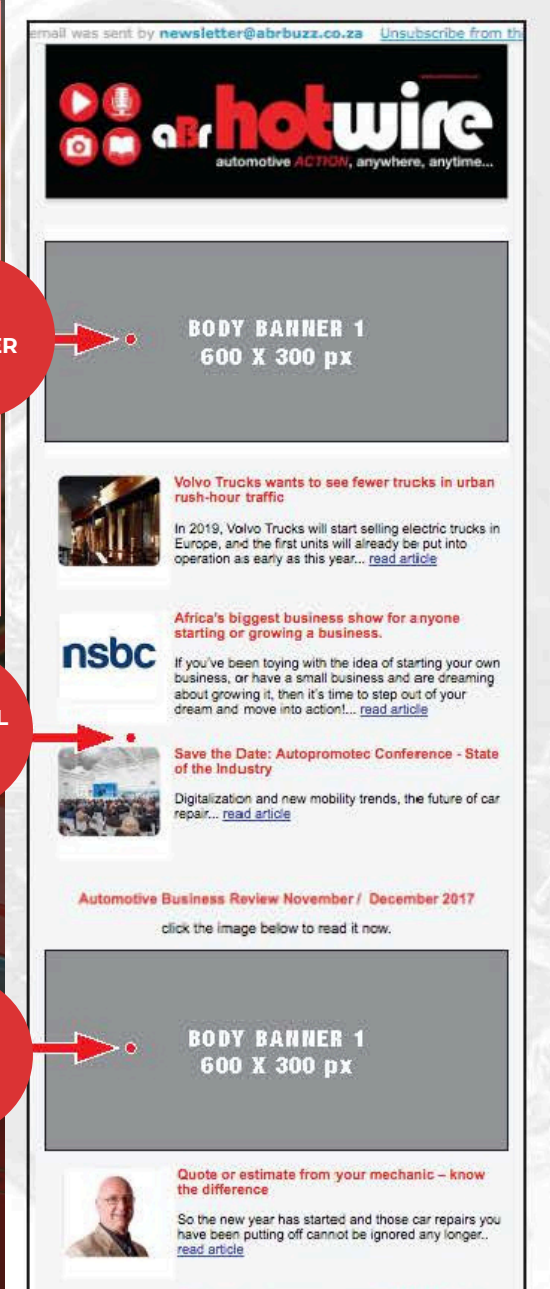
POSITION	SIZE	RATES
LEAD BANNER	600px (w) by 300px (h)	R8000
BANNER INSERT	600px (w) by 200px (h)	R6000
EDITORIAL INSERT ONCE OFF	300 words Image 300px by 300px	R2000
EDITORIAL INSERT REPEAT X 2	300 words Image 300px by 300px	R3500

LEAD BANNER

EDITORIAL LISTING

BANNER INSERT

BANNERS DISPLAYED FOR ONE MONTH. BANNERS ARE STATIC INSERTS. ALL MATERIAL TO BE SUPPLIED BY CLIENT



NEWSLETTER IS SENT TWICE A MONTH TO OUR DATABASE OF OVER 10 000 SUBSCRIBERS
OPEN RATE IS BETWEEN 25%-30%

TO ADVERTISE

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DISTRIBUTION

**WORKSHOPS NATIONWIDE
TYRE DEALERSHIPS NATIONWIDE**

BY REGION:

- Gauteng
- Western Cape
- Eastern Cape
- KwaZulu-Natal
- North West
- Free State
- Mpumalanga
- Northern Cape
- Limpopo

SUB-SAHARAN AFRICA:

Zimbabwe / Zambia / Swaziland / Angola / Kenya Lesotho / Mauritius / Malawi / Mozambique / Tanzania

**aBr SPECIAL FEATURES FOR LIGHT & HEAVY DUTY
FROM JAN 2025 - DEC 2025:**

January/ February	Wheels, Tyres, Balancing and Alignment - Run flat Tyres and Mobile Repairs & Turbos
March/April	Braking Systems – Discs, Pads, Master Cylinders, Brake Lining and Air Brakes. Vehicle Security - Alarms, Immobiliser, Tracking Systems, Fleet Management and Safety Features & Logistics
May/June	Franchising, Clutches, Transmissions, Drivetrains, Gearboxes and Diffs
July/August	Fitment Centres, Brakes, Batteries, Exhausts, Shocks, Tow Bars and Tyres Lubricants & Fuel, Oils, Greases and the Importance of Filtration
September/October	Windscreens and Wiper Blades, Glass: the Correct Fitment, Tinting, Smash and Grab Replacement Parts, Keeping Older Cars in Pristine Condition, Body Maintenance and Thermal Radiator Repairs
November/December	Servicing and Maintenance, Preparing for the Holiday Season: Good News Feature: Community / Environment, BEE milestones, Training, Engineering Breakthroughs, Safety and New Technical Innovations & Tyres