



Advertising Rates & Info sheet: 2020

On Track

On Track Racing & Performance magazine first went on sale in 2007 and has experienced excellent growth over the last decade. It is the only South African Motor racing magazine available at retail level and features Tar Circuit, Cross Country, Rally, MX, FMX and Drag racing as well as road going performance vehicles. With so much high octane motoring content, we are **perfectly positioned** to connect advertisers with their desired audiences.

On Track Racing & Performance magazine is printed bi-monthly and distributed nationally (Pick n Pay, Spar, & selected Engen, Shell, Total, Caltex & Sasol forecourts) and is also made available through the airports precincts to various airlines, slow lounges, hotels and restaurants plus automotive and race events.

Traction Online

With the publishing industry moving more and more into digital/online space, Tractionweb.com was established. Traction is an online magazine aimed at the greater automotive market with a high focus on performance. Traction features articles on cars, bakkies, bikes and luxury performance vehicles as well as racing and new model launches.

Annual Statistics:

Circulation (On Track): 30 000 copies
 Visitors (Tractionweb): 25 000 unique visitors
 Ave combined annual Readership: +54000

Maximum Exposure

In order to maximise exposure for our advertisers, we have combined both the print and online platforms to offer high exposure and maximum impact to over 54000 readers per annum and the best value for advertising spend: i.e. All adverts booked and placed with us are published in both **On Track Racing and Performance** and **tractionweb.com**. Our very affordable ad rates below reflect this:

On Track advert placement: Rates & sizes

Full Page

R 10850 p/issue
 On Track: 297mm X 210mm
 plus 3mm bleed
 +
 Tractionweb: 713px x 1024px

DPS

R 17100 p/issue
 On Track: 297mm X 420mm
 plus 3mm bleed
 +
 Tractionweb: 713px x 1024px

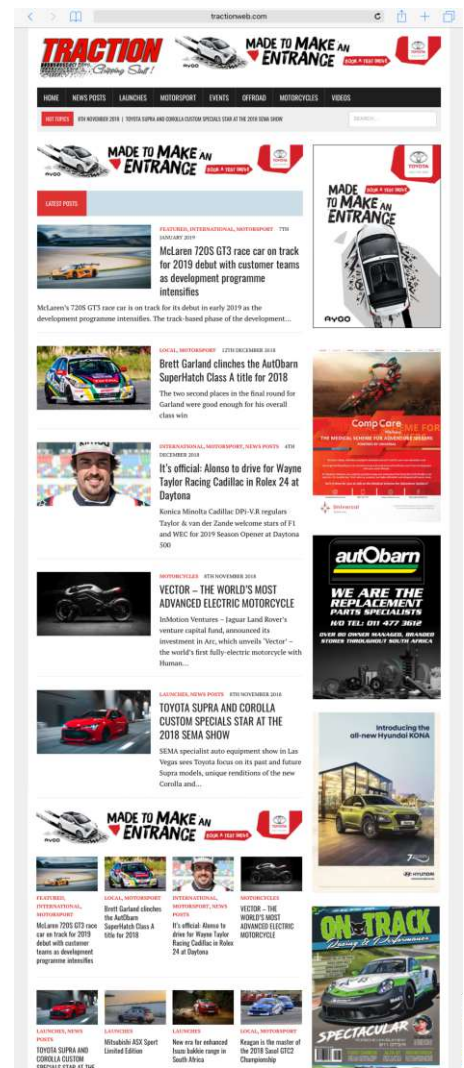
1/2 Page

R 5720.00 p/issue
 On Track: 195mm (width) X
 130mm (height)
 +
 Tractionweb: 1024px x 127px

1/4 Page

R 3140 p/issue
 On Track: 195mm X 65mm
 +
 Tractionweb: 713px x
 1024px

Special rates may apply for multiple insertions.
 Prices above exclude VAT. Excludes agents commissions.
Excludes cover placements
 (inside front cover, inside back cover,
 outside back cover) - **Prices available on request.**



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