Southern Africa



ADVERTISING RATE CARD 2010

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Frequency: Quarterly
Circulation: 10 000
Readership: 35 000

Demographics: End users: 76.1%

Trade (manufacturers, retreaders, retailers and affiliated products): 10%

International: 4.5%

Advertising profile: New tyre manufacturers, importers of foreign tyre brands, retreaders, wheel specialists,

specialized wheel equipment, (wheel balancers, aligners, tyre changers), nitrogen inflation,

tyre repair products, tyre service providers, software specialists in tyre trade.