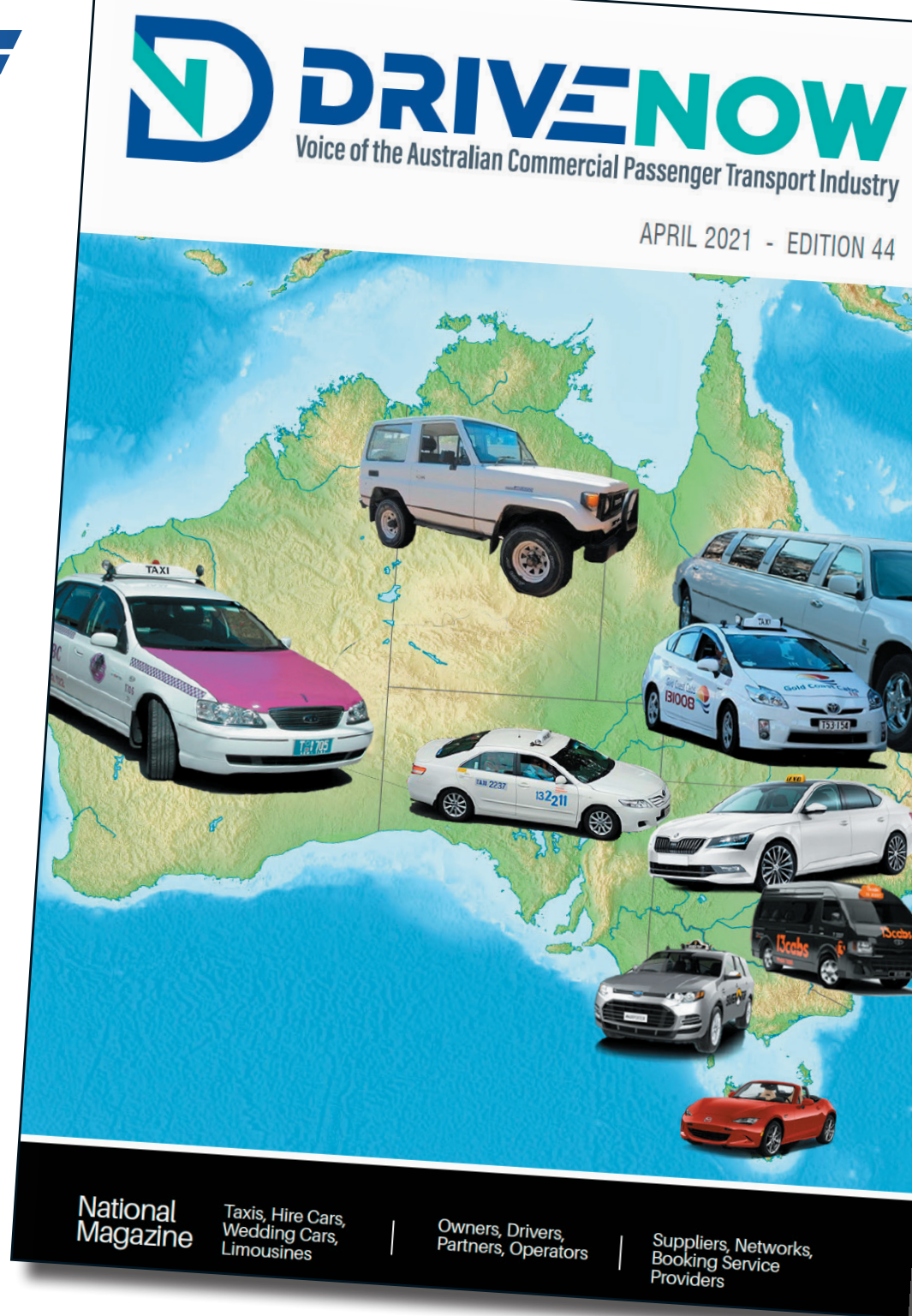


MEDIA KIT

Australia's
Only
Commercial
Passenger
Transport
Industry
Magazine, i.e.

- ✓ Taxis
- ✓ Hire Cars
- ✓ Limousines
- ✓ Ride Sharing



ALL ADVERTISING ENQUIRIES TO

Toni Peters

P: 0400 137 866

E: contact@drivenow-magazine.com.au

Australia's Only Commercial Passenger Transport Industry Magazine

Voice of the Australian Taxi,
Hire Car, Limousine, Ride
Share, Booked Hire Vehicles,
Rank and Hail Cars, and On
Demand Personal Point-to-Point
Transport Industry.


We are based in Melbourne,
Victoria, and we work with clients
nationwide. We pride ourselves on
reporting on the current topics and
statistics effecting this industry –
both in Australia and overseas.

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THE AUDIENCE

Drivers, Owners, Operators, Providers,
Suppliers, Booking Services in the
Australian Taxi, Hire Car and On
Demand Transport Industry.

DISTRIBUTION

Victoria, NSW, ACT, Queensland, South
Australia, Tasmania, Western Australia,
Members industry associations (TAA,
VTHF, NSW TC, SATC), 13cabs depots
nationwide, Industry Suppliers,
DRIVE NOW Website, Social Media
& Subscribers and various other
industry associated Facebook pages.

22,000

DIGITAL AUDIENCE

7,000

PRINTED COPIES

FREQUENCY

1st week of the month



History

DRIVE NOW (previously DRIVE A2B) magazine was born in May 2017 and its inspiration was Taxi Talk Magazine – Voice of the Victorian Taxi Industry – which was formed by Stanley White and published from May 1966 to April 2017.

In September 2018, DRIVE NOW branched out from Victoria and printed its first NATIONAL issue for the Commercial Passenger Transport Industry, incorporating more information for every state and territory in Australia.

[CLICK HERE TO READ MORE ABOUT US](#)

Advertising Opportunity

Each Australian state industry association / group / state has been invited to contribute and distribute DRIVE NOW 11 times per year (February to December) – in printed format and online via websites, Facebook, Twitter, Instagram, etc.

If you want to get your business, product or message to people within this industry statewide and nationwide, we can advertise you in our magazine, website and socials. Finally be seen as a credible & trustworthy business in the industry, and noticed by potential clients so you can bring in more sales!

New Advertising Value

We offer a range of different adverts from full page display advertisements to smaller classified advertisements, all at affordable prices.

DISPLAY ADVERTS



- Double Page Spread Ad
- Full Page Ad
- Half Page Ad
- 1/3 Page Ad
- 1/4 Page Ad
- Trade Directory Ad (Business Card size)

SMALLER ADS



- Classified Ads – Text only. Word Limit=50 (\$35)
- Drivers Wanted Ads – FREE for 3 months. Text only. Word limit=70

Now, you will get more value for your money, as we will advertise your display advertisements on our website and via our socials:

WHERE YOU WILL BE ADVERTISED	DOUBLE PAGE SPREAD FULL PAGE 1/2 PAGE	1/3 PAGE 1/4 PAGE TRADE DIRECTORY	CLASSIFIED	DRIVERS WANTED
IN OUR MAGAZINE	✓	✓	✓	✓
ON OUR WEBSITE	✓ ON OUR AD DIRECTORY PAGE (PERMANENT)	✓ ON OUR AD DIRECTORY PAGE (PERMANENT)	✓ ON OUR CLASSIFIEDS PAGE FOR 1 MONTH AND ON OUR AD DIRECTORY PAGE FOR 3 MONTHS	✓ ON OUR DRIVERS WANTED PAGE FOR 3 MONTHS
VIA OUR FACEBOOK & INSTAGRAM POSTS	✓			

Prices (for each issue and includes GST)

DISPLAY ADVERTISEMENTS

Display Advert	Price
Double Page Spread (W. 352mm x H. 250mm, plus 6mm bleed all round)	\$2670
Full Page (W. 176mm x H. 250mm, plus 6mm bleed all round)	\$1670
Half Page (W. 151mm x H. 110mm, no bleed required)	\$940
1/3 Page (W. 98mm x H. 110mm OR W. 151mm x H. 73mm, no bleed required)	\$755
1/4 Page (W. 151mm x H. 55mm OR W. 98mm x H. 82mm, no bleed required)	\$595
Trade Directory (W. 74mm x H. 50mm, no bleed required)	\$215
Preferred Position (including Display Ad Price)	
Inside Front Cover – Double Page Spread	\$2940
Centre Pages – Double Page Spread	\$2940
Inside Front Cover / Inside Back Cover – Full Page	\$1835
Back Cover – Full Page	\$1835

SMALLER ADS (TEXT ONLY)

Classified – \$35 for each issue
(word limit=50)

Drivers Wanted – FREE for 3
months (word limit=70)

GRAPHIC DESIGN

If you require our Graphics
Department to design your
creative artwork for your
advertisement, just let us know.

Minimum charge is \$130.

DEADLINES

Booking Deadline:
20th of the month preceding
publication

Artwork Deadline:
25th of the month preceding
publication

Email [contact@drivenow-
magazine.com.au](mailto:contact@drivenow-magazine.com.au) or SMS/call
0400 137 866.