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NZ Autocar is New Zealand's leading automotive magazine. Delivering news and authoritative reviews from the car world each month, it includes commentary from NZ's leading automotive writers and covers the full scope of motoring including new cars, fast cars, classics and motorcycles.

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# Bikes Ratecard

**New Zealand Autocar magazine beefs up its motorcycle content with more digital presence as is the trend around the world.**

While the printed magazine has new bike features, news and prices every month, digital enhances the offering to readers, visitors and advertisers.

The content will continue to increase, while the affordable advertising environment will allow hyperlinks to websites creating traffic and live enquiry.

The big advantage to all is the fit for motorcycle in amongst automotive, commercial vehicle, classic and motorsport categories, riders owning cars, utes and follow motorsport, while opening up life on 2 wheels to new prospects.

Not to be forgotten is social media, broadcasting NZ Autocar's new content, every day, to bring in the new audience and regular visitors.

Rather than sitting somewhere alone and remote, the bigger audience makes motorcycle and scooters available to everyone interested in and researching their transport wants, needs and desires.

## DIGITAL ADVERTISING OPPORTUNITIES

### Website options:

Top Banner – maximum exposure 24/7  
\$1250/mo with long-term bookings negotiable

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- 1st booking at rate card.
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