



the muse
the pinelandsdirectory news

September 2010 Birthday Edition

» email us » newsletter suggestions » unsubscribe

- » Pinelands Directory launches a print magazine
- » Introductory advertising rates for the first 3 months
- » Consolidate your local advertising in one easy package

visit the Pinelands Directory website
www.pinelandsdirectory.co.za
for local news and information

It's Our Birthday!



Pinelands Directory Is 5 Years Old In October!

Since the Pinelands Directory website started in October 2005 we have gone from strength to strength with the valued support of the Pinelands community and local businesses.

The aim of the website has always been to be genuinely tailored for the strong community of people living and working in Pinelands and its surrounding areas, to provide relevant local news and information, and also to give the many small and home based businesses a cost-effective way to showcase themselves to their local customers. We also give local non-profit and community service organisations a gratis online platform.

We hope we have gone some way to fulfilling these aims.

Since joining the Pinelands Directory in April 2009, I have really enjoyed getting to know the fantastic people living in our suburb, and especially, discovering the "hidden side". I have been astonished at the beehive of activity that goes on in the many home-based businesses in our "quiet" suburb, and at the resourcefulness and determination of Pinelanders. I am a relative newcomer to Pinelands (I have only lived in Pinelands for 11 years after all!), and everyday I discover something new.

We at Pinelands Directory would like to thank the community for their continued support and hope that you will enjoy our new magazine, which we intend to publish monthly. Many of you already receive our Monthly Muse email magazine, which we have been producing for a number of years. The new print magazine will allow us to reach those who "don't do computers". It will also allow us to offer more in-depth illustrated articles for you.

We have some great ideas for features we would like to cover, but we do also invite you to send us your suggestions, or even contribute an article or some news.

Email us at
muse@pinelandsdirectory.co.za

Online + Print Packages

Let us combine your print and online advertising in one easy package.

The Pinelands Directory website is the premium online community hub for Pinelands.

We can tailor-make a package for you to cover both media in the most convenient and cost effective way.

Contact Us

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To Celebrate We Are Launching a Print Magazine!

the muse
PINELANDS COMMUNITY MAGAZINE

COME ON SUMMER
pavement cafes rule
Going to France
THE TOWERS ARE GONE
WHAT NOW?

COMMUNITY CALENDAR
1] 23 - 24 October
2] 29 October - 7 November
3] 29 October - 7 November

Interview :
Oct 2010

Local News Interviews Event Calendar Travel Stories Articles And More...

Free to Homes in Pinelands

Effective local advertising at local rates

A Quality Magazine that will be read and kept

NOT JUST ANOTHER ADVERT BOOKLET

the Muse Magazine is a quality, A4 size, community magazine covering the Pinelands area.

The Muse magazine will carry quality articles, event calendars, photos, news & entertainment relevant to people living & working in and around Pinelands

A magazine that will be read and kept.

CIRCULATION

The magazine is free and initially will be delivered monthly to 5000 homes and businesses around Pinelands.

In time we aim to extend distribution to surrounding areas as well.

An electronic copy of the magazine will also be available on the Pinelands Directory website, which receives over 4000 visits every month.

Advertising Options Right Next To Quality Articles!

Besides the usual style of advert in the Directory Section, the MUSE now offers you advertising space next to high quality editorial articles that people will be reading, keeping, and passing on to friends and family.

We offer Full, Half, Third & Sixth of a page spaces in the main articles section

We prepare artwork or advertorial features for you. We are also ready to discuss any custom needs you may have.



Introductory Offer For The First 3 Months

To help you take the first step in trying out our new print magazine we are offering introductory rates for the first 3 months

MAIN ARTICLES SECTION
next to editorial features & articles

M4 Sixth of Page (70 x 148) R490
M3 Third of Page (70 x 297) R650
M2 Half of Page (105 x 297) R850
M1 Full Page (210 x 297) R1600

DIRECTORY SECTION
block advertising space at lower cost

D6 (60 x 30) R150
D5 (60 x 64) R260
D4 (60 x 132) R400
D3 (190 x 84) R500
D2 (190 x 132) R750

COVERS
premium glossy paper

Full Inside, Outside Back or Inside Back Cover: R1900
Half Inside Back Cover: R1100

All advert sizes above are in mm and shown as (width x height)
Advert space in main article section and covers is subject to demand & availability

Deadline for inclusion in the October edition is 30 September