

## MAIN EDITORIAL SECTION

Prime placement next to quality editorial articles

CODE	SIZE (mm)	(w x h)	PRICE
M5	1/9 Page	70 x 99	R720
M4	1/6 Page	70 x 148	R980
M3V	1/3 Page Vert	70 x 297	R1 750
M3H	1/3 Page Horiz	210 x 100	R1 750
M2V	1/2 Page Vert	105 x 297	R2 200
M2H	1/2 Page Horiz	210 x 148	R2 200
M1	Full Page	210 x 297	R3 650
MD	Double Page	420 x 297	R7 300

## DIRECTORY SECTION

Lower cost block adverts

CODE	SIZE (mm)	(w x h)	PRICE
D0	Text Only	± 60 char/line	R30/line
D6	1/24 page	60 x 30	R180
D5	1/12 page	60 x 64	R360
D4	1/6 page	60 x 132	R680
D3V	1/3 page	60 x 262	R1 200
D3H	1/3 page	122 x 122	R1 200

## COVERS

A4 full page glossy premium placement

CODE	SIZE (mm)	(w x h)	PRICE
IFC	Inside Front	210 x 297	R4 250
OBC	Outside Back	210 x 297	R4 450
IBC	Inside Back	210 x 297	R4 050

## WE CAN PROFESSIONALLY DESIGN YOUR ADVERT FOR YOU AT NO EXTRA COST

A free design service is provided for adverts published in the Muse magazine. Should you wish to use this design in other publications, a reasonable design fee will be charged for supply of original high resolution artwork suitable for printing.

SUPPLIED ARTWORK needs to be 300 dpi/CMYK in JPG, PDF, AI or PSD format.

A 5mm all-round bleed margin is required for Cover and Main Editorial Section adverts.

We retain the right to amend or refuse advertising where the subject matter is not in keeping with the family nature of our magazine or where the standard of design does not meet the minimum quality standards of the publication.

## KEY DATES FOR INCLUSION IN THE MUSE - 2012

EDITION	BOOKINGS	CONTENT	PRINT	PUBLICATION	
015	Feb	10 Jan	13 Jan	19 Jan	24 Jan
016	Mar	14 Feb	17 Feb	23 Feb	28 Feb
017	Apr	12 Mar	16 Mar	22 Mar	27 Mar
018	May	09 Apr	13 Apr	19 Apr	24 Apr
019	Jun	14 May	19 May	24 May	29 May
020	Jul	11 Jun	15 Jun	21 Jun	26 Jun
021	Aug	09 Jul	13 Jul	19 Jul	24 Jul
022	Sep	13 Aug	17 Aug	23 Aug	28 Aug
023	Oct	13 Sep	14 Sep	20 Sep	25 Sep
024	Nov	15 Oct	19 Oct	25 Oct	30 Oct
025	Dec/Jan	12 Nov	16 Nov	22 Nov	27 Nov

## TERMS AND CONDITIONS

Although we design advertisements with all due care, the onus is on the advertiser to ensure that all copy is correct. The Muse magazine reserves the right to withdraw adverts if payment is not received by the invoiced due date.

## SPECIAL FEATURES

A monthly Special Feature inclusion in the main magazine, featuring a different topic each month. There is high quality, editorial content and advertising space relevant to the featured topic. Readers collect and keep these features as a handy guide to relevant services in their area – The ideal place to advertise for targeted on-going exposure.

CODE	SIZE (mm)	(w x h)	PRICE
S2V	1/2 Page Vert	105 x 297	R2 200
S2H	1/2 Page Horiz	210 x 148	R2 200
S3V	1/3 Page Vert	70 x 297	R1 750
S3H	1/3 Page Horiz	210 x 100	R1 750
S4	1/6 Page	70 x 148	R980
S5	1/9 Page	70 x 99	R720
S6	1/12 Page	70 x 74	R580
S7	1/18 Page	70 x 47	R360

## FEATURES CALENDAR

Feb 2012 • Love Summer!  
 Mar 2012 • Garden & Home  
 Apr 2012 • Beauty, Health & Wellness  
 May 2012 • Managing Your Money  
 Jun 2012 • Cook, Wine & Dine  
 Jul 2012 • Winter Warmth  
 Aug 2012 • Technology For Work & Fun  
 Sep 2012 • Get Out and Travel  
 Oct 2012 • Fashion, Arts & Crafts  
 Nov 2012 • Children & Education  
 Dec 2012 • Gifts & Celebrations

## CONTACT US

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**Pinelands Directory**  
Your Local Marketing Partner

## WHY CHOOSE THE MUSE?

The Muse is NOT just another advert booklet. It's a popular, high quality, A4 size magazine that is read and kept and passed on to family and friends. We care about the precise, well thought-out presentation of your product or service with an attractive design that will engage our readers.

### CIRCULATION

8000 copies are distributed free each month. The magazine is delivered to all homes, flats and businesses in Pinelands and to all homes in Thornton. Stands are also placed in selected shopping centres and retail outlets in Pinelands and the surrounding suburbs of Rosebank, Rondebosch, Little Mowbray and Observatory.

An online version of the all editions is also available on the Pinelands Directory website, [www.pinelandsdirectory.co.za](http://www.pinelandsdirectory.co.za) which receives over 6000 visits every month — Excellent on-going exposure for you at no extra cost.

### COST-EFFECTIVE

We understand the needs and constraints of small business and aim to keep our advertising rates as reasonable as possible to sustain the magazine into the future.

### LINK UP YOUR ONLINE ADVERTISING

Our Pinelands Directory website [www.pinelandsdirectory.co.za](http://www.pinelandsdirectory.co.za) is the established online hub for the Pinelands community.

We can custom design your local magazine and online presence conveniently, consistently and cost-effectively for a complete local marketing coverage, both print and online.

We also have the local experience to help you get them working together, giving you the best value for your advertising spend.

# Advert Sizes - Main Articles Section

(printed to edge of page) (5mm bleed required)

## M2H

R2 200

1/2 of A4 Page

210 x 148 mm

## M4

R980

1/6 of A4 Page

70 x 148 mm

## M5

R720

1/9 of A4 Page

70 x 99 mm

## M3H

R1750

1/3 of A4 Page

210 x 100 mm

# **M3V**

**R1750**

**1/3 of A4 Page**

**70 x 297 mm**

# **M2V**

**R2 200**

**1/2 of A4 Page**

**105 x 297 mm**

# Advert Sizes - Directory Section

## D3H

**R1 200**

**1/3 of A4 Page**

**122 x 122 mm**

## D3V

**R1 200**

**1/3 of A4 Page**

**60 x 262 mm**

## D5

**R360**

**1/12 of A4 Page**

**60 x 64 mm**

## D4

**R680**

**1/6 of A4 Page**

**60 x 132 mm**

## D6

**R180**

**60 x 30 mm**

## D0

**R30 / line**

**60 mm wide**

**Approx 60 characters per line**