

# 2017 ADVERTISING RATE CARD

Effective 1 Jan 2017

Magazine page size: A4 (210mm x 297mm). All adverts are in full colour.

## MAIN EDITORIAL SECTION

Prime placement next to quality editorial articles

CODE	SIZE (mm)	(w x h)	PRICE
M5	1/9 Page	70 x 99	R940
M4	1/6 Page	70 x 148	R1 350
M3V	1/3 Page Vert	70 x 297	R2 550
M3H	1/3 Page Horiz	210 x 99	R2 550
M2V	1/2 Page Vert	105 x 297	R3 020
M2H	1/2 Page Horiz	210 x 148	R3 020
M1	Full Page	210 x 297	R4 500
MD	Double Page	420 x 297	R8 700

## DIRECTORY SECTION

Lower cost block adverts

CODE	SIZE (mm)	(w x h)	PRICE
D0	Text Only	3 lines	R120
D6	1/24 page	60 x 31	R240
D5	1/12 page	60 x 64	R465
D56	1/8 page	60 x 97	R675
D4	1/6 page	60 x 130	R845
D3	1/3 page	122 x 130	R1 450
D2	1/2 page	184 x 130	R2 250

**COVERS** \*subject to availability  
A4 full page glossy premium placement

CODE	SIZE (mm)	(w x h)	PRICE
IFC	Inside Front	210 x 297	R5 250
OBC	Outside Back	210 x 297	R5 250
IBC	Inside Back	210 x 297	R4 900

## ARTWORK REQUIREMENTS

**FORMAT:** Artwork should preferably be supplied in pdf format with fonts packaged into the file. GIF, jpg, Coreldraw and MS Publisher files are not accepted. 300dpi resolution files are preferred. Resolutions under 300dpi are not accepted.

**BLEEDS:** For Cover, Main Editorial Section and Special Feature adverts a 5mm bleed margin **MUST** be included on all sides of the advert as they may be placed on a trimmed page edge. Directory Section adverts do NOT require a bleed margin. Text or critical graphics should NOT be placed within 5mm of the edge of the advert.

**COLOUR:** Artwork must be in CMYK with no spot colours. RGB is not accepted. To avoid the the risk of fuzzy print, black text should be specified as 100K. Rich Black text using more than two colour plates is not recommended. This also applies to white text reverse printed on a dark background. This is especially important for smaller font sizes below 11pt. Larger colour text should not use more than 3 plates where possible and the total ink load should not exceed 220%.

## KEY DATES FOR INCLUSION IN THE MUSE - 2017

EDITION	BOOKINGS	CONTENT	PRINT	PUBLICATION	
070	Feb	16 Jan	20 Jan	26 Jan	31 Jan
071	Mar	13 Feb	17 Feb	23 Feb	28 Feb
072	Apr	20 Mar	24 Mar	30 Mar	04 Apr
073	May	18 Apr	21 Apr	25 Apr	02 May
074	Jun	15 May	19 May	25 May	30 May
075	Jul	19 Jun	23 Jun	29 Jun	04 Jul
076	Aug	17 Jul	21 Jul	27 Jul	01 Aug
077	Sep	14 Aug	18 Aug	24 Aug	29 Aug
078	Oct	18 Sep	22 Sep	28 Sep	03 Oct
079	Nov	16 Oct	20 Oct	26 Oct	31 Oct
080	Dec	13 Nov	17 Nov	23 Nov	28 Nov

## SPECIAL FEATURES

Periodically, the Muse magazine runs a Special Feature in the magazine centrefold on specific topics. These Special Features contain high quality, editorial content and advertising space relevant to the featured topic. Watch the Muse magazine for details of scheduled Special Features.

## SPECIAL FEATURE ADVERTS

CODE	SIZE (mm)	(w x h)	PRICE
S7	1/18 Page	70 x 47	R470
S6	1/12 Page	70 x 74	R720
S5	1/9 Page	70 x 99	R940
S4	1/6 Page	70 x 148	R1 350
S62	1/6 Page	140 x 74	R1 350
S3H	1/3 Page Horiz	210 x 99	R2 550
S3V	1/3 Page Vert	70 x 297	R2 550
S2H	1/2 Page Horiz	210 x 148	R3 020
S2V	1/2 Page Vert	105 x 297	R3 020
S1	Full Page	210 x 297	R4 500

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

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

## CONTACT US

**MAX SCHUTTE**

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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

8 000 free copies are distributed 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 and Rondebosch.

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 7000 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.

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