

ADVERTISING RATE CARD

Prices valid from 1 Jan 2023

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	R1 235
M4	1/6 Page	70 x 148	R1 765
M3V	1/3 Page Vert	70 x 297	R3 392
M3H	1/3 Page Horiz	210 x 99	R3 392
M2V	1/2 Page Vert	105 x 297	R3 975
M2H	1/2 Page Horiz	210 x 148	R3 975
M1	Full Page	210 x 297	R5 936
MD	Double Page	420 x 297	R11522

DIRECTORY SECTION

Lower cost block adverts

CODE	SIZE (mm)	(w x h)	PRICE
D0	Text Only	3 lines	R160
D6	1/24 page	60 x 31	R325
D5	1/12 page	60 x 64	R595
D56	1/8 page	60 x 97	R870
D4	1/6 page	60 x 130	R1 105
D3	1/3 page	122 x 130	R1 870
D2	1/2 page	184 x 130	R3 015

COVERS *subject to availability
A4 full page glossy premium placement

CODE	SIZE (mm)	(w x h)	PRICE
IFC	Inside Front	210 x 297	R6 742
OBC	Outside Back	210 x 297	R6 742
IBC	Inside Back	210 x 297	R6 296

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. For larger colour text, the total ink load should not exceed 220%.

KEY DATES FOR INCLUSION IN THE MUSE - 2023

EDITION	BOOKINGS	ARTWORK	PRINT	PUBLICATION
136	Feb 2023	16 Jan	20 Jan	25 Jan
137	Mar 2023	13 Feb	17 Feb	22 Feb
138	Apr 2023	13 Mar	17 Mar	22 Mar
139	May 2023	11 Apr	14 Apr	19 Apr
140	Jun 2023	15 May	19 May	24 May
141	Jul 2023	12 Jun	16 Jun	21 Jun
142	Aug 2023	10 Jul	14 Jul	19 Jul
143	Sep 2023	14 Aug	18 Aug	23 Aug
144	Oct 2023	11 Sep	15 Sep	20 Sep
145	Nov 2023	16 Oct	20 Oct	25 Oct
146	Dec 2023	13 Nov	17 Nov	22 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	R610
S6	1/12 Page	70 x 74	R954
S5	1/9 Page	70 x 99	R1 235
S4	1/6 Page	70 x 148	R1 765
S62	1/6 Page	140 x 74	R1 765
S3H	1/3 Page Horiz	210 x 99	R3 392
S3V	1/3 Page Vert	70 x 297	R3 392
S2H	1/2 Page Horiz	210 x 148	R3 975
S2V	1/2 Page Vert	105 x 297	R3 975
S1	Full Page	210 x 297	R5 936

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

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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

5 000 free copies are distributed each month. The magazine is delivered to homes, flats and some businesses in Pinelands and to homes in Thornton. Some copies are also placed at selected local retail outlets.

An online version of the all editions is also available on the Pinelands Directory website, www.pinelandsdirectory.co.za — 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.

ADDITIONAL PUBLISHING SERVICES

We can custom design and produce your local magazine, booklet, pamphlet or flyer.

We have the local experience to give 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.