

# ADVERTISING RATE CARD

Prices valid from 1 Jan 2024

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 296
M4	1/6 Page	70 x 148	R1 853
M3V	1/3 Page Vert	70 x 297	R3 530
M3H	1/3 Page Horiz	210 x 99	R3 530
M2V	1/2 Page Vert	105 x 297	R4 150
M2H	1/2 Page Horiz	210 x 148	R4 150
M1	Full Page	210 x 297	R6 200
MD	Double Page	420 x 297	R12200

## DIRECTORY SECTION

Lower cost block adverts

CODE	SIZE (mm)	(w x h)	PRICE
D0	Text Only	3 lines	R168
D6	1/24 page	60 x 31	R340
D5	1/12 page	60 x 64	R618
D56	1/8 page	60 x 97	R905
D4	1/6 page	60 x 130	R1 150
D3	1/3 page	122 x 130	R1 950
D2	1/2 page	184 x 130	R3 135

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

CODE	SIZE (mm)	(w x h)	PRICE
IFC	Inside Front	210 x 297	R7 080
OBC	Outside Back	210 x 297	R7 080
IBC	Inside Back	210 x 297	R6 610

## 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 - 2024

EDITION	BOOKINGS	ARTWORK	PRINT	PUBLICATION
147	Feb 2024	15 Jan	19 Jan	24 Jan
148	Mar 2024	12 Feb	16 Feb	21 Feb
149	Apr 2024	11 Mar	15 Mar	20 Mar
150	May 2024	15 Apr	19 Apr	24 Apr
151	Jun 2024	13 May	17 May	22 May
152	Jul 2024	17 Jun	21 Jun	26 Jun
153	Aug 2024	15 Jul	19 Jul	24 Jul
154	Sep 2024	12 Aug	16 Aug	21 Aug
155	Oct 2024	16 Sep	20 Sep	25 Sep
156	Nov 2024	14 Oct	18 Oct	23 Oct
157	Dec 2024	11 Nov	15 Nov	20 Nov

**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.

## 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	R640
S6	1/12 Page	70 x 74	R1000
S5	1/9 Page	70 x 99	R1 296
S4	1/6 Page	70 x 148	R1 853
S62	1/6 Page	140 x 74	R1 853
S3H	1/3 Page Horiz	210 x 99	R3 530
S3V	1/3 Page Vert	70 x 297	R3 530
S2H	1/2 Page Horiz	210 x 148	R4 150
S2V	1/2 Page Vert	105 x 297	R4 150
S1	Full Page	210 x 297	R6 200

## 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**

muse@pinelandsdirectory.co.za

www.pinelandsdirectory.co.za

cell: 073 644 1288

**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](http://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.