

# the pulse Heart Beat OF THE SOUTH COAST

www.thepulsekzn.co.za

## KZN MAGAZINE

ONLINE & Print



### Inside:

Fun & Puzzles

Local Businesses

Tide Tables & Maps

Pubs & Restaurants

Important Numbers

Holiday Accommodation



media pack



# About Us



Our pocket size A6 high quality gloss **print magazine** has been in circulation since January 1998 and there are seasonal editions printed each year.

This publication is not only an **informative guide and directory** of what is available on the KZN South Coast but it also supplies valuable listings on what **services** are available to the local community as well as **advertising and promoting** all businesses in the area. The **area maps** as well as the **tide tables** and the interesting **“did you know?”** pages form part of this much loved publication.

This popular “little book big beat” serves both local residents of the KZN South Coast as well as the many visitors and **tourists** who frequent our coastline on a regular basis with invaluable editions that are “jam packed” with all sorts of everything including fun images, jokes, valued contributor’s columns, business features as well as beautiful quotes reminding our readers to revel in the great wonders and many mysteries of life.

## THE HEARTBEAT OF THE KZN SOUTH COAST

This publication offers you both print & online advertising for your business and is available **FREE** at selected outlets.

## BRAND YOUR BUSINESS

Brand awareness is important and keeping your brand in the public eye is the key to the success of your business. By advertising with this publication you are assured of a wide distribution footprint.

## BUSINESS DIRECTORY

WE ARE PROUDLY

South African

#SupportLocal #ShopLocal  
#EatLocal #SpendLocal



[www.thepulsekzn.co.za](http://www.thepulsekzn.co.za)



082 401 0037



[sandy@thepulsekzn.co.za](mailto:sandy@thepulsekzn.co.za)





## GENERAL PLACEMENT ADVERTISING

## ADVERTISING RATE CARD

### SIZE OF ADVERTS AND OPTIONS

	1 X ISSUE	2 X ISSUES	3 X ISSUES	4 X ISSUES
Full Page - (13.5 cm x 9.5 cm)	R3 500	R6 500	R9 000	R11 000
Half Page - Vertical - (6.5 cm x 9.5 cm)	R2 000	R3 500	R5 000	R6 500
Half Page - Horizontal - (13.5 cm x 4.5 cm)	R2 000	R3 500	R5 000	R6 500

FACEBOOK AWARENESS IS INCLUDED ON THE ABOVE 4 X ISSUES OPTION

100 WORD EDITORIAL IS INCLUDED ON THE FULL PAGE 4 X ISSUES OPTION

	1 X ISSUE	2 X ISSUES	3 X ISSUES	4 X ISSUES
Quarter Page - (6.5 cm x 4.5 cm)	R1 500	R2 500	R4 000	R5 500
Small Block - (4 cm x 4.5 cm)	R1 300	R2 500	R3 500	R4 500

QUARTER PAGE & SMALL BLOCK SIZE ADVERTS - NO FACEBOOK AWARENESS IS AVAILABLE

## PRIME POSITION ADVERTISING

### FACING MAP, SERVICES & FEATURE PAGES

	1 X ISSUE	2 X ISSUES	3 X ISSUES	4 X ISSUES
Quarter Page Strip - (4cm x 9.5 cm)	R2 500	R4 500	R6 000	R7 000
Half Page - (6.5 cm x 9.5 cm)	R4 000	R7 500	R10 000	R13 000
Map Logo's - PNG Transparent Format Required	R1 000	R1 500	R2 000	R2 500
Full Page Facing a Map Page or Featured Page	R4 500	R8 000	R12 000	R15 000

FACEBOOK AWARENESS IS INCLUDED ON ALL THE PRIME POSITION BOOKINGS

1 X FREE BUSINESS FEATURE IS INCLUDED FOR THE 4 X ISSUE FULL PAGE OPTION

Advertise  
your Business

PRINT & FACEBOOK AWARENESS

Sandy Danckwerts

Editor & Publisher  
082 401 0037

Free  
Booklet

### VALUE ADDED ADVERTISING

BUSINESS LISTING ON OUR WEBSITE  
BUSINESS LISTING - BACK OF THE MAG  
MAP LOCATION ICON  
DIGITAL FLIPBOOK  
SEASONAL ISSUES EACH YEAR

### ELECTRONIC FILES ONLY

EMAIL: sandy@thepulsekzn.co.za  
300 dpi - PDF & JPG FORMATS REQUIRED  
ONLY GRAPHIC DESIGNED ADS ACCEPTED  
ALL FONTS TO BE EMBEDDED  
5 MM BLEED ON FULL PAGE ADVERTS

### DISTRIBUTION AREA'S

KZN SOUTH COAST  
SCOTTBURGH TO PORT EDWARD  
INLAND TO ORIBI GORGE  
GREEN LANTERN INN - N3 HALFWAY STOP  
VAN REENEN - HARRISMITH

# HALF PAGE ADVERT

6.5 cm high x 9.5 cm wide

## VALUE ADDED OPTION

Facebook Awareness Available  
On the 4 x Issue Booking



Payment in Advance

# FULL PAGE ADVERT

13.5 cm high x 9.5 cm wide

## VALUE ADDED OPTION

Facebook Awareness Available  
On the 4 x Issue Booking

**PLUS 100 WORD FREE EDITORIAL**



Payment in Advance

## Facebook Awareness Means:

YOUR PRINTED ADVERT WILL BE POSTED  
ON OUR FACEBOOK PAGE  
WE LIKE, SHARE, TAG & MENTION  
YOUR BUSINESS TOO



Available for Full, Half & Strip Size Adverts  
with 4 x Issue Bookings Only



Heart beat OF THE  
SOUTH COAST

## WE OFFER YOU:

A6 Printed Gloss  
Magazine

Digital Flipbook

We Print

Seasonal Issues

Map Location Icon

Business Listing  
at Back of Book

Business Directory  
Listing on Website

For General,  
Premium Prime  
& Prime Advertising  
Rates please visit  
our website  
[www.thepulsekzn.co.za](http://www.thepulsekzn.co.za)



## ADVERT SUBMISSION

- ✓ High-res PDF & JPG
- ✓ CMYK Colour
- ✓ 300 dpi
- ✓ Strictly no  
"Home Made Adverts"
- ✓ Advert Design Fee  
Available on Request

# STANDARD ADVERTISING SIZES

## 1/4 PAGE ADVERT

6.5 cm high  
x 4.5 cm wide

### PRINT PRICE ONLY

No Facebook  
Awareness Available



LITTLE BOOK ♥ BIG BEAT

## SMALL BLOCK

4 cm high  
x 4.5 cm wide

### PRINT PRICE ONLY

No Facebook  
Awareness Available



## WHAT'S INSIDE

This publication provides necessary information to all Locals, Visitors & Tourists on the KZN South Coast and features:

- ✓ Holiday Accommodation
- ✓ Tide Tables
- ✓ Street Maps
- ✓ Fishing Report
- ✓ Surfing Report
- ✓ Lancel's Cartoons
- ✓ Jokes & Humour
- ✓ Puzzles
- ✓ Restaurants & Pubs
- ✓ Emergency Numbers
- ✓ Business Features

## STRIP PAGE ADVERT

4 cm high  
x 9.5 cm wide

### PRIME POSITION ADVERTS ONLY

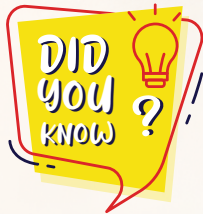
Facebook Awareness  
Available  
On the Seasonal Booking



Payment in Advance

**the pulse**  
KZN MAGAZINE  
*Heart Beat*  
OF THE  
SOUTH COAST

THE PULSE KZN  
MAGAZINE WAS  
ESTABLISHED  
IN JANUARY 1998



"MANY A SMALL THING HAS BEEN MADE LARGE BY  
THE RIGHT KIND OF ADVERTISING"

MARK TWAIN

## Seasonal Issues available

SEASONAL EDITIONS ARE PRINTED  
GIVING YOU THE ADVERTISER ONE YEAR OF ADVERTISING.  
BETWEEN 5000 - 8000 PRINTED COPIES ARE AVAILABLE  
AT SELECTED OUTLETS WHICH CAN BE FOUND ON OUR WEBSITE.

COVER PHOTO WITH BRAND AWARENESS ADVERTISING OPPORTUNITIES  
ARE ALSO AVAILABLE AT PREMIUM PRIME ADVERTISING RATES.

**Advertise**  
Your Business



082 401 0037



sandy@thepulsekzn.co.za

LITTLE BOOK - BIG BEAT ♥ *Heart Beat* OF THE SOUTH COAST



Find **Surfer SAM** & WIN! WIN! WIN!



**Free Booklet**

**the pulse Tide Tables**

APRIL 2022

DAY	HIGH	LOW	LOW
01	08:07	15:14	22:12
2	08:22	16:30	23:30
3	08:49	17:50	24:50
4	09:28	19:14	26:14
5	10:20	20:42	27:42
6	11:25	22:14	29:14
7	12:43	23:50	30:50
8	13:53	25:20	32:20
9	14:55	26:44	33:44
10	15:50	28:02	35:02
11	16:38	29:14	36:14
12	17:20	30:20	37:20
13	17:56	31:20	38:20
14	18:27	32:14	39:14
15	19:03	33:02	40:02
16	19:34	33:84	40:48
17	19:59	33:50	41:30
18	20:20	34:30	42:08
19	20:36	35:04	42:82
20	20:48	35:72	42:52
21	20:56	36:34	43:38
22	21:00	36:90	44:20
23	21:01	37:00	44:58
24	21:00	37:54	45:42
25	20:56	38:42	46:22
26	20:49	39:24	46:98
27	20:39	40:00	47:30
28	20:26	40:70	48:58
29	20:10	41:34	50:22
30	19:51	41:92	51:42
31	19:29	42:44	52:58

**Pulse Puzzles**

**EASY RIDDLES**

- What kind of dog never barks?  
Answer: A HOTDOG
- What men cannot live inside?  
Answer: SHOCKMEN
- What three letters can frighten a thief?  
Answer: I C U
- When will a hot hold water?  
Answer: When the water is frozen

**MOVIES QUOTES**

- "I'm home what others having"  
Answer: Mimi-Henry must die
- "If you build it, he will come"  
Answer: Field of Dreams
- "Houston, we have a problem"  
Answer: Apollo 13
- "I feel the need - the need for speed"  
Answer: Top Gun

**Brain Teaser Maths Fun**

Play's freight is in his shoe, and wears a hat

Answer: Meat

**The Beauty**

Professional Hair Styling  
Facial Treatment -

076 089 5554

**the pulse Technology Talk**

**BY GIVING PEOPLE THE POWER TO SHARE WE'RE MAKING THE WORLD MORE TRANSPARENT**

**HOW JUDGMENT?**

- Facebook is the world's most visited website after Google and YouTube
- Google went 'low' in 1998
- Facebook entered in 2004, originally only available to college students in the USA
- 25 million photos are uploaded to Instagram daily
- The term **SHARING THE INTERNET** was coined in 1963 for New York librarian Jean Armour Hill, who had books
- The internet was invented over 40 years ago in a beer garden
- The web browser was originally invented to keep an eye on a nuclear plant
- One of the inventors of world wide web as we know it was Tim Berners-Lee, a British physicist
- Windows America was founded in September 1990, but it wasn't available commercially until 1995

**HOME IS WHERE YOUR Wi-Fi CONNECTS AUTOMATICALLY**

**coolideas** (THE INTERNET)

**SUPER-FAST FIBRE INTERNET**

JOIN THE NO.1 RATED INTERNET SERVICE PROVIDER IN SA

www.coolideas.co.za (010) 593 2665

**SUPPORT LOCAL business**



**MAP LOCATION ICONS FOR YOUR BUSINESS**

**f PRINT & FACEBOOK AWARENESS ADVERTISING**

**the pulse**  
**Heart Beat** OF THE SOUTH COAST