

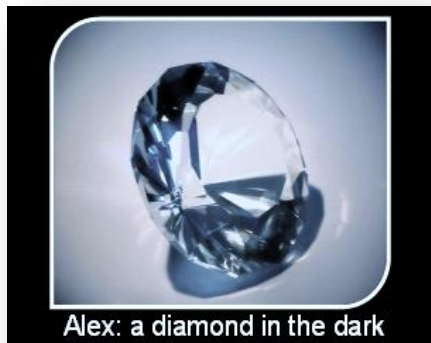
# GREATER ALEX TODAY

*"We lead others follow"*



*Our weekly inspiration*

## *Media Kit*



Alex: a diamond in the dark

## Explore Media Department

An initiative by: Explore Multi-Purpose Primary Co-operative LTD

Reg No: 2010/006914/24



## Explore Multi-Purpose Primary Co-operative LTD

Explore Multi-Purpose Primary Co-operative LTD was established in 2009 and registered in 2010 with a purpose to reduce hunger and provide employment, to members who can be classified as small or micro enterprises and joint together for a common goal of improving their life style and the community, base of these businesses would fall almost overwhelming into the low-income categories.

Our co-operative aims to be one of the country's notable economic drivers that is 100% black owned and will seek participation in large sectors of the economy. The cooperative will empower hundreds of previously disadvantage people mainly youth by opening investment opportunities to SMME's and individual alike to become entrepreneurs and finally will become well-known brand through the country its status as a force to be reckoned.

With such a magnanimous outlook and a solid foundation, it imperative that Greater Alex will be complemented by a notable, factual and up-to-date weekly community newspaper and then, media related entities to further the cause and vision set by the funders. Media will enhance the image and credibility of the cooperative; strengthen the objectives and of the profile of the company, improve the networking capacity with clients and prospective ventures. The foundation of any company is set on a solid image, a true honest profile, unwitting service to its subscribers and a unshakable stand.

### **THE PUBLICATION-*Greater Alex Today***

Greater Alex Today an initiative by Explore Multi-Primary Co-operative LTD, a free vibrant publication that is circulate weekly, aims to highlight and profile community issues, businesses are empowered them with tools for a new vision on how to grow their businesses through advertising with reasonable rates. The publication is enhancing knowledge, with the aim to provide in-depth skill to aspirant and existing business people in our community with the information that will entertain, inspire, and above all educate. The publication is mostly focus on community issues in the greater Alexandra.

**THE CONTENT** is covering various community topics that business owners want to know about. It is also answer all questions they want to ask. It is engaging

various stake holders in a bit to find a workable common ground. Greater Alex Today is focus on hard readable community news, the following are covered: business news, projects within the community, opportunities, Education, Crime, letters to the editor, Obituaries, CD/Books/DVD reviews, Advertising, Special Features, SMME;s profiles, Transport, Youth and Woman in business, Tourism, Sports updates, Stokvel "*estokini*", Building and Constriction, Health/Safety, Labour issues, Community dairies, Events/Entertainment, etc.

**DISTRIBUTION-** Greater Alex Today is distributed knock-drop to brick and mortar houses, Residents, educational institutions, local and Government departments, DTI, Cipro, NEF, NYDA, Nafcoc, Banks, Wholsalers, Schools, Shopping Centers, Corporate's, Taxi rank, Advertising Agencies, Community centers, Business development centers, etc.

The driving reality behind the project will be both profitable venture and a tool for growth and stability for big and small businesses. For this to be achieved we will uphold journalistic fundamentals for our readers, members, advertisers and partners. These will include Impartiality-Honesty-Transparency-Accountability and balance news coverage.

The publication is giving advertisers and readers direct market access to the market that they normally could not access, socio-economic issues rare business opportunities. Business owners want to actively participate in their own publication, direct it accordingly. This is a win, win solution to encourage sales in advertising.

**TARGET MARKET-**the state of the economic meltdown and wholesale retrenchments in companies is reason enough to push more people into business. Therefore, it is imperative for this publication to be a flag post for every entrepreneur, aspirant business owners, community to own, though own principal target will focus on youth.

# Rates

2014  
(Only)

## Greater Alex Today Newspaper

(Rates exclude VAT and Agencies Commissions)

N0: 34- Third Street  
Marlboro (Alex ICT  
Center)

### Introduction

You are a professional brand manager. You are the one responsible not only for the growth of your business, but ultimately the continued increase in sales. Given this, imagine for a second that you were offered a platform, or rather, a publication which guaranteed you direct line to cover 30.000 serious, committed readers and business people? No shortcut approach, just one direct to an unbelievable targeted market. This is what Greater Alex Today is all about. Marketing solutions to promote and improve your business. Need we say more?

### Editorial profile

Greater Alex Today is positioned as a niche' publication, for a very special audience...South Africa's aspiring community and business owners, making it the only publications reaching these specialized readers. The content of Greater Alex Today is essentially business driven with a core focus on the beliefs and values of the co-operative. In addition to the central theme of business articles, the publication is set to become a survival guide for ambitious business owners and readers in the concrete jungle. Each issue is design to inspire advice, educate and entertain the avid entrepreneur, ensuring that the product is communicated within a reliable vehicle to a targeted market.

DIRECT RATES ONLY	(PSCCM)
Full Colour	R41.80 Excl VAT
1 Spot Colour	R36.90 Excl VAT
2 Spot Colour	R41.80 Excl VAT
Black and White	R29.90 Excl VAT

#### FULL COLOUR

Double Page Spread	R – negotiable
Full Page	R13, 041.60
Half Page	R6, 688.00
Quarter page	R3, 344.00

#### BLACK & WHITE

Double page Spread	R - negotiable
Full Page	R9, 328.80
Half Page	R4, 784.00
Quarter Page	R2, 392.00

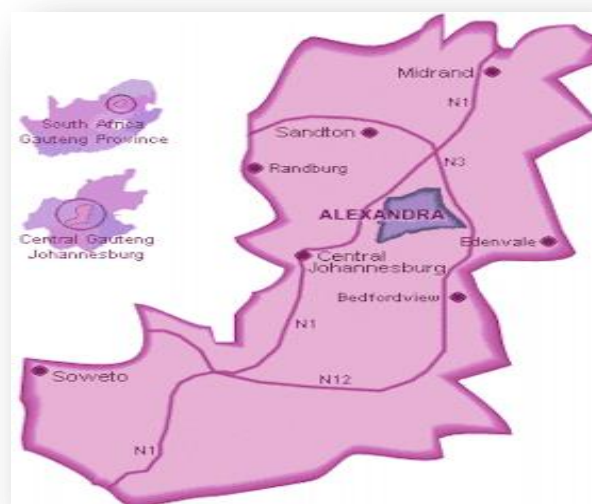
**Loose Inserts 1 to 4 Pages: R498 per 1000**  
**6 to 8 Pages: R589 per 1000**  
**10 to 16 Pages: R622 per 1000**

**Call for special rates on:  
Advertorial**

#### TECHNICAL INFORMATION

<b>Geographical Position</b>	<b>Gauteng Province</b>
<b>Print Order:</b>	<b>30.000 Copies</b>
<b>Targeted print Order:</b>	<b>60.000 Copies</b>
<b>Targeted profile:</b>	<b>All business owners</b>
<b>Frequency:</b>	<b>Weekly</b>
<b>Circulation area:</b>	<b>Greater Alexandra</b>
<b>Price value:</b>	<b>Free</b>
<b>Size:</b>	<b>390mm x 265mm</b>
<b>Columns:</b>	<b>8 x 39cm</b>
<b>Column size:</b>	<b>1=31mm</b>
<b>Language:</b>	<b>English as primary</b>

#### Distribution Foot Note



## ADVERTISING BOOKING FORM

An initiative by: Explore Multi-Purpose Primary Co-operative LTD

Order Form NO: .....

Date.....

### Agreement between Greater Alex Today Newspaper AND

Name of Company.....

Physical Address.....

.....Code.....

Postal Address.....Code.....

Telephone.....Cell: .....Email.....website.....

Type of Advert.....Size.....Colour.....

Contract Information.....

.....Week placement.....

Amount.....Discount.....

(Clients) Name.....Signature.....Date.....

Rep: .....

Confirmation of order

*Pls note:*

- All prices exclude VAT

**Banking Details: FNB, Account Name: Greater Alex Today Newspaper, Account Number: 623 2880 7766, Branch Name: Balfour Park**