

www.mytown.co.za



Durban

MY TOWN



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POLARIZED

So here we are with My Town Edition #1,

We would like to invite you to enjoy our contribution to the community, to the growth of local business and to a great lifestyle.

My Town is all about your town !

We are free. We are the right size. We are glossy. We are sexy. We are dynamic. We are informative. We are interactive. We will save you money and we want to be the "little" book you always have on you and talk about. We want your attention. We will be useful, we will invest in and encourage loyalty amongst readers, advertisers and subscribers. We will bring you local business info, features on fashion, food, fun and lifestyle choices, automotive industry news and more.

We will be introducing some new technology and interactive features to keep the little book interesting and dynamic. There will also be great competitions and regular give-away's.

For lifestyle and leisure, fun and fashion, toys and tools this little book is going to break the rules.



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VOLVOS ARE COMING.**

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THE ALL-NEW NAUGHTY VOLVO S60.

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Volvo, for life



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We have done our absolute best to ensure all the details in this book are 100% accurate at the time of going to print. We can not be held liable in any way for details that change after going to print.

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June 1 Wed	June 2 Thur	June 3 Fri	June 4 Sat	June 5 Sun
June 6 Mon	June 7 Tue	June 8 Wed	June 9 Thurs	June 10 Fri
June 11 Sat	June 12 Sun	June 13 Mon	June 14 Tue	June 15 Wed

June 16 Thur	June 17 Fri	June 18 Sat	June 19 Sun	June 20 Mon
June 21 Tue	June 22 Wed	June 23 Thur	June 24 Fri	June 25 Sat
June 26 Sun	June 27 Mon	June 28 Tue	June 29 Wed	June 30 Thur

My Town SMS Shortcode Service

We have a new easy to use information service for local businesses. Just SMS the service or business you looking for to our dedicated number "32429"

This service will cover from the Uhmlanga to the Ballito area and work like this ... text one (1) keyword to our number and in return get the numbers to 5 local businesses or service providers. You can get a list of our active keywords by SMS "mytown" to 31647
* it is a standard text rate.

Looking for a local plumber ?

SMS "plumber" to 32429

Looking for a local Pizza restaurant ?

SMS "pizza" to 32429

Active keywords : plumber / cardealer / pizza / greek / takeaway / sushi / chinese / carrental / breakdown / bandb / carwash / doctor / police /





My Town Tags

We have incorporated Tags and QR Codes throughout our book to bring a new level of interaction with readers. Tags are 2D barcodes that can be scanned with most modern mobile phones that have a camera and internet access.

The Tags and QR codes in this book will represent different features from the respective advertisers and we will always list the benefits of scanning a code. This will enable us to offer a more dynamic form of advertising.



Our goal is to encourage loyalty amongst the readers and advertisers of My Town.

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50% of your advert
goes to charity



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