

Dear Reader

We here at Mahareng Publishing are very happy to launch this online newsletter with the beginning of this financial year, as it also gives us the opportunity to keep you informed on what you can expect from us.

We warmly welcome all our readers, clients and stakeholders. Through this newsletter we would like to open the door for direct communication. Each newsletter includes feature articles, recommended reading, quotes and other valuable information.

Click the links below to read a full length newsletter.

Mahareng Publishing has experienced some interesting changes over the past two years. Its flagships, Bloemfontein Courant and Get It, have gone from strength to strength, with a whole new team contributing, including me. Bloemfontein Courant has not only changed its publication day in the past two years but has also had a facelift of note. The fonts have changed, the colours have changed – all to become a stronger brand, aligning with Central Media Group (of which we are part). Get It's "Sparkling Breakfast" was born and even that has quickly become an

event people want to mark on their calendar and be part of. In the last year we have also had to make business decisions and we decided to close down TEENmag, Get It Campus as well as AgriEco. To replace these publications, Mahareng Publishing has moved into a new and exciting business venture where we are focusing on custom design and print. This has proven to become a growing part of our business and we'd like to invite you, our readers and advertisers, to let us know what you think of our services and how we can assist you. As GM of Mahareng Publishing,

I realise that we can only grow our business if we are constantly communicating with our readers and advertisers to ensure we are on the right track, and more than that, that we don't miss out on great opportunities. I would like to take this opportunity to invite you to contact me. I'd like to hear what you think of our products, how we can better them, and most of all, how we can help you improve your business. Until next month!

Christel Basson
GM: Mahareng Publishing
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BLOEMFONTEIN
Courant

Bloemfontein Courant will celebrate its seventh birthday this year and since it came into existence in 2009, we here at Courant have tried and tested many things to assure we give our readers the best local news on offer. We see our purpose as a local newspaper to inform, educate and entertain the residents of Mangaung. Over the years, readers have learned to love Bloemfontein Courant for its relevant news and general lifestyle content. The publication focuses on important happenings in our local community but presents everything with a voice of reason. That is one of the things that makes Bloemfontein Courant stand out from other publications in Bloemfontein and the rest of the Free State. The past month we had some lovely stories from the community that made our readers laugh, cry and even fume. It is truly an honour to be the platform where people want to share their stories.

Something to brag with!
Establishing ourselves as a main competitor in the local news market, Bloemfontein Courant has decided

to expand its established brand by launching this popular newspaper's latest addition, the brand-new Bloemfontein Courant Voice, this week. The aim of Bloemfontein Courant Voice is to produce a professional looking community newspaper with quality content, and thereby creating an attractive advertising opportunity for local and national businesses that have local interests within Bloemfontein, Botshabelo and Thaba Nchu. Bloemfontein Courant graphic designers, Jolandi Bezuidenhout and Monessa Holtzhausen, recently walked away with some of the most sought after awards at the annual Caxton Awards. Jolandi won the Best Large Magazine Advert Category with her advertisement titled "Money", which she designed for Urth. Monessa won the Best Large Newsprint Advert Category for her design of "KaBLOEM", which she designed for OFM. Jolandi also received a Highly Commended mention for her design "Tjop Tjop" which she designed for Dave's Meat Market. Calvin Mpuu received a Highly Commended mention in the Designer of the Year award category. He was a finalist in the

categories Best Medium Newsprint advert and Best Large Newsprint advert. Monessa was a finalist in the Best Major Feature category. Congratulations to you, you have made us proud!



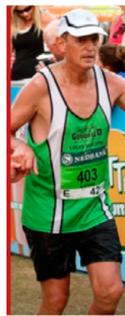
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What our online readers enjoyed this month



[Click here](#)

History was made in Bloemfontein when the congenital cardiac team of the Universitas Academic Hospital performed a unique and highly specialised procedure on a 23-year-old male.



[Click here](#)

Dit grens aan ongelooflik, maar dit is waar! Die legendariese Vrystaatse langasem, Louis Massyn, gaan Sondag 29 Mei poog om sy 44ste agtereenvolgende Comrades-ultramarathon tussen Pietermaritzburg en Durban binne die toelaatbare tyd, wat deesdae 12 ure is, te voltooi.



[Click here](#)

Min mense weet dat die hoofsjef by die Michelin-ster bekroonde Restaurant JAN 'n Bloemfonteiner is.

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BLOEMFONTEIN
GET IT

It's hard to believe that Bloemfontein Get It will be celebrating its tenth birthday in 2016! There are loads of partying to be done, so keep your eyes and ears open for any and all festivity announcements!

Now for the more serious stuff. Get It is a free, glossy magazine, focusing on shopping, people and lifestyle in your

neighbourhood. It has established its position in the Bloemfontein market by featuring inspiring Bloemfontein people, yummy local food and restaurants, stylish local fashion and all things lifestyle-related in the City of Roses. Get It is a Caxton publication, and a proud product of the Mahareng group. The magazine is freely available every month, and it also has a strong online

presence. So those of you who haven't visited Get It's website yet for your daily dose of pretty (bloem.getitonline.co.za) or liked us on Facebook (Get It Bloemfontein), let your fingers walk the talk and connect ASAP!

Speaking of the cyber sphere, our top stories in the past couple of weeks are worth a shout out.



Uiterlike skoonheid, innerlike deug

Eiendomsagent van RealNet, Annette Kasselman, sal enigste vir haar kinders doen – sonder om tweekeer te dink. Sy en haar dogter, Les'ya, het met Thandi Xaba van Get It gesels oor dinge wat saak maak.

[Click here](#)



[Click here](#)

Beauty meets endurance

Elegance seems to come naturally to Mrs South Africa semi-finalist, Roné Verster. For this businesswoman and mother of two, being able to juggle life has become an absolute joy. Get It's Thandi Xaba catches up with this Bloemfontein beauty.



Clockwork magic

This season, rustic wooden spoons are the talk of the town! Transform your home with ease... from gorgeous bookcases, coffee tables and mirror frames. Wooden spoons are a DIY dream. Check out this easy, step-by-step method on how to make your own Spool Clock.

[Click here](#)



[click here](#)

All Things Ginger!

Who does not love some ginger favourites... beers, bread and certainly cookies! Try these easy mouth-watering recipes to enjoy with friends and family!

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Sales

Meet the Mahareng Sales Team



Gladys Loggenberg
Sales Consultant



Mitzi Noome
Account Executive



Tamaryn Graham Krause
Account Executive



Samantha Sauls
Samantha Executive



Annamarie Gentle
Account Executive



Marelize Dunlop
Key Accounts



Marcine O'Reilly
Key Accounts



Mariaan Moller
Key Accounts

The Mahareng sales team will greet you with a happy smile followed by a creative idea... I am blessed to be connected to a group of colleagues where adapting to change is status quo, and team work comes naturally.

What are we passionate about?

Offering solutions to everyday needs of our readers by communicating the services and products of our local advertisers! Bloemfontein has a wonderful community with its own consumer behaviour trends and we understand how best to advise our clients to attach the correct message in their advertising campaigns by means of the Mahareng stable of print products. The annual Best of Bloemfontein campaign pretty much shows that we are spot on in reaching our target market and we are always happy to invite new clients on board. Our passion lies in 'marrying' the consumer with a product or service. At the end of the day we are all consumers and we endeavour to keep things 'real' in the advertising industry. Get It Magazine and Bloemfontein Courant are well known to all in Bloemfontein along with the

websites, but custom printing has shown the most growth recently and we are proud to announce that our website for Mahareng Publishing and the Custom Print side will be up and running soon. There will be an easy one-stop shop for all your business cards, letterheads, calendars and so much more. Graphic Design also falls under this section and we have a full-time staff on board in our creative studio. Mahareng Publishing is also the proud publishers of the very first stand-alone Bridal Get it magazine for Bloemfontein. This first edition went to street and via e-mag online in March this year and will be available annually. The Woodpecker, a quarterly newsletter for the residents of Woodland Hills Estate is also done by us, which is further proof of the value we can add for your company's communication and printed needs. Our sales team comprises 8 consultants, each with a set of skills to best service our client base whether in the private, corporate or the service industries. We would like to meet you over a coffee so please make contact. **Warm regards,**

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