

BusinessDay
HOMEFRONT
2018 Media Kit



Ed's welcome

A supplement in Business Day on alternate weeks, HomeFront is in touch with SA's property movements. It offers accessible insight and advice to home owners and investors about issues relevant to selling, renting or refurbishment.

Intelligent content provides readers with a simple snapshot of the residential market, its property developments and trends plus commercial and retail property news, and profiles of trendsetters in the field. Experienced journalists simplify issues and offer useful insights. Lead times are short, keeping themes relevant and topical while they are still current.

Whether you represent a financial institution, an estate agency or a property development group you will meet your potential clients, investors and residential buyers and sellers in HomeFront.

Kim Maxwell

Editor

kim.maxwell@thecreativegroup.info

What we talk about



Our cover and investigation features explore newsworthy topics that property owners or investors should be aware of, from sectional title to urban growth areas. We cover it thoroughly whether it is investing know-how, demand for mixed-use estates or sectional title legal updates. Property investment features explore subjects from global residential opportunities to listed local property. Lifestyle features showcase the latest in restaurant décor and menu highlights, art exhibitions, interior designer profiles or innovative workspaces.

- Sectional title or freehold
- Property profile
- Practical tips
- Property news
- Investment advice

Our audience

Meet the high LSM investor and entrepreneur reader. Our readers are business decision-makers, travel regularly and are well read. HomeFront provides advertisers with the opportunity to deliver their message directly to a highly desirable, targeted and engaged audience.

HOMEFRONT

BusinessDay

10 OCTOBER 2017 WWW.BUSINESSDAY.CO.ZA

BLOK

MUST READ

Marble's boutique butchery

Best-performing suburbs in SA

Boost for SA's retirement sector

Easier lease terms give startups a leg-up

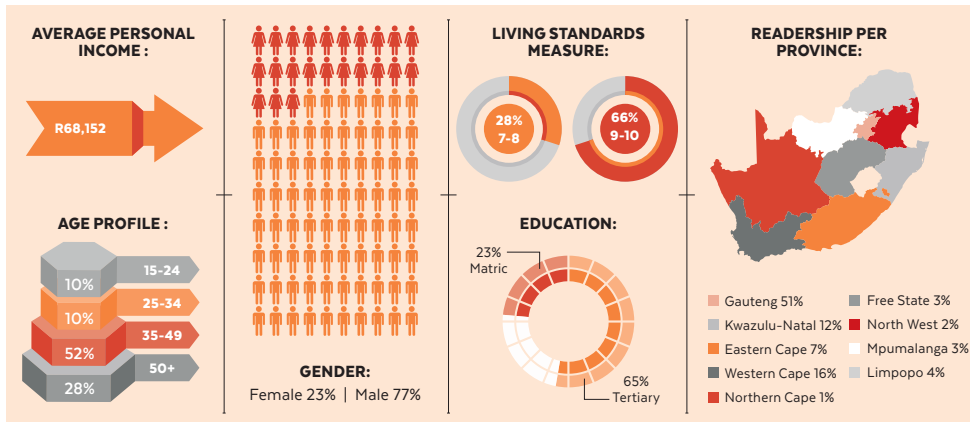
Key to the missing middle?

We're *Real* about Real Estate

JAWITZ

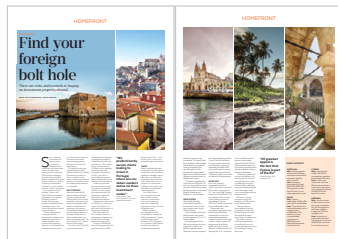
PROPERTIES

www.jawitz.co.za



Print advertising opportunities

Double Page Spread



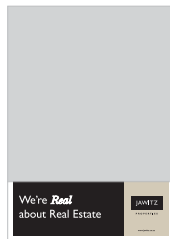
Full Page



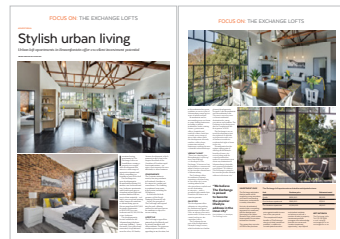
Half Page



Quarter Page



Advertorial



ADVERTISING:

Double Page Spread

Full Page

Half Page

Quarter Page

Use your advertising space to promote your property development or brand to Business Day's targeted audience.

ADVERTORIAL:

Our specially designed, content-driven advertorials are available as a Double Page Spread, Full Page or Half Page. They are thoughtfully placed to ensure your brand enjoys the right exposure. Developers: Use a Full Page or Double Page Spread advertorial to showcase a development laid out in the HomeFront style and tone.

Please speak to your account manager to discuss our insert opportunities.



CLIENT SUPPLIED PRINT:

Front Page Solus	R10,314.00
Front Page Ear	R5,000.00
Double Page Spread	R43,547.00
Full Page	R21,201.00
1/2 Page	R12,606.00
1/4 Page	R8,022.00
Full Page Advertorial / Promotion	R23,351.00
Double Page Spread Advertorial / Promotion	R45,697.00
Outside Back Cover	R24,638.00

Rates exclude VAT and agency commission



PRINT SPECIFICATIONS:

Quarter Page	Size: 55mm x 35mm no bleed required
Half Page	Size: 260mm x 90mm no bleed required
Full Page	Size: 260mm x 380mm no bleed required

ADVERTORIAL

Half Page	200 to 300 words minimum 3-5 high resolution images (300dpi) logo contact details comprehensive brief
Full Page	400 words minimum 4-6 high resolution images (300dpi) logo contact details comprehensive brief
Double Page Spread	600 to 700 words minimum 5-8 high resolution images (300dpi) logo contact details comprehensive brief

Layout and copy of advertorials, profiles and sponsored content should conform to the editorial house style requirements of HomeFront.

The feature will be sent to you once for fact-checking and sign-off.

Rates include one round of design/ editorial changes. Further changes will be charged at R500 (excluding VAT) per set.

Any budget for production of bespoke commissions such as photography, video or an illustration to accompany articles should be discussed outside the package fees. Rates depend on the scale of execution required.

Deadlines



PUBLICATION DATE	BOOKING DEADLINE: ADVERTORIAL	MATERIAL DEADLINE: ADVERTORIAL	BOOKING DEADLINE: SUPPLIED ARTWORK	MATERIAL DEADLINE: SUPPLIED ARTWORK
Fri 26 Jan 2018	Fri 12 Jan 2018	Tue 16 Jan 2018	Mon 15 Jan 2018	Thu 18 Jan 2018
Fri 09 Feb 2018	Fri 26 Jan 2018	Tue 30 Jan 2018	Mon 29 Jan 2018	Thu 01 Feb 2018
Fri 23 Feb 2018	Fri 09 Feb 2018	Tue 13 Feb 2018	Mon 12 Feb 2018	Thu 15 Feb 2018
Fri 09 Mar 2018	Fri 23 Feb 2018	Tue 27 Feb 2018	Mon 26 Feb 2018	Thu 01 Mar 2018
Fri 23 Mar 2018	Mon 05 Mar 2018	Wed 07 Mar 2018	Wed 07 Mar 2018	Wed 14 Mar 2018
Fri 06 Apr 2018	Fri 16 Mar 2018	Mon 19 Mar 2018	Mon 19 Mar 2018	Tue 27 Mar 2018
Fri 20 Apr 2018	Fri 06 Apr 2018	Tue 10 Apr 2018	Mon 09 Apr 2018	Thu 12 Apr 2018
Fri 04 May 2018	Tue 17 Apr 2018	Fri 20 Apr 2018	Fri 20 Apr 2018	Mon 23 Apr 2018
Fri 18 May 2018	Fri 04 May 2018	Tue 08 May 2018	Mon 07 May 2018	Thu 10 May 2018
Fri 01 Jun 2018	Fri 18 May 2018	Tue 22 May 2018	Mon 21 May 2018	Thu 24 May 2018
Fri 15 Jun 2018	Fri 01 Jun 2018	Tue 05 Jun 2018	Mon 04 Jun 2018	Thu 07 Jun 2018
Fri 29 Jun 2018	Fri 15 Jun 2018	Tue 19 Jun 2018	Mon 18 Jun 2018	Thu 21 Jun 2018
Fri 13 Jul 2018	Fri 29 Jun 2018	Tue 03 Jul 2018	Mon 02 Jul 2018	Thu 05 Jul 2018
Fri 27 Jul 2018	Fri 13 Jul 2018	Tue 17 Jul 2018	Mon 16 Jul 2018	Thu 19 Jul 2018
Fri 10 Aug 2018	Wed 25 Jul 2018	Fri 27 Jul 2018	Fri 27 Jul 2018	Tue 31 Jul 2018
Fri 24 Aug 2018	Fri 10 Aug 2018	Tue 14 Aug 2018	Mon 13 Aug 2018	Thu 16 Aug 2018
Fri 07 Sep 2018	Fri 24 Aug 2018	Tue 28 Aug 2018	Mon 27 Aug 2018	Thu 30 Aug 2018
Fri 21 Sep 2018	Fri 07 Sep 2018	Tue 11 Sep 2018	Mon 10 Sep 2018	Thu 13 Sep 2018
Fri 05 Oct 2018	Wed 19 Sep 2018	Fri 21 Sep 2018	Fri 21 Sep 2018	Tue 25 Sep 2018
Fri 19 Oct 2018	Fri 05 Oct 2018	Tue 09 Oct 2018	Mon 08 Oct 2018	Thu 11 Oct 2018
Fri 02 Nov 2018	Fri 19 Oct 2018	Tue 23 Oct 2018	Mon 22 Oct 2018	Thu 25 Oct 2018
Fri 16 Nov 2018	Fri 02 Nov 2018	Tue 06 Nov 2018	Mon 05 Nov 2018	Thu 08 Nov 2018
Fri 30 Nov 2018	Fri 16 Nov 2018	Tue 20 Nov 2018	Mon 19 Nov 2018	Thu 22 Nov 2018

The Creative Group provides your brand with the expertise of a property and lifestyle publishing and marketing company that has been in the business for 18 years.

We produce engaging property and lifestyle content in four national print and digital publications: REAL ESTATE *life* magazine, HomeFront in Business Day, Neighbourhood in the Sunday Times, and Property Professional.

Collectively we reach more than 800,000 readers a month. We work with clients for tailor-made advertising solutions to suit their needs and goals for brand awareness, brand alignment or creating content distributed through our clients' channels (and our own). We can work with all budgets and requirements. To find out more about our company: www.thecreativegroup.info

Neighbourhood
IN
Sunday Times

REAL ESTATE *life*

HOMEFRONT
IN
BusinessDay

Contact the team

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