



“REAL ESTATE LIFE TAKES YOUR BRAND
where you want it to be
- INTO THE HOMES OF SOUTH
AFRICA'S WEALTHIEST INDIVIDUALS”

REAL **ESTATE** *life*
SA'S LEADING LIFESTYLE AND PROPERTY MAGAZINE

2018 **MEDIA KIT**

- Publication -

WHAT WE TALK ABOUT



DECOR



DESIGN



LUXURY



LIFESTYLE



PROPERTY



INVESTMENT

Real Estate life's luxuriously large format pages showcase glamorous lifestyles and interior design trends, desirable homes, as well as provide in-depth property investment articles and reports.

LIFESTYLE

Our inspiring lifestyle features will breathe new life into all your home spaces while adding value to property. We keep you up to date with the latest local and international decor and design trends, and in our special annual issues provide industry insight from decorators, designers and architects.

PROPERTY

These in-depth features give homeowners and property investors insight on current, new and the best property investment trends and opportunities in South Africa and across the globe.

- Publication -

ED'S WELCOME



Lifestyle and property go hand in hand. Whether it is a city apartment, a family home in the suburbs, a mixed-use loft, a sectional title on a countryside estate – people not only invest their finances but also their lives into their home and work spaces.

REAL Estate *life*'s integrated approach to lifestyle and property considers decor and design as much as architecture, offering readers both home inspiration and investment opportunities. Our business is to effectively connect your brand with our readers.

A captive audience of high-net-worth homeowners, our readers are a combination of experienced buyers and investors (LSM 10+) and aspirational professionals (LSM 9+). They are astute global thinkers and entrepreneurs and followers of local and international property, interior design and lifestyle trends. They invest in globally secure high-net-worth passions such as wine, art, luxury timepieces and fine jewellery. They enjoy cutting-edge technology, fast cars and super yachts, travel widely for business and leisure, and seek out bespoke, quality experiences.

Advertising to this premier audience offers an excellent return on investment. Of special importance is that the magazine is inserted into the Sunday Times once a month and hand-delivered to targeted readers in exclusive suburbs nationwide and to select residential estates. It is also available at select airport lounges.

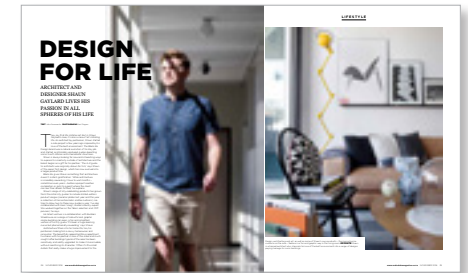
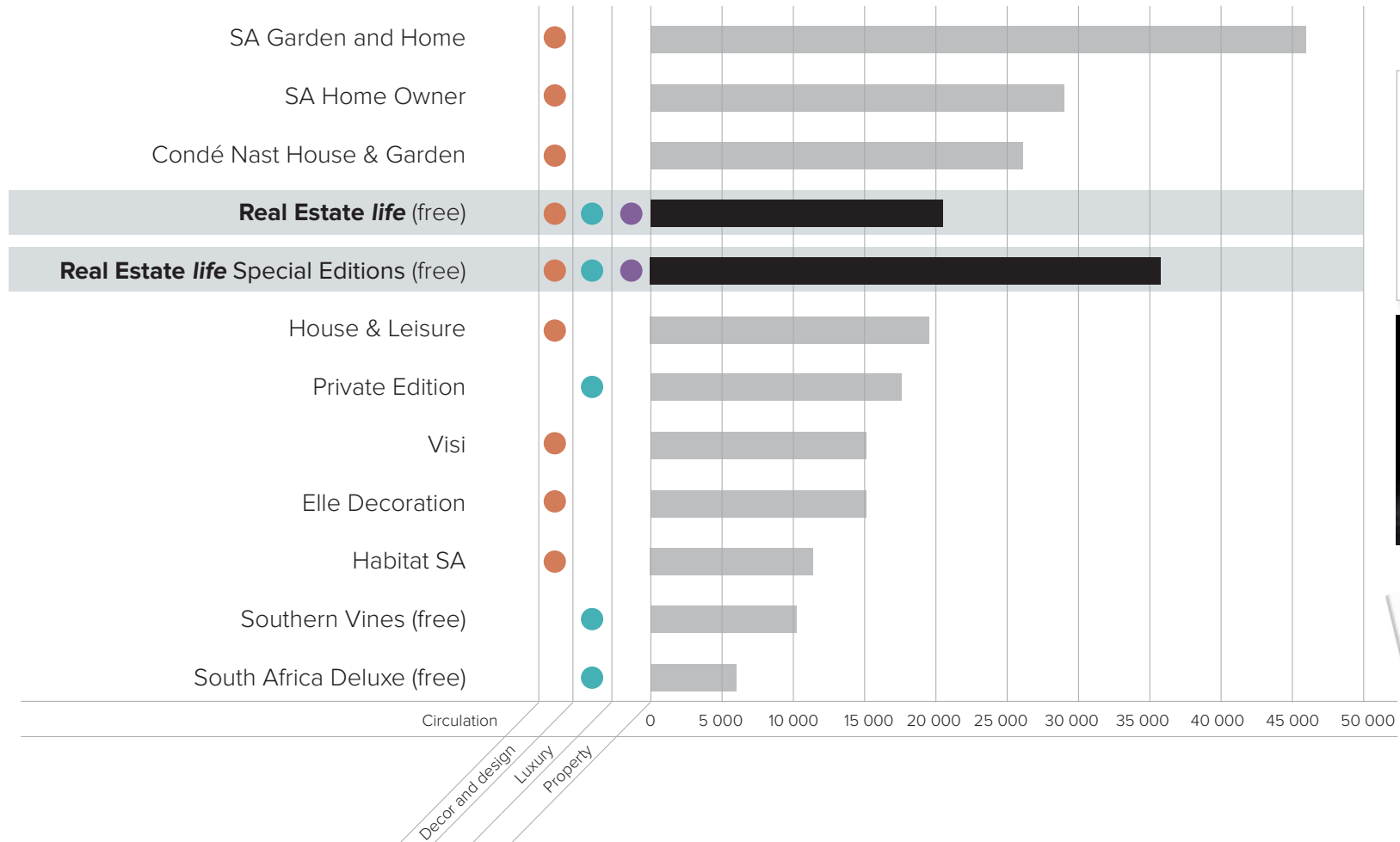
Debbie Loots
Editor

debbie.loots@thecreativegroup.info

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INDUSTRY ANALYSIS

CONSUMER MAGAZINE: ABC APRIL - JUNE 2017



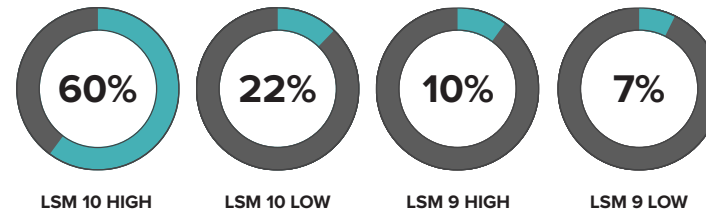
- Publication -

PRINT AUDIENCE

Advertisers gain immediate access to a niche audience of high-net-worth homeowners and investors (LSM 10+) in South Africa.



LSM



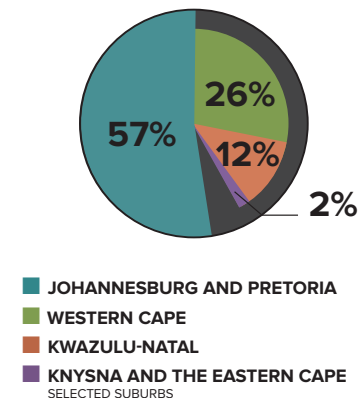
In total, **82% of our readers are LSM 10.**

In the LSM 10 high category, more than 13% of readers have a household income of more than R135 000 a month.

REAL ESTATE LIFE DISTRIBUTION

83% of our print run is delivered monthly to select *Sunday Times* subscribers. Distribution is strategic and geo-targeted to reach high LSM readers only.

The remainder of the copies are distributed to to **airport lounges** and **residential estates** in Gauteng, Western Cape and Kwa-Zulu Natal.



DISTRIBUTION BREAKDOWN

21 000 copies of the **standard editions** distributed

36 000 copies of the **special editions** distributed



36 000 COPIES will be distributed to our Real Estate *life* readership plus subscribers of *Business Day*.

BusinessDay

Business Day, South Africa's most influential and respected daily newspaper, offers incisive coverage of business, politics, labour and other current affairs, written by some of the country's award-winning journalists

- Publication -

DIGITAL AUDIENCE



Follow us for
your daily dose
of curated design,
decor and wealth
investment news

ESTATE
MAGAZINE
.COM

- Publication -

OUTLINE



MONTHLY FEATURES

WORD ON THE STREET

Real Estate *life*'s editors curate the latest news on who's setting trends, and places to dine and stay.

SHOW PROPERTY

Our show house feature unpacks architecture, interior design and property with original text and beautiful images.

LIFESTYLE TRENDS

Pages filled with the latest in home trends such as kitchens, bathrooms, flooring, walls and outdoor furniture.

LUXURY TRENDS

Delve into bespoke travel, spas and food, plus look at luxury investment options such as wine, cars and art.

HOT PROPERTY

Stay up to date with the latest architecture, on-cue design, property news, awards and investment advice.

SPECIAL REPORT

Browse Real Estate *life* investment trends using insights from property professionals, unpacked by expert journalists.

BACK CHAT

A Q&A with various personalities, celebrities, and other high-profile individuals about the place they call home.

SPECIAL ISSUES

MARCH 2018 INTERIOR DESIGN AND DECOR

With the focus on adding value to your home, this special edition will feature inspiring interior and exterior home spaces, design and decor trends, and interviews with some of the world's top interior designers.

JUNE 2018 LUXURY INVESTMENT

Our authoritative Luxury Investment issue will cover all aspects of luxurious living with a focus on investment. Expect evocative writing from experts, illustrated with sophisticated photography.

OCTOBER 2018 PROPERTY AND INVESTMENT

Designed to provide homeowners and property investors with insight into investment trends and opportunities in South Africa and internationally. This special issue includes feedback from decorators, designers and architects, and presents various investor options, from residency abroad to local lifestyle. investments.

- Publication -

LIFESTYLE CALENDER



	MONTH	LIFESTYLE TRENDS	LUXURY TRENDS
<p>Real Estate <i>life</i> magazine's lifestyle features are the definitive guide to the latest interior decor and luxury trends. They showcase cutting-edge local and global home design, and unpack luxury travel and glamorous spending habits including art, jewellery, wine and watches. This inspirational editorial environment creates an excellent opportunity to influence readers' style and brand choices, and introduces them to your products.</p>	NOVEMBER	Flooring	Wealthy experiential spending habits
	DECEMBER/JANUARY	Gift guide	Exclusive holiday destinations
	FEBRUARY	Outdoor entertainment	Spa and luxe trends
	MARCH	Special edition: invest in your home (Decor and Design issue)	
	APRIL	New generational technology	South African design
	MAY	Wallpaper and fabrics	Fine wining and dining
	JUNE	Special edition: luxury investment	
	JULY	Bedrooms and bathrooms	Private villas
	AUGUST	Kitchens and appliances	Jewellery and watches
	SEPTEMBER	Blinds, shutters and curtains	Invest in antiques vs contemporary classics
	OCTOBER	Special edition: property investment and development	

Content is subject to change at Editor's discretion

LIFESTYLE RATES

REGULAR EDITION OPPORTUNITIES	RATES
IFC DPS	57 130.00
2ND DPS	52 260.00
3RD DPS	50 000.00
DPS	47 370.00
OBC	38 320.00
IBC	27 530.00
FULL PAGE	25 800.00
HALF PAGE	14 190.00
QUARTER PAGE	7 820.00
PROMOTION DPS (advertorial / company profile / product profile)	52 110.00
PROMOTION FULL PAGE (advertorial / company profile / product profile)	28 370.00
PROMOTION HALF PAGE (advertorial / company profile / product profile)	16 190.00

SPECIAL EDITION OPPORTUNITIES	RATES
IFC DPS	69 890.00
CENTRE DPS	66 980.00
DPS	58 240.00
OBC	36 790.00
IBC	33 720.00
FULL PAGE	32 270.00
HALF PAGE	16 140.00
PROMOTION DPS (advertorial / company profile / product profile)	60 930.00
PROMOTION FULL PAGE (advertorial / company profile / product profile)	33 350.00
PROMOTION HALF PAGE (advertorial / company profile / product profile)	17 800.00



Exciting opportunities are available. Please speak to your key account manager to find out more.

We can make up inserts, wraps/bellybands, gatefolds or bookmarks. Please speak to your advertising executive if you need further details or assistance with design from our experienced team.

DIGITAL	RATES
SPONSORED CONTENT	8 100.00
HOMEPAGE BANNER	3 500.00 per month
SKYSCRAPER	3 000.00 per month
BOX ADVERT	3 000.00 per month

Rates are per insertion. Rates **exclude** vat and agency commission.

- Publication -

DEADLINES

PUBLICATION DATE	ADVERTORIAL BOOKING DEADLINE	ADVERTORIAL MATERIAL DEADLINE	ADVERT BOOKING DEADLINE	SUPPLIED ADVERT MATERIAL DEADLINE
DEC 2017 / JAN 2018	Friday 03 November 2017	Tuesday 07 November 2017	Friday 10 November 2017	Friday 17 November 2017
FEBRUARY 2018	Thursday 04 January 2018	Friday 05 January 2018	Friday 05 January 2018	Friday 12 January 2018
MARCH 2018 (special edition)	Monday 29 January 2018	Wednesday 31 January 2018	Tuesday 06 February 2018	Tuesday 13 February 2018
APRIL 2018	Friday 02 March 2018	Tuesday 06 March 2018	Friday 09 March 2018	Friday 16 March 2018
MAY 2018	Wednesday 28 March 2018	Wednesday 04 April 2018	Friday 06 April 2018	Friday 13 April 2018
JUNE 2018 (special edition)	Monday 23 April 2018	Wednesday 25 April 2018	Tuesday 08 May 2018	Tuesday 15 May 2018
JULY 2018	Friday 01 June 2018	Tuesday 05 June 2018	Friday 08 June 2018	Friday 15 June 2018
AUGUST 2018	Friday 29 June 2018	Tuesday 03 July 2018	Friday 06 July 2018	Friday 13 July 2018
SEPTEMBER 2018	Monday 30 July 2018	Thursday 02 August 2018	Tuesday 07 August 2018	Friday 17 August 2018
OCTOBER 2018 (special edition)	Monday 27 August 2018	Wednesday 29 August 2018	Tuesday 04 September 2018	Tuesday 11 September 2018
NOVEMBER 2018	Friday 28 September 2018	Tuesday 02 October 2018	Friday 05 October 2018	Friday 12 October 2018
DECEMBER 2018	Friday 02 November 2018	Tuesday 06 November 2018	Friday 09 November 2018	Friday 16 November 2018



Partnering with The Creative Group means your brand shares the expertise of this property and lifestyle publishing and marketing company. We produce engaging content in four national print and digital publications:

- **Neighbourhood** in the *Sunday Times*
- **HomeFront** in *Business Day*
- **Real Estate life**
- **Property Professional**

Collectively we reach one million people a month. And that number is set to grow in 2017 as we relaunch our current digital platforms, plus launch a new property and lifestyle site.

We work with clients to come up with tailor-made advertising solutions to suit their needs and goals, whether brand awareness, brand alignment or content distributed through our client's channels (as well as our own). We can work with all budgets and needs.

HOMEFRONT
IN
BusinessDay

PROPERTY
PROFESSIONAL

Neighbourhood
IN
Sunday Times

SAINT-GOBAIN

THE HOUGHTON | THE LEADING HOTELS
OF THE WORLD

bulthaup

CHAS EVERITT
INTERNATIONAL PROPERTY GROUP

WEST
FRANKS
HUTTEN
NEEDHAM

FLUSH
THE BATHROOM EXPERTS

smeg

caesarstone

V&A WATERFRONT
CAPE TOWN

St. Antoine

Investec

Miele

STBB | SMITH TABATA
BUCHANAN BOYES

ligne roset

G R A F F
THE MOST FABULOUS JEWELS IN THE WORLD

SAMSUNG

Casareto

bermanbrothers.co.za

VAL DE VIE
ANNO 1793

SIBAYA
COASTAL PRECINCT

SIEMENS

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