



**HOMEFRONT**  
BusinessDay

# MEDIA KIT 2020

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Our team strives to provide readers with cutting edge property investment news and lifestyle trends

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## What we talk about

A supplement in Business Day, HomeFront offers a print snapshot of South Africa's property movements and emerging trends.

Intelligent content stands out for thorough research and accessible insights. Plus there is relevant, inspiring interior design input and practical advice.

We introduce real estate investment opportunities on a range of topics: local and international residential property developments and key suburb growth nodes, retirement, estate living, sectional title, renting property and offshore residential investing.

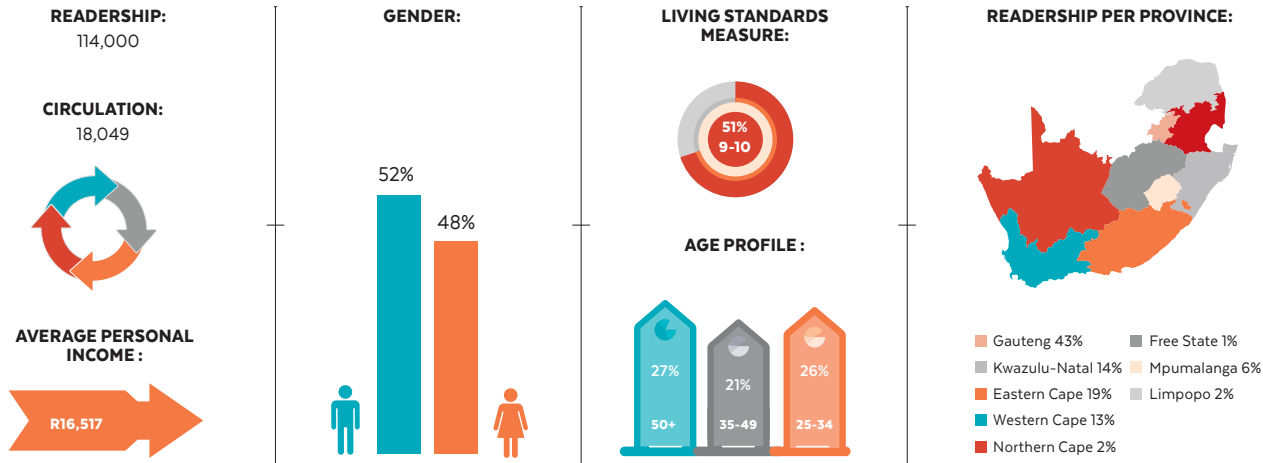
Also covered is commercial and retail investment news relating to developing, managing or leasing.

Themes are relevant and topical thanks to short lead times.

Debbie Loots  
Editor

- *Real Estate Trends*
- *Investment Barometer*
  - *Property News*
  - *Practical Advice*





Statistics: January 2020

## Who reads Homefront

The Business Day reader – decision maker, investor, homeowner, entrepreneur. Looking for the next opportunity to build wealth through sound property investment.

## Double Page Spread



## Full Page



## Advertorial



# Rate and Print Specs

## CLIENT SUPPLIED ADVERTISEMENT

Full Page	Size: 260mm x 380mm   no bleed required	R23,830,00
Half Page	Size: 260mm x 180mm   no bleed required	R14,130,00
Quarter Page	Size: 260mm x 90mm   no bleed required	R9,010,00
Front Page Solus	Size: 260mm x 90mm   no bleed required	R11,600,00
Front Page Ear	Size: 58mm x 35mm   no bleed required	R5,620,00
Double Page Spread	Size: 2 x complete single pages   no bleed required	R48,930,00
Outside Back Cover	Size: 260mm x 380mm   no bleed required	R27,680,00

## CLIENT SUPPLIED ADVERTORIAL

* Full Page supplied Advertorial	400 words   minimum 4-6 high resolution images (300dpi)   logo   contact details   comprehensive brief	R26,250,00
* Double Page Spread supplied Advertorial	600 to 700 words   minimum 5-8 high resolution images (300dpi)   logo   contact details   comprehensive brief	R51,350,00

\* Layout and supplied copy of advertorials and sponsored content conforms to HomeFront editorial house style. Rates include one round of fact checking and layout using supplied photos before sign-off. Further changes at additional R500 (excluding VAT) per set. Budgets for bespoke photography or illustrations to accompany articles should be discussed outside the package fees.

# Booking Deadlines 2020

SPECIAL ISSUES	PUBLICATION DATE	BOOKING DEADLINE: ADVERTORIAL	MATERIAL DEADLINE: ADVERTORIAL	BOOKING DEADLINE: SUPPLIED ARTWORK	MATERIAL DEADLINE: SUPPLIED ARTWORK
	Fri 24 Jan 2020	Wed 08 Jan 2020	Fri 10 Jan 2020	Mon 13 Jan 2020	Thur 16 Jan 2020
<b>PROPERTY INVESTMENT SPECIAL FOCUS</b>	Fri 21 Feb 2020	Wed 05 Feb 2020	Fri 07 Feb 2020	Mon 10 Feb 2020	Thur 13 Feb 2020
	Fri 06 Mar 2020	Wed 19 Feb 2020	Fri 21 Feb 2020	Mon 24 Feb 2020	Thur 27 Feb 2020
	Fri 03 Apr 2020	Wed 18 Mar 2020	Fri 20 Mar 2020	Mon 23 Mar 2020	Thur 26 Mar 2020
	Fri 17 Apr 2020	Wed 01 Apr 2020	Fri 03 Apr 2020	Mon 06 Apr 2020	Thur, 09 Apr 2020
<b>PROPERTY INVESTMENT SPECIAL FOCUS</b>	Fri 15 May 2020	Wed 29 Apr 2020	Fri 01 May 2020	Mon 04 May 2020	Thu 07 May 2020
	Fri, 26 Jun 2020	Wed 10 Jun 2020	Fri 12 Jun 2020	Mon 15 Jun 2020	Thu 18 Jun 2020
	Fri 24 Jul 2020	Wed 08 Jul 2020	Fri 10 Jul 2020	Mon 13 Jul 2020	Thu, 16 Jul 2020
	Fri 21 Aug 2020	Wed 05 Aug 2020	Fri 07 Aug 2020	Mon 10 Aug 2020	Thu 13 Aug 2020
<b>PROPERTY COASTAL FOCUS</b>	Fri 04 Sep 2020	Wed 19 Aug 2020	Fri 21 Aug 2020	Mon 24 Aug 2020	Thur 27 Aug 2020
	Fri 02 Oct 2020	Wed 16 Sep 2020	Fri 18 Sep 2020	Mon 21 Sep 2020	Thur 24 Sep 2020
	Fri 16 Oct 2020	Wed 30 Sep 2020	Fri 02 Oct 2020	Mon 05 Oct 2020	Thur 08 Oct 2020
<b>PROPERTY INVESTMENT SPECIAL FOCUS</b>	Fri 13 Nov 2020	Wed 28 Oct 2020	Fri 30 Oct 2020	Mon 02 Nov 2020	Thur 05 Nov 2020
	Fri 27 Nov 2020	Wed 11 Nov 2020	Fri 13 Nov 2020	Mon 16 Nov 2020	Thur 19 Nov 2020

Business Day  
HomeFront takes your  
brand to where you  
want it – in the hands of  
the achievers of South  
African business.

THE  
**CREATIVE**  
GROUP



**HOMEFRONT**  
IN  
BusinessDay

**Neighbourhood**  
IN  
Sunday Times

PurelyLocal 

REAL|life

**realty**

**PROPERTY  
PROFESSIONAL**  
THE VOICE OF ESTATE AGENTS



## Contact us

### GROUP CHIEF EXECUTIVE

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Partnering with The Creative Group means your brand shares the expertise of an expert property and lifestyle publishing and marketing company. We produce engaging content in national print and digital publications: **Neighbourhood** in the **Sunday Times**, **HomeFront** in **Business Day**, **PurelyLocal**, **REAL|life**, **Property Professional** and **realty**. Collectively, we reach one million readers a month. That number is set to grow. We work with clients on tailor-made advertising solutions to suit their goals.

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