

SOUTH AFRICAN

HOME OWNER

WELCOME HOME

RATES 2020

INFORMED • INNOVATIVE • INSPIRED



“

9 OUT OF 10  
READERS ARE  
DECISION MAKERS IN  
THEIR HOMES & OWN  
THEIR OWN HOMES

USED FOR  
INSPIRATION AND  
IDEAS ON BUILDING,  
RENOVATING,  
PLANNING AND  
DECORATING

MANY READERS KEEP  
THEIR MAGAZINES FOR  
FUTURE REFERENCE

READERS ARE  
TECHNOLOGICALLY SAVVY  
AND HIGHLY EDUCATED

CONNECTS WITH  
READERS ON A  
PERSONAL LEVEL

”

# ONLINE & SOCIAL MEDIA RATES

## WHY ADVERTISE ONLINE

The SA Home Owner website, [www.sahomeowner.co.za](http://www.sahomeowner.co.za), has an average of 62 363 page views per month, and 27 701 users. SA Home Owner is supported by strong social media, with 325 809 Facebook fans and 42 511 Instagram followers. Visit [www.facebook.com/sahomeowner](http://www.facebook.com/sahomeowner), and [www.twitter.com/SAHomeOwner](http://www.twitter.com/SAHomeOwner).

- We aim to provide added value to our readers via the convenience of additional content, online.
- The website provides a platform for our readers to comment and interact with the brand.
- Readers have the opportunity to easily browse through pictures that were not available in the magazine and enter into a variety of great competitions.



USERS  
27 701

PAGE  
VIEWS  
62 363

  
327 686  
FOLLOWERS

  
42 511  
FOLLOWERS

## CUSTOMISED CAMPAIGNS & SPONSORSHIP OPPORTUNITIES

Customised campaigns can include the following elements: Ad banners, competitions, website posts, Facebook competition tabs and Facebook and Twitter posts.

### BANNERS (cost/1 000 impressions: CPM)

**Leaderboard:** R550/1 000

**Island/medium rectangle:** R680/1 000

**Wallpaper:** price on request

**Newsletter masthead banner**

R7 350 per newsletter

\* Early settlement discount applies. Rates exclude VAT

\* Arena Holdings, the publisher of SA Home Owner, and/or the online editor have the final right to approve, decline or withdraw any advertising material before and during placement.

## SOCIAL MEDIA

**Facebook post linked to a digital on [www.sahomeowner.co.za](http://www.sahomeowner.co.za)**  
Digital plus Facebook post: **R12 600** each

**Twitter:** Once-off tweets: **R735** each

**Instagram:** Once-off tweets: **R2 500** each

## PRODUCTION FEES

We have the facilities to create your online ad for you

**R550 p/h standard HTML**

**R690 p/h Flash animation**

All prices exclude VAT.

## SUPPLIERS DIRECTORY

A comprehensive online directory of South African suppliers for home and decor products and services.

- 1 Month: **R610**
- 6 Months: **R3 000**
- 12 Months: **R5 150**

## DIGITAL AD SPECS

**LEADERBOARD**  
728 x 90 px

**ISLAND/  
MEDIUM  
RECTANGLE**  
300 x 250 px

**HALF PAGE UNIT**  
300 x 600 px

THESE GREY BOXES  
ONLY INDICATE SHAPE  
NOT ACTUAL SIZE.

To see Terms & Conditions, please visit [www.sahomeowner.co.za](http://www.sahomeowner.co.za)