

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

”

# **SA HOME OWNER IS MORE THAN A HOME, DÉCOR AND DESIGN MAGAZINE – IT’S EVERY HOME OWNER’S GO-TO GUIDE TO MAKING THEIR DREAM HOME A REALITY.**

With everything from inspirational architecture and interior design, to advice from industry leaders. We showcase current home trends, high-end properties, as well as products and services from top-rated national suppliers.

## **BENEFITS OF ADVERTISING WITH SA HOME OWNER:**

- Readership: 346 000 (PAMS Brands 2018, ABC Jul-Sep 2019)
- Loyal readers who support brands endorsed by *SA Home Owner*.
- Glossy magazine that is collected by home owners as a resource base.
- Strict policies on good-quality content and images, ensuring a highly favourable perception of supporting brands.
- Strong marketing strategies to ensure expanding roll-out of the magazine and exposure for its clients.
- Customised advertising packages encompassing print, online and social media exposure for clients.



“

**AVERAGE READER  
AGE OF 38  
WITH HIGH  
EXPENDABLE  
INCOME**

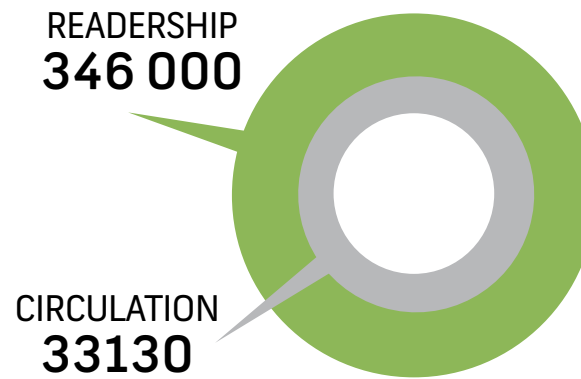
**PREDOMINANT  
READERS  
ARE BLACK,  
AND FEMALE**

**REACHING  
346 000 READERS  
ACROSS SA,  
SA HOME OWNER  
GETS YOUR  
MESSAGE OUT  
EFFECTIVELY**

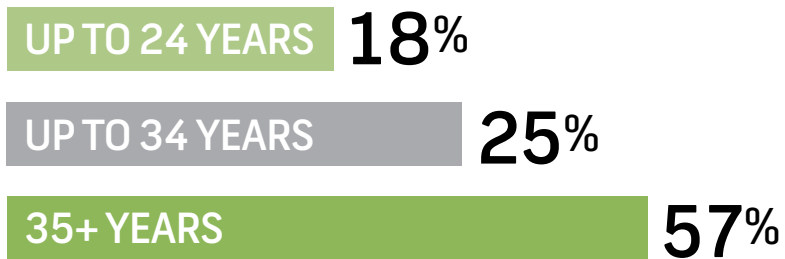
**AVAILABLE IN  
EZINE TO REACH  
CONSUMERS  
DIGITALLY**

”

# DEMOGRAPHICS

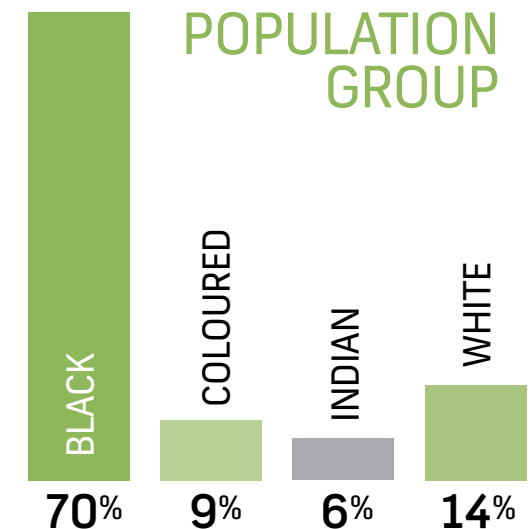


## AGE



## EDUCATION

MATRIC **43%**  
MATRIC PLUS **30%**



# RATES

SPECIAL POSITIONING	STANDARD
IFC and Page 1	R89 000
First DPS	R85 600
Second DPS	R81 800
Opposite Contents LHP	R45 000
Opposite Editors Letter	R45 000
Alongside Company Profile RHP	R32 000
Opposite Credits Page	R32 000
Opposite Home Essentials LHP	R42 600
IBC	R46 500
OBC	R46 500

## SPECIAL RATES ON REQUEST:

Gate Folds; Split Covers; Perforations; Glueing; Bagging; Sampling; Bookmarks.

Contact your Sales Manager for rates.

ADVERTISEMENTS	STANDARD
Double-page Spread	R73 000
Full-page	R38 000
Half-page	R27 000
Third-page	R13 900
Classified	R 7 800
Advertorials are quoted rates less 10%	

\*Loose insert rates/cost per R1000

\*Early settlement discounts apply. Above rates exclude VAT. Please visit our website for full terms and conditions.

ADVERTORIALS*	
Double-page	R67 600
Full-page	R35 500
Half-page	R25 300
ASK THE EXPERT   SPECIAL POSITION	R16 000

PROPERTY SPONSORSHIP	
Double-page image	R48 300
Full-page image	R26 500
Half-page	R13 390
Quarter-page	R 7 500

**Face TO FACE**  
Lorelei Mphahlele talks a glow up to the best of decor and design professionals

**CORAL SACHS KRULITZ**  
INTERIOR DESIGN PROFESSIONAL

**What you just had done done yourself?** I wanted the kitchen and the living room done as a new and exciting gift to myself. The contractor used white and grey wood. To make the space more of a focal point, I did major carpet work in the living room. I also did a lot of work on the walls and ceiling in the living room. I had a lot of work done on the walls and ceiling in the living room. I had a lot of work done on the walls and ceiling in the living room.

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**My general advice to people is...** getting started and not overthinking it. If you have a budget, stick to it. Don't go overboard. If you have a budget, stick to it. Don't go overboard. If you have a budget, stick to it. Don't go overboard.

**My quality process is...** I start with a consultation. I then do a site visit. I then do a design. I then do a quote. I then do a contract. I then do a project. I then do a finish. I then do a handover. I then do a follow-up.

**My most memorable project was...** I did a project for a client who wanted a modern and minimalist living room. I did a project for a client who wanted a modern and minimalist living room. I did a project for a client who wanted a modern and minimalist living room.

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COMPANY PROFILE

**PROMOTION**  
**Ask THE EXPERT**  
Home professionals share their insights

**HOW DO I CHOOSE THE RIGHT BATHROOM TAPS AND ACCESSORIES?**

**ALEX CAVILLA**  
BATHROOM EXPERT

**Choosing the right bathroom taps and accessories is a bit of a challenge. It's important to think about the style of your bathroom and the overall look you want to achieve. You also need to think about the quality of the materials and the durability of the products. It's important to choose products that are easy to clean and maintain. It's also important to choose products that are eco-friendly and sustainable. It's important to choose products that are safe for your family and pets. It's important to choose products that are easy to install. It's important to choose products that are easy to use. It's important to choose products that are easy to clean. It's important to choose products that are easy to maintain. It's important to choose products that are easy to use. It's important to choose products that are easy to clean. It's important to choose products that are easy to maintain.**

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ASK THE EXPERT

**HOME ESSENTIALS**

**Home ESSENTIALS**  
Discover the latest trends in your home and garden products and services for the month.

**Make your home more beautiful, brighter and more comfortable with our range of home decor products. From our new range of home decor products to our new range of home decor products, we have everything you need to make your home more beautiful, brighter and more comfortable.**

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HOME ESSENTIALS

# DEADLINES

DEADLINES		
ISSUE	BOOKING/CANCELLATION DEADLINE	COMPLETE MATERIAL
Feb 2020	27 Nov	4 Dec
March 2020	15 Jan	22 Jan
April 2020	12 Feb	19 Feb
May 2020	18 Mar	25 Mar
June 2020	15 Apr	22 Apr
July 2020	17 June	18 June
Aug 2020	9 July	16 July
Kitchens Aug	9 July	16 July
Sept 2020	7 Aug	14 Aug
Oct 2020	9 Sep	16 Sep
Nov 2020	23 Sep	30 Sept
Dec 20/Jan 21	28 Oct	4 Nov
Trends 2021	11 Nov	18 Nov
Feb 2021	11 Dec	15 Dec



## MATERIAL REQUIREMENTS

**IMAGES:** High resolution images at a minimum of 300dpi in CMYK format. SA Home Owner is not responsible for colour discrepancies that may occur when images are converted from RGB to CMYK.

**PDFS:** Fonts and graphics are to be embedded. PDFs should have crop marks. A minimum of 5mm bleed is required. No colour profiles should be embedded.

**PROOFS:** A high-quality Fogra certified colour proof is essential. Colour laser/inkjet printouts are not sufficient to guarantee accuracy, and SA Home Owner cannot be held responsible for variations in the final printed product.

**NOTE:** No open files (eg Freehand, InDesign, Illustrator, Photoshop, Corel Draw) or Microsoft Office documents (eg Excel, Word or Powerpoint) will be accepted.

## TECHNICAL SPECIFICATIONS

Format	Trim size	Bleed area	Type area
Double page	275(h) x 420(w)mm	5mm around (20mm gutter)	20mm from trim
Full page	275(h) x 210(w)mm	5mm around	20mm from trim
Half page (horiz)	120(h) x 180(w)mm	none	none
Half page (vert)	260(h) x 85(w)mm	none	none
Third page (horiz)	82(h) x 190(w)mm	none	none
Quarter page	127(h) x 85(w)mm	none	none
Classified	82(h) x 92(w)mm	none	none

“SAHO IS  
PRIMARYLY READ  
TO GET IDEAS  
FOR RENOVATING  
AND DECORATING  
YOUR HOME.”

# 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

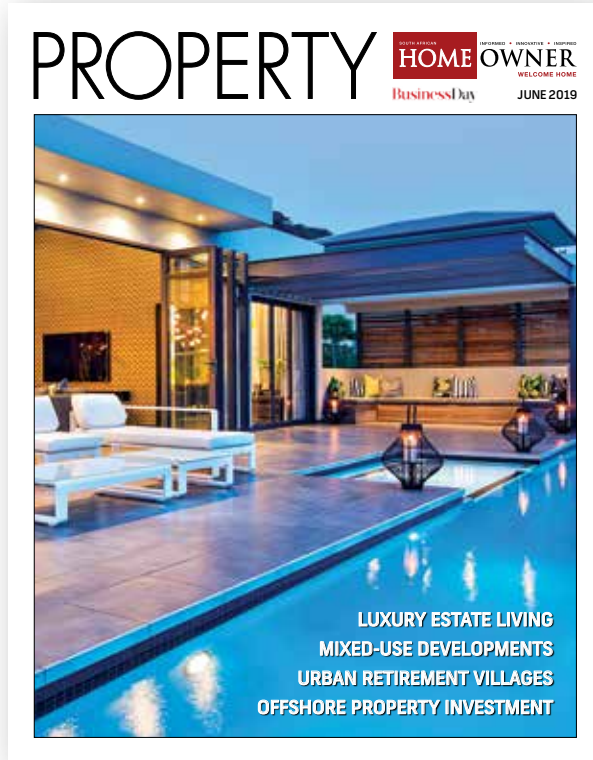
**ISLAND/  
MEDIUM  
RECTANGLE**  
300 x 250 px

**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)

# SUPPLEMENTS



## PROPERTY SUPPLEMENT

Inserted into *Business Day* newspaper



## KITCHENS AND BATHROOMS SUPPLEMENT

With the August issue of *SA Home Owner* magazine



## HOME AND DÉCOR TRENDS SUPPLEMENT

Stand-alone magazine published once a year

Contact your account manager for further details and rates

# SPECIAL SECTIONS

## SUPPLIERS GUIDE SPECIAL SECTION - OCTOBER ISSUE

### The SA Home Owner SUPPLIERS GUIDE 2019

Whether you're embarking on a new build or just looking to take your home to the next level, these are the décor and design experts to have on hand from start to finish.

**SECTION 1** PLANNING YOUR HOME  
**SECTION 2** THE BUILD  
**SECTION 3** SETTINGS  
**SECTION 4** FINISH IT OFF

### PLANNING YOUR HOME - IT STARTS HERE

#### AI ARCHITECTS

As members of the premier architectural firm in the Western Cape, AI Architects is an established and well-respected firm. The company offers architectural design services for a wide range of residential projects. Their expertise includes residential design, interior design, landscape design, and project management. They are committed to providing high-quality, innovative solutions for their clients.

**CONTACT:**  
021 953 5000  
www.aiaffairs.com

#### FRANCOIS MARAIS ARCHITECTS

Francis Marais Architects is a leading architectural firm in the Western Cape. They specialize in residential architecture, interior design, and landscape architecture. Their team is experienced and creative, providing comprehensive services from concept to completion. They are dedicated to creating beautiful and functional spaces for their clients.

**CONTACT:**  
021 953 5000  
www.fmarais.co.za

#### FRANCOIS MARAIS INTERIORS

Francis Marais Interiors is a leading interior design firm in the Western Cape. They specialize in residential interior design, providing a full range of services from concept to completion. Their team is experienced and creative, providing comprehensive services for their clients. They are dedicated to creating beautiful and functional interiors for their clients.

**CONTACT:**  
021 953 5000  
www.fmarais.co.za

#### PARALLEL CONSTRUCTION

Parallel Construction is a leading construction firm in the Western Cape. They specialize in residential construction, providing a full range of services from concept to completion. Their team is experienced and reliable, providing comprehensive services for their clients. They are dedicated to creating high-quality construction projects for their clients.

**CONTACT:**  
021 953 5000  
www.parallelconstruction.co.za

## ARCHITECTS & INTERIORS SPECIAL SECTION - JUNE ISSUE

### ARCHITECTS & INTERIOR DESIGNERS

### SBE Architects

A prominent architectural firm with more than 20 years' experience.

#### SILVETTE HAMMER

Principal Architect

With over 20 years of experience, Silvette Hammer is a leading architect in the Western Cape. She specializes in residential architecture, providing a full range of services from concept to completion. Her team is experienced and creative, providing comprehensive services for their clients. She is dedicated to creating beautiful and functional spaces for her clients.

**CONTACT:**  
021 953 5000  
www.sbe.co.za

## HOME AUTOMATION SPECIAL SECTION - MAY ISSUE

### HOME AUTOMATION AND SECURITY SPECIAL SECTION

**CONTENTS:**  
136 Home Automation  
138 Home Security  
140 Home Automation  
142 Home Security  
144 Home Automation  
146 Home Security  
148 Home Automation  
150 Home Security

**FROM THE EDITOR:**  
Home automation and security are essential for modern living. They provide convenience, peace of mind, and protection for your home and loved ones. This special section explores the latest trends and technologies in home automation and security, offering valuable insights and practical advice for homeowners.

**CONTROL4**

### GET TECH-SAVVY

Intelligent technology offers the latest innovations in smart home solutions.

#### SMART HOME

Smart home technology allows you to control your home's lighting, temperature, and security from a single interface. This technology offers convenience and energy efficiency, making it an ideal solution for modern homeowners.

**CONTACT:**  
021 953 5000  
www.control4.co.za

#### SMART SECURITY

Smart security systems provide advanced protection for your home. They include features like facial recognition, motion detection, and remote monitoring, offering a higher level of security than traditional systems.

**CONTACT:**  
021 953 5000  
www.control4.co.za

## SPECIFIC AREA FEATURES

### AREA FEATURE SPECIAL SECTIONS

Hottest Décor and Design Districts in South Africa

### BRAMERVILLE

#### COLLARO - A LEGACY OF LUXE

Founded in 1985, the Bramerville and Collaro Design Districts are the epitome of luxury and elegance. They offer a wide range of high-quality homes, from modern to traditional, all with exceptional finishes and amenities. Collaro is a leading name in the area, providing comprehensive services for their clients. They are dedicated to creating beautiful and functional spaces for their clients.

**CONTACT:**  
021 953 5000  
www.collaro.co.za



# 30<sup>TH</sup> BIRTHDAY ISSUE – SEPTEMBER 2020



SA Home Owner is celebrating its 30<sup>th</sup> birthday and we'd like you to be a part of this incredible issue by sharing your own milestones and special achievements with our loyal readers in a completely unique advertorial format.

In this issue, we look at what this iconic local brand means and how it has been a constant companion and inspiration to hundreds of thousands of readers over the past 30 years.

SA Home Owner's passion for proudly South African homes and décor, as well as its enduring love for its supporters, has allowed SA Home Owner to grow from strength to strength.

*Here's to the next 30 years and many more to come!*

## SEPTEMBER 2020 CELEBRATING LOCAL DESIGNS AND COLOUR

In this issue we celebrate our 30th birthday with pieces, spaces and styles we love

### IN KITCHENS:

We discuss the future of kitchens with top South African kitchen designers.

### IN BATHROOMS:

The latest designs for showers and must-have shower accessories.

### OTHER MAIN FEATURES INCLUDE:

- A guide to creating a stylish home office
- The ultimate outdoor kitchen
- A look back at iconic designs we still love today
- Exploring homes of the future
- The latest in architectural screens

### RATES

(excluding VAT and agency commission)

DPS: R36 500 (was R73 000)

Full page: R19 000 (was R38 200)

Half-page: R13 500 (was R27 000)

**CONTACT YOUR ACCOUNT MANAGER  
FOR MORE INFORMATION.**