

SOUTH AFRICAN

HOME OWNER

WELCOME HOME

RATES 2021

“

SEVEN 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.

The magazine contains 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:

- AIR Readership: 473 000 (PAMS Brands 2019, ABC Jul-Sep 2020).
- 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 39
WITH HIGH
EXPENDABLE
INCOME**

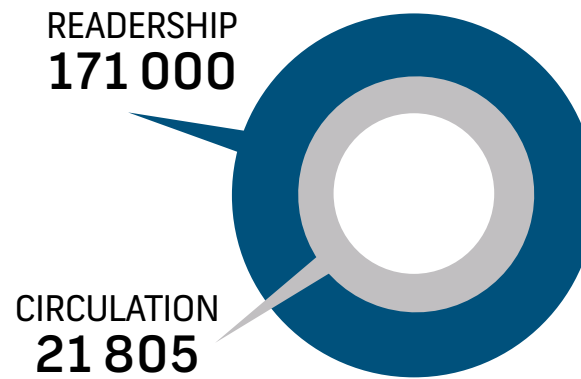
**PREDOMINANT
READERS
ARE BLACK,
AND FEMALE**

**REACHING
473 000 READERS
ACROSS SA,
SA HOME OWNER
GETS YOUR
MESSAGE OUT
EFFECTIVELY**

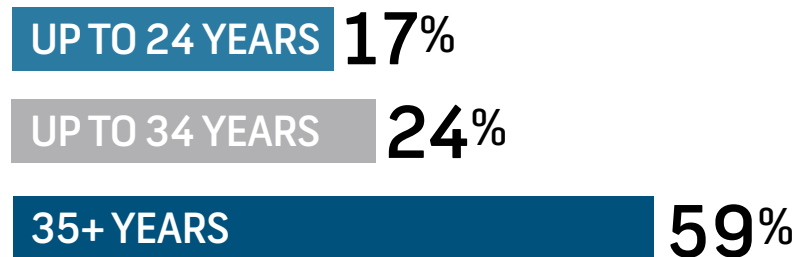
**AVAILABLE IN
EZINE TO REACH
CONSUMERS
DIGITALLY**

”

DEMOGRAPHICS

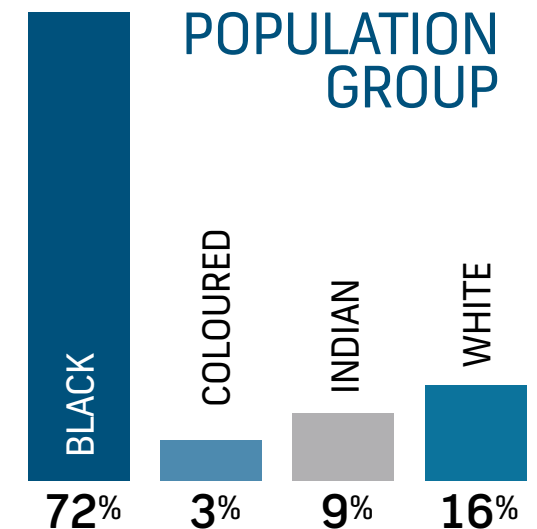


AGE



EDUCATION

MATRIC 36%
MATRIC PLUS 33%



RATES

SPECIAL POSITIONING	STANDARD
IFC and Page 1	R55 000
First DPS	R45 000
Second DPS	R42 000
Opposite Contents LHP	R32 000
Opposite Editors Letter	R32 000
Alongside Company Profile RHP	R32 000
Opposite Credits Page	R26 000
Opposite Home Essentials LHP	R30 000
IBC	R30 000
OBC	R30 000

SPECIAL RATES ON REQUEST:

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

Contact your Sales Manager for rates.

ADVERTISEMENTS	STANDARD
Double-page spread	R42 000
Full-page	R26 000
Half-page	R17 000
Third-page	R13 900
Quarter-page	R 8 000
Classified	R 6 000

Advertorials are quoted rates less 10%

*Loose insert rates/cost per R1 000

* Above rates exclude VAT. Please visit our website for full terms and conditions.

ADVERTORIALS*	
Double-page	R40 000
Full-page	R26 000
Half-page	R17 000
ASK THE EXPERT SPECIAL POSITION	R16 000

PROPERTY SPONSORSHIP

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

Face TO FACE

Lerato Mphahlele takes a glimpse into the lives of décor and design professionals



MUSA SHANGASE
COMMERCIAL DIRECTOR
OF COROBICK

Before joining Corobrick in 2012, he worked for PRC Cement for 19 years in human resources, sales and marketing. He was also general manager of French multinational Saint-Gobain Construction Products SA, and then managing director of African Brick. Shangase is president of the Master Builders Association North.

What sets Corobrick products apart?
We are a proudly South African manufacturer of masonry, paver and concrete earth-retaining systems. We are currently building a world-class factory that will produce vast quantities of premium face bricks.

The most frustrating aspect of my job is ... the government's lack of implementation of the National Development Plan.

And the most rewarding one is ... to work for a unique South African company that produces good-quality products.

Apart from my professional job, I'm passionate about ... golf, followed by cycling, playing the piano, and I'm also a qualified bathroom servicing teacher. I also love bathroom dancing competitions. I also enjoy spending time with my whole family.

The most cherished spaces in my home are ... the living room, where I spend time with my family.

I draw inspiration from ... playing my piano in my home.

My guilty pleasure is ... a triple-distilled jamson whiskey.

I'm currently reading ... *Arted and Dangerous* by Renée Kassin. **#**




"We are currently building a world-class factory that will produce vast quantities of premium face bricks."




COMPANY PROFILE

PROMOTION

Ask THE EXPERT

Home professionals share their insights

"WHAT IS 3D IMMERSIVE SOUND?"

BNC TECHNOLOGY'S NICK CARIPIS HAS THE ANSWERS

When it comes to creating the ultimate home entertainment experience, it pays to keep up with all the latest developments. And if you're looking to create a totally engaging movie-watching or music-listening environment, you need look no further than 3D Immersive Sound. As the sound is usually placed in front, above and all around you in the room, you'll be able to enjoy hearing all the details of what you're watching or listening to as you would in real life. BNC Technology's managing director, Nick Caripis, says, "In simple terms, it translates to placing more speakers in the right places. This creates more of a sound bubble that transports you into the movie or concert."

He says, "Where a 5.1 system from surround sound is that 3D Immersive sound includes more speakers and more layers of sound to fully complete your sound bubble. A greater number of speakers add an additional dimension of sound and bring you a step closer. The experience feels more real, and the music is more emotional, which is the goal in cinema."

But there's so much more to creating this experience than just buying the latest tech, as Caripis reveals. "Product is important. The size, 'You should choose the type of product that your budget allows. And that's because design is key here – both the technical design and interior design."

It comes down to the position of the speakers, how many to put in, the angle of the speakers to the listeners, the size of the screen and the height of the screen. These all play an important role in how accurate everything will sound. I believe design is more important than product, and hiring a professional is key."

This means you'll be able to install a 3D Immersive sound experience regardless of your current home cinema set-up. If you're starting from scratch, Caripis recommends the following for the ultimate enjoyment: "You've got to have a big screen, wall to wall. Next, I recommend one speaker minimum. Most importantly, you need to have the correct amplification to drive your speakers. And lastly, you need a control system to control your lights and all components for ease of use."

After that, Caripis adds, "Balance is the key. But I recommend creating a beautiful space with beautiful finishes that's comfortable and air-conditioned."

BNC Technology is the son total of more than 30 years' experience in the luxury technology sector. And as a commitment to design excellence and the highest levels of service. Founded in 2008 and ISO9001 approved, BNC Technology flourishes under the stewardship of Nick Caripis. With Ngubane and Quentin Visser – a three-decade team of experts who bring passion to the blueprints and critical insight to the design industry. Together, they continue to push the boundaries and redefine the luxury home electronics space.

BROUGHT TO YOU BY

bnc technology

Contact: 011 622 7882, sales@bnc technology.co.za, www.bnc technology.co.za




ASK THE EXPERT

HOME ESSENTIALS

Home ESSENTIALS

Lerato Mphahlele rounds up this month's must-have products and services

Chiffonier Dasha's chest of drawers is functional and gives any interior space an African modern contemporary feel. www.citybazaar.co.za

These Shelly Mamel ceramic bowls are decorative, yet functional. Based in Noordhoek, Cape Town, Shelly Mamel is a South African ceramicist who has exhibited extensively throughout the country. shellymamelceramics.com

Ernestin in style with Jua Palms's Kelly Caswell desks cabinet, with a flip-up door that becomes a serving top. www.juapalm.com

Houtlander's beautifully crafted storage unit celebrates the timeless style of the 1950s, giving new life to a timeless technique. Conceived in the 1950s, this brilliant method was widely used in Mid-Century furniture making. www.houtlander.co.za

Being one of the leaders in acrylic furniture and homeware, Acrylics has the perfect piece to add flair to any home. www.acrylics.co.za






HOME ESSENTIALS

DEADLINES

DEADLINES		
ISSUE	BOOKING/CANCELLATION DEADLINE	COMPLETE MATERIAL
Feb 2021	7 Dec	9 Dec
March 2021	15 Jan	22 Jan
April 2021	12 Feb	19 Feb
May 2021	12 Mar	19 Mar
June 2021	9 Apr	16 Apr
July 2021	14 May	21 May
Aug 2021	11 June	18 June
Kitchens Aug	11 June	18 June
Sept 2021	9 July	16 July
Oct 2021	13 Aug	20 Aug
Nov 2021	10 Sep	17 Sept
Dec 20/Jan 22	15 Oct	22 Oct
Trends 2022	12 Nov	19 Nov
Feb 2022	3 Dec	10 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
PRIMARILY 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, has an average of 58 607 page views per month, and 27 307 users. SA Home Owner is supported by strong social media, with 351 660 Facebook fans, 10 402 Twitter followers and 49 106 Instagram followers. Visit www.facebook.com/sahomeowner, and www.twitter.com/SAHomeOwner.

- We aim to provide added value for 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 a variety of great competitions.



USERS
27 307

10 402
FOLLOWERS

PAGE
VIEWS
58 607

351 660
FOLLOWERS

49 106
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. Custom digital magazine. Various options available. Price on request.

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

VIDEO INTERVIEW

Price on request.

SOCIAL MEDIA

Facebook post linked to a digital on www.sahomeowner.co.za

Digital plus Facebook post: **R12 600** each

Twitter: Once-off tweets: **R1 000** 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 décor products and services.

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

*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.

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.

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 2020

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

SECTION 1
PLANNING YOUR HOME
Meet the architects, contractors and home security experts to get you started and lay a solid foundation for a successful build or renovation.

SECTION 2
THE BUILD
Every home needs good bones, and that's where the architect and interior designer comes in. From kitchen, bathroom, flooring, hardware and home security specialists comes in.

SECTION 3
SETTLES IN
No detail is too small when it comes to transforming your house into a home. These are the experts in furniture, fixtures, window and wall treatments to guide you.

SECTION 4
TAKING IT OUTSIDE
Maximize your outdoor experience, and make a great first impression in the process, with the best in plant, pool covers and paving.

PLANNING YOUR HOME. IT STARTS HERE

ACUTE INNOVATION SA
Acute Innovation SA is a comprehensive consumer and architectural design firm that specializes in the interior design and construction of luxury homes across South Africa and the continent. All of Acute Innovation's designs are contemporary and incorporate the latest materials, whether it's with regards to technology, home automation and lighting or energy efficiency and smart home solutions. The company designs homes that make a bold statement while reflecting each client's personality.

CONTACT:
071 231 2920
info@acuteinnovation.co.za
www.acuteinnovation.co.za

AXO STUDIO
When a client appoints AXO Studio to design their dream home, they benefit from 20 years' worth of experience in the industry, designing luxury homes across South Africa and the continent. All of AXO Studio's designs are contemporary and incorporate the latest materials, whether it's with regards to technology, home automation and lighting or energy efficiency and smart home solutions. The company designs homes that make a bold statement while reflecting each client's personality.

CONTACT:
082 658 6841
info@axo.co.za
www.axo.co.za

BNC TECHNOLOGY
An award-winning flexible design house established in 2008, BNC Technology is a premier home cinema concept. BNC Technology designs advanced spaces for the discerning home owner who appreciates integrated lifestyle living. The tech collection includes home cinema, outdoor entertainment, home automation and integrated security. Built on a commitment to design with superior excellence as a cornerstone of its service, BNC Technology facilitates an enhanced lifestyle by automating and simplifying almost every part of a client's lifestyle.

CONTACT:
071 621 7882
info@bnctechnology.co.za
www.bnctechnology.co.za

CINEMA ARCHITECTS
Cinema Architects, since 1998, but with a difference. Technology and digital systems evolve at an exponential pace and to keep up with the latest trends, the company invests in the development and training of its staff. Cinema Architects frequently returns to the drawing board to push the boundaries of sound, vision, style and technology. Finally, after countless efforts, Cinema Architects achieved their goal of winning a CEDIA International award for the Best Home Cinema.

CONTACT:
016 482 7000
info@cinema.co.za
www.cinema.co.za

ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE

SPECIAL SECTION

ARCHITECTS & INTERIOR DESIGNERS

TASK Interior Styling

A design studio that values innovation through collaboration to create spaces cherished globally

MALI LANGA
FOUNDER & CREATIVE DIRECTOR

TASK Interior Styling is a luxury award-winning interior design studio based in Cape Town. The studio is a place where the creative and the commercial meet. The studio is a place where the creative and the commercial meet. The studio is a place where the creative and the commercial meet.

My design philosophy has adapted to one of innovation through collaboration both internally and externally. I have that creative with a team of highly qualified designers and professionals from other creative spheres. My work has benefited and grown more efficient. I never underestimate any of my business' options.

I never forget to acknowledge the power that greenery has. Plants do not merely look pretty, they also bring value and all of the tranquillity and healing power of the natural world right into your living and working spaces.

CONTACT: 010 001 8726, 011 317 9881, info@taskinteriorstyling.com, www.taskinteriorstyling.com

HOME AUTOMATION SPECIAL SECTION – MAY ISSUE

HOME AUTOMATION AND SECURITY SPECIAL SECTION

FROM THE EDITOR

It's that time of year again when we bring you the latest trends in your smart home, and this includes a lot of new products that make your home more secure with the touch of a button. When it comes to smart home security, there are a lot of options to choose from. In this special section, we look at the latest in smart home security and automation, and how they can help you protect your home and your family.

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Control4
Better, Together

MUSIC TO YOUR EARS

Music is food for the soul. Feed yours with speakers of all shapes, sizes and smart, writes **Kate Ferreira**

STREAMING & BLUETOOTH

Whether you're after surround sound or creating a custom mood in each room, music and streaming technology has advanced dramatically, and there's a plethora of speaker systems on the market – from wired to wireless, stylish to super tech.

DYNAMIC IN SMALL PACKAGES

Small-dimensioned, but the best in speakers is getting smarter and smaller, meaning that the "cheap and cheerful" speakers are producing better sound than ever. For your phone with a portable speaker from a brand like Ultimate Ears, JBL or Vango, for a budget-friendly no fuss option.

SERVING SOUND

With the growing use of smart speakers, the sound quality leaves little to be desired. "New home theatre systems like the Sonos One, and the second quality leaves little to be desired," says Sonos' CEO, Paul Tilgner.

COMBINING FORCES

According to the report, "Trends in the home audio market are moving towards a combination of wired and wireless speakers, a three-dimensional soundstage of with, height and depth is created. With the majority of speakers, this simply does not exist."

THE BIG DADDY

If you're looking to upgrade your sound system, you can go big – installing a system "system" for your precious needs, by experts like Cinema Architects or real. One of the top global retail brands in South Africa who have a range covering everything from "casual" to "serious" to "serious" to "serious".

SPECIFIC AREA FEATURES

NEXT LEVEL KRAMERVILLE

JOBURG'S HOTTEST DÉCOR AND DESIGN DISTRICT HAS GROWN IN THE PAST YEAR – THIS GUIDE WILL POINT YOU IN THE RIGHT DIRECTION

EUROCASA JOHANNESBURG A FAMILY-RUN LEGACY

EUROCASA has been in the kitchen, wardrobe and furniture business for over 21 years, representing iconic brands, Fata Casa and Fata Casa, with pride and confidence. EuroCasa products are of the highest quality and the company's total respect customers are testimony to this. The EuroCasa showroom in Kramerville offers a stylish and welcoming environment with products and consultant settings that speak for themselves. This year, EuroCasa proudly launched its new wardrobe line and accessories as well as glass options for both kitchens and wardrobes. These launches created great excitement in both the market and for the designers and architects the company works with.

CONTACT: 011 484 2671, info@eurocasa.co.za, www.eurocasa.co.za