

SOUTH AFRICAN

INFORMED • INNOVATIVE • INSPIRED

HOME OWNER

WELCOME HOME

RATES 2022

“

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

REACHING 665 000 READERS ACROSS SA, CIRCULATION 24 210

MANY READERS KEEP THEIR MAGAZINES FOR FUTURE REFERENCE

READERS ARE TECHNOLOGICALLY SAVVY AND HIGHLY EDUCATED

CONNECTS WITH READERS ON A PERSONAL LEVEL

”

CLICK HERE TO SEE VIDEO ON WHAT'S IN THE LATEST ISSUE.



ONLINE & SOCIAL MEDIA RATES

WHY ADVERTISE ONLINE

The SA Home Owner website, www.sahomeowner.co.za, has an average of 61 462 page views per month, and 27 435 users. SA Home Owner is supported by strong social media, with 366 751 Facebook fans, 11 040 Twitter followers and 56 070 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.



www.sahomeowner.co.za

USERS
27 435

PAGE
VIEWS
61 462



11 040
FOLLOWERS

CLICK ON THE
ICONS BELOW
TO GO TO OUR
SOCIAL MEDIA
PAGES



366 751
FOLLOWERS



56 070
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

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

CLICK HERE
TO SEE AN
EXAMPLE OF A
DIGITORIAL

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.

VIDEO INTERVIEW

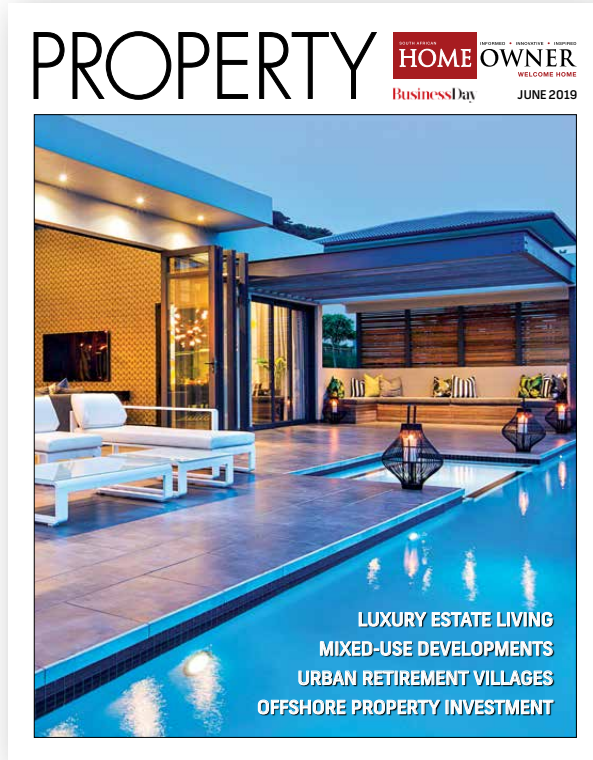
CLICK HERE
TO WATCH AN
EXAMPLE OF THE
ONE-ON-ONE
VIDEO CONCEPT

RATE: R18 000



To see terms and conditions, please visit www.sahomeowner.co.za * Rates exclude VAT

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 Claire Morgan email: clairem@sahomeowner.co.za for further details and rates