

SOUTH AFRICAN

INFORMED • INNOVATIVE • INSPIRED

HOME OWNER

WELCOME HOME

RATES 2023

“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 858 000 READERS  
ACROSS SA, CIRCULATION  
19 585

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 A VIDEO  
ON WHAT'S IN  
THE LATEST  
ISSUE.





# **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:**

- Readership: 858 000 (READ 2021, ABC Jul-Sep 2022, Narratiive July 2022).
- 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.



Source: READ 2021, ABC Jul-Sep 2022, Narratiive July 2022

“

AVERAGE READER  
AGE OF 39  
WITH HIGH  
EXPENDABLE  
INCOME

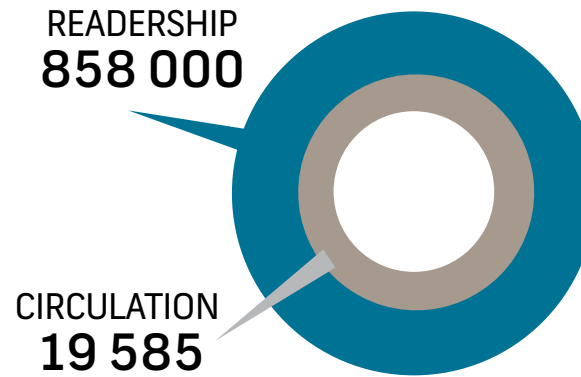
PREDOMINANT  
READERS  
ARE BLACK,  
AND FEMALE

REACHING  
858 000 READERS  
ACROSS SA,  
*SA HOME OWNER*  
GETS YOUR  
MESSAGE OUT  
EFFECTIVELY

AVAILABLE IN  
EZINE TO REACH  
CONSUMERS  
DIGITALLY

”

# DEMOGRAPHICS

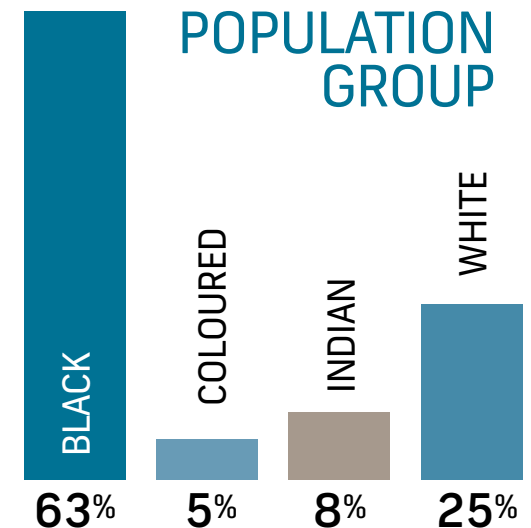


## AGE



## EDUCATION

MATRIC 27%  
MATRIC PLUS 42%



# RATES

| SPECIAL POSITIONING           | STANDARD |
|-------------------------------|----------|
| IFC and Page 1                | R57 750  |
| First DPS                     | R47 250  |
| Second DPS                    | R44 100  |
| Opposite Contents LHP         | R33 600  |
| Opposite Editors Letter       | R33 600  |
| Alongside Company Profile RHP | R33 600  |
| Opposite Credits Page         | R27 300  |
| Opposite Home Essentials LHP  | R31 500  |
| IBC                           | R31 500  |
| OBC                           | R31 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 | R44 100  |
| Full-page          | R27 300  |
| Half-page          | R14 000  |
| Third-page         | R12 000  |
| Quarter-page       | R 6 500  |

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                       | R42 000 |
| Full-page                         | R27 300 |
| Half-page                         | R14 000 |
| ASK THE EXPERT   SPECIAL POSITION | R16 800 |

| PROPERTY SPONSORSHIP |         |
|----------------------|---------|
| Double-page image    | R28 000 |
| Full-page image      | R19 000 |
| Half-page image      | R12 000 |
| Quarter-page image   | R7 500  |

PROMOTION

## Ask THE EXPERT

Home professionals share their insights

**HOW TO SELECT THE PERFECT PAINT COLOUR AND WHAT TO AVOID**

**DULUX COLOUR PROJECTS DESIGNER SSA PALESA RAMAISA UNPACKS THE LATEST INTERIOR AND EXTERIOR COLOUR TRENDS**

**D**ulux is one of South Africa's most loved paint brands. Headquartered in Amsterdam, the Netherlands, we are consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, our 50 000 people around the world are committed to delivering leading products and technologies to meet the growing demands of our fast-changing world.

**What makes Dulux paint so popular?** Inside every can of paint is inspiration, innovation, and the passion to empower people to make their lives easier. We invest in research, development and innovation to ensure that consumers get world-class quality. We have recently launched Dulux Luminous Silk, enhanced with Silver Ion technology, which helps promote a more hygienic environment as consumers beautify their homes with a splash of paint and bring colour into their lives.

**Which paint colours are currently trending and why?** We have seen a huge increase in the comeback of warm, light milky neutrals and off-whites. While the focus over the past few years has been cool greys, we can finally assume that people have regained this trend, especially saturated greys with blue undertones. We are returning to warm, cosy, fresh interiors with several natural earthy finishes such as wood, neutral tones, weathered ceramics and clay hues. This applies to both interiors and exteriors, with consumers longing for exterior hues that seamlessly blend with their landscapes. We are more forgiving if a grey has a warm earthy, slightly green undertone.

**What is the rule of thumb when selecting the perfect colour for one's home?** Make sure that you take note of the shades that already exist in the space. It is easier to paint the walls than purchase a new couch, for example. The fixed furniture and floors should inspire the shade you select. If you are aiming for a balanced interior, you should select complementary colours that give the interior a layered look.

**What are some of the most common mistakes home owners make when wanting to update their interiors?** Underones can throw off people looking to update their spaces – it is important to note the undertone of a colour. I would recommend purchasing the Dulux Colour Tester bases that come in 250ml. This way, you can lift and try out the colour before committing to larger pack sizes. Make sure that you paint a sample of the colour near a window and in a corner of the room that doesn't get much light. Once you have done this, you will see the true colour under different lighting conditions, including artificial light in the evenings.

**Dulux is the South African consumer paint brand from AkzoNobel, a leading global paint and coatings manufacturer and a major producer of specialty chemicals. AkzoNobel supplies industries and consumers worldwide with innovative products and a passionate focus on developing sustainable solutions for its customers. The company's portfolio includes well-known brands such as Dulux, Sikkens, International and Dux.**

BROUGHT TO YOU BY

**CONTACTS:**  
www.dulux.co.za/Feedback | www.instagram.com/duluxsa/

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## Face TO FACE

Kelebogile Nondzaba explores the lives of décor and design professionals

**DONOVAN GOTTSMANN DIRECTOR OF GOTTSMANN ARCHITECTS**

**F**ormed from architecture, design and a desire to design beautiful spaces, Gottsmann Architects is a multidisciplinary architectural firm practising in several geographic regions. Donovan Gottsmann has completed projects across Southern Africa through to Zambia, Tanzania, Mexico, and Saudi Arabia. Gottsmann Architects specialises in innovative design solutions in both the residential and hospitality industry.

**What sets your work/products apart from the rest?** Creativity, professionalism, and the ability to execute.

**What is the most rewarding aspect of your job?** Seeing the design come together and reveal itself in its final form. It is very rewarding to help design a client's dream space and see their dreams become a reality.

**Apartment from my profession, I am passionate about ...** The outdoors, my family and design in general.

**The most cherished space in my home is ...** My study, it's the place where I am most creative.

**What advice would you give to your younger self?** Take it slow and don't rush; it is about the process, not the destination.

**I draw inspiration from ...** Nature and the world around us. Each site is so unique you have to design in context, and complement the beauty already there.

**My most treasured possessions are ...** Time – it's limited and goes by so fast.

**What travel destination is on your bucket list?** New York.

**My guilty pleasure is ...** Going on a road trip. It allows me to process and sort out my thoughts and find new motivation.

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COMPANY PROFILE

## HOME ESSENTIALS

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

**Chiffonry's** Dasha's chest of drawers is functional and gives any interior space an African modern contemporary feel. [www.chiffonry.co.za](http://www.chiffonry.co.za)

These Shalvey Masei ceramic bowls are decorative, yet functional. Based in Noordhoek, Cape Town, Shalvey Masei is a South African ceramicist who has exhibited extensively throughout the country. [www.shalveyintheinteriors.com](http://www.shalveyintheinteriors.com)

Entertain in style with Joa Palma's Kelly Caswell's dining cabinet, with a flip-up door that becomes a serving top. [www.joapalma.com](http://www.joapalma.com)

Houtlander's beautifully crafted storage unit celebrates the timeless style of the 1950s, giving new life to a timeless technique. Conceptualised in the 1950s, this cabinet method was widely used in Mid-Century furniture making. [www.houtlander.co.za](http://www.houtlander.co.za)

Being one of the leaders in acrylic furniture and homeware, Anytime has the perfect piece to add flair to any home. [www.anytime.co.za](http://www.anytime.co.za)

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HOME ESSENTIALS

# DEADLINES

| DEADLINES     |                               |                   |
|---------------|-------------------------------|-------------------|
| ISSUE         | BOOKING/CANCELLATION DEADLINE | COMPLETE MATERIAL |
| Feb 2023      | 2 Dec                         | 9 Dec             |
| March 2023    | 13 Jan                        | 24 Jan            |
| April 2023    | 10 Feb                        | 22 Feb            |
| May 2023      | 10 Mar                        | 22 Mar            |
| June 2023     | 6 Apr                         | 26 Apr            |
| July 2023     | 12 May                        | 24 May            |
| Aug 2023      | 9 June                        | 21 June           |
| Kitchens Aug  | 9 June                        | 21 June           |
| Sept 2023     | 7 July                        | 26 July           |
| Oct 2023      | 11 Aug                        | 23 Aug            |
| Nov 2023      | 8 Sep                         | 27 Sept           |
| Dec 22/Jan 24 | 13 Oct                        | 25 Oct            |
| Trends 2024   | 10 Nov                        | 22 Nov            |
| Feb 2024      | 1 Dec                         | 8 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.”**



# SUPPLEMENTS



## HOME AND DECOR TRENDS SUPPLEMENT

Stand-alone magazine published once a year



Contact Claire Morgan email: [clairem@sahomeowner.co.za](mailto:clairem@sahomeowner.co.za) for further details and rates

# SPECIAL SECTIONS

## SUPPLIERS GUIDE SPECIAL SECTION – OCTOBER ISSUE

**HOME OWNER**

**SUPPLIERS GUIDE 2022**

**SECTION 1**  
PLANNING YOUR HOME. IT STARTS HERE

We present our annual suppliers guide of décor and design experts to turn your property into a sanctuary.

| SECTION 1  | SECTION 2   | SECTION 3  | SECTION 4  |
|--|---|--|--|
| <b>PLANNING YOUR HOME</b><br>Get up to planning. Our ahead with essential insight from the experts in the industry for a solid foundation. | <b>THE BUILD</b><br>For a seamless build, sound advice and workmanship go with from the design to flooring, here's a hand-up of industry specialists. | <b>SETTLING IN</b><br>Turn a residential property into your home by adding your personal touch. Shop everything from curtains and blinds to furniture and fireplaces right here. | <b>TAKING IT OUTSIDE</b><br>From outdoor furniture to patio furniture, we've covered it all. Browse through our selection of suppliers and retailers for all your outdoor needs. |

**SUPPLIERS GUIDE 2022** PLANNING YOUR HOME. IT STARTS HERE

**SECTION 1**  
PLANNING YOUR HOME. IT STARTS HERE

**BNC TECHNOLOGY**  
BNC Technology is an international, multi-award-winning company specialising in the design and implementation of bespoke home cinema and home automation. The team at BNC Technology is passionate about detail and their goal is to perfect every single aspect of what they do with great pride and authenticity, and a culture of being at the head of the trend curve while maintaining classic, chic solutions. Experience absolute luxury with state-of-the-art technology that makes you never want to leave your home.

**CONTACT**  
011 852 7862  
sales@bnctechnology.co.za  
www.bnctechnology.co.za

**CONTROL4 SMART HOME**  
Forget to close the garage door? Control4 will handle it for you before you even notice. An intelligent home always keeps you in the know. Stay informed and in control of everything happening in and around your home – whether you're in the kitchen or across the world. With one touch, dim the lights, stream high-resolution music, turn up the heat, lock the door, even the security system or check on your home, whenever you like. That's our smart home ecosystem in Kramerville, JHB or Cape Town and all around. You'll wonder how you ever lived without it.

**CONTACT**  
011 781 8887  
info@control4.co.za  
www.control4.co.za

**DA ROCHA ATELIER**  
As an in-house interior designer and stylist at Da Rocha Interiors, Daniela da Rocha specialises in high-end residential projects, offering her clients a full turnkey solution – with the emphasis on quality, genuine craftsmanship and timeless design. Her clients are not just looking for a place to live, they are looking for a place to live right down to the styling. Daniela da Rocha has been making waves in the industry since 2000, working her magic across South Africa and the globe.

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darocho@darocha.co.za  
darocha.co.za

## ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE

**SPECIAL SECTION**

**ARCHITECTS & INTERIOR DESIGNERS**

**Think Design Studio**

A creative design studio that aspires to create that which will inspire

**QEFATE LEROITHOLI**  
FOUNDER AND DIRECTOR

Think Design Studio comprises a diverse team of creative, design and architectural professionals, with an emphasis on creating a seamless and holistic design experience. The firm prides itself on designing through preserving and visually engaging elements.

**What inspired you to become an architect?** I am, by nature, a very curious person and acquired an interest in how things are conceptualised and developed. It all started at a young age at home when my father – a structural engineer – inspired me to the construction industry. My choice of architecture emanated from this.

**How has your design philosophy evolved in your career?** I have been exposed to the industry for about 16 years. School and the various firms I worked at have contributed valuable tools to what I call my adaptive design philosophy. With my understanding of history and the modern world including the fourth industrial revolution, I consciously adapt to new trends. In so doing, I maintain the valuable principles enshrined in the history of architecture. The recent global pandemic caused a huge mindset shift, a great void that forced us to think out of our comfort zones and come up with new and innovative ideas and solutions.

**Good architectural design** – is a lot like clear thinking made real – Edward Tufte. We believe that good design breeds positivity and good business, whereas bad design does the opposite. Good aesthetics and functionality together create an experience that echoes good design, and that design reflects the spirit of the building.

**How do you feel about the future of South African residential architecture?** Smart is the future of our soil.

**CONTACT**  
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www.thinkdesignstudio.co.za  
Instagram: @thinkdesignstudio

## HOME AUTOMATION SPECIAL SECTION – MAY ISSUE

**HOME AUTOMATION AND SECURITY** **SPECIAL SECTION**

**FROM THE EDITOR**

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**POWER COUPLE**

The combination of artificial intelligence and our day-to-day appliances is becoming mind-blowing, writes the Magistrate-Magazine

**AI & SMART APPLIANCES**

The integration of artificial intelligence (AI) into our household appliances has moved into the spotlight with great speed. Consumers are embracing the affordability, the remarkable day-to-day advantages and ease of use while also appreciating the benefits to the environment.

**OVEN-READY**

Carly DA marketing coordinator, Paga Callison, says embracing products with AI and Bluetooth compatibility is about operating, controlling and monitoring these services using your mobile device. There are many options, but she says, using the Carly smart oven with your own means. "You can choose among more than 200 automatic recipes, also can talk to your oven when your hands are busy and control it remotely when you're home."

Apps also give you access to a comprehensive report on your appliance's performance and energy usage and suggestions on how to improve this. "Appliances will do an extensive check-up if all the components to determine the working status, offering helpful tips to support you in fixing minor issues quickly."

She says the Carly's RapidIQ washing machine will "report the appliance cycle to save water and electricity for that particular load of washing."

"It can even detect if you're using the correct amount of detergent. Snap an image of your load of washing and the washing machine will detect the size of the load, the level of soil and type of fabric and then set itself to the appropriate washing cycle."

## SPECIFIC AREA FEATURES

**NEXT-LEVEL KRAMERVILLE**

WE BRING YOU JOHANNESBURG'S HOTTEST DECOR AND DESIGN DISTRICT. THIS GUIDE WILL POINT YOU IN THE RIGHT DIRECTION.

**EUROCASA JOHANNESBURG**  
A FAMILY-RUN LEGACY

**KRAMERVILLE**

EUROCASA has been in the kitchen, wardrobe and furniture business for over 21 years, representing iconic brands, Fatale Casa and Rousseau, with pride and confidence. EuroCasa products are of the highest quality and the company's loyal repeat customers are testimony to this. The EuroCasa showroom in Kramerville offers a stylish and welcoming environment with products and consultative services 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 handcrafted created great excitement in both the market and for the designers and architects the company works with.

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