



A new era in  
**PROPERTY  
MARKET  
MEDIA**



# About us

Arena Property Publishing proudly brings you a collective media offering for the property sector in South Africa. Our mission is to provide comprehensive, up-to-date, and relevant information on all aspects of the property market. From buying and selling to renting and investing, we strive to empower our readers with the knowledge and resources they need to make informed decisions. With a team of experienced industry experts, we offer a unique perspective on the property market, bringing together the latest news, insights, and trends from across the country.



Arena Property Publishing has invested in building out what is set to be the leading property media mix in South Africa combining print, interactive digital assets and a property news focused website.”

# Print & Digital Platforms



**HOMEFRONT**  
BusinessDay

(Print and Digital)



## Our readers

Decision maker, investor, homeowner, entrepreneur. Looking for the next opportunity to build wealth through sound property investment.



## Circulation

20,313 national (Business Day insert)  
AIR Readership 91,000



## LSM

9 - 10



## Age Group

36% 25 - 34  
51% 35 - 49  
14% 50+



## Gender

Male 66%  
Female 34%



Sunday Times  
**Neighbourhood**

(Print and Digital)



## Our readers

Equal mix of up and coming professionals with high aspirations and established high-net worth consumers including millennial's families, investors, retirees



## Circulation

Gauteng 30 000  
Durban 10 000  
Western Cape 26 000  
AIR Readership 1,476,000



## LSM

8 - 10



## Age Group

16% 15-25  
30% 25-34  
38% 35-49  
17% 50+



## Gender

Male 57%  
Female 43%



**EVERYTHINGPROPERTY**

(Digital)



## Our readers

The reader demographic for Everything Property.co.za is broad and encompasses a wide range of individuals with an interest in the South African property market including first time homebuyers, experienced property investors, real estate professionals, renters, property developers, home improvement enthusiasts, designers and architects.



## Circulation

32 000 unique visitors per month



## LSM

8 - 10



## Age Group

16% 15-25  
30% 25-34  
38% 35-49  
17% 50+



## Gender

Male 57%  
Female 43%

# Our Content

“ Are you looking for ways to maximize the **lifespan**, **reach** and **impact** of your story throughout the highly competitive media market?

## Outlook on the property sector 2023

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### INCREASED DEMAND

The property sector is expected to experience an increase in demand in 2023, particularly in the residential real estate market, as more people look to invest in property and secure their long-term housing needs.

### EMERGING MARKETS

The growth of emerging markets, such as Africa and Asia, is likely to provide new opportunities for investment in the property sector, leading to increased demand for real estate.

### TECHNOLOGICAL ADVANCEMENTS

The property sector is expected to continue to be impacted by technological advancements, with the rise of proptech solutions set to streamline processes and provide greater efficiency.

### ECONOMIC RECOVERY

As the global economy recovers from the impact of the pandemic, the property sector is expected to experience renewed growth, with increased investment and development activity.

### SUSTAINABILITY FOCUS

Sustainability is becoming an increasingly important consideration for the property sector, with a focus on eco-friendly and energy-efficient buildings expected to drive innovation and investment in the industry.

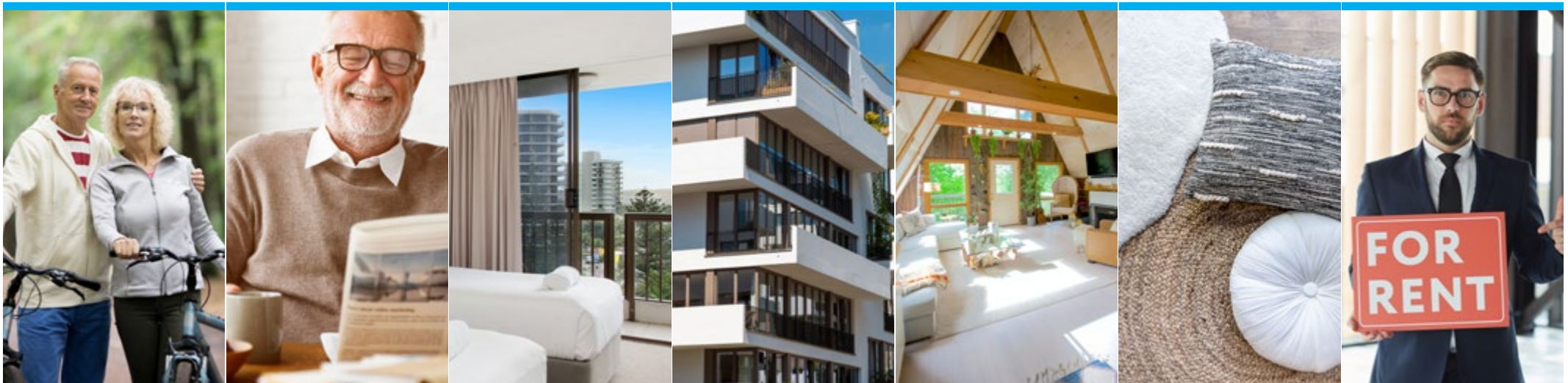
# Our **Content Pillars**



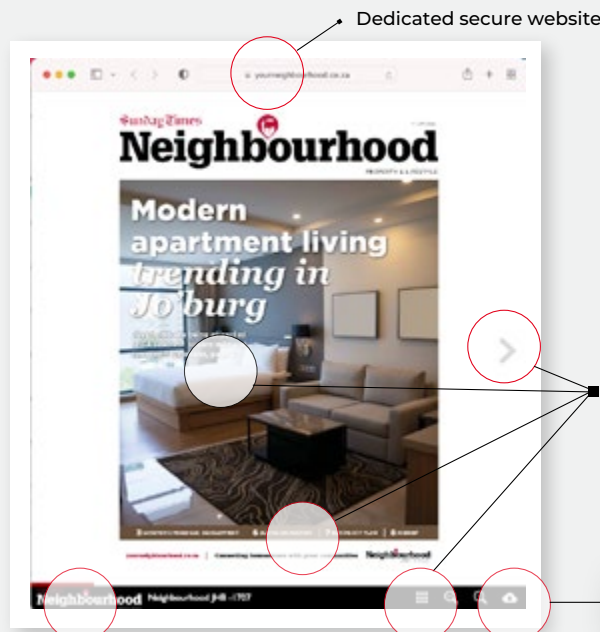
- News
- Buying, selling or renting
- Finance, investment and legal matters
- Auctions
- PropTech
- International property investments

- Commercial and retail property
- Lifestyle
  - Estate living
  - Retirement and senior living
  - Apartments
  - Affordable and luxury accommodation

- Holiday properties
  - Hotels, guest houses, boutique accommodation
- Interiors, decorating and furnishings
- Refurbishing and modernisations
- Property personalities
- Estate Agents



# From Print to Digital

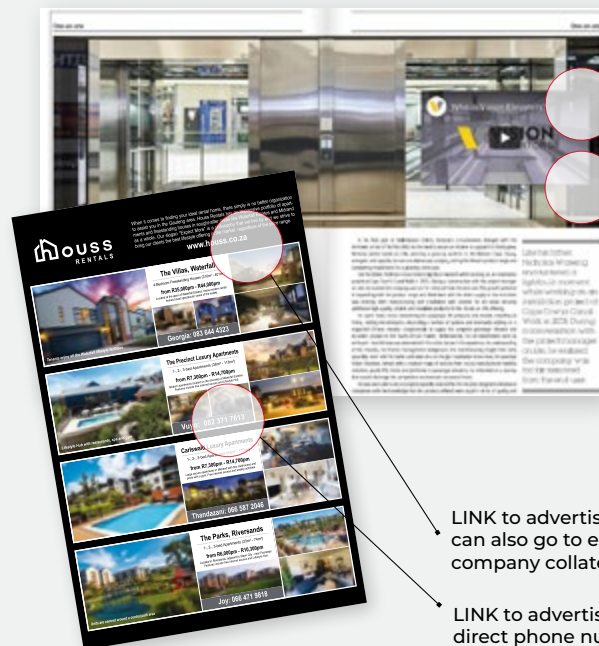


## NAVIGATION

- THROUGH corner drag
- DIRECT PAGE number LINK
- FORWARD and BACK buttons
- Content SCROLL panel
- THROUGH text scroll

## ■ PAGE SIZE SCALEABILITY

- PDF Download
- PDF can also carry certain interactive elements



Brand recognition

EMBEDDED BRANDED MP4 OR YOU TUBE VIDEO PLAYS ON PAGE

Advertising and editorial features with interactive links enhanced with rich media, video or podcasts

Traffic can be directed directly to advertisement and advertorial pages

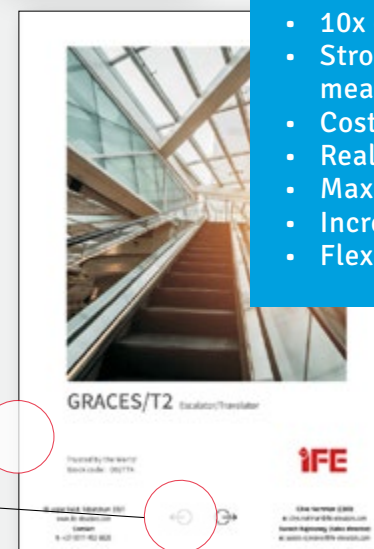
Publication Carries google analytics

LINK to advertiser's website can also go to e-mail or company collateral

LINK to advertiser's direct phone number

Embed multi-layer brochure on single page with navigation on page

- Increased accessibility
- 10x engagement
- Stronger analytics with measurable results
- Cost effective
- Real-time updates
- Maximum targeted reach
- Increased shareability
- Flexibility on optimisation



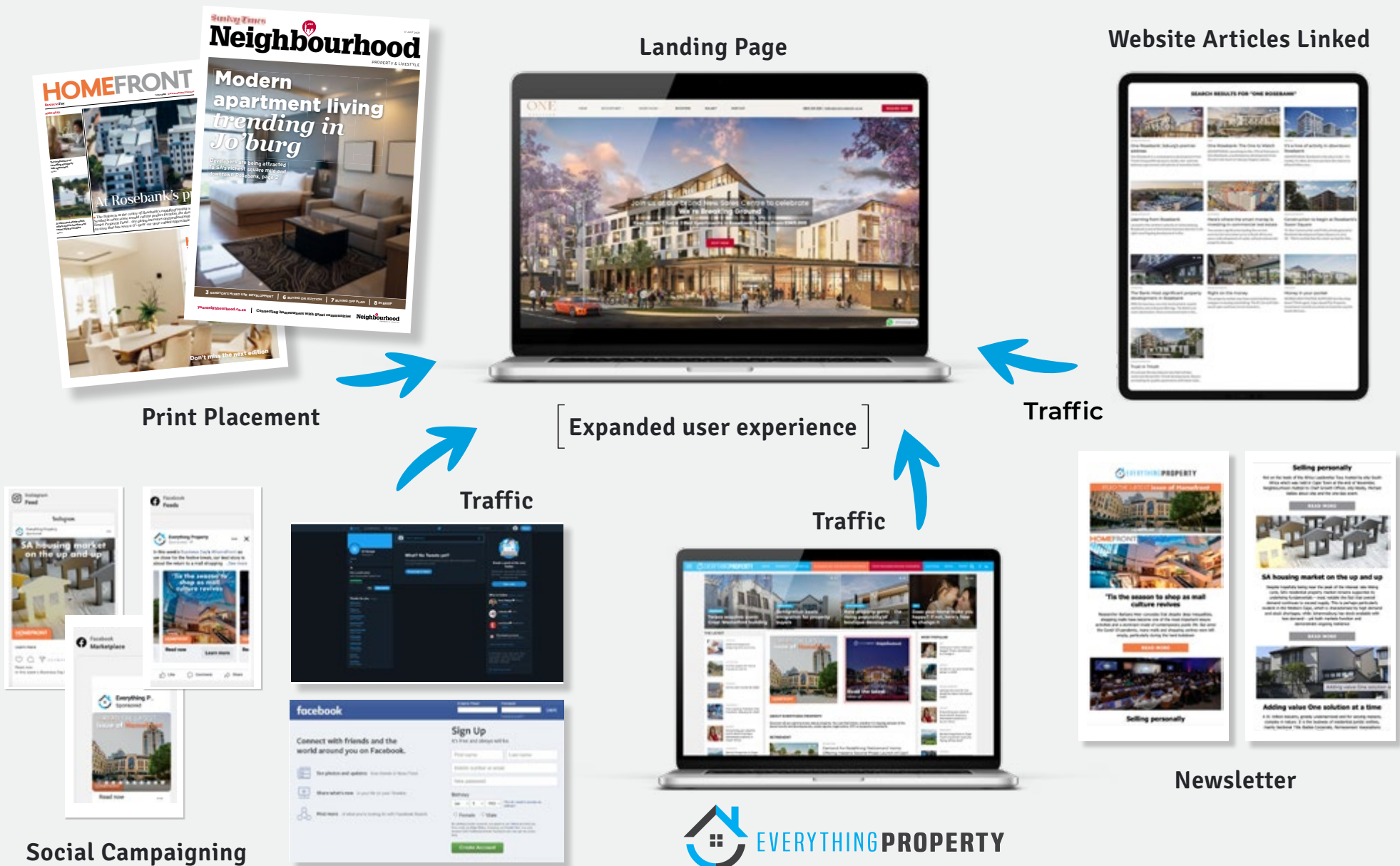


This is where **traditional media skill** meets **strategic online marketing** to engaged audiences.

“

The approach to production of content is that of co-creation with our advertiser market and thus have resourced the business with a focused editorial team to assist with development of bespoke, strategic content that can be effectively expanded into digital amplification in HTML5 versions of all print editions, newsletters, redistribution through leading Arena brands subscriber bases and off page boosting by our specialist online marketing team.

# Campaign **Eco System**



# Pricing

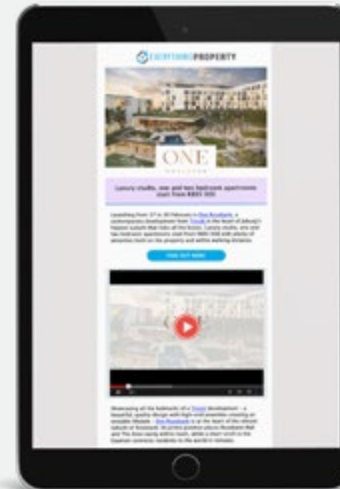


## HOMEFRONT BusinessDay

**Full Page advert** R 27 900

**Half Page advert** R 16 200

**Cover Package** R 45 000 includes  
inside full page advertorial



## EVERYTHING PROPERTY

### Native Digital Campaign feature

R 35 000 includes:

- Online feature
- Exclusive Newsletter
- Social Media Content Boost Campaign (to online feature)
- Social Media leads traffic campaign to landing page (client on-line destination)

### Branded article on site

R 10 000 includes off page boosting  
and built in leads forms



## Sunday Times Neighbourhood

**Full Page advert** R 22 900

**Half page advert** R 13 800

**Cover Package** R 37 500  
includes inside full page advertorial



## HOMEFRONT BusinessDay

## Sunday Times Neighbourhood

### HTML Interactive Editions

#### Mass distribution

**Fully interactive** and mobile responsive digital product

**Feature includes** expanded content, video embedding, call to action leads forms and buttons

Our team **boost off page** to drive targeted traffic

**Full production support**

### Feature rate

R 15 000

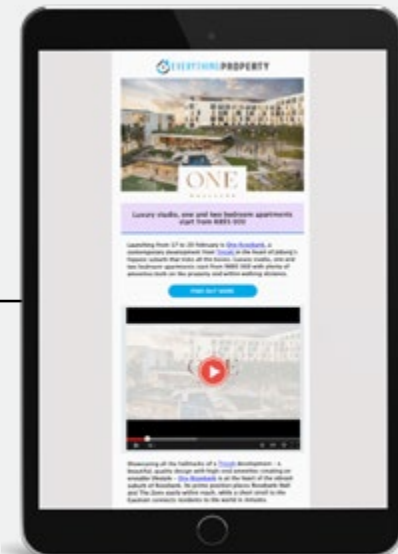
# Package Deal

R65 000 Includes:

- Full page in business day Homefront
- Full page in Sunday Times Neighbourhood
- Integration of expanded content onto HTML versions
- Boosted social campaigns developed by our online marketing and content team
- Everything Property newsletter feature with leads generation built in

## Production support:

- Our property specialist content team will work with client to develop or write content
- We will assist with design and layout
- All digital production will be facilitated by our team
- Our online marketing team will actively drive leads and reporting where needed



Trade value – 127 000