

SOUTH AFRICAN

HOME OWNER

WELCOME HOME

INFORMED • INNOVATIVE • INSPIRED

RATES 2024

“ 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 19 350

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, Circulation 19 350 (Fusion 2022; ABC April – June 2023).
- 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.
- Distributed at the check-ins for Emirates and Qatar Airlines.



Source: ABC April – June 2023; Fusion 2022

“

AVERAGE READER
AGE OF 39
WITH HIGH
EXPENDABLE
INCOME

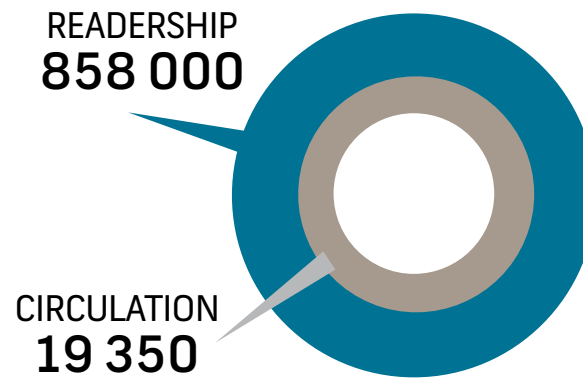
PREDOMINANT
READERS
ARE BLACK,
AND FEMALE

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

AVAILABLE IN
EZONE TO REACH
CONSUMERS
DIGITALLY

”

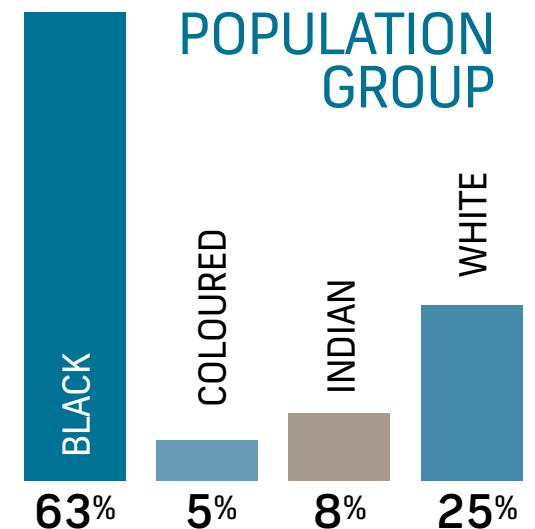
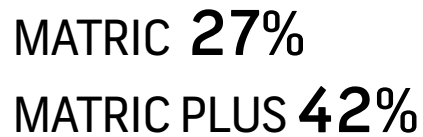
DEMOGRAPHICS



AGE



EDUCATION



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

ADVERTORIALS*	
Double-page	R42 000
Full-page	R27 300
Half-page	R14 000
ASK THE EXPERT SPECIAL POSITION	

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

Face TO FACE

Kelebogile Nondzaba explores the lives of décor and design professionals



DONOVAN GOTTSMANN
DIRECTOR OF GOTTSMANN ARCHITECTS

From a passion for architecture and a desire to design beautiful spaces, Donovan Architects is a multidisciplinary architectural firm practicing in several geographic regions. Donovan Gottsmann has consulted on 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 that dream 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?
Iow York.

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




SEPTEMBER 2022 105

COMPANY PROFILE

Professional Perspective

MARKETING DIRECTOR AT MOREMI KITCHENS ROSE TOMBING AUDREY SELAMOLELA DISCUSSES CREATING KITCHENS DESIGNED TO STAND THE TEST OF TIME.



In our world, a home is the largest purchase they'll make during their lifetime. At Moremi Kitchens, we understand that good kitchen design not only improves functionality and brings joy but also increases the overall value of your home. Before we start, we consider when embarking on a kitchen renovation.

CHOOSE A TIMELESS DESIGN
Go for a kitchen that will look good for years to come. Trends, and fads are great, but it's important to follow them selectively, as they can sometimes date your space. Kitchens with classic design features, such as a neutral colour palette and a beautiful countertop, will still look great many years later.

USE QUALITY MATERIALS
A kitchen built with quality materials will outlast any trend. Materials like granite or engineered stone countertops will last for years and look great in any kitchen. Engineered stone is easy to clean and maintain and comes in a wide array of styles.

BE CREATIVE
A creatively designed kitchen will stand out from the rest. Use interesting textures and colours to add a unique touch to your kitchen. Think about how you and your family live in the space; your design needs to accommodate and complement that. If you are an entertainer, your kitchen design should reflect that with ample seating and counter space, so your space reflects how you want to use it.

CHOOSE APPLIANCES THAT WILL LAST
Appliances are the heart of the kitchen, and it's important to choose ones that will last. Select appliances that are built for longevity and ensure you get quality warranties on them.

DO YOUR RESEARCH
Make sure you find a reputable company to work with. It is important for your designer to grasp your vision and also understand how daunting a home renovation can be. Both financially and emotionally. Working with a company that is registered with institutions, such as the Kitchen Specialists Association (KSA), provides the home owner with assistance and protection should any issues or disputes arise. ■

www.moremikitchens.co.za

Always work with a reputable company if you want a quality kitchen.

Quality materials will outlast any trend.

28 OCTOBER 2022

PROFESSIONAL PERSPECTIVE

HOME ESSENTIALS

Home ESSENTIALS

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



Clifford's Dakota chest of drawers is functional and gives any interior space an African modern contemporary feel. www.kidzcraft.com

These Shalby Masele ceramic bowls are decorative, yet functional. Based in Nondzaba, Cape Town, Shalby Masele is a South African ceramicist who has exhibited extensively throughout the country. www.shalbymaseleceramics.com

Entertain in style with Joa Paine's Kelly Copwell drink cabinet, with a flip-up door that becomes a serving top. www.joapaine.com



Householder's beautifully crafted storage unit celebrates the traditional Shalby Masele ceramic-making technique. Conceptualised in the 1980s, this brilliant method was widely used in 19th Century furniture making. www.householder.co.za

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

28 NOVEMBER 2022

HOME ESSENTIALS

DEADLINES

DEADLINES		
ISSUE	BOOKING/CANCELLATION DEADLINE	COMPLETE MATERIAL
Feb 2024	2 Dec	9 Dec
March 2024	13 Jan	24 Jan
April 2024	10 Feb	22 Feb
May 2024	10 Mar	22 Mar
June 2024	6 Apr	26 Apr
July 2024	12 May	24 May
Aug 2024	9 June	21 June
Kitchens Aug	9 June	21 June
Sept 2024	7 July	26 July
Oct 2024	11 Aug	23 Aug
Nov 2024	8 Sep	27 Sept
Dec 22/Jan 24	13 Oct	25 Oct
Trends 2024	10 Nov	22 Nov
Feb 2025	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.”**

ONLINE & SOCIAL MEDIA RATES

WHY ADVERTISE ONLINE

The SA Home Owner website, www.sahomeowner.co.za, has an average of 47 257 page views per month, and 24 774 users. SA Home Owner is supported by strong social media, with 466 073 Facebook fans, 12 841 X followers, 15 693 newsletter subscribers and 64 577 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.
- Our readers are now able to purchase great home décor products through our SA Home Owner Online Shop, which is promoted monthly across our website, social media and in print. If you would like your products featured on our online shop, please contact your account manager.



www.sahomeowner.co.za

USERS
24 774

12 841
FOLLOWERS

PAGE
VIEWS
47 257

466 073
FOLLOWERS

3 112
FOLLOWERS

64 577
FOLLOWERS

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

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

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

RATE: R18 000



SOCIAL MEDIA

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

Digital or to a digital plus Facebook post: R12 600 each

Instagram: Once-off tweets: R2 500 each

HOME PAGE TAKEOVER

R25 000 for 1 week

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: R800
- 6 Months: R4 800
- 12 Months: R9 600

**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.*

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

CLICK HERE
TO SEE AN
EXAMPLE OF A
DIGITORIAL

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



HOME AND DECOR TRENDS SUPPLEMENT

Stand-alone magazine published once a year



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

SPECIAL SECTIONS

SUPPLIERS GUIDE SPECIAL SECTION – OCTOBER ISSUE

HOME OWNER
SUPPLIERS GUIDE 2023

SECTION 1 PLANNING YOUR HOME. IT STARTS HERE

SECTION 2 THE BUILD

SECTION 3 SETTLING IN

SECTION 4 TAKING IT OUTSIDE

SECTION 5 OFF THE GRID

PLANNING YOUR HOME
 The first step to any home project is the planning. Get ahead with essential insight from experts in the industry for a solid foundation.

THE BUILD
 A business build requires the right professionals who offer sound advice and expert workmanship. From kitchen design to lighting, this section has you covered.

SETTLING IN
 Turn your residential priority into your dream home with the finer details and add your personal touch. Shop for everything you need right here.

TAKING IT OUTSIDE
 Looking to enhance your exterior? Browse the selection of products so that the outside of your home is just as remarkable as the inside.

OFF THE GRID
 If ever there was a time to go off the grid, it's now. Find a supplier to help you create a home that's sustainable.

CONTACT:
 061 231 4474
www.suppliersguide.co.za

SUPPLIERS GUIDE 23 PLANNING YOUR HOME. IT STARTS HERE

SECTION 1 PLANNING YOUR HOME. IT STARTS HERE

BNC TECHNOLOGY
 Elevate your design with BNC Technology, an international multi-brand wiring company specialising in home cinema and smart home solutions. Established in 2006, the company brings together its design and implementation of bespoke home cinema and smart home technology backed by years of experience in coding and wireless integration. Passionate about detail, the team goal is to partner every single aspect of what it does with great quality and authority. From design and engineering to flawless installation, BNC Technology makes modern homes function your way via a range of applications and innovation with BNC Technology.

CONTACT:
 011 623 3642
info@bnctechnology.co.za
www.bnctechnology.co.za

CARNÉ INTERIORS
 Understanding how a space impacts its inhabitants is at the heart of the work done by Carné Interiors. These spaces make you think, feel and are an integral aspect of your life – and whether you realise it or not, they have profound impact on your wellbeing. Covering the type of spaces in Carné Interiors' portfolio, the company designs, builds and installs, ensuring that every space is both a delight and unique to bring your vision and the company's skills to life. Carné Interiors is an innovative and problem solver, committed to providing customers with exceptional service. Quality and understanding the local market is at the heart of it.

CONTACT:
 061 231 4474
www.carninteriors.co.za
<http://www.carninteriors.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 inside and around your home – whether you're in the house or across the world. With one touch, dim the lights, raise your smart home thermostat, check the fuel, lock the door, and the security system, or check in on your home, whenever you wish. Our smart home solutions, from smart thermostats, lighting, and security systems, can be controlled by a single command with voice, smartphone, or PC/Smart TV. Remember how you've ever had without it?

CONTACT:
 011 791 8853
info@control4.co.za
www.control4.co.za

ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE

SPECIAL SECTION
ARCHITECTS & INTERIOR DESIGNERS

WE MAKE IT OUR OWN
 In a world of design, local fabricators, join and on-site emerging local design influence create design in South Africa. However, each of design industries, South Africa has an emerging and to local design and make it our own. We celebrate our rich heritage and culture and express this in our design.

BEHIND THE SCENES
 Behind the scenes in the design industry are exciting, fast-paced and full of challenges. We are doing beautiful work for our clients. This requires a lot of attention to detail, communication, negotiation, and problem-solving. We are doing beautiful work for our clients. This requires a lot of attention to detail, communication, negotiation, and problem-solving.

Designing South Africa
Christophe de Bod explains the local interior design landscape

Five years after started working with interior, I've realised that each South African interior design offers a unique design. There is a difference in it as it follows the floor through the rest of the world. A 'copy and paste' of what I could not answer the question until I spent some time in the industry. I started building my own design team and had the opportunity to engage with clients, suppliers and other designers.

SUSTAINABILITY IS TOP OF MIND
 Sustainability is becoming a top priority for many at the moment, and rightly so. As South Africans, we inherently care for our environment and practices that the African lifestyle of the interior Design Professor DOD shows involves the recycling of natural waste from renovation projects for making good items, such as beds, tables, cabinets, vanities and even bricks, available to be used for future construction. It is one of their own healthiest and most eco-friendly ways to use their own healthiest material.

GROWING AWARENESS
 The focus of design in South Africa will continue to grow and develop, and designers will continue to embrace our design language, which has become increasingly louder and desired. Our passion for culture, craft, history and storytelling continues to be relevant and continues to be followed and inspired by international markets. It is our contribution to local and worldwide international trends to our market, we continue to influence international trends again.

The work of the DOD is essential for the ongoing development of interior design in South Africa. Creating a platform for new and young designers to enter the market and benefit from the experience of the growth and development of the industry is a member. The opportunity to be exposed to the work of established designers ensures that the authors design language will be a great part of it carried down to the next generation of designers for them to further develop and make their own and continue to influence international design trends.

CONTACT:
 011 791 8853
info@control4.co.za
www.control4.co.za

HOME AUTOMATION SPECIAL SECTION – MAY ISSUE

FOCUS ON
HOME AUTOMATION

CONTENTS

- 110 SMART HOME AUTOMATION: Home automation essentials
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SMART HOME AUTOMATION
 Trevor Clifton explores 2023's home automation essentials

Home automation systems continue to evolve – and being so, they offer a wide range of options for making life easier and safer. ADAPT app control and smart home systems can be used to control the operations of their homes, even remotely – and help them customise the automated systems of their home according to their needs.

LEADING THE HOME AUTOMATION CHARGE
 Home automation is becoming a trend in South Africa, and the biggest trend in home automation systems in South Africa is the increased use of voice to control the system. This is being driven by the ease of use and the ability to control the system via voice commands. The biggest trend in home automation systems in South Africa is the increased use of voice to control the system. This is being driven by the ease of use and the ability to control the system via voice commands.

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TRENDS OVERVIEW

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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.

KRAMERVILLE
EUROCASA JOHANNESBURG
 A FAMILY-RUN LEGACY

EUROCASA has been in the kitchen, wardrobe and furniture business for over 21 years, representing iconic brands, Faber Casa and Proulx, with pride and confidence. EuroCASA products are of the highest quality and the company's total commitment to customer service is second to none. 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 beautiful creations created great excitement in both the market and for the designers and architects in the company's work with.

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