

SOUTH AFRICAN

INFORMED • INNOVATIVE • INSPIRED

# HOME OWNER

WELCOME HOME

## RATES 2025 MEDIA PACK

“ SEVEN OUT OF TEN READERS ARE DECISION-MAKERS IN THEIR HOMES AND OWN THEIR OWN HOMES

OUR READERS USE THE MAGAZINE TO SOURCE SUPPLIERS WHEN BUILDING, RENOVATING AND DECORATING

USED FOR INSPIRATION AND IDEAS ON BUILDING, RENOVATING, PLANNING AND DECORATING

REACHING 784 000 READERS ACROSS SA, CIRCULATION 16 653 ABC JAN - MARCH 2024

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:**

- Readership: 784 000, Circulation 16 653 ABC Jan - March 2024.
- 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.



“

**AVERAGE READER  
AGE OF 39  
WITH HIGH  
EXPENDABLE  
INCOME**

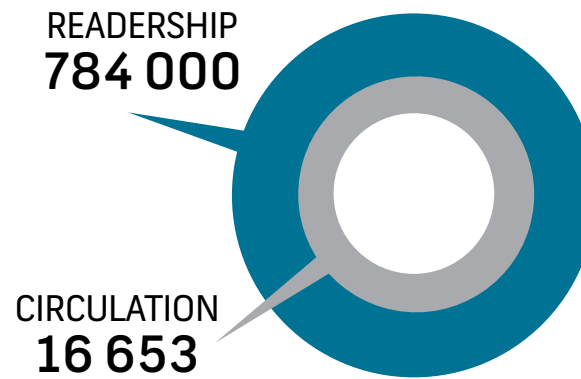
**PREDOMINANT  
READERS  
ARE BLACK,  
AND FEMALE**

**REACHING  
784 000 READERS  
ACROSS SA,  
SA HOME OWNER  
GETS YOUR  
MESSAGE OUT  
EFFECTIVELY**

**AVAILABLE IN  
EZINE TO REACH  
CONSUMERS  
DIGITALLY**

”

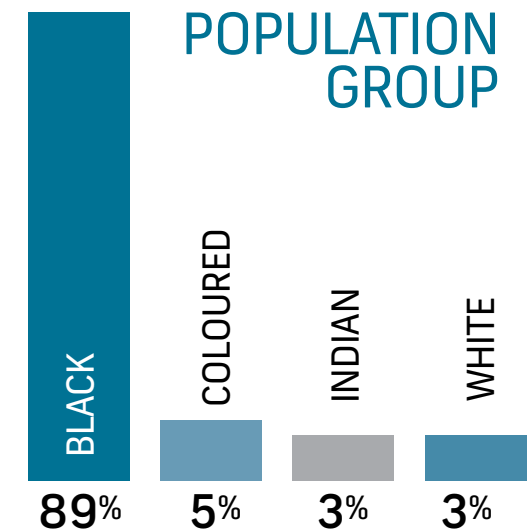
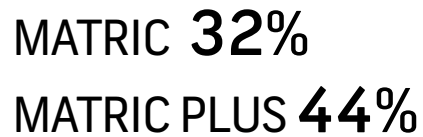
# DEMOGRAPHICS



## AGE



## EDUCATION



# RATES

SPECIAL POSITIONING	STANDARD
IFC and Page 1	R50 000
First DPS	R42 000
Second DPS	R38 000
Opposite Contents LHP	R30 000
Opposite Editors Letter	R30 000
Opposite Professional Perspective	R30 000
Opposite Credits Page	R27 300
Opposite Home Essentials LHP	R27 300
IBC	R30 000
OBC	R35 000

ADVERTORIALS*	
Double-page	R44 100
Full-page	R27 300
Half-page	R14 000
Professional Perspective   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

## SPECIAL RATES ON REQUEST:

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

Contact your Account 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

\*Insert rates / cost per R1 500 excluding bagging

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

**KITCHENS**

### The HOT SPOT

Trisha Harinath rounds up your kitchen must-haves



This Farhang Gravel solid stove set makes a statement piece on any dining table. The unique range is handcrafted in South Africa, incorporating stainless steel and powder to a timeless design. [www.kitchenetec.co.za](http://www.kitchenetec.co.za)

This lightweight and portable grill is great for camping and picnics or for cooking on balconies and decks. Made from double-walled stainless steel, it comes with a handy carry bag too. [www.woolworths.co.za](http://www.woolworths.co.za)

The Swan countertop dishwasher combines convenience with a touch of modern elegance. It is ideal for small spaces and efficiently handles up to six place settings, with multiple wash programmes and a quick wash option. [www.willamettefridge.com](http://www.willamettefridge.com)

Take your outside cooking to the next level with the Kartal Outdoor Kitchen - a unit that epitomises simplicity and functionality while offering a stylish aesthetic. Get to work to [www.casareredo.co.za](http://www.casareredo.co.za)

Bring some joy to your table with the limited-edition Winste the Posh and Friends collection. These cute 350ml mugs can be used for coffee, tea and even soup. [www.lecruset.co.za](http://www.lecruset.co.za)

120 OCTOBER 2023

PRODUCT PAGE

**Professional Perspective**

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



For most people, a kitchen is the largest purchase they'll make during their lifetime. At Moremi Kitchens, we understand that a 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 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 for your guests to relax how you want to use it.

**CHOOSE APPLIANCES THAT WILL LAST**  
Appliances are the heart of your 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](http://www.moremikitchens.co.za)

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

Quality materials will outlast any trend.

28 OCTOBER 2023

PROFESSIONAL PERSPECTIVE

**HOME ESSENTIALS**

### Home ESSENTIALS

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



Chillax! Durable chest of drawers is functional and gives any interior space an African modern contemporary feel. [www.chillaxcraft.com](http://www.chillaxcraft.com)

Entertain in style with Joe Paia's Kully Coloured drink cabinet, with a flip-up door that becomes a serving top. [www.joepaia.com](http://www.joepaia.com)

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

Hoosland's beautifully crafted storage unit celebrates the artisan style living floor, giving room life as a timeless technique. Conceptualised in the 1950s, this brilliant method was widely used in 1950s furniture making. [www.hoosland.co.za](http://www.hoosland.co.za)

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

28 NOVEMBER 2023

HOME ESSENTIALS

# DEADLINES

DEADLINES		
ISSUE	BOOKING/CANCELLATION DEADLINE	COMPLETE MATERIAL
Feb 2025	2 Dec	6 Dec
March 2025	13 Jan	24 Jan
April 2025	10 Feb	21 Feb
May 2025	14 Mar	25 Mar
June 2025	11 Apr	23 Apr
July 2025	9 May	22 May
Aug 2025	6 June	19 June
Kitchens Aug	6 June	19 June
Sept 2025	11 July	24 July
Oct 2025	8 Aug	21 Aug
Nov 2025	12 Sep	25 Sept
Dec 24/Jan 25	10 Oct	28 Oct
Trends 2026	2 Dec	5 Dec
Feb 2026	2 Dec	5 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	123(h) x 93(w)mm	none	none
Classified	82(h) x 92(w)mm	none	none

**“SA HOME OWNER IS PRIMARILY READ TO GET IDEAS FOR BUILDING, RENOVATING AND DECORATING YOUR HOME.”**

# ONLINE & SOCIAL MEDIA RATES

## WHY ADVERTISE ONLINE

The SA Home Owner website, [www.sahomeowner.co.za](http://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.

View Facebook @sahomeowner, X @SAHomeOwner, Instagram @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](http://www.sahomeowner.co.za)

USERS  
27 323

12 920  
FOLLOWERS

PAGE  
VIEWS  
46 791

482 282  
FOLLOWERS

10 801  
FOLLOWERS

68 028  
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 X posts. Custom digital magazine. Various options available. Price on request.

## BANNERS (cost/1 000 impressions: CPM)

Leaderboard: R900/1000

Island/medium rectangle: R800/1000

Website take over: R25 000.00 for one week

Newsletter banners: R10 000

## 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 digitalior on [www.sahomeowner.co.za](http://www.sahomeowner.co.za)

Digitalior plus Facebook post: R15 000 each

Instagram: Once-off posts: R5 000 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.*

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.

To see terms and conditions, please visit [www.sahomeowner.co.za](http://www.sahomeowner.co.za) \* Rates exclude VAT

# THEMES

## THEMES 2025

**FEBRUARY 2025**  
THE FAMILY HOME

LUXURY FURNITURE SPECIAL SECTION



Create homes that are comfortable and enjoyable for the whole family, including the children.

**MARCH 2025**  
ESSENTIALS IN THE HOME



From the latest stoves and ovens to statement bathtubs, this issue is all about the must-have elements that go into a luxury home.

**APRIL 2025**  
LUXURY FINISHES



LIGHTING SPECIAL SECTION

Whether it is the latest luxury finishes in the kitchen or the wall and flooring options for the bathroom, this issue is dedicated to the finishes in the home.

**MAY 2025**  
THE SMART HOME



LUXURY LIVING SPECIAL SECTION

HOME AUTOMATION & SECURITY SPECIAL SECTION

The May 2025 issue contains all things smart-home related – smart appliances in the kitchen, tech in the bathroom and the latest in home security and entertainment.

**JUNE 2025**  
THE WINTER HOME



ARCHITECTS & INTERIOR DESIGNERS SPECIAL SECTION

Get ready for winter with the June 2025 issue – explore the kitchen island, hydrotherapy in the bathroom, the essentials for the winter interior and fireplaces.

**JULY 2025**  
WELLNESS IN THE HOME



The July 2025 issue brings wellness in the home into focus. From kitchen appliances for a healthy lifestyle to showers and biophilic design.

**AUGUST 2025**  
THE DESIGNER HOME

CELEBRATING WOMEN IN THE INDUSTRY SPECIAL SECTION

KITCHENS & BATHROOMS SPECIAL SECTION



Get that designer home with the latest design trends, including kitchen styles, bathroom layouts and the maximalism trend.

**SEPTEMBER 2025**  
THE HERITAGE ISSUE

BUILDERS & CONSTRUCTION COMPANIES SPECIAL SECTION



LOCAL DESIGN & DÉCOR ARTISTS SPECIAL SECTION

South Africa stands out in the home décor and design industry – from our unique architecture to our sought-after décor, this is our Proudly South African issue.

**OCTOBER 2025**  
THE SUMMER HOME

SUPPLIERS GUIDE SPECIAL SECTION



From fridges and beverage coolers to the latest in bathroom vanities, this issue is packed with how to get a home summer-ready.

**NOVEMBER 2025**  
FORM AND FUNCTION

KRAMERVILLE DESIGN DISTRICT SPECIAL SECTION



Make sure your home not only looks good, but also functions impeccably as well – look out for current cabinetry trends, patio essentials and more.

**DEC 2025/JAN 2026**  
THE ENTERTAINER'S HOME

BALLITO DÉCOR & DESIGN DISTRICT SPECIAL SECTION



As the holidays approach, create a home that is ideal for entertaining – from dream kitchens to the inclusion of stone in the bathroom, this issue is set to make guests feel welcomed.

**TRENDS 2026**  
HOME AND DÉCOR



The annual Trends issue will look at what is coming up in 2026 – from the latest in kitchens, bathrooms and interiors to outdoor spaces and more.

# SUPPLEMENTS



## HOME AND DECOR TRENDS SUPPLEMENT

Stand-alone magazine published once a year



