



SOUTH AFRICAN
HOME OWNER
INFORMED • INNOVATIVE • INSPIRED
WELCOME HOME

RATES 2026 MEDIA PACK



“

BEING FEATURED IN SA HOME OWNER MAGAZINE LENDS CREDIBILITY TO YOUR BRAND AS READERS TRUST OUR EDITORIAL AND RECOMMENDATIONS.

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

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

REGULAR READERS 1 674 000
PRINT CIRCULATION 14 793

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 1674 000 Circulation 14 793 ABC April - June 2025
- 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.
- Print copies of *SA Home Owner* are available on business-class passenger flights on both SAA's domestic and international routes as well as select international and domestic lounges.



“

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

**PREDOMINANT
READERS
ARE BLACK,
AND FEMALE**

**REACHING
1 674 000 READERS
ACROSS SA,
SA HOME OWNER
GETS YOUR
MESSAGE OUT
EFFECTIVELY**

**AVAILABLE IN
EZINE TO REACH
CONSUMERS
DIGITALLY**

”

DEMOGRAPHICS



READERSHIP
1 674 000

CIRCULATION
14 793

REACH
74% GAUTENG, KZN, WC



64% LIVE IN A
HOUSEHOLD WITH MORE
THAN ONE INCOME EARNER



SEM 7+

66%



AVERAGE AGE

39 YEARS



**POPULATION
GROUP**

BLACK

84%

EDUCATION

70% POST MATRIC

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

SPECIAL RATES ON REQUEST:

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

Contact your Account Manager for rates.

ADVERTISEMENTS	STANDARD
Double-page spread	R38 000
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.

ADVERTORIALS*	
Double-page	R38 000
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

Professional Perspective

LINEAR CONCEPTS' BUSINESS DEVELOPMENT MANAGER DOGA ZAİFOGLU SPEAKS ON HOW LUXURY KITCHENS BALANCE OPULENCE WITH ENVIRONMENTAL RESPONSIBILITY

The modern kitchen has evolved beyond a mere space for food preparation. It is a showcase of lifestyle, technology and personal values. For discerning clients, this now includes a growing demand for environmental responsibility. The question is, how do luxury kitchens, with their emphasis on opulence, truly balance this with a commitment to the planet?

FORWARD THINKING GOES A LONG WAY

For us at Linear Concepts, the answer lies in a meticulous approach to materials and a forward-thinking design philosophy. We believe true luxury is not about excess, but about quality, durability and a positive impact. Our commitment is to deliver an unparalleled sense of European elegance and sophistication without sacrificing the health of the planet.

SUSTAINABLE PRACTICES

Our sustainable practice begins with the very foundations of the kitchen. Instead of using materials that will degrade quickly, we prioritise those that are built to last and have a minimal ecological footprint. A cornerstone of our approach is the use of responsibly sourced and innovative materials. We work with a select group of European brands that share a strong environmental ethos. This includes cutting-edge techniques like dematerialisation, which involves using the absolute minimum amount of material necessary to create incredibly lightweight yet durable components. This results in products that are not only heat-, steam- and scratch-resistant, but also use a fraction of the raw materials of conventional cabinetry.

LOOK AT MATERIALITY

We also integrate materials like glass and aluminium, which are 100% and 80% recyclable, respectively. Glass, in particular, offers a sophisticated aesthetic and is non-toxic, while aluminium provides a strong, lightweight structure. Our use of FSC-certified solid wood timber is sourced from well-managed forests and, when paired with long-lasting materials like porcelain and quartz, creates a timeless and enduring design that resists fleeting trends. This focus on longevity is perhaps the most significant sustainable practice of all – a kitchen that doesn't need to be replaced every few years creates less waste.

ENERGY EFFICIENCY THROUGHOUT

Beyond materials, a luxurious and eco-conscious kitchen is a living, breathing system. Home owners can further reduce their environmental impact by incorporating energy-efficient appliances, which are significantly more efficient than gas. Smart technology, such as touchless faucets and boiling water taps, can also save water and energy. Finally, the design itself can promote sustainability by maximising natural light and creating efficient layouts that reduce wasted movement and energy consumption. It is this thoughtful blend of exquisite design and conscious choices that defines the new standard for luxury in the South African home – something we are proud to champion. **B**

www.linearconcepts.co.za

Images left for materials that are built to last.

Designs that maximise energy efficiency are essential.

28 NOVEMBER 2025

PROFESSIONAL PERSPECTIVE

KITCHENS

The HOT SPOT

Trisha Harinath rounds up your kitchen must-haves

The Suburban Tasty-Potato Cutter gives you the perfect cut for chips and wedges in a simple and easy step. It's dishwasher safe, too, so cleaning up is a breeze. www.alivestore.co.za

Add a splash of zest to your kitchen with the Citrus Weavers Summer Fruits Citrus Cotton Tea Towel. It is fresh, fun and full of citrus charm. www.yappichef.co.za

The Gaziani Terra Bowl Set with Bamboo Board is a must-have in any kitchen. The lid of the bowl doubles as a cutting board, making this a versatile and stylish essential. www.kitchenware.co.za

The Bugatti Volo Toaster combines sleek design and advanced functionality. The contemporary copper-tone and high-shine stainless steel body adds a luxury touch to your countertop. Shop a range of Italian luxury homeware from Casa Bugatti, available exclusively from @home. www.bugatti.com

As the holidays draw closer, now is the perfect time to invest in a dishwasher, so you can enjoy entertaining without worrying about washing up afterwards. The Miele Brilliant White Autodish Frontloading Dishwasher does the job perfectly. www.miele.co.za

NOVEMBER 2025 25

PRODUCT PAGE

Home ESSENTIALS

Lisa Witepski rounds up this month's must-have products and services

Striking the perfect balance between boldness and elegance, the Baluster Table Lamp features a sculptural ceramic base with a textured matt finish. This generously sized lamp anchors any room with its strong, timeless silhouette. The real showstopper, however, is the lampshade – handcrafted using Ashmore's luxurious Pampas Palm velvet. www.glenviewinteriors.com

Best Deck's architectural pergolas transform outdoor spaces into natural extensions of your home. Crafted with precision and built to last, Best Deck's designs offer effortless beauty that invites year-round enjoyment. www.bestdeck.co.za

Inspired by the night sky, La Concept's latest colourway, Nuit, is a dramatic addition to your kitchen. www.laconcept.co.za

Looking for a supplier for your next home build or renovation? Be sure to scan the QR code and read the SA Home Owner Suppliers Guide – you will find everything you need from architects to décor and more.

It's time to start planning for the festive season – and Mack & Hunt has just the trick to get you in the spirit! These gorgeous edible cockers are filled with sprinkles (shake them to hear the magic), crack them open, read your special note – then BUST! www.hackandhunt.co.za

28 NOVEMBER 2025

HOME ESSENTIALS

DEADLINES

DEADLINES		
ISSUE	BOOKING/CANCELLATION DEADLINE	COMPLETE MATERIAL
Feb 2026	2 Dec	5 Dec
March 2026	13 Jan	23 Jan
April 2026	10 Feb	20 Feb
May 2026	13 Mar	25 Mar
June 2026	10 Apr	23 Apr
July 2026	8 May	22 May
Aug 2026	5 June	19 June
Kitchens Aug	5 June	19 June
Sept 2026	10 July	24 July
Oct 2026	7 Aug	21 Aug
Nov 2026	11 Sep	25 Sept
Dec 25/Jan 26	9 Oct	28 Oct
Trends 2027	2 Dec	4 Dec
Feb 2027	2 Dec	4 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, has an average of 45 000 page views per month, and 25 000 users. SA Home Owner is supported by strong social media, with 497 231 Facebook fans, 12 937 X followers, 15 693 newsletter subscribers and 70 579 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

USERS
25 000

12 937
FOLLOWERS

PAGE
VIEWS
45 000

497 231
FOLLOWERS

13 200
FOLLOWERS

70 579
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. Videos & Webinars. Event collaborations and media partnerships. 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 digitorial on www.sahomeowner.co.za

Digitorial plus Facebook post: R15 000 each

Instagram: R7 000 (include an Instagram story)

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

**FACEBOOK SUPPLIERS
DIRECTORY PROMOTION**
• R2 500

** 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 * Rates exclude VAT

THEMES

THEMES 2026

SOUTH AFRICAN
HOME OWNER
INFORMED • INNOVATIVE • INSPIRED
WELCOME HOME

FEBRUARY 2026 THE CONTEMPORARY HOME

IMPORTED
LUXURY
FURNITURE
SPECIAL SECTION



A look at how you can create a home that looks modern and timeless.

MARCH 2026 ON-TREND HOMES



From integrated kitchen appliances to the quiet luxury trend, we bring you all the inspo you need to create an on-trend home.

APRIL 2026 ECO-LUXURY HOMES



LIGHTING
SPECIAL SECTION

You can have a home that looks great, functions amazingly and is kind to the environment, too! In this issue, we show you how.

MAY 2026 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 2026 THE WINTER HOME



ARCHITECTS
& INTERIOR
DESIGNERS
SPECIAL SECTION

Get your home ready for the winter season with this issue – from winter fabrics to the latest in fireplaces we have you covered.

JULY 2025 WELLNESS IN THE HOME



In this issue, we look at how our homes can offer us spaces of wellness – from kitchen appliances for healthy living to architecture that provides better living.

AUGUST 2026 THE DESIGNER SPACES

CELEBRATING
WOMEN IN THE
INDUSTRY
SPECIAL SECTION

KITCHENS &
BATHROOMS
SPECIAL SECTION



We show you how to create a home with designer spaces – the rise of the dual kitchen, statement bathtubs, trending wallcoverings and more.

SEPTEMBER 2026 THE HERITAGE ISSUE



LOCAL DESIGN
& DECOR
ARTISTS
SPECIAL SECTION

BUILDERS &
CONSTRUCTION
COMPANIES
SPECIAL SECTION

Find out why South African design and décor is leaving a mark in the home industry – this issue is dedicated to all things home-related and proudly South African.

OCTOBER 2026 THE SUMMER HOME



SUPPLIERS
GUIDE
SPECIAL SECTION

Create the ideal summer home with the October 2026 issue – we explore the latest in fridges, coolers, essential summer fabrics and more.

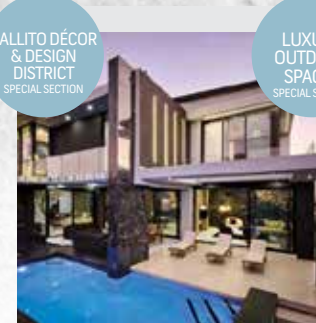
NOVEMBER 2026 FUNCTIONAL AND FASHIONABLE



KRAMERVILLE
DESIGN
DISTRICT
SPECIAL SECTION

From the latest in kitchen layouts to curved furniture, this issue focuses on homes that are functional and fashionable.

DEC 2026/JAN 2027 THE ENTERTAINER'S HOME



BALLITO DÉCOR
& DESIGN
DISTRICT
SPECIAL SECTION

LUXURY
OUTDOOR
SPACES
SPECIAL SECTION

Must-have appliances for the entertainer's kitchen, essentials for the guest bathroom and the ideal dining room – we look at what the entertainer's home offers.

TRENDS 2027 HOME AND DÉCOR



The annual Trends issue will look at what is coming up in 2027 – from the latest in kitchens, bathrooms and interiors to outdoor spaces and more.

BRAND EXTENSION



HOME AND DÉCOR TRENDS

Stand-alone magazine published once a year

CLICK TO
EMAIL

Contact Monique Rankine on 083 608 2331 or email moniquer@sahomeowner.co.za for further details and rates

SPECIAL SECTIONS

LUXURY FURNITURE SPECIAL SECTION - FEBRUARY ISSUE



HOME AUTOMATION SPECIAL SECTION - MAY ISSUE



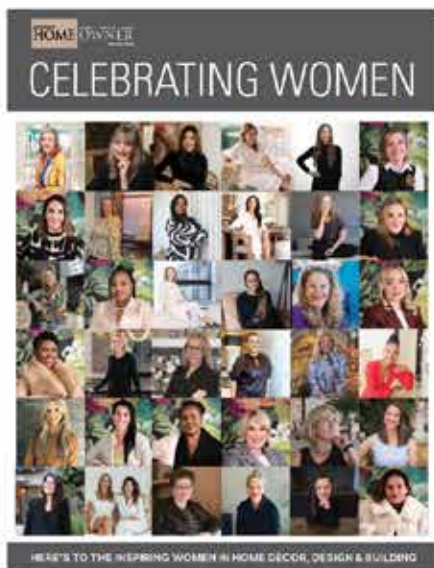
ARCHITECTS & INTERIORS SPECIAL SECTION - JUNE ISSUE



KITCHENS & BATHROOMS - AUGUST ISSUE



CELEBRATING WOMEN IN THE INDUSTRY - AUGUST ISSUE



BUILDERS & CONSTRUCTION - SEPTEMBER ISSUE



SUPPLIERS GUIDE SPECIAL SECTION - OCTOBER ISSUE



KRAMERVILLE SPECIAL SECTION - NOVEMBER ISSUE

