



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

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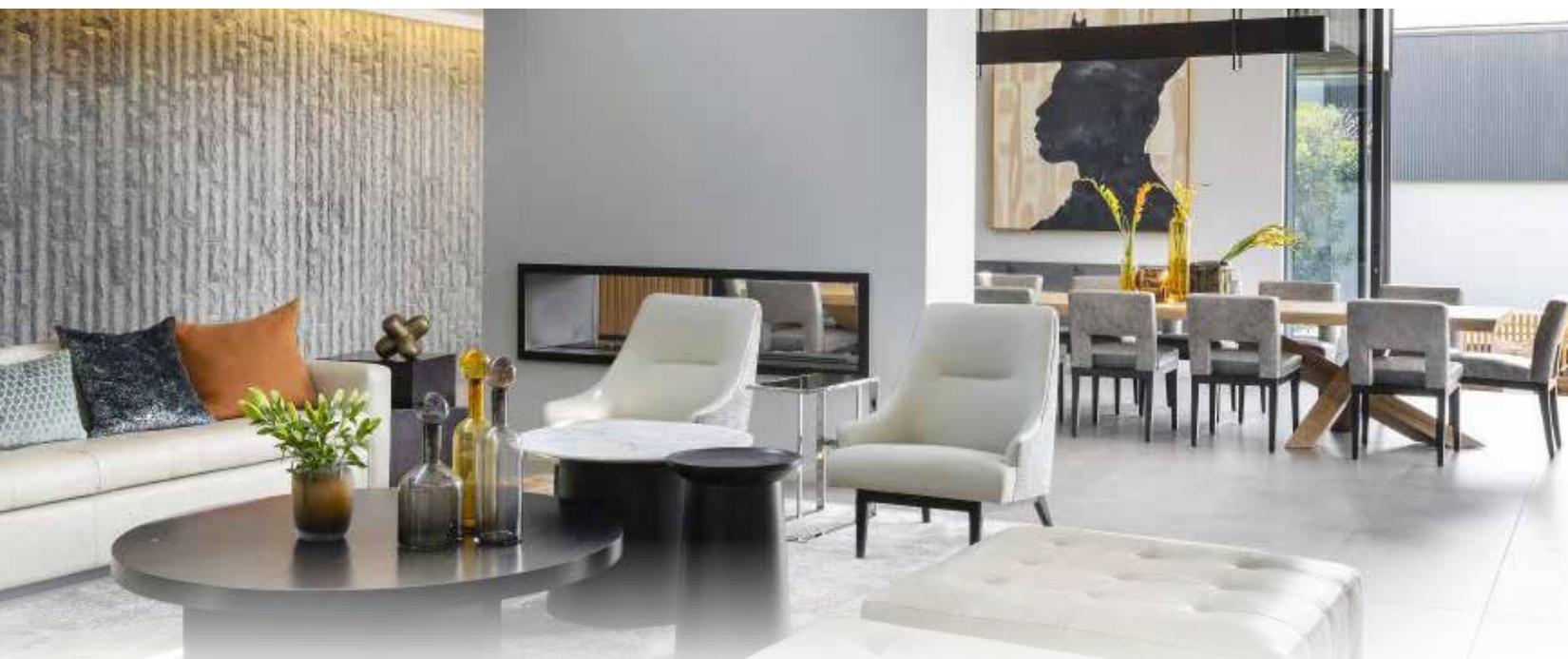


SA HOME OWNER IS MORE THAN A HOME, DÉCOR AND DESIGN MAGAZINE – IT'S EVERY HOME OWNER'S GO-TO GUIDE TO MAKING THEIR DREAM HOME A REALITY.

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.



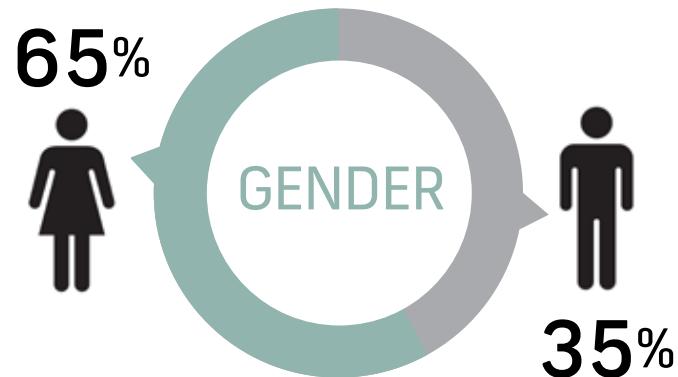
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AVERAGE READER AGE OF 39 WITH HIGH EXPENDABLE INCOME

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

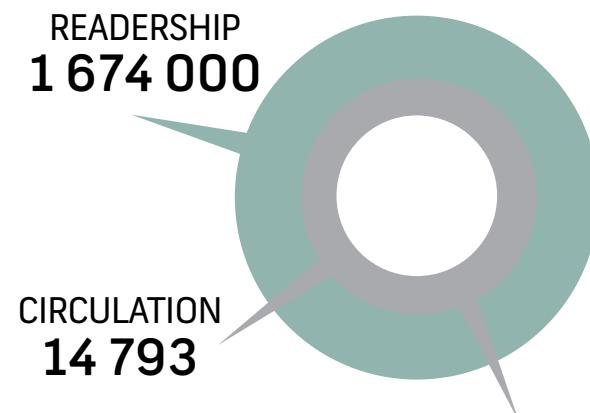
DEMOGRAPHICS



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

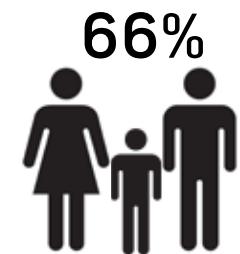


AVERAGE AGE
39 YEARS



REACH
74% GAUTENG, KZN, WC

SEM 7+



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
OCB	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

The HOT SPOT

Trisha Harinath rounds up your kitchen must-haves



The Brabantia Tasty+ Potato Cutter gives you the perfect cut for chips and wedges in a simple and easy way. It's a kitchen must-have. Cleaning up is a breeze. www.alwaysapart.co.za

KITCHENS



Add a splash of zest to your kitchen with the Ulster Weavers Summer Fruits Citron Cotton Tea Towel. It's fun, fun and full of citrus charm. www.yuppiechef.com



The Bogen Vino Taster combines clean design and advanced functionality. The contemporary copper-tone and high-shine stainless steel body adds a luxe touch to any kitchen. It's a must-have for Italian luxury homewares from Casa Bogni, available exclusively from g!home. www.bash.com



As the holidays draw closer, now is the perfect time to invest in a dishwasher, so you can enjoy entertaining without worrying about the washing up. The new Hirsch's Freestyle Dishwasher does the job perfectly. www.hirschs.co.za

NOVEMBER 2015 125

Professional Perspective

LINER CONCEPTS' BUSINESS DEVELOPMENT MANAGER DOGA ZAFOGLU SPEAKS ON HOW LUXURY KITCHENS ARE BEING DRIVEN BY SUSTAINABILITY WITH ENVIRONMENTAL RESPONSIBILITY



The luxury kitchen offers quality, durability and a positive impact.

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 in the power of design to make a difference and to have 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 opt for materials that are built to last and have a smaller environmental footprint. A cornerstone of our approach is the use of responsibly sourced timber. We work with a select group of timber suppliers that share a desire to protect the environment. This includes cutting-edge techniques like dematerialisation, which reduces the amount of timber required to create the 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.

ENERGY EFFICIENCY THROUGHOUT

Beyond materials, a luxurious and eco-conscious kitchen is a sustainable one. We believe in the power of design to reduce their environmental impact by incorporating energy-efficient appliances, which are significantly more efficient than gas. Smart technology, including motion sensors and programmable controls, can save water and energy. Finally, the design itself can promote sustainability by measuring natural light and creating efficient layouts that reduce the need for artificial lighting. This results in a harmonious blend of exquisite design and conscious choices that define the new luxury kitchen. We are committed to creating the South African home - something we are proud to champion. ■

www.linearconcepts.co.za



Always opt for materials that are built to last.



Designs that maximize energy efficiency are essential.

PROFESSIONAL PERSPECTIVE

28 NOVEMBER 2015

Home ESSENTIALS

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



Striking the perfect balance between boldness and elegance, the Table Lamp features a sculptural base and a strong, textured matt finish. This generously sized lamp is perfect for a hallway or strong, timeless silhouette. The red shade is... – handcrafted using traditional batik and Pangolin Park velvet. www.givewinteriors.com



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



Inspired by the night sky, Le Creuset's latest collection is a dramatic addition to your kitchen. www.lecreuset.co.za



Looking for a supplier for your next home build or renovation? See our list of 50+ local and national suppliers and service providers that can find everything you need from architects to decor and more. www.hirschs.co.za

HOME ESSENTIALS

28 NOVEMBER 2015

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.

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



www.sahomeowner.co.za

USERS
25 000

PAGE
VIEWS
45 000

12 937
FOLLOWERS

497 231
FOLLOWERS

13 200
FOLLOWERS



70 579
FOLLOWERS

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

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

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.

THEMES

THEMES 2026



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

KITCHENS & BATHROOMS
SPECIAL SECTION

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



SEPTEMBER 2026
THE HERITAGE ISSUE

LOCAL DESIGN & DÉCOR ARTISTS
SPECIAL SECTION

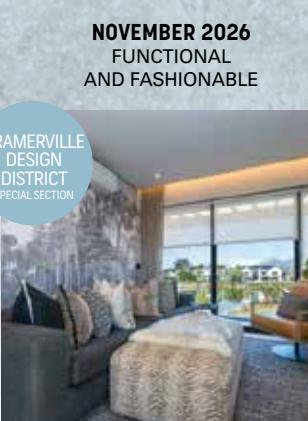


BUILDERS & CONSTRUCTION COMPANIES
SPECIAL SECTION



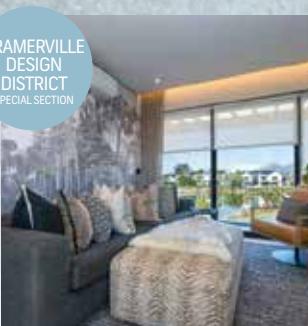
OCTOBER 2026
THE SUMMER HOME

SUPPLIERS GUIDE
SPECIAL SECTION



NOVEMBER 2026
FUNCTIONAL AND FASHIONABLE

KRAMERVILLE DESIGN DISTRICT
SPECIAL SECTION



DEC 2026/JAN 2027
THE ENTERTAINER'S HOME

BALLITO DÉCOR & DESIGN DISTRICT
SPECIAL SECTION



LUXURY OUTDOOR SPACES
SPECIAL SECTION



TRENDS 2027
HOME AND DÉCOR

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

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.

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

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

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.

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



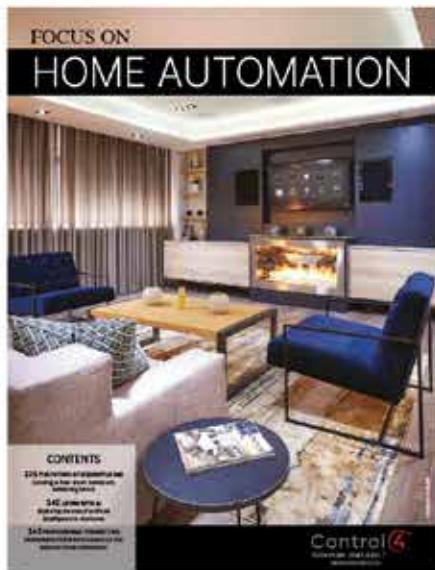
Contact Monique Rankine on 083 608 2331 or email moniquer@sahomeowner.co.za for further details and rates

SPECIAL SECTIONS

LUXURY FURNITURE SPECIAL SECTION – FEBRUARY ISSUE



HOME AUTOMATION SPECIAL SECTION – MAY ISSUE



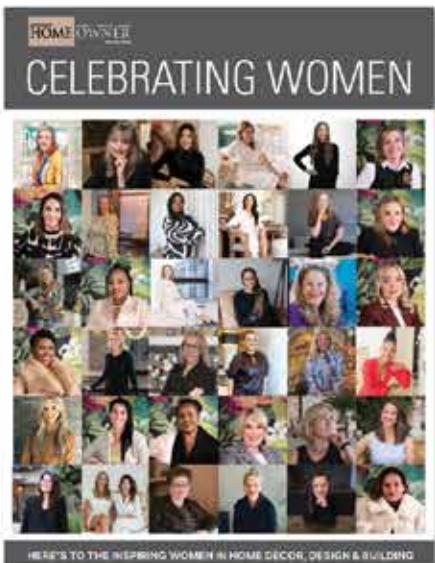
ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE



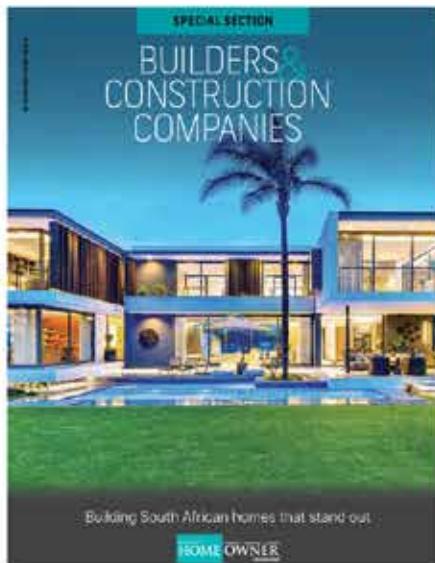
KITCHENS & BATHROOMS – AUGUST ISSUE



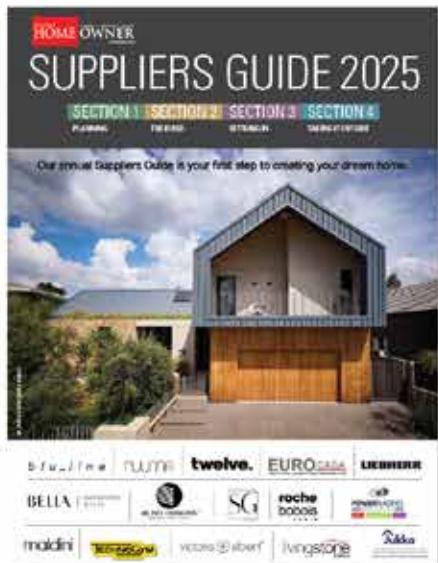
CELEBRATING WOMEN IN THE INDUSTRY – AUGUST ISSUE



BUILDERS & CONSTRUCTION – SEPTEMBER ISSUE



SUPPLIERS GUIDE SPECIAL SECTION – OCTOBER ISSUE



KRAMERVILLE SPECIAL SECTION – NOVEMBER ISSUE

