



The monthly publication showcases luxury houses across SA and offers decor, trend-watching, and lifestyle features, along with expert commentary on home-related topics.

Circulation 15 579		Regular readers 881 000		Follower Count 503 000		Follower Count 71 684
	YouTube (Subscribers) 751		Total Users 49 057		Follower Count 12 882	

CPT: R31

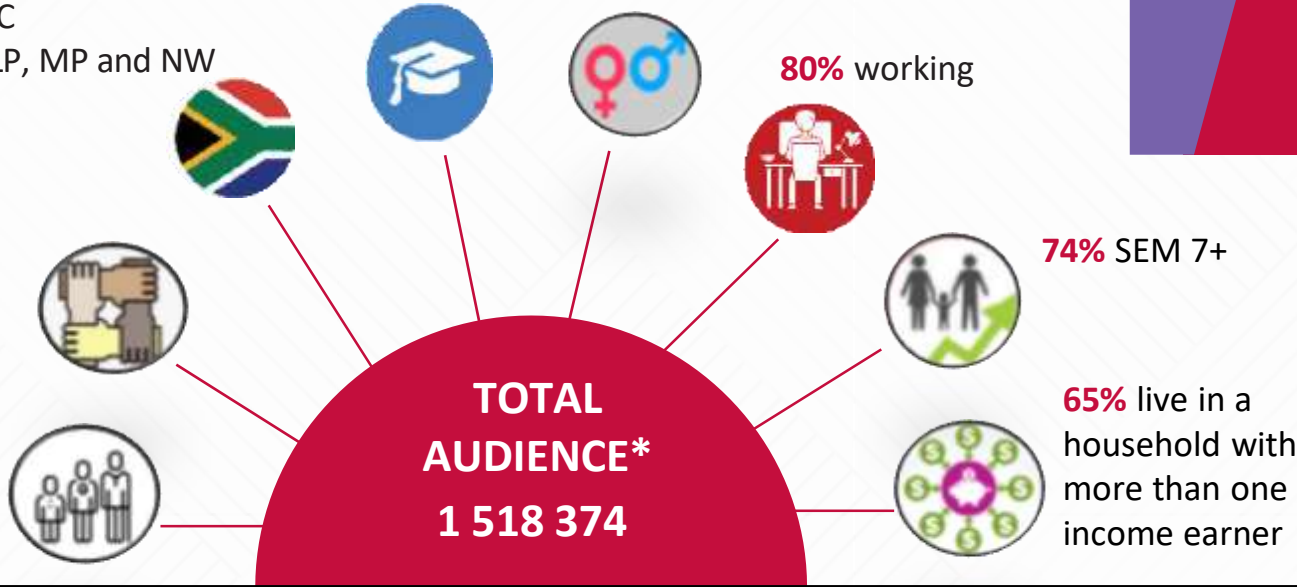
FPFC rate: R27 300

Reach: **74%** Gauteng, KZN, WC and EC
23% LP, MP and NW
73% Post Matric education
59% Female
41% Male
80% working



82% Black

Average age:
43



PSYCHOGRAPHICS

The SAHO audience live in upper income households; they own their homes and live in free-standing houses. Leading a healthy lifestyle is very important to them. Their hobbies and pastimes include home décor, fashion, cooking, dining out and gardening. Going to home décor exhibitions, food & wine festivals and music concerts are a key part of their social life.

Average monthly income

Household	R42 529
Personal	R31 676



*Total audience = Readership + Web Users + Social Media followers.

Sources: BrandMapp 2025, ABC Oct - Dec 2025, Google Analytics Jan 2026 SA Home Owner, Social media Jan 2026