

SOUTH AFRICAN

HOME OWNER

WELCOME HOME

RATES 2024

INFORMED • INNOVATIVE • INSPIRED

CLICK HERE  
TO SEE A VIDEO  
ON WHAT'S IN  
THE LATEST  
ISSUE.



“

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

”

# 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.

Visit [www.facebook.com/sahomeowner](http://www.facebook.com/sahomeowner), and [www.twitter.com/SAHomeOwner](http://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](http://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 on [www.sahomeowner.co.za](http://www.sahomeowner.co.za)**

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.

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