

SOUTH AFRICAN

INFORMED • INNOVATIVE • INSPIRED

HOME OWNER

WELCOME HOME

RATES 2024

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

”

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: 858 000, Circulation 19 350 (Fusion 2022; ABC April – June 2023).
- 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.



Source: ABC April – June 2023; Fusion 2022

“

AVERAGE READER
AGE OF 39
WITH HIGH
EXPENDABLE
INCOME

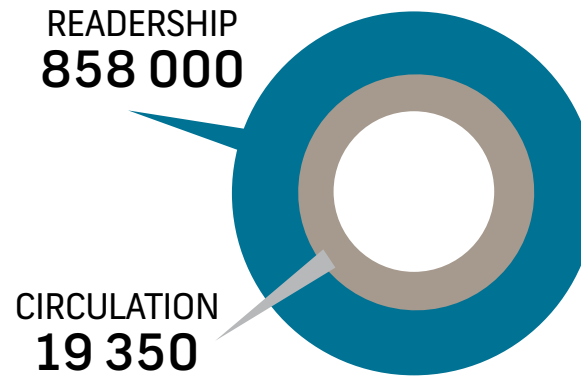
PREDOMINANT
READERS
ARE BLACK,
AND FEMALE

REACHING
858 000 READERS
ACROSS SA,
SA HOME OWNER
GETS YOUR
MESSAGE OUT
EFFECTIVELY

AVAILABLE IN
EZINE TO REACH
CONSUMERS
DIGITALLY

”

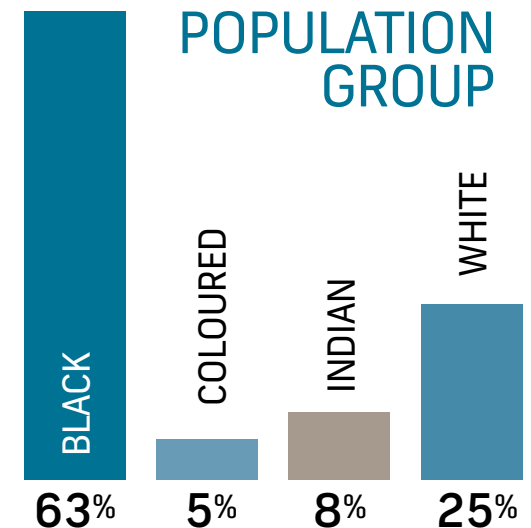
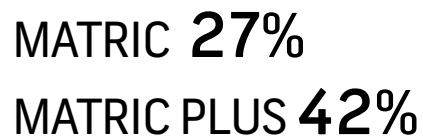
DEMOGRAPHICS



AGE



EDUCATION



RATES

SPECIAL POSITIONING	STANDARD
IFC and Page 1	R57 750
First DPS	R47 250
Second DPS	R44 100
Opposite Contents LHP	R33 600
Opposite Editors Letter	R33 600
Alongside Company Profile RHP	R33 600
Opposite Credits Page	R27 300
Opposite Home Essentials LHP	R31 500
IBC	R31 500
OBC	R31 500

SPECIAL RATES ON REQUEST:

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

Contact your Sales 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

Advertorials are quoted rates less 10%

*Loose insert rates/cost per R1 000

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

ADVERTORIALS*	
Double-page	R42 000
Full-page	R27 300
Half-page	R14 000
ASK THE EXPERT 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

MARKETING DIRECTOR AT MOREMI KITCHENS RUSTENBURG
AUDREY SELAMOLELA DISCUSSES CREATING KITCHENS DESIGNED TO STAND THE TEST OF TIME

For most people, a home is the largest purchase they'll make during their lifetime. At Moremi Kitchens, we understand that a great kitchen design not only improves functionality and storage, 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 fashions come and go, but it's important to follow them selectively, as they can sometimes date your space. Kitchens with classic design features, such as a neutral color palette and a beautiful countertop, will still look great many years later.

USE QUALITY MATERIALS
A kitchen built with quality materials will stand the test of time. 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 colors 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. Let your space reflect how you want to use it.

CHOOSE APPLIANCES THAT WILL LAST
Appliances are a key part of any 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.moremichitchens.co.za

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

Quality materials will stand the test of time.

28 OCTOBER 2023

PROFESSIONAL PERSPECTIVE

Face TO FACE

Kelebogile Nondzaba explores the lives of décor and design professionals

DONOVAN GOTTSMANN
DIRECTOR OF GOTTSMANN ARCHITECTS

I turned from architect to a design professional and a desire to design beautiful spaces. Gottsmann Architects is a multidisciplinary architectural firm practicing in several geographic regions. Donovan Gottsmann has completed projects across Southern Africa through to Zambia, Tanzania, Mexico, and Saudi Arabia. Gottsmann Architects specialises in innovative design solutions in both the residential and hospitality industry.

What sets your work/products apart from the rest?
Creativity, professionalism, and the ability to execute.

What is the most rewarding aspect of your job?
Seeing the design come together and reveal itself in its final form. It is very rewarding to help design a client's dream space and see their dreams become a reality.

What advice would you give to your younger self?
Take it slow and don't rush; it is about the process, not the destination.

My most cherished space in my home is ...
My study, it's the place where I am most creative.

My most treasured possessions are ...
Time - it's limited and goes by so fast.

What travel destination is on your bucket list?
Nowhere.

My guilty pleasure is ...
Going on a road trip. It allows me to process and sort out my thoughts and find new motivation.

Apartment from my profession, I am passionate about ...
The outdoors, my family and design in general.

My study, it's the place where I am most creative.

My most treasured possessions are ...
Time - it's limited and goes by so fast.

What travel destination is on your bucket list?
Nowhere.

My guilty pleasure is ...
Going on a road trip. It allows me to process and sort out my thoughts and find new motivation.

SEPTEMBER 2023 255

COMPANY PROFILE

HOME ESSENTIALS

Home ESSENTIALS

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

Chiffonier Dasha's chest of drawers is functional and gives any interior space an African modern contemporary feel.
www.citykindesign.co.za

These Shalwa Masele ceramic bowls are decorative, yet functional. Based in Nondzaba, Cape Town, Shalwa Masele is a South African ceramicist who has exhibited extensively throughout the country.
IG: shalwamaseleceramics

Entertain in style with Joa Palma's Kelly Caswell drink cabinet, with a flip-top door that becomes a serving top.
www.joapalma.com

Houtlander's beautifully crafted storage unit celebrates the traditional style of the Zulu, giving new life to a timeless technique. Conceived in the 1800s, this basket method was widely used in Mba Century furniture making.
www.houtlander.co.za

Being one of the leaders in acrylic furniture and homeware, Azylo has the perfect piece to add life to any home.
www.azylo.co.za

28 NOVEMBER 2023

HOME ESSENTIALS

DEADLINES

DEADLINES		
ISSUE	BOOKING/CANCELLATION DEADLINE	COMPLETE MATERIAL
Feb 2024	2 Dec	9 Dec
March 2024	13 Jan	24 Jan
April 2024	10 Feb	22 Feb
May 2024	10 Mar	22 Mar
June 2024	6 Apr	26 Apr
July 2024	12 May	24 May
Aug 2024	9 June	21 June
Kitchens Aug	9 June	21 June
Sept 2024	7 July	26 July
Oct 2024	11 Aug	23 Aug
Nov 2024	8 Sep	27 Sept
Dec 22/Jan 24	13 Oct	25 Oct
Trends 2024	10 Nov	22 Nov
Feb 2025	1 Dec	8 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	127(h) x 85(w)mm	none	none
Classified	82(h) x 92(w)mm	none	none

**“SAHO IS
PRIMARYLY READ
TO GET IDEAS
FOR RENOVATING
AND DECORATING
YOUR HOME.”**

SUPPLEMENTS



HOME AND DECOR TRENDS SUPPLEMENT

Stand-alone magazine published once a year



Contact Claire Morgan email: clairem@sahomeowner.co.za for further details and rates

SPECIAL SECTIONS

SUPPLIERS GUIDE SPECIAL SECTION – OCTOBER ISSUE

HOME OWNER
SUPPLIERS GUIDE 2023

We present our annual suppliers guide of décor and design experts to turn your property into a sanctuary.

SECTION 1 PLANNING YOUR HOME. IT STARTS HERE

SECTION 2 THE BUILD

SECTION 3 SETTLING IN

SECTION 4 TAKING IT OUTSIDE

SECTION 5 OFF THE GRID

SUPPLIERS GUIDE 2023 PLANNING YOUR HOME. IT STARTS HERE

SECTION 1 PLANNING YOUR HOME. IT STARTS HERE

BNC TECHNOLOGY
BNC Technology is an international, multi-award winning company specialising in home cinema and smart home solutions. Established in 2004, the company brings over 15 years of design and implementation of bespoke home cinema and smart home technology backed by years of experience in cutting-edge technology integration. Fascinated about detail, the team goal is to perfect every single aspect of what it does with great pride and authority from design and engineering to flawless installation. BNC Technology installs modern homes. Transform your space into a home of sophistication and recreation with BNC Technology.

CONTACT:
011 623 7843
info@bnctechnology.co.za
www.bnctechnology.co.za

CARNE INTERIORS
Understanding how a space impacts its inhabitants is at the heart of the work done by Carne Interiors. These spaces make you think, feel and act in an important aspect of your life – and whether you realise it or not, this has a profound impact on your wellbeing. Creating the type of space in Carne Interiors projects. The company designs spaces with pleasure, spaces that serve you. Each detail is a result and unique to bring your vision and the company's skills to life. Carne Interiors is an innovative and problem-solver, committed to providing customers with excellent service. Quality and understanding the best stands out.

CONTACT:
082 829 4074
admin@carneinteriors.co.za
http://carneinteriors.co.za

CONTROL4 SMART HOME
Forget to close the garage door? Control4 will handle it for you. Before you even realise the intelligent home always keeps you in the know. Stay informed and in control of everything happening in and around your home – whether you're in the kitchen or across the world. With one touch, dim the lights, raise high-resolution blinds, set the heat, lock the doors, and the security system is armed in your home, whenever you wish. Our smart home solutions in Johannesburg, Cape Town and Pietermaritzburg can make your home how you've ever dreamed it.

CONTACT:
011 781 8857
info@control4.co.za
www.control4.co.za

ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE

SPECIAL SECTION
ARCHITECTS & INTERIOR DESIGNERS

Designing South Africa
Christopher de Bod explains the local interior design landscape

WE MAKE IT OUR OWN
As all types of design, South African design is a blend of traditional and modern influences. South African designers have an amazing ability to create design and make it their own. We celebrate our rich heritage and culture and express this in our design.

GROWING INFLUENCE
The focus of design in South Africa will continue to grow and develop, and designers will continue to embrace our design language, which has become increasingly louder and louder. Our design is rooted in life, history and storytelling. International trends in our market, we continue to influence international design trends.

SPECIAL SECTION
ARCHITECTS & INTERIOR DESIGNERS

Designing South Africa
Christopher de Bod explains the local interior design landscape

WE MAKE IT OUR OWN
As all types of design, South African design is a blend of traditional and modern influences. South African designers have an amazing ability to create design and make it their own. We celebrate our rich heritage and culture and express this in our design.

GROWING INFLUENCE
The focus of design in South Africa will continue to grow and develop, and designers will continue to embrace our design language, which has become increasingly louder and louder. Our design is rooted in life, history and storytelling. International trends in our market, we continue to influence international design trends.

HOME AUTOMATION SPECIAL SECTION – MAY ISSUE

FOCUS ON
HOME AUTOMATION

CONTENTS
110 SMART HOME AUTOMATION
116 TECH GADETS
120 ON THE BIG SCREEN
124 HEAD OF HIND
127 ASK THE EXPERT

SMART HOME AUTOMATION
Trevor Brighton explores 2023's home automation essentials

TRENDS OVERVIEW

SMART HOME AUTOMATION
Trevor Brighton explores 2023's home automation essentials

LEADING THE HOME AUTOMATION CHARGE
Markus Tien, managing director at Control4, says that the biggest trend in home automation systems in South Africa is the increased use of the cloud, but rather by users to keep it running.

THE ADVANTAGE OF THE CLOUD
The biggest advantage of this is integrating many services. The home can be controlled remotely and automatically or by means of a user interface. The user can turn on lights and adjust the temperature when they arrive from work and dimming their lights when they leave.

SPECIFIC AREA FEATURES

NEXT-LEVEL KRAMERVILLE
WE BRING YOU JOHANNESBURG'S HOTTEST DECOR AND DESIGN DISTRICT. THIS GUIDE WILL POINT YOU IN THE RIGHT DIRECTION.

KRAMERVILLE

EUROCASA JOHANNESBURG
A FAMILY-RUN LEGACY

EUROCASA
EUROCASA JOHANNESBURG

CONTACT:
011 484 2671
info@eurocasa.co.za
www.eurocasa.co.za