

SOUTH AFRICAN

HOME OWNER

WELCOME HOME

RATES 2024

INFORMED • INNOVATIVE • INSPIRED

“ 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

”

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



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

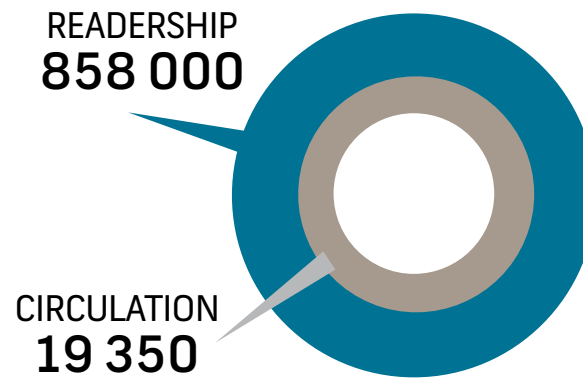
PREDOMINANT
READERS
ARE BLACK,
AND FEMALE

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

AVAILABLE IN
EZINE TO REACH
CONSUMERS
DIGITALLY

”

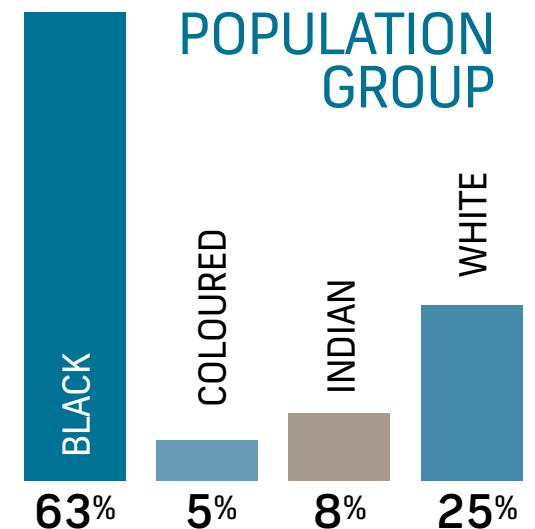
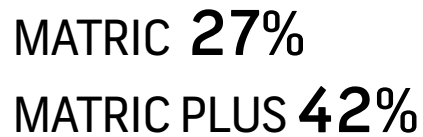
DEMOGRAPHICS



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 |

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

| PROPERTY SPONSORSHIP | |
|----------------------|---------|
| Double-page image | R28 000 |
| Full-page image | R19 000 |
| Half-page image | R12 000 |
| Quarter-page image | R7 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.

Face TO FACE

Kelebogile Nondzaba explores the lives of décor and design professionals



DONOVAN GOTTSMANN
DIRECTOR OF GOTTSMANN ARCHITECTS

From a passion for dramatic and a desire to design beautiful spaces, Donovan Architects is a multidisciplinary architectural firm practicing in several geographic regions. Donovan Gottsmann has consulted on 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 that dream become a reality.

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

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

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

I draw inspiration from ...
Nature and the world around us. Each site is so unique you have to design in context, and complement the beauty already there.

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

What travel destination is on your bucket list?
Iow York.

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




SEPTEMBER 2022 105

COMPANY PROFILE

Professional Perspective

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



In our world, a home is the largest purchase they'll make during their lifetime. At Moremi Kitchens, we understand that good kitchen design not only improves functionality and brings joy 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 fads are great, but it's important to follow them selectively, as they can sometimes date your space. Kitchens with classic design features, such as a neutral colour palette and a beautiful countertop, will still look great many years later.

USE QUALITY MATERIALS
A kitchen built with quality materials will outlast any trend. 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 colours 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, so your space reflects how you want to use it.

CHOOSE APPLIANCES THAT WILL LAST
Appliances are the heart of the 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.moremikitchens.co.za

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

Quality materials will outlast any trend.

28 OCTOBER 2022

PROFESSIONAL PERSPECTIVE

HOME ESSENTIALS

Home ESSENTIALS

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



Clifford: Dakota chest of drawers is functional and gives any interior space an African modern contemporary feel. www.kidscraft.com



Entertain in style with: Joe Paine's Kelly Copwell dining cabinet, with a lift-up top that becomes a serving top. www.joepaine.com



These Shaloy Masele ceramic bowls are decorative, yet functional. Based in Nondzaba, Cape Town, Shaloy Masele is a South African ceramicist who has exhibited extensively throughout the country. www.shaloymalesceramics.com



Houtlander's beautifully crafted storage unit celebrates the traditional Shaloy Masele ceramic, giving new life to a timeless technique. Conceptualised in the 1800s, this brilliant method was widely used in 19th Century furniture making. www.houtlander.co.za

Being one of the leaders in acrylic furniture and homeware, **Arzylo** has the perfect piece to add flair to any home. www.arzylo.co.za

28 NOVEMBER 2022

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
PRIMARILY READ
TO GET IDEAS
FOR 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 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, and 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

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27 441

12 895
FOLLOWERS

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ICONS BELOW
TO GO TO OUR
SOCIAL MEDIA
PAGES

476 168
FOLLOWERS

PAGE
VIEWS
46 791

6 223
FOLLOWERS

66 611
FOLLOWERS

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 digitalior on www.sahomeowner.co.za

Digitalior 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.*

To see terms and conditions, please visit www.sahomeowner.co.za * Rates exclude VAT

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.

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 PLANNING YOUR HOME. IT STARTS HERE

**SECTION 1
PLANNING YOUR HOME. IT STARTS HERE**

BNC TECHNOLOGY
 Showcase your design with BNC Technology, an international multi-brand wiring company specialising in home cinema and smart home solutions. Established in 2006, the company brings together its design and implementation of bespoke home cinema and smart home technology backed by years of experience in coding and wireless integration. Passionate about detail, the team goal is to partner every single aspect of what it does with great quality and authority. From design and engineering to flexible installation, BNC Technology makes modern homes function your way via a range of applications and innovation with BNC Technology.

CONTACT:
 011 623 3642
 info@bnctechnology.co.za
 www.bnctechnology.co.za

CARNÉ INTERIORS
 Understanding how a space impacts its inhabitants is at the heart of the work done by Carné Interiors. These spaces make you think, feel and are an integral aspect of your life – and whether you realise it or not, they have profound impact on your wellbeing. Creating the type of spaces in Carné Interiors passes. The company designs, builds and finishes spaces that serve you. Each room is a canvas and unique to bring your vision and the company's skills to life. Carné Interiors is an interior and exterior value, committed to providing customers with exceptional service. Quality and understanding the best stands out.

CONTACT:
 066 219 4074
 info@carneinteriors.co.za
 https://carneinteriors.co.za

CONTROL SMART HOME
 Forget to close the garage door? Control will handle it for you before you even notice. An intelligent home always keeps you in the know. Stay informed and in control of everything happening inside and around your home – whether you're in the house or across the world. With one touch, dim the lights, raise your smart home thermostat, check the fuel, lock the door, and the security system, or check in on your home, whenever you wish. Our smart home solutions, from smart locks, doorbells, and so on, are designed to help you control your home, whenever you wish. Our smart home solutions, from smart locks, doorbells, and so on, are designed to help you control your home, whenever you wish.

CONTACT:
 011 791 8857
 info@control4.co.za
 www.control4.co.za

ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE



SPECIAL SECTION
ARCHITECTS & INTERIORS DESIGNERS

WE MAKE IT OUR OWN
 In 17 years after shared working with Interiors, I've realised that South African interior design differs to global design. There is a difference in the way we think about the floor through the use of the word 'floor' and 'space' and 'space' of light. I could not answer this question until I spent some time in the studios of several leading interior design firms and had the opportunity to engage with clients, suppliers and other designers.

SHOWING AWARENESS
 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 defined. Our passion for context, culture, history and storytelling remains, and we continue to be inspired and motivated by international markets. It was a privilege to be invited to participate in this special section of the magazine, and I look forward to continuing to work with you on your next project.

DESIGNING SOUTH AFRICA
 Christopher de Bod explains the local interior design landscape.

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HOME AUTOMATION SPECIAL SECTION – MAY ISSUE



FOCUS ON
HOME AUTOMATION

CONTENTS

- 110 SMART HOME AUTOMATION: Home automation essentials
- 116 TECH GADETS: Latest gadgets in home automation
- 120 ON THE BIG SCREEN: Home cinema and sound
- 124 PEAK OF REND: Automated blinds
- 127 AS THE EXPERT: Home hub and home automation, load shedding and more

SMART HOME AUTOMATION
 Trevor Clifton explores 2023's home automation essentials.

Home automation systems continue to evolve – and being on top of updates will assist in making life easier and safer. ADAPT app control and smart plugs can give home owners complete control over the operations of their homes, even remotely – and help tailor the automated systems of their home according to their needs.

LEADING THE HOME AUTOMATION CHARGE
 HomeKit is the leading brand in home automation in South Africa, and the biggest trend in home automation systems in South Africa is the increased use of smart plugs, but better by way to keep it running.

The increased use of backup power systems in home automation systems is taking center stage right now. The system can be programmed to shut off certain systems if the power is even slightly low, and save on other areas. The top.

The other trend is the use of smart plugs, which can detect when a room is empty, change its temperature and turn them off. The use of smart plugs is a trend in home automation that makes better decisions.

Powered SA automation manager Kevin Engelbrecht, says that the evolution of home automation systems has

TRENDS OVERVIEW

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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 has been in the kitchen, wardrobe and furniture business for over 21 years, representing iconic brands, Faber Casa and Proulx, with pride and confidence. EuroCasa products are of the highest quality and the company's total commitment to customer service is second to none. The EuroCasa showroom in Kramerville offers a stylish and welcoming environment with products and consultative services that speak for themselves. This year, EuroCasa proudly launched its new wardrobe line and accessories as well as glass options for both kitchens and wardrobes. These beautiful creations created great excitement in both the market and for the designers and architects in the company's work with.

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