

SOUTH AFRICAN

INFORMED • INNOVATIVE • INSPIRED

HOME OWNER

WELCOME HOME

RATES 2025 MEDIA PACK

“

SEVEN OUT OF TEN READERS ARE
DECISION-MAKERS IN THEIR HOMES
AND OWN THEIR OWN HOMES

OUR READERS USE THE MAGAZINE
TO SOURCE SUPPLIERS WHEN
BUILDING, RENOVATING AND
DECORATING

USED FOR
INSPIRATION AND IDEAS ON
BUILDING, RENOVATING,
PLANNING AND DECORATING

REACHING 784 000 READERS
ACROSS SA, CIRCULATION
16 653 ABC JAN - MARCH 2024

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, 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.

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.



www.sahomeowner.co.za

USERS
27 323

12 920
FOLLOWERS

PAGE
VIEWS
46 791

489 000
FOLLOWERS

12 200
FOLLOWERS

68 500
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 X posts. Custom digital magazine. Various options available. 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



SOCIAL MEDIA

Facebook post linked to a digital on www.sahomeowner.co.za

Digital plus Facebook post: **R15 000** each

Instagram: Once-off posts: **R5 000** 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 * Rates exclude VAT

SUPPLEMENTS



HOME AND DECOR TRENDS SUPPLEMENT

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