

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



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: 784 000, Circulation 16 653 ABC Jan - March 2024.
- 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.



“

**AVERAGE READER
AGE OF 39
WITH HIGH
EXPENDABLE
INCOME**

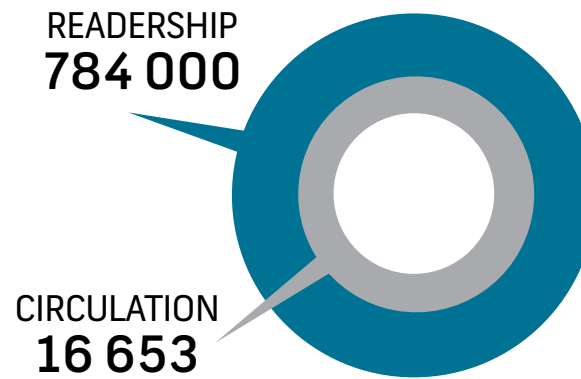
**PREDOMINANT
READERS
ARE BLACK,
AND FEMALE**

**REACHING
784 000 READERS
ACROSS SA,
SA HOME OWNER
GETS YOUR
MESSAGE OUT
EFFECTIVELY**

**AVAILABLE IN
EZINE TO REACH
CONSUMERS
DIGITALLY**

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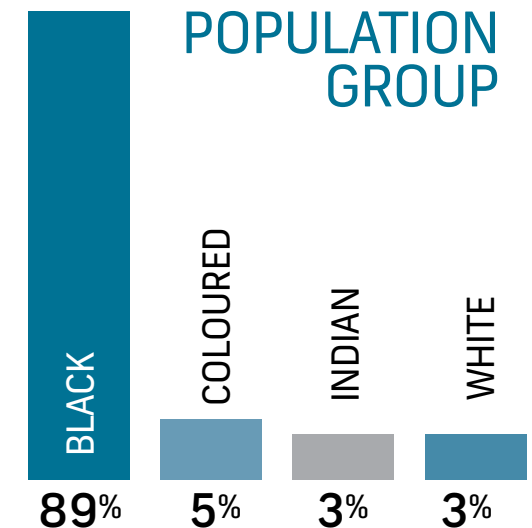
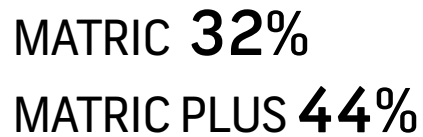
DEMOGRAPHICS



AGE



EDUCATION



RATES

SPECIAL POSITIONING	STANDARD
IFC and Page 1	R50 000
First DPS	R42 000
Second DPS	R38 000
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Opposite Editors Letter	R30 000
Opposite Professional Perspective	R30 000
Opposite Credits Page	R27 300
Opposite Home Essentials LHP	R27 300
IBC	R30 000
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Quarter-page	R 6 500

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

KITCHENS

The HOT SPOT

Trisha Harinath rounds up your kitchen must-haves



Take your outside cooking to the next level with the Kartal Outdoor Kitchen - a unit that epitomises simplicity and functionality while offering a stylish aesthetic. Get to work to www.casareredo.co.za



This lightweight and portable grill is great for camping and picnics or for cooking on balconies and decks. Made from double-walled stainless steel, it comes with a handy carrying bag. www.woolworths.co.za



The Swan countertop dishwasher combines convenience with a touch of modern elegance. It is ideal for small spaces and efficiently handles up to six place settings, with multiple wash programmes and a quick wash option. www.caltex.co.za



Bring some joy to your table with the limited-edition Winste the Posh and Friends collection. These cute 350ml mugs can be used for coffee, tea and even soup. www.lecruset.co.za

120 OCTOBER 2013

PRODUCT PAGE

Professional Perspective

MARKETING DIRECTOR AT MOREMI KITCHENS ROSE TROMBLY 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 great 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 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. Let your space reflect how you want to use it.

CHOOSE APPLIANCES THAT WILL LAST
Appliances are the heart of your 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.

28 OCTOBER 2013

PROFESSIONAL PERSPECTIVE

HOME ESSENTIALS

Home ESSENTIALS

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



Chillax! Durable chest of drawers is functional and gives any interior space an African modern contemporary feel. www.chillaxcraft.com



Entertain in style with Jose Pina's Kully Colwell drink cabinet, with a flip-up door that becomes a serving top. www.josepina.com



These Shelly Maseel ceramic bowls are decorative, yet functional. Based in Noordhoek, Cape Town, Shelly Maseel is a South African ceramicist who has exhibited extensively throughout the country. www.shellymaseelceramics.com



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



Houselander's beautifully crafted storage unit celebrates the artisanal style of hand-crafted goods, giving room life as a timeless technique. Conceptualised in the 1950s, this brilliant method was widely used in 1950s furniture making. www.houselander.co.za

28 NOVEMBER 2013

HOME ESSENTIALS

DEADLINES

DEADLINES		
ISSUE	BOOKING/CANCELLATION DEADLINE	COMPLETE MATERIAL
Feb 2025	2 Dec	6 Dec
March 2025	13 Jan	24 Jan
April 2025	10 Feb	21 Feb
May 2025	14 Mar	25 Mar
June 2025	11 Apr	23 Apr
July 2025	9 May	22 May
Aug 2025	6 June	19 June
Kitchens Aug	6 June	19 June
Sept 2025	11 July	24 July
Oct 2025	8 Aug	21 Aug
Nov 2025	12 Sep	25 Sept
Dec 24/Jan 25	10 Oct	28 Oct
Trends 2026	2 Dec	5 Dec
Feb 2026	2 Dec	5 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	123(h) x 93(w)mm	none	none
Classified	82(h) x 92(w)mm	none	none

“SA HOME OWNER IS PRIMARILY READ TO GET IDEAS FOR BUILDING, RENOVATING AND DECORATING YOUR HOME.”

THEMES

THEMES 2025

FEBRUARY 2025
THE FAMILY HOME

LUXURY FURNITURE
SPECIAL SECTION



Create homes that are comfortable and enjoyable for the whole family, including the children.

MARCH 2025
ESSENTIALS IN THE HOME



From the latest stoves and ovens to statement bathtubs, this issue is all about the must-have elements that go into a luxury home.

APRIL 2025
LUXURY FINISHES



LIGHTING
SPECIAL SECTION

Whether it is the latest luxury finishes in the kitchen or the wall and flooring options for the bathroom, this issue is dedicated to the finishes in the home.

MAY 2025
THE SMART HOME



LUXURY LIVING
SPECIAL SECTION

HOME AUTOMATION & SECURITY
SPECIAL SECTION

The May 2025 issue contains all things smart-home related – smart appliances in the kitchen, tech in the bathroom and the latest in home security and entertainment.

JUNE 2025
THE WINTER HOME



ARCHITECTS & INTERIOR DESIGNERS
SPECIAL SECTION

Get ready for winter with the June 2025 issue – explore the kitchen island, hydrotherapy in the bathroom, the essentials for the winter interior and fireplaces.

JULY 2025
WELLNESS IN THE HOME



The July 2025 issue brings wellness in the home into focus. From kitchen appliances for a healthy lifestyle to showers and biophilic design.

AUGUST 2025
THE DESIGNER HOME

CELEBRATING WOMEN IN THE INDUSTRY
SPECIAL SECTION

KITCHENS & BATHROOMS
SPECIAL SECTION



Get that designer home with the latest design trends, including kitchen styles, bathroom layouts and the maximalism trend.

SEPTEMBER 2025
THE HERITAGE ISSUE



BUILDERS & CONSTRUCTION COMPANIES
SPECIAL SECTION

LOCAL DESIGN & DÉCOR ARTISTS
SPECIAL SECTION

South Africa stands out in the home décor and design industry – from our unique architecture to our sought-after décor, this is our Proudly South African issue.

OCTOBER 2025
THE SUMMER HOME



SUPPLIERS GUIDE
SPECIAL SECTION

From fridges and beverage coolers to the latest in bathroom vanities, this issue is packed with how to get a home summer-ready.

NOVEMBER 2025
FORM AND FUNCTION



KRAMERVILLE DESIGN DISTRICT
SPECIAL SECTION

Make sure your home not only looks good, but also functions impeccably as well – look out for current cabinetry trends, patio essentials and more.

DEC 2025/JAN 2026
THE ENTERTAINER'S HOME



BALLITO DÉCOR & DESIGN DISTRICT
SPECIAL SECTION

As the holidays approach, create a home that is ideal for entertaining – from dream kitchens to the inclusion of stone in the bathroom, this issue is set to make guests feel welcomed.

TRENDS 2026
HOME AND DÉCOR



The annual Trends issue will look at what is coming up in 2026 – from the latest in kitchens, bathrooms and interiors to outdoor spaces and more.

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

SPECIAL SECTIONS

HOME AUTOMATION SPECIAL SECTION – MAY ISSUE

FOCUS ON

HOME AUTOMATION

TRENDS

Experts in the home beauty from home automation, HomeAdvisor.

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Control4
YOUR HOME. SIMPLIFIED.[™]

THE SMARTER HOME

Traver Orphanides explores the latest in home automation

The increased adoption of artificial intelligence (AI) is making our homes smarter. Control4 understands what they're smart and can pass on information to home automation systems to make better decisions, and smarter services that make control center operations are not the future – they're the present.

MORE CONTROL

Control4's SmartControl and add manager for the Smart Home, which that remote control are not only in the home automation space but the high-end smart home. It's a next-gen game changer. "You can carry it with you – if your internetting at the bank does you can connect with remote audio and video, one voice control to use and control automation elements, and much more," he says. The new H980 is helpful because it can control control of the system, so there's no need for an additional Home on Go device. "Remotes are here to stay – if it sits down with a customer to explain a system and put an iPad and a remote in front of them and then ask them to watch on an element of the system, they'll always reach for the remote that has the Le Garage.

SMARTER CAMERAS

HomeAdvisor's HomeAdvisor solutions architect and client liaison, highlights the advanced capabilities of the camera systems like the Luma range, which recently launched a selection of IP cameras designed with smart home integration in mind. By incorporating artificial intelligence into the system, Luma cameras can provide you Control4 smart home with information about any movements detected within view of the camera. Traditionally, cameras could not distinguish the difference between the movement of a

ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE

SPECIAL SECTION: ARCHITECTS

AWE-INSPIRING ARCHITECTURE

DISCOVER THE ARCHITECTS WHO ARE SHAPING SOUTH AFRICA'S RESIDENTIAL INDUSTRY

FRONT ROW (from left): Savetta Steyn from S&S Architects, Kaban Aasen-Bakula from Inkspired, Giffan Hall from V&A Architects, and Esbelle Oberholzer from Esbelle Oberholzer Architects.

BACK ROW (from left): Richard van der Merwe from JX Design Architects, Nicki De Souza from Footprint Architects, Duff Doolan from SD Studio Architects, and Sergio Chivati from Sergio Chivati Architects.

SPECIAL SECTION: ARCHITECTS

The shape of architecture

Luc Zeghers, owner of ZSA Architects, discusses South African architecture

South African architecture is a rich tapestry that reflects the country's diverse cultural, historical and environmental context. As trends come and go, the one thing that stands out is the ability of architects to design according to the needs of the local landscape. Before a brick is laid, the insights that influence how South African homes are designed.

ESTATES AND GUIDELINES

South Africa's diverse housing market is a prominent feature of the real estate landscape, particularly in urban areas. These estates offer residents a range of amenities and benefits, including enhanced security measures, access to recreational facilities and a sense of community. The popularity of security estates reflects a broader trend towards grand construction globally, driven by concerns about safety and security. Many of these estates have their specific architectural guidelines that dictate how homes can be designed from an architectural standpoint, hence the security estates often feature modern design and high-end finishes catering to the tastes and preferences of affluent buyers. Sustainable architecture principles, such as energy-efficient design and the use of environmentally friendly materials, are sometimes incorporated, but this varies depending on the development.

THE GREEN BUILDING INFLUENCE

Green building is on the rise in South Africa, driven by factors like solar panels, renewable energy systems, natural ventilation and energy-efficient lighting and appliances. These buildings not only reduce environmental impact, but also provide healthier and more comfortable living and working spaces. Green building also means bigger side to how homes are being designed now and this will continue to grow as more designers take the need to include alternative energy sources in their homes.

CLADDING THE GAP

In South African architecture, there is, unfortunately, a significant disparity, particularly between formal and informal settlements and urban and rural areas and among different socio-economic groups. You often find modern, environmentally conscious buildings in urban areas, especially in wealthier neighbourhoods and commercial districts. In contrast, informal settlements and rural areas typically lack access to basic services and infrastructure, including proper housing. This disparity is a result of various factors, including historical injustices, urbanisation trends and economic inequalities. Addressing these disparities requires a multifaceted approach that includes government policies, private sector initiative and community involvement. Efforts to promote sustainable architecture and green building should also prioritise inclusivity and equitable access to resources and opportunities for all South Africans.

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luc@zsa.co.za

KITCHENS & BATHROOMS – AUGUST ISSUE

blu_line

KITCHENS & BATHROOMS

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Luxury by design

Blend Africa creates personalised spaces of the highest standard

Blend Africa has emerged as a successful branch of South Africa in a short period, combining local craftsmanship with international expertise in kitchen and bathroom installations.

QUALITY YOU CAN COUNT ON

Blend Africa's comprehensive project management, ensuring quality, on-time delivery and budget awareness. Specialising in unique, luxury kitchens and bathrooms, Blend Africa integrates all design elements, providing bespoke finishes that are both functional and beautiful. With over 20 years of experience designing and installing kitchens, wardrobes and furniture, the company takes each design to the client's lifestyle and personal taste.

A KNOWLEDGEABLE TEAM ON HAND

Blend Africa's experienced designers oversee every project from concept to completion, operating a smooth process. Visit the showroom in Halfway House where the qualified team is ready to assist you. Blend Africa is dedicated to creating spaces that reflect your individuality and meet your highest standards.

CONTACT:
+27 11 588 1133
Showroom: 17 Penrhyn Park, Halfway House
www.blend.africa

BLEND AFRICA | KITCHENS & BATHROOMS

blu_line | **numa** | **twelve**

THE KITCHEN STUDIO | **Linear Concepts**

Casarredo | **DIVACucine** | **CLASSIC**

easylife | **mhc** | **kitchens**

SUPPLIERS GUIDE SPECIAL SECTION – OCTOBER ISSUE

HOME OWNER

SUPPLIERS GUIDE 2024

SECTION 1 PLANNING | **SECTION 2** THE BUILD | **SECTION 3** SETTLING IN | **SECTION 4** TAKING IT OUTSIDE

We present our annual Suppliers Guide of décor and design experts to help you turn your property into a sanctuary

BELLA | **ROBE DOBOS** | **EUROGASA**

elevanpast | **blu_line** | **twelve** | **numa** | **Autka**

CONTACT:
011 791 8887
011 802 4473
www.control4.co.za

SUPPLIERS GUIDE 2024

PLANNING YOUR HOME. IT STARTS HERE

SECTION 1 PLANNING YOUR HOME. IT STARTS HERE

RNC TECHNOLOGY

RNC Technology creates beautiful, connected living spaces through bespoke home cinema and cutting-edge smart home technology solutions. RNC Technology supports the way you control your home, from lighting and security to entertainment, ensuring comfort and peace in every room. The company's team works closely with clients and specifications that fit their lifestyle, offering convenience and personalisation. By integrating seamlessly with your home's architecture, the company ensures that technology enhances your daily experience without compromising on style. If you are looking for smart home technology and a 24-hour service, visit www.rnc-technology.co.za

CONTACT:
011 502 3662
sales@rnc-technology.co.za

CONTROL4 SMART HOME

It's time to take the guesswork out of your home with the help of your new smart home. An 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 globe. Stay informed and in control of everything happening in and around your home – whether you're in the kitchen or across the globe. Stay informed and in control of everything happening in and around your home – whether you're in the kitchen or across the globe. Stay informed and in control of everything happening in and around your home – whether you're in the kitchen or across the globe.

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011 502 3662
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INKSPIRED

Inkspired is a premier provider of architectural interior design services. Founded in 2015 by visionary architect Kaban Aasen-Bakula, Inkspired has established a reputation for excellence and sustainability. With a decade-plus of experience, Inkspired is proud to be a leading design firm in the industry, collaborating with a team of top-tier talents and experts to bring to life the most sophisticated design and building construction. Our multidisciplinary team of top-tier talents and experts is dedicated to the highest standards of design, ensuring every project is a masterpiece of engineering and property development. Inkspired is a pioneer – doing so to break different ways of thinking and to deliver solutions that are not just buildings, but also landmarks of tomorrow.

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