

ONLINE & SOCIAL MEDIA RATES

WHY ADVERTISE ONLINE

The SA Home Owner website, www.sahomeowner.co.za, has an average of 51 722 page views per month, and 43 936 unique visitors. SA Home Owner is supported by strong social media, with 270 468 Facebook fans and 28 428 Instagram followers. Visit www.facebook.com/sahomeowner, and www.twitter.com/SAHomeOwner.

- We aim to provide added value to 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 and enter into a variety of great competitions.



CUSTOMISED CAMPAIGNS & SPONSORSHIP OPPORTUNITIES

Customised campaigns can include the following elements:
ad banners, competitions, website posts, Facebook competition tabs and Facebook and Twitter posts.

BANNERS (COST/1 000 IMPRESSIONS: CPM)

Leaderboard: R520/1 000

Island/medium rectangle: R650/1 000

Wallpaper: price on request

Newsletter masthead banner

R7 000 per newsletter

MONTHLY ONLINE COMPETITIONS

Give your product/service exposure with a sponsored competition or subscription giveaway! Minimum prize value of R2 000.

SOCIAL MEDIA

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

Digital plus Facebook post: R12 000 each

Twitter

Once-off tweets: R700 each

Instagram

Once-off tweets: R1000 each

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 decor products and services.

- 1 Month: R580
- 6 Months: R2 850
- 12 Months: R4 900

* Early settlement discount applies. Rates exclude VAT

Please visit www.sahomeowner.co.za for Terms & Conditions

** Tiso Blackstar Group, 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.*

DIGITAL AD SPECS



THESE GREY BOXES ONLY INDICATE SHAPE NOT ACTUAL SIZE.



SAHO IS PRIMARILY READ TO GET IDEAS FOR RENOVATING AND DECORATING YOUR HOME