

ONLINE & SOCIAL MEDIA RATES

WHY ADVERTISE ONLINE

The SA Home Owner website, www.sahomeowner.co.za, has an average of 57 878 page views per month, and 28 101 users. SA Home Owner is supported by strong social media, with 357 685 Facebook fans, 10 678 Twitter followers and 51 201 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 and enter a variety of great competitions.



USERS
28 101


10 678
FOLLOWERS


357 685
FOLLOWERS

PAGE
VIEWS
57 878


51 201
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

Price on request.

SOCIAL MEDIA

Facebook post linked to a digital on www.sahomeowner.co.za
Digital plus Facebook post: R12 600 each

Twitter: Once-off tweets: R1 000 each

Instagram: Once-off tweets: R2 500 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 décor products and services.

- 1 Month: R610
- 6 Months: R3 000
- 12 Months: R5 150

**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.*

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.