

SOUTH AFRICAN

# HOME OWNER

WELCOME HOME

INFORMED • INNOVATIVE • INSPIRED

## RATES 2022

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



“

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 665 000 READERS  
ACROSS SA, CIRCULATION  
24 210

MANY READERS KEEP THEIR  
MAGAZINES FOR FUTURE  
REFERENCE

READERS ARE  
TECHNOLOGICALLY  
SAVVY AND HIGHLY EDUCATED

CONNECTS WITH  
READERS ON A  
PERSONAL LEVEL

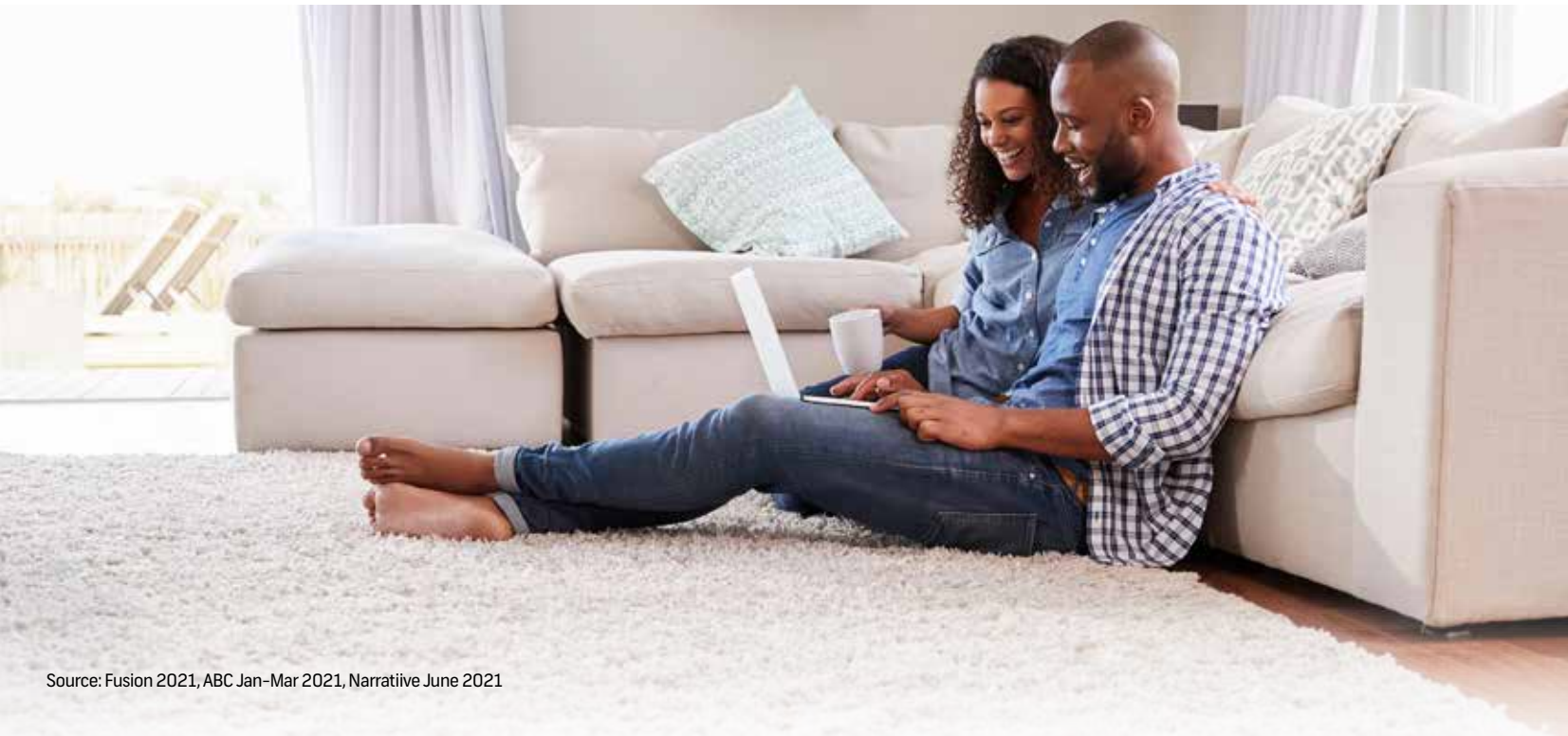
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# **SA HOME OWNER IS MORE THAN A HOME, DÉCOR AND DESIGN MAGAZINE – IT’S EVERY HOME OWNER’S GO-TO GUIDE TO MAKING THEIR DREAM HOME A REALITY.**

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: 665 000 (Fusion 2021, ABC Jan-Mar 2021, Narrative June 2021).
- 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.



“

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

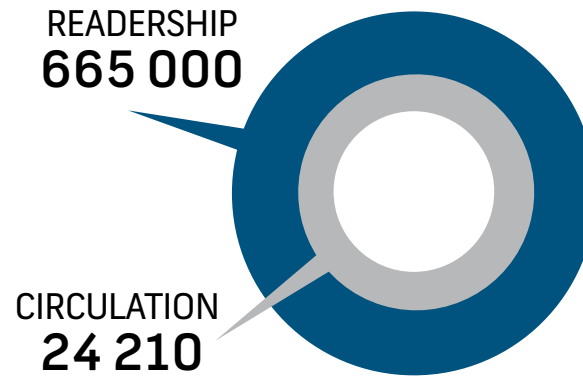
**PREDOMINANT  
READERS  
ARE BLACK,  
AND FEMALE**

**REACHING  
665 000 READERS  
ACROSS SA,  
SA HOME OWNER  
GETS YOUR  
MESSAGE OUT  
EFFECTIVELY**

**AVAILABLE IN  
EZINE TO REACH  
CONSUMERS  
DIGITALLY**

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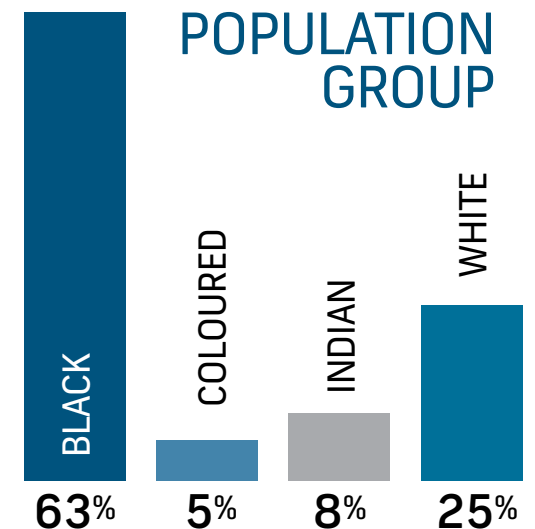
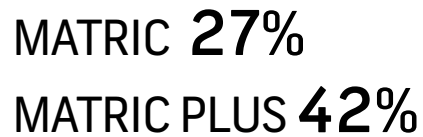
# DEMOGRAPHICS



## AGE



## EDUCATION



# RATES

SPECIAL POSITIONING	STANDARD
IFC and Page 1	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	R17 850
ASK THE EXPERT   SPECIAL POSITION	R16 800

PROPERTY SPONSORSHIP	
Double-page image	R48 300
Full-page image	R26 500
Half-page image	R13 390
Quarter-page image	R 7 500

## 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	R17 850
Third-page	R14 595
Quarter-page	R 8 400

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

Lerato Mphahlele takes a glimpse into the lives of décor and design professionals



**MUSA SHANGASE**  
COMMERCIAL DIRECTOR  
OF COROBRIK

Before joining Corobrik in 2012, he worked for PWC Consult for 19 years in human resources, sales and marketing. He was also general manager of French multinational Saint-Gobain Construction Products SA, and then managing director of African Brick. Shangase is president of the Master Builders Association North.

**What sets Corobrik products apart?**  
We are a proudly South African manufacturer of masonry, paver and concrete earth-retaining systems. We are currently building a world-class factory that will produce vast quantities of premium face bricks.

**The most frustrating aspect of my job is ...** the government's lack of implementation of the National Development Plan.

**And the most rewarding one is ...** to work for a unique South African company that produces good-quality products.

**Apart from my professional job, I'm passionate about ...** golf, followed by cycling, playing the piano, and I'm also a qualified bathroom cleaning teacher. I also love bathroom dancing competitions. I also enjoy spending time with my whole family.

**The most cherished spaces in my home are ...** the living room, where I spend time with my family.

**I draw inspiration from ...** playing my piano in my home.

**My guilty pleasure is ...** a triple-distilled Canadian whisky.

**I'm currently reading ...** *Armed and Dangerous* by Ronnie Spector. **#**





**"We are currently building a world-class factory that will produce vast quantities of premium face bricks."**

126 JULY 2020

COMPANY PROFILE

### PROMOTION

## Ask THE EXPERT

Home professionals share their insights

**WHAT IS 3D IMMERSIVE SOUND?**

**BINC TECHNOLOGY'S NICK CARIPIS HAS THE ANSWERS**

When it comes to creating the ultimate home entertainment experience, it pays to keep up with all the latest developments. And if you're looking to create a totally engaging movie-watching or music-listening environment, you need look no further than 3D immersive sound. As the sound is usually placed in front, above and all around you in the room, you'll be able to enjoy hearing all the details of what you're watching or listening to as you would in real life.

BINC Technology's managing director, Nick Caripis, says, "In simple terms, it translates to placing more speakers in the right places. This creates more of a sound bubble that transports you into the movie or concert."

He says, "Where it differs from surround sound is that 3D immersive sound includes more speakers and more layers of sound to fully complete your sound bubble. A greater number of speakers add an additional dimension of sound and bring you a greater clarity. The experience feels more real, and the music is more emotional, which is the goal in cinema."

But there's still much more to creating this experience than just buying the latest tech, as Caripis reveals. "Product is important. The same. You should choose the type of product that your budget allows. And that's because design is key here – both the technical design and interior design. It comes down to the position of the speakers, how many to put in, the angles of the speakers to the listeners, the size of the screen and the height of the screen. These all play an important role in how accurate everything will sound. I believe design is more important than product, and hiring a professional is key."

This means you're able to install a 3D immersive sound experience regardless of your current home cinema set-up. If you're starting from scratch, Caripis recommends the following for the ultimate enjoyment: "You've got to have a big screen, wall to wall. Next, I recommend one speaker minimum. Most importantly, you need to have the correct amplification to drive your speakers. And finally, you need a control system to drive your lights and all components for ease of use."

After that, Caripis adds, "Balance is the key. But I recommend creating a beautiful space with beautiful finishes that's comfortable and air-conditioned."

**BINC Technology is the sum total of more than 30 years' experience in the luxury technology market and is a specialist in design excellence and the highest levels of service. Founded in 2000 and CECA-approved, BINC Technology has been the area specialist of Nick Caripis. With Ngubane and Quentin Viner – a three-time team of experts who bring passion to the Bincor and related aspects in the design industry. Together, they continue to push the boundaries and redefine the luxury home electronics scene.**

BROUGHT TO YOU BY  
**binc technology**

Contact: 011 020 7860, sales@binctechnology.co.za, www.binctechnology.co.za

306 DECEMBER 2019/JANUARY 2020

ASK THE EXPERT

### HOME ESSENTIALS

## Home ESSENTIALS

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



**CityDesk:** Dasha's chair of drawers is functional and gives any interior space an African modern contemporary feel. [www.citydesk.co.za](http://www.citydesk.co.za)



These Shalwa Mamel ceramic bowls are decorative, yet functional. Based in Noordhoek, Cape Town, Shalwa Mamel is a South African ceramicist who has exhibited extensively throughout the country. [www.shalwamamelceramics.com](http://www.shalwamamelceramics.com)



Entertain in style with Joe Paine's Kelly Copwell dining cabinet, with a flip-up door that becomes a serving top. [www.joepaine.com](http://www.joepaine.com)



Houtlander's beautifully crafted storage unit celebrates the timeless style of dining room, giving new life to a timeless technique. Concentrated in the 1800s, this brilliant method was widely used in 19th Century furniture making. [www.houtlander.co.za](http://www.houtlander.co.za)

Being one of the leaders in acrylic furniture and homeware, Acrylo has the perfect piece to add flair to any home. [www.acrylo.co.za](http://www.acrylo.co.za)

28 NOVEMBER 2020

HOME ESSENTIALS

# DEADLINES

DEADLINES		
ISSUE	BOOKING/CANCELLATION DEADLINE	COMPLETE MATERIAL
Feb 2022	7 Dec	9 Dec
March 2022	15 Jan	22 Jan
April 2022	12 Feb	19 Feb
May 2022	12 Mar	19 Mar
June 2022	9 Apr	16 Apr
July 2022	14 May	21 May
Aug 2022	11 June	18 June
Kitchens Aug	11 June	18 June
Sept 2022	9 July	16 July
Oct 2022	13 Aug	20 Aug
Nov 2022	10 Sep	17 Sept
Dec 20/Jan 23	15 Oct	22 Oct
Trends 2023	12 Nov	19 Nov
Feb 2023	3 Dec	10 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  
PRIMARYLY 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](http://www.sahomeowner.co.za), has an average of 61 462 page views per month, and 27 435 users. SA Home Owner is supported by strong social media, with 366 751 Facebook fans, 11 040 Twitter followers and 56 070 Instagram followers. Visit [www.facebook.com/sahomeowner](http://www.facebook.com/sahomeowner), and [www.twitter.com/SAHomeOwner](http://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.



[www.sahomeowner.co.za](http://www.sahomeowner.co.za)

USERS  
27 435

PAGE  
VIEWS  
61 462



11 040  
FOLLOWERS

CLICK ON THE  
ICONS BELOW  
TO GO TO OUR  
SOCIAL MEDIA  
PAGES



366 751  
FOLLOWERS



56 070  
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 digital on [www.sahomeowner.co.za](http://www.sahomeowner.co.za)**  
Digitalorial plus Facebook post: R12 600 each

**Twitter:** Once-off tweets: R1 000 each

**Instagram:** Once-off tweets: R2 500 each

CLICK HERE  
TO SEE AN  
EXAMPLE OF A  
DIGITORIAL

## 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.

To see terms and conditions, please visit [www.sahomeowner.co.za](http://www.sahomeowner.co.za) \* Rates exclude VAT

# SUPPLEMENTS



## PROPERTY SUPPLEMENT

Inserted into *Business Day* newspaper



## KITCHENS AND BATHROOMS SUPPLEMENT

With the August issue of *SA Home Owner* magazine



## HOME AND DÉCOR TRENDS SUPPLEMENT

Stand-alone magazine published once a year



Contact Monique Rankine on 083 608 2331 or email [moniquer@sahomeowner.co.za](mailto:moniquer@sahomeowner.co.za) for further details and rates

# SPECIAL SECTIONS

## SUPPLIERS GUIDE SPECIAL SECTION – OCTOBER ISSUE

### The SA Home Owner SUPPLIERS GUIDE 2020

Whether you're embarking on a new build or just looking to take your home to the next level, there are the décor and design experts to have on hand from start to finish.

SECTION 1  
PLANNING YOUR HOME

SECTION 2  
THE BUILD

SECTION 3  
SETTLING IN

SECTION 4  
TAKING IT OUTSIDE

**SECTION 1**  
PLANNING YOUR HOME  
Meet the architects, contractors and home security experts to get you started and lay a solid foundation for a successful build or renovation.

**SECTION 2**  
THE BUILD  
Every home needs good bones, and that's where the skilled craftsmanship from kitchen, bathroom, flooring, hardware and home quality specialists comes in.

**SECTION 3**  
SETTLING IN  
No detail is too small when it comes to transforming your house into a home. These are the experts in furniture, fixtures, window and wall treatments to guide you.

**SECTION 4**  
TAKING IT OUTSIDE  
Maximise your outdoor experience, and create a great first impression in the process, with the best in pool covers and paving.

**PLANNING YOUR HOME. IT STARTS HERE**

**ACUTE INNOVATION SA**  
Acute Innovation SA is a comprehensively obsessed with detail and believes that good design requires an like collaboration as possible with a team of multidisciplinary professionals. The practice works closely with their clients, designers, architects and interior designers to bring their vision and styling needs. The practice develops each project in detail from the idea to final realisation, resulting in high quality products that always reflect the client's needs. Acute Innovation keeps it simple yet fantastically sophisticated, making sure the belief that less is always more.

**CONTACT:**  
011 291 2900  
info@acuteinnovationsa.co.za  
www.acuteinnovationsa.co.za

**AXO STUDIO**  
When a client approaches AXO Studio to design their dream home, they benefit from 20 years' worth of experience in the industry, designing luxury homes across South Africa and the continent. All AXO Studio designs are contemporary and incorporate the latest materials, whether it's with regards to technology, home automation and lighting or energy efficiency and air quality solutions. The complete design homes that make a bold statement while reflecting each client's personality.

**CONTACT:**  
022 638 8841  
info@axostudio.co.za  
www.axo.co.za

**BNC TECHNOLOGY**  
An award-winning, family design house established in 2008, BNC Technology is a premium home cinema concept. BNC Technology designs advanced spaces for the discerning home owner who appreciates integrated living. The tech collector includes home cinema, outdoor entertainment, home automation and integrated security. Built on a commitment to design with superior residence as a cornerstone of its service, BNC Technology facilitates an enhanced lifestyle by automating and integrating every aspect of a client's lifestyle.

**CONTACT:**  
011 021 7922  
info@bnctechnology.co.za  
www.bnctechnology.co.za

**CINEMA ARCHITECTS**  
Cinema Architects, with 30 years of experience, but with a difference. Technology and digital systems evolve at an exponential pace and to keep up with the latest trends, the company invests in the development and training of its staff. Cinema Architects frequently returns to the drawing board to push the boundaries of sound, video, and technology. Finally, after pioneering efforts, Cinema Architects achieved their goal of winning a CEDIA International award for the Best Home Cinema.

**CONTACT:**  
016 100 7002  
info@cinema.co.za  
www.cinema.co.za

## ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE

### ARCHITECTS & INTERIOR DESIGNERS



### TASK Interior Styling

A design studio that values innovation through collaboration to create spaces cherished globally.

**MALLILANGA**  
FOUNDER AND CREATIVE DIRECTOR

Task Interior Styling is a boutique award-winning interior design studio based out of a love for beautiful objects, beautiful design, and a love for beautiful people. The studio is a collaborative space where designers and interior professionals work together to create spaces that are both functional and beautiful.

**M**y love of travelling inspired me to become an interior designer. Having had the privilege of seeing many different corners of the world, I am always amazed at the variety the human race has to offer.

**D**ifferent cultures and people opened my eyes to beauty I had never considered. I had long been inquisitive about the unique styles of interior from all over the globe and then adding an African twist to it, that something which gives it weight.

**W**hat I love most about this profession is my first interaction with a client, where I get to interact and interpret their personality. I love taking the ideas we collect at a briefing session or a site visit and then translating it with my team to come up with a brilliant design.

**I**ndeed an interior stylist needs to establish an intimate connection with their clients to bring their vision to life. This involves everything from understanding their thinking, what they like and dislike, to other passions from aesthetically.

**W**hen I started, I was operating mostly on my own, I soon realised I needed to pursue this path, and the work I created was beautiful. However, as time progressed, I realised how important creating with a team is, and what a difference that just can make in a creative project.

**M**y design philosophy has adapted to one of innovation through collaboration both internally and externally. Now that I collaborate with a team of highly qualified designers and professionals from other creative spheres, my work has benefited and grown more efficient. I never underestimate any of my partners' opinions.

**I** never forget to acknowledge the power that greenery has. Plants do not merely look pretty, they also bring value and all the tranquility and healing power of the nature world right into your living working spaces.

**TASK**  
INTERIOR STYLING  
ESTABLISHED 2016

**CONTACT:** 010 801 8726, 011 317 9851,  
info@taskinteriorstyling.com, www.taskinteriorstyling.com

## HOME AUTOMATION SPECIAL SECTION – MAY ISSUE

### HOME AUTOMATION AND SECURITY

**FROM THE EDITOR**

It's that time of year again when we bring you the latest trends in your smart home, and this includes a look at how you can make your home more secure with the touch of a button. When you're looking for smart home solutions, there are a lot of options to choose from. In this special section, we look at the most advanced in your smart home. Find out whether investing in smart home solutions is worth the cost. In this special section, we look at the most advanced in your smart home. Find out whether investing in smart home solutions is worth the cost.

**CONTENTS**

- 180 MUSIC STREAMING & SOUND
- 182 HOME SECURITY SOLUTIONS
- 186 HOME THEATRES & ENTERTAINMENT
- 190 INTERNET & FIBRE
- 193 ASK THE TECH EXPERT
- 194 ARTIFICIAL INTELLIGENCE & SMART APPLIANCES

### MUSIC TO YOUR EARS

Music is food for the soul. Feed yours with speakers of all shapes, sizes and smart, writes **Kate Ferreira**.

**W**hether you're after surround sound or creating a custom mood in each room, music and streaming technology has advanced dramatically, and there's a plethora of speaker systems on the market – from small to large-scale, which is super to watch.

**DYNAMITE IN SMALL PACKAGES**  
Smart-home music, but the best in speakers is getting smarter and smaller, meaning that the "cheap and cheerful" speakers are producing better sound than their "big price" counterparts. The sound quality leaves little to be desired," says Thomassen's Valentin Hubner, "and not necessarily as looking to create a multi-channel immersive audio experience."

**SERVING SOUND**  
"With the growing use of smart speakers, the sound quality leaves little to be desired," says Thomassen's Valentin Hubner, "and not necessarily as looking to create a multi-channel immersive audio experience."

**COMBINING FORCES**  
According to the company, Facebook was chosen to partner with two loudspeakers, a three-dimensional soundstage of width, height and depth is created. With the majority of speakers, this simply does not exist.

**THE BIG DADDY**  
If you're looking to upgrade on sound systems, you can go big – installing a system "custom" for your precise needs, by experts like Cinema Architects – or small. One of the top global retail sound brands is those who have a range covering everything from "invisible" ceiling speakers to rugged outdoor ones. First-time installers or online at www.soundrooms.co.za

**With thanks to AV Experts, Bang & Olufsen, Cinema Architects and Remonster.**

## SPECIFIC AREA FEATURES

### NEXT LEVEL KRAMERVILLE

JOBURG'S HOTTEST DÉCOR AND DESIGN DISTRICT HAS GROWN IN THE PAST YEAR – THIS GUIDE WILL POINT YOU IN THE RIGHT DIRECTION



### 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 Porsena, with pride and confidence. EuroCasa products are of the highest quality and the company's loyal repeat customers are testament to this. The EuroCasa showroom in Kramerville offers a stylish and welcoming environment with products and conceptual settings that speak for themselves. This year, EuroCasa proudly launched its new wardrobe, linens and accessories as well as glass options for both kitchens and wardrobes. These furnishings created great excitement in both the market and for the designers and architects the company works with.

**EUROCASA**

**CONTACT:**  
011 084 2271  
info@eurocasa.co.za  
www.eurocasa.co.za