

SOUTH AFRICAN

INFORMED • INNOVATIVE • INSPIRED

HOME OWNER

WELCOME HOME

RATES 2023

“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

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



# 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 110 000 page views per month, and 26 000 users. SA Home Owner is supported by strong social media, with 414 247 Facebook fans, 12 550 Twitter followers, 15 693 newsletter subscribers and 62 535 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  
26 000

PAGE  
VIEWS  
110 000



12 550  
FOLLOWERS

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



414 247  
FOLLOWERS



62 535  
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

## SOCIAL MEDIA

Facebook post linked to a digital on [www.sahomeowner.co.za](http://www.sahomeowner.co.za)

Digital plus Facebook post: R12 600 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: 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.

## VIDEO INTERVIEW

CLICK HERE  
TO WATCH AN  
EXAMPLE OF THE  
ONE-ON-ONE  
VIDEO CONCEPT

RATE: R18 000



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