

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.



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.



Source: Fusion 2021, ABC Jan-Mar 2021, Narrative June 2021

“

AVERAGE READER
AGE OF 39
WITH HIGH
EXPENDABLE
INCOME

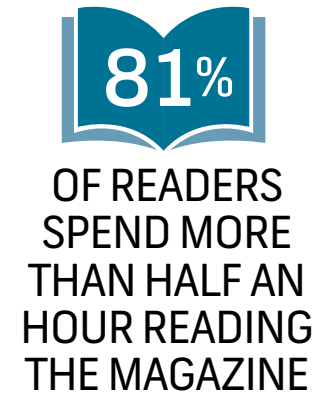
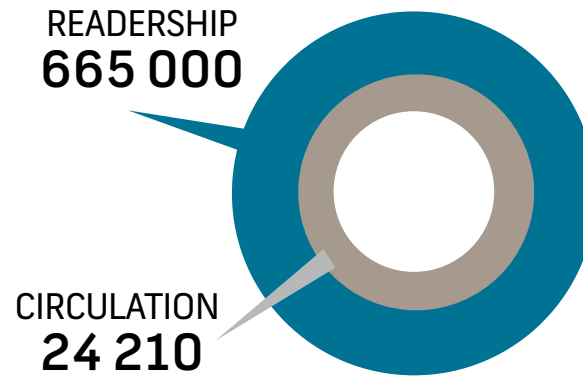
PREDOMINANT
READERS
ARE BLACK,
AND FEMALE

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

AVAILABLE IN
EZINE TO REACH
CONSUMERS
DIGITALLY

”

DEMOGRAPHICS



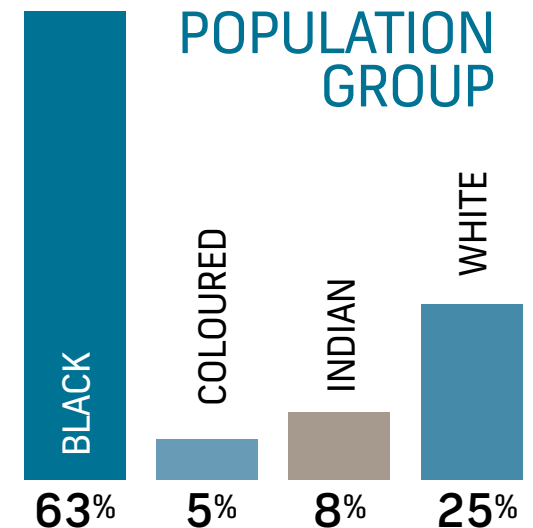
AGE



EDUCATION

MATRIC 27%
MATRIC PLUS 42%

POPULATION GROUP



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 |

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 | R14 000 |
| Third-page | R12 000 |
| Quarter-page | R 6 500 |

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.

| ADVERTORIALS* | |
|-----------------------------------|---------|
| Double-page | R42 000 |
| Full-page | R27 300 |
| Half-page | R14 000 |
| ASK THE EXPERT SPECIAL POSITION | R16 800 |

| PROPERTY SPONSORSHIP | |
|----------------------|---------|
| Double-page image | R28 000 |
| Full-page image | R19 000 |
| Half-page image | R12 000 |
| Quarter-page image | R7 500 |

PROMOTION

Ask THE EXPERT

Home professionals share their insights

HOW TO SELECT THE PERFECT PAINT COLOUR AND WHAT TO AVOID

DULUX COLOUR PROJECTS DESIGNER SSA PALESA RAMAISA UNPACKS THE LATEST INTERIOR AND EXTERIOR COLOUR TRENDS

Dulux is one of South Africa's most loved paint brands. Headquartered in Amsterdam, the Netherlands, we are consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, our 50 000 people around the world are committed to delivering leading products and technologies to meet the growing demands of our fast-changing world.

What makes Dulux paint so popular? Inside every can of paint is inspiration, innovation, and the passion to empower people to make their lives easier. We invest in research, development and innovation to ensure that consumers get world-class quality. We have recently launched Dulux Luminous Silk, enhanced with Silver Ion technology, which helps promote a more hygienic environment as consumers beautify their homes with a splash of paint and bring colour into their lives.

Which paint colours are currently trending and why? We have seen a huge increase in the comeback of warm, light milky neutrals and off-whites. While the focus over the past few years has been cool greys, we can finally assume that people have regained this trend, especially saturated greys with blue undertones. We are returning to warm, cosy, fresh interiors with several natural earthy finishes such as wood, neutral tones, weathered ceramics and clay hues. This applies to both interiors and exteriors, with consumers longing for exterior hues that seamlessly blend with their landscapes. We are more forgiving if a grey has a warm earthy, slightly green undertone.

What is the rule of thumb when selecting the perfect colour for one's home? Make sure that you take note of the shades that already exist in the space. It is easier to paint the walls than purchase a new couch, for example. The fixed furniture and floors should inspire the shade you select. If you are aiming for a balanced interior, you should select complementary colours that give the interior a layered look.

What are some of the most common mistakes home owners make when wanting to update their interiors? Underones can throw off people looking to update their spaces – it is important to note the undertone of a colour. I would recommend purchasing the Dulux Colour Tester bases that come in 250ml. This way, you can lift and try out the colour before committing to larger pack sizes. Make sure that you paint a sample of the colour near a window and in a corner of the room that doesn't get much light. Once you have done this, you will see the true colour under different lighting conditions, including artificial light in the evenings.

Dulux is the South African consumer paint brand from AkzoNobel, a leading global paint and coatings manufacturer and a major producer of specialty chemicals. AkzoNobel supplies industries and consumers worldwide with innovative products and a passionate focus on developing sustainable solutions for its customers. The company's portfolio includes well-known brands such as Dulux, Sikkens, International and Dux.

BROUGHT TO YOU BY

CONTACTS:
www.dulux.co.za/Feedback | www.instagram.com/duluxsa/

SEPTEMBER 2023 185

Face TO FACE

Kelebogile Nondzaba explores the lives of décor and design professionals

DONOVAN GOTTSMANN DIRECTOR OF GOTTSMANN ARCHITECTS

Formed from architecture, design and a desire to design beautiful spaces, Gottsmann Architects is a multidisciplinary architectural firm practising in several geographic regions. Donovan Gottsmann has completed projects across Southern Africa through to Zambia, Tanzania, Mexico, and Saudi Arabia. Gottsmann Architects specialises in innovative design solutions in both the residential and hospitality industry.

What sets your work/products apart from the rest? Creativity, professionalism, and the ability to execute.

What is the most rewarding aspect of your job? Seeing the design come together and reveal itself in its final form. It is very rewarding to help design a client's dream space and see their dreams become a reality.

Apartment from my profession, I am passionate about ... The outdoors, my family and design in general.

The most cherished space in my home is ... My study, it's the place where I am most creative.

What advice would you give to your younger self? Take it slow and don't rush; it is about the process, not the destination.

I draw inspiration from ... Nature and the world around us. Each site is so unique you have to design in context, and complement the beauty already there.

My most treasured possessions are ... Time – it's limited and goes by so fast.

What travel destination is on your bucket list? New York.

My guilty pleasure is ... Going on a road trip. It allows me to process and sort out my thoughts and find new motivation.

SEPTEMBER 2023 189

COMPANY PROFILE

HOME ESSENTIALS

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

Chiffonry's Dasha's chest of drawers is functional and gives any interior space an African modern contemporary feel. www.chiffonrydesign.com

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

Entertain in style with Joa Palma's Kelly Caswell's dining cabinet, with a flip-up door that becomes a serving top. www.joapalma.com

Houtlander's beautifully crafted storage unit celebrates the timeless style of the 1950s, giving new life to a timeless technique. Conceptualised in the 1950s, this cabinet method was widely used in Mid-Century furniture making. www.houtlander.co.za

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

28 NOVEMBER 2023

HOME ESSENTIALS

DEADLINES

| DEADLINES | | |
|---------------|-------------------------------|-------------------|
| ISSUE | BOOKING/CANCELLATION DEADLINE | COMPLETE MATERIAL |
| Feb 2023 | 2 Dec | 9 Dec |
| March 2023 | 13 Jan | 24 Jan |
| April 2023 | 10 Feb | 22 Feb |
| May 2023 | 10 Mar | 22 Mar |
| June 2023 | 6 Apr | 26 Apr |
| July 2023 | 12 May | 24 May |
| Aug 2023 | 9 June | 21 June |
| Kitchens Aug | 9 June | 21 June |
| Sept 2023 | 7 July | 26 July |
| Oct 2023 | 11 Aug | 23 Aug |
| Nov 2023 | 8 Sep | 27 Sept |
| Dec 22/Jan 24 | 13 Oct | 25 Oct |
| Trends 2024 | 10 Nov | 22 Nov |
| Feb 2024 | 1 Dec | 8 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
PRIMARILY READ
TO GET IDEAS
FOR RENOVATING
AND DECORATING
YOUR HOME.”**

SUPPLEMENTS



HOME AND DECOR TRENDS SUPPLEMENT

Stand-alone magazine published once a year



Contact Claire Morgan email: clairem@sahomeowner.co.za for further details and rates

SPECIAL SECTIONS

SUPPLIERS GUIDE SPECIAL SECTION – OCTOBER ISSUE

HOME OWNER

SUPPLIERS GUIDE 2022

SECTION 1
PLANNING YOUR HOME. IT STARTS HERE

We present our annual suppliers guide of décor and design experts to turn your property into a sanctuary.

| SECTION 1 | SECTION 2 | SECTION 3 | SECTION 4 |
|--|---|--|---|
| PLANNING YOUR HOME Get up to planning. Our ahead with essential insight from the experts in the industry for a solid foundation. | THE BUILD For a seamless build, sound advice and workmanship go with from the design to flooring, here's a hand-up of industry specialists. | SETTLING IN Turn a residential property into your home by adding your personal touch. Shop everything from curtains and blinds to furniture and fireplaces right here. | TAKING IT OUTSIDE From outdoor furniture to patio furniture, we've covered all at home through our selection of suppliers and retailers for all your outdoor needs. |

CONTROL4 SMART HOME
Forget to close the garage door? Control4 will handle it for you before you even notice. 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 world. With one touch, dim the lights, stream high-resolution music, turn up the heat, lock the doors, even the security system or check on your home, whenever you like. That's our smart home ecosystem in Kramerville, JHB or Cape Town and all around. You'll wonder how you ever lived without it.

CONTACT
011 781 8887
info@control4.co.za
www.control4.co.za

SUPPLIERS GUIDE 2022 PLANNING YOUR HOME. IT STARTS HERE

SECTION 1
PLANNING YOUR HOME. IT STARTS HERE

BNC TECHNOLOGY
BNC Technology is an international, multi-award-winning company specialising in the design and implementation of bespoke home cinema and home automation. The team at BNC Technology is passionate about detail and their goal is to perfect every single aspect of what they do with great pride and authenticity, and a culture of being at the head of the trend curve while maintaining classic, chic solutions. Experience absolute luxury with state-of-the-art technology that makes you never want to leave your home.

CONTACT
011 552 7862
sales@bnctechnology.co.za
www.bnctechnology.co.za

DA ROCHA ATELIER
As an in-house interior designer and stylist at Da Rocha Interiors, Daniela da Rocha specialises in high-end residential projects, offering her clients a full turnkey solution - with the emphasis on quality, genuine craftsmanship and timeless design. Her clients are not just looking for a place to live, they are looking for a place to live in. Her clients are not just looking for a place to live, they are looking for a place to live in. Her clients are not just looking for a place to live, they are looking for a place to live in.

CONTACT
011 552 7862
darochoa@darocha.co.za
www.darocha.co.za

ARCHITECTS & INTERIORS SPECIAL SECTION – JUNE ISSUE

SPECIAL SECTION

ARCHITECTS & INTERIOR DESIGNERS

Think Design Studio
A creative design studio that aspires to create that which will inspire

QEFATE LEROITHOLI
FOUNDER AND DIRECTOR

Think Design Studio comprises a diverse team of creative, design and architectural professionals with an endless array of knowledge to their respective fields. The firm prides itself on designing through providing and visually engaging results.

What inspired you to become an architect? I am, by nature, a very curious person and acquired an interest in how things are conceptualised and developed. It all started at a young age at home when my father - a structural engineer - inspired me to the construction industry. My choice of architecture emanated from this.

How has your design philosophy evolved in your career? I have been exposed to the industry for about 16 years. School and the various firms I worked at have contributed valuable tools to what I call my adaptive design philosophy. With my understanding of history and the modern world including the fourth industrial revolution, I consciously adapt to new trends. In so doing, I maintain the valuable principles enshrined in the history of architecture. The recent global pandemic caused a huge mindset shift, a great void that forced us to think out of our comfort zones and come up with new and innovative ideas and solutions.

Good architectural design - is a lot like clear thinking made real - Edward Tufte. We believe that good design breeds positivity and good business, whereas bad design does the opposite. Good aesthetics and functionality together create an experience that echoes good design, and that design reflects the experience.

How do you feel about the future of South African residential architecture? Smart is the future of our soil.

CONTACT
011 552 7862
info@thinkdesignstudio.co.za
www.thinkdesignstudio.co.za
Instagram: @thinkdesignstudio

HOME AUTOMATION SPECIAL SECTION – MAY ISSUE

HOME AUTOMATION AND SECURITY SPECIAL SECTION

FROM THE EDITOR

More people than ever before are looking up with today's home automation and security solutions. They're looking for ways to make their homes safer, more secure and more comfortable. As the world's leading provider of home automation and security solutions, we're proud to be the first to bring you this special section. It's the only place you'll find all the latest news, tips and tricks for making your home smarter and safer. So, if you're looking for ways to make your home smarter and safer, this is the place to go. It's the only place you'll find all the latest news, tips and tricks for making your home smarter and safer. So, if you're looking for ways to make your home smarter and safer, this is the place to go.

There's more to life - enjoy!

Kelvin Mkhondo

CONTENTS

172 HOME CINEMA ENTERTAINMENT
Richard Dickinson

175 TECH GADGETS
Simple and smart

178 HOME SECURITY SOLUTIONS
Smarter protection for your home

180 POWER COUPLES
All smart appliances

183 ASK THE EXPERT
Baron Huisman - Control4

184 CLOVER CONNECTIONS
All smart appliances

186 SURROUND SOUND
Music streaming

AI & SMART APPLIANCES

POWER COUPLE

The combination of artificial intelligence and our day-to-day appliances is becoming mind-blowing, writes the magnificent Mkhondo

The integration of artificial intelligence (AI) into our household appliances has moved into the spotlight with great speed. Consumers are embracing the affordability, the remarkable day-to-day advantages and ease of use while also appreciating the benefits to the environment.

OVEN-READY

Carly DA marketing coordinator, Paga Callison, says embracing products with AI and Bluetooth compatibility is about operating, controlling and monitoring these services using your mobile device. There are many options, but she says, using the Carly smart oven with your own means. "You can choose among more than 200 automatic recipes, also can talk to your oven when your hands are busy and control it remotely when you're home."

Apps also give you access to a comprehensive report on your appliance's performance and energy usage and suggestions on how to improve this. "Appliances will do an extensive check-up if all the components to determine the working status, offering helpful tips to support you in fixing minor issues quickly."

She says the Carly's RapidIQ washing machine will "report the appliance cycle to save water and electricity for that particular load of washing."

"It can even detect if you're using the correct amount of detergent. Snap an image of your load of washing and the washing machine will detect the size of the load, the level of soil and type of fabric and then set itself to the appropriate washing cycle."

SPECIFIC AREA FEATURES

NEXT-LEVEL KRAMERVILLE

WE BRING YOU JOHANNESBURG'S HOTTEST DECOR AND DESIGN DISTRICT. THIS GUIDE WILL POINT YOU IN THE RIGHT DIRECTION.

EUROCASA JOHANNESBURG
A FAMILY-RUN LEGACY

KRAMERVILLE

EUROCASA has been in the kitchen, wardrobe and furniture business for over 21 years, representing iconic brands, Faber Casa and Rossmore, with pride and confidence. EuroCasa products are of the highest quality and the company's loyal repeat customers are testimony to this. The EuroCasa showroom in Kramerville offers a stylish and welcoming environment with products and consultative services that speak for themselves. This year, EuroCasa proudly launched its new wardrobe line and accessories as well as glass options for both kitchens and wardrobes. These handcrafted created great excitement in both the market and for the designers and architects the company works with.

CONTACT
011 552 7862
info@eurocasa.co.za
www.eurocasa.co.za