

HOME WEEKLY

Sunday Times

home

MERVYN GER'S SUNDAY INSPIRATION | MEET FLAUNT CONCEPTS | REFRESH YOUR HOME



CREATIVE HEMISPHERES

This beautiful range of lighting, designed by Richard Meier for Moooi, features a dynamic combination of design and the use of natural materials, creating an unusual play of light and shadow. The pendant is a perfect addition to a large space, which allows the light to reach its full potential. The wooden segments are a unique design element that create a changing effect when the light is switched on. <http://www.hemisphere.co.za>



Product Overview

A tabloid-sized weekly supplement in the Sunday Times every week, Home Weekly is inspiring, highly visual and above all, instructive. South Africans want homes that are warm, inviting and beautiful... places where family and friends can't wait to gather. At Home Weekly we show our readers how to create these spaces by bringing them the best décor, design, garden and home-improvement advice. Once inside, expect beautiful featured homes, décor inspiration and the newest, most covetable furniture and décor items selected from a wide range of local homeware stores. These spaces and ideas are aspirational but always accessible, so whether readers are design aficionados or simply in search of some practical, cost-effective ideas, Home Weekly is right up their street. The substantial property section includes our pick of the top five properties currently on sale across the country, as well as a weekly focus on a specific suburb in one of SA's major centres. Home Weekly is an informative, upbeat and attractive publication, with some of the country's top décor, property, design, garden and home improvement experts being regular contributors. Each issue has an overriding theme which keeps the supplement relevant and engaging.

- **Readership: 1,877,000**
- **Circulation: 278,610**
- **Advertising Rates: R123,552.00 (39 x 8 FP FC) – CPT of R65.82**
- **Demographics:**
 - **Average HH income – R24,968** (vs. R12,267 national average)
 - **Average Age – 40**
 - **Three in four readers are in LSM 7-10**
 - **Four in five have a matric or tertiary qualification**
- **Psychographics:** Readers of the Sunday Times supplement feel their homes express who they are. To them, home is a comforting place full of memories. Proud about their living space, they aspire to own better things, and are willing to pay extra for quality goods. They manage their finances well. Purchase decisions are carefully deliberated. They feel that advertising is a useful source when deciding where to buy, and are likely to try new brands they have seen advertised. Our readers are diligent, organised, optimistic and happy to be living in South Africa.

SOURCE: AMPS 2015AB; TGISA; ABC Jul-Sep 2016

For rates go to www.TMAdroom.co.za