

SOUTH AFRICAN

HOME

INFORMED • INNOVATIVE • INSPIRED

OWNER

WELCOME HOME



RATES 2019



WELCOME HOME!
 SA HOME OWNER IS PACKED WITH INSPIRING HOME AND DECOR CONTENT.

FEMALE
55%

MALE
45%



GENDER

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

With 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.

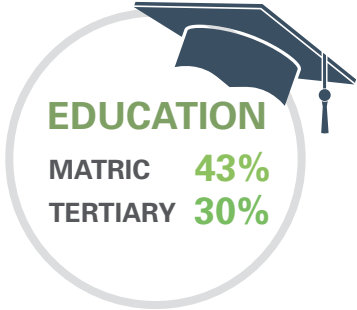
BENEFITS OF ADVERTISING WITH SA HOME OWNER:

- Readership: 346 000 (PAMS 2017-AIR Print)
- 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.



READERSHIP
346 000

CIRCULATION
32 488



EDUCATION
MATRIC 43%
TERTIARY 30%

Source: PAMS 2017-AIR Print, ABCs April-June 2018



DEMOGRAPHICS

9 OUT OF **10**

**READERS ARE DECISION
MAKERS IN THEIR HOMES
& OWN THEIR OWN HOMES**

USED FOR INSPIRATION AND IDEAS
ON BUILDING, RENOVATING,
PLANNING, DECORATING

**MANY READERS KEEP THEIR
MAGAZINES FOR FUTURE REFERENCE**

Readers are technologically savvy
and highly educated



**AVERAGE HOUSEHOLD
INCOME R70 727**

**AVERAGE PERSONAL
INCOME R56 621**

**AVERAGE READER AGE OF 38 WITH
HIGH EXPENDABLE INCOME**

Predominant readers are black,
and female

**REACHING 346 000 READERS
ACROSS SA, SAHO GETS YOUR
MESSAGE OUT EFFECTIVELY**

{ AVAILABLE IN EZINE
TO REACH CONSUMERS
DIGITALLY }

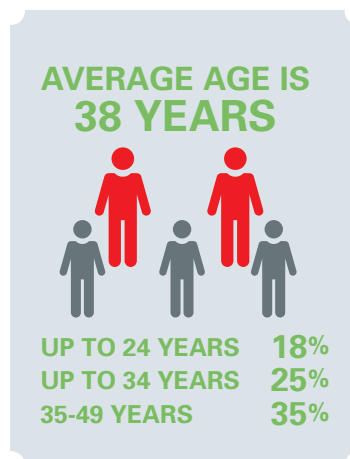
**CONNECTS WITH READERS ON A
PERSONAL LEVEL**



ADVERTORIALS*

Double-page	R65 625
Full-page	R34 440
Half-page	R24 570

ASK THE EXPERT | SPECIAL POSITION R16 000



SPECIAL POSITIONING

STANDARD

IFC and Page 1	R86 520
First DPS	R83 100
Second DPS	R79 400
Opposite Contents LHP	R43 700
Opposite Editors Letter	R43 700
Alongside Company Profile RHP	R31 100
Opposite Credits Page	R31 100
Opposite Home Essentials LHP	R41 400
IBC	R45 400
OBC	R45 400

SPECIAL RATES ON REQUEST:

Gate Folds; Split Covers; Perforations; Glueing; Bagging; Sampling; Bookmarks.

Contact the Sales Manager for rates.

ADVERTISEMENTS

STANDARD

Double-page Spread	R71 000
Full-page	R37 200
Half-page	R26 300
Third-page	R 7 800
Classified	R 9 400

Advertorials are quoted rates less 10%

*Early settlement discounts apply. Above rates exclude VAT. Please visit our website for full terms and conditions.

PROPERTY SPONSORSHIP

Double-page image	R46 900
Full-page image	R25 700
Half-page	R13 000
Quarter-page	R 7 300

79% OWN THEIR OWN HOME

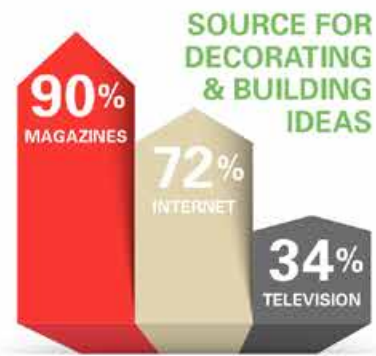
LOYAL READERS!

75% KEEP/FILE IT FOR FUTURE REFERENCE
 47% NEVER MISS AN ISSUE OF SAHO

Source: PAMS 2017-AIR Print, ABCs April-June 2018

DEADLINES

Issue	Booking/Cancellation deadline	Complete material
Feb	28 Nov	5 Dec
March	16 Jan	23 Jan
April	13 Feb	20 Feb
May	20 Mar	27 Mar
June	17 Apr	24 Apr
July	15 May	22 May
Aug	12 June	19 June
Sep	17 July	24 July
Oct	15 Aug	21 Aug
Nov	11 Sep	25 Sep
Dec/Jan	9 Oct	23 Oct
Trends 2020	6 Nov	13 Nov



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	With bleed	Type area
Double page	275(h) x 420(w)mm	5mm around (20mm gutter)	250(h) x 390(w)mm
Full page	275(h) x 210(w)mm	5mm around	250(h) x 180(w)mm
Half page (horiz)	120(h) x 180(w)mm	none	none
Half page (vert)	260(h) x 85(w)mm	none	none
Third page (hor)	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



TERMS OF ACCEPTANCE

1. The advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by Tiso Blackstar (Pty) Ltd (*TBG*) and further agrees that it shall be bound by the provisions of TBG's Rate Card (*the Rate Card*) for the publication in question as it pertains to all matters set out therein, including but not limited to the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellation deadlines, and cancellation conditions.
2. All copy for advertisements/advertorials is subject to the approval of TBG, who also reserves the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorials.
3. No responsibility will be accepted by TBG for loss arising from typographical or other errors. TBG's responsibility is limited to industry standard scanning and printing quality. TBG is not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instructions, should an error have occurred.
4. It is an advertiser's responsibility to supply material suitable for space bookings by TBG's copy deadlines as set out in the Rate Card for the publication in question. If copy is not forthcoming, TBG has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertiser.
5. TBG accepts no responsibility for incorrect material supplied.
6. TBG shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
7. TBG will use its best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of their failure to do so and any failure in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. TBG shall be exempt from any liability arising from force majeure or where performance of its obligations is prevented by circumstances outside its control.
8. While an enquiry service number may be supplied, this in no way forms part of the contract. TBG is not responsible for an omission of an enquiry number, nor the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
9. Whilst every effort will be made to place advertisements/advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the Editor. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question, otherwise no guarantees will be given.
10. Verbal cancellation will not be valid; only a written cancellation confirmed by TBG will serve as notice.
11. Series rates quoted apply only to firm orders, and insertions must be taken up within a 12 (twelve) month period unless otherwise arranged. Where the number of insertions does not justify the series rate a surcharge will be made. Series rates are subject to rate increases which may be announced from time to time.
12. Should TBG agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all TBG's production costs will be for the account of the advertiser as per TBG's advertiser service rates. This includes all photography and layout expenses.
13. All amounts payable are due simultaneously with the confirmation of order, save where TBG has approved, in writing, an account for the advertiser, in which event:
 - 13.1. Payment is required within 30 (thirty) days from date of statement, unless otherwise agreed in writing;
 - 13.2. TBG reserves the right to suspend services if payment is not received on due date;
 - 13.3. Nothing herein contained shall be interpreted as obliging TBG to afford the advertiser any indulgence to effect payment after due date;
 - 13.4. All overdue accounts will bear interest, at an interest rate being, if the National Credit Act, 2005 (*NCA*) applies to this agreement, the maximum permitted interest rate as determined by the NCA or any regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be, the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;
 - 13.5. In the event of TBG instructing its attorneys to collect any amounts, all legal fees and collection charges, determined as the maximum permitted fees and charges in terms of the NCA and its regulations, if the National Credit Act, 2005 (*NCA*) applied to this agreement, or otherwise a collection commission of 20% (twenty percent) of the amount outstanding, tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.
14. Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
15. A certificate under the hand of any director, manager or accountant of TBG whose valid appointment need not be proved by TBG, in respect of any indebtedness of the advertiser to TBG or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the advertiser's indebtedness to TBG and prima facie evidence of such other fact, and prima facie evidence of the services rendered, for inter alia the purpose of summary judgment.
16. In all cases where the advertiser uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the advertiser.
17. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with and shall bind himself/herself to the provisions of these Terms of Acceptance, mutatis mutandis.
18. The advertiser agrees that these Terms of Acceptance constitute a valid contract with TBG and certifies that all information given herein by him/her/it to the representative of TBG is true and correct.
19. The agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. TBG is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude TBG at its own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the advertiser.
20. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by TBG, and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
21. No concession, latitude or indulgence allowed by TBG to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.
22. In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.



A Tiso Blackstar Group Brand