

SOUTH AFRICAN  
**HOME OWNER**

# ART

## ART@Home

- Art fairs and virtual events
- Investment, auctions and more
- Online gallery and exhibition round up

**ART**, now distributed with *SA Home Owner* magazine will be available in retail stores such as Woolworths, Pick n Pay, Spar, etc nationwide.

**PRINT RUN:  
28 000 COPIES**

An e-zine of **SA Home Owner Art** will be made available and hosted on *SA Home Owner's* website, its social media pages (Facebook, Twitter and LinkedIn), as well as [businessmediamags.co.za](http://businessmediamags.co.za)

### STATS

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

**Readership:** 346 000  
(PAMS 2017-AIR Print)  
**Users:** 27 686  
**Page views:** 63 848  
**Facebook:** 317 870  
**Twitter:** 9 801  
**Instagram:** 40 006

### ADVERTISING CONTACT DETAILS

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PROJECT MANAGER  
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## ADVERTISING RATES AND SPECIFICATIONS

All rates excl VAT and agency commission

FORMAT	RATES
Full Page in run of magazine	R18 000
DPS in run of magazine	R30 000
Half page	R10 000
Quarter page	R5 000
Inside front cover	R22 000
Inside front cover DPS + logo	R45 000
Outside back cover	R25 500
Inside back cover	R20 000
Opposite credits/editorial commentary	R21 000

FORMAT	RATES
<b>EARMARK</b> (triangle on left or right at top or bottom of page corners)	R8 500
<b>ISLAND AD'S</b> (advert's placed in centre of content page)	R9 000
<b>DPS BORDER WRAPS</b> (bordering a DPS contents page)	R17 100

### CUSTOMISED DIGIMAGS RATES

Customised client digimag's available. Client to supply their own curated content and images or finished material. All customised client digimag's are solely for the clients own distribution networks.

**4-page client digimag:** R5 000  
**8-page client digimag:** R10 000

### PACKAGED PROFILES RATE

**3-Page profile:** R45 000, **4-Page profile:** R55 000

## Material specifications

FORMAT	TRIM SIZE	BLEED AREA	TYPE AREA
Double page	470mm(w) x 297(h)mm	5mm around (20mm gutter)	20mm from trim
Full page	235mm(w) x 297(h)mm	5mm around	20mm from trim
Half page (horizontal)	225mm(w) x 138(h)mm	none	none
Half page (vertical)	107mm(w) x 287(h)mm	none	none
Quarter page	107mm(w) x 138(h)mm	none	none

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.

### SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES	RATES
<b>PLATINUM SPONSOR:</b> Cover logo, 200 word bio on sponsors page, 4-page packaged profile, DPS advertisement spread in run of mag, banner advert on BMM, 50 copies of the printed magazine, and 7-page customised client digimag for clients own distribution	R88 000
<b>GOLD SPONSOR:</b> Cover logo, 200 word bio on sponsors page, 4-page packaged profile, full page advertisement, banner advert on BMM, 50 copies of the printed magazine, and 5-page customised client digimag for clients own distribution	R69 000
<b>SILVER SPONSOR:</b> Cover logo, 200 word bio on sponsors page, 2-page packaged profile, full page advertisement, banner advert on BMM, 50 copies of the printed magazine, and 3-page customised client digimag for clients own distribution	R49 000

## Publishing Details

Published by Picasso Headline, an Arena Holdings brand: tel: +27(0) 21 469 2400 | fax: +27(0) 86 682 2926  
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Esther Mahlangu Photographer: Clint Strydom  
Image courtesy of The Melrose Gallery

**EDITION 6  
SEPTEMBER 2020**