



**ISSUE 1:** AUTUMN MARCH 2021  
**ISSUE 2:** WINTER JUNE 2021  
**ISSUE 3:** SPRING SEPTEMBER 2021  
**ISSUE 4:** SUMMER DECEMBER 2021

## HEALTH FOCUS

- Fitness
- Nutrition
- Lifestyle
- Wellness
- Anti-ageing
- Oral care
- Mental wellness
- Healthy homes
- Vaccines, vitamins, supplements
- Health & finance
- Healthy workplace
- Healthy environment

Health will be a quarterly, online digimag hosted on the **SA Home Owner** website and social media platforms (including Facebook, Twitter and LinkedIn) and it will also be available at [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:** 341 345  
**TWITTER:** 10 200  
**INSTAGRAM:** 46 400

## Advertising contact details

**ARNOLD CRUYWAGEN**  
 Sales Project Manager  
 Cell: 071 012 5283  
 Email: [arnoldc@picasso.co.za](mailto:arnoldc@picasso.co.za)

## advertising rate and specifications

All rates excl VAT and agency commission

ADVERTISING	RATES
Full page in run of magazine	R13 875
DPS in run of magazine	R22 500
Half page	R7 500
Quarter page	R3 750
Inside front cover	R16 500
Inside front cover DPS + logo	R33 750
Outside back cover	R19 125
Inside back cover	R15 000
Opposite credits/Editorial commentary	R15 750
<b>EARMARK</b> (triangle on left or right at top or bottom of page corners)	<b>R6 375</b>
<b>ISLAND AD'S</b> (advertis placed in centre of content page)	<b>R6 750</b>
<b>DPS BORDER WRAPS</b> (bordering a DPS contents page)	<b>R12 825</b>

CUSTOMISED DIGIMAGS RATES
<ul style="list-style-type: none"> <li>• Customised client digimag's available.</li> <li>• Client to supply their own curated content and images or finished material.</li> <li>• All customised client digimag's are solely for the clients own distribution networks.</li> </ul>
<b>4-page client digimag: R4 125</b>
<b>8-page client digimag: R7 500</b>

CORPORATE PROFILES AND 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	R66 000
<b>GOLD SPONSOR:</b> Cover logo, 200 word bio on sponsors page, 4-page packaged profile, full page advertisement, banner advert on BMM and 5-page customised client digimag for clients own distribution	R51 750
<b>SILVER SPONSOR:</b> Cover logo, 200 word bio on sponsors page, 2-page packaged profile, full page advertisement, banner advert on BMM and 3-page customised client digimag for clients own distribution	R36 750

## 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.

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