

SALUT!

A stand-alone publication distributed with **10 000** copies of *SA HOME OWNER* in Dec 2022/Jan 2023 and May 2023 editions.

EDITORIAL FOCUS AREAS:

Salut! highlights information and news on:

- A focus on wines – Red, Whites, Rosé, Sparkling etc;
- Spirits;
- Cocktails;
- Beers (including craft);
- Non-alcoholic beverages;
- Where to stay, eat and drink;
- Wine and food-wine pairing;
- A guide to the best places related to wine and spirits; and
- Great product information around home bar accessories and appliances.





DISTRIBUTION

10 000 copies bagged with SA Home Owner magazines in select leading retail outlets nationwide.

DEMOGRAPHICS

READERSHIP 266 000 (on 10 000 copies)

GENDER 60% Female, 40% Male

Average reader age of 39 with high expendable income

Seven out of 10 readers are decision makers in their homes and own their own homes

DIGITAL

Salut! e-zine will also be available on:

- www.sahomeowner.co.za
- www.businessmediamags.co.za
- The social media platforms for both brands.

STATS

Source: Narrative (SA audience data June 2022)

www.sahomeowner.co.za

Users: 28 295

Page views: 106 392

Unique views: 45 723

www.businessmediamags.co.za

Page views: 4 739

Unique views: 3 803

PRINT RATES

Inside Front Cover DPS **R24 000**

Outside Back Cover **R15 000**

Double page **R22 000**

Full page **R12 000**

Half page **R6 500**

Quarter page **R3 500**

PROFILES

Full page advertisement plus full page advertorial **R18 000**

All rates exclude VAT and agency commission.

TECHNICAL SPECIFICATIONS

Format	Trim size	Bleed	Type area
Double page	275(h) x 420(w)mm	5mm around	20mm from trim (20mm gutter)
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
Quarter page	128(h) x 95(w)mm	none	none

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.

Publishing details

Published by Arena Holdings.
Hill on Empire, 16 Empire Road (cnr Hillside Road),
Parktown, Johannesburg, 2193



SOCIAL MEDIA

SA Home Owner

402 791 12 249 61 377

Business Media Mags

33 644 Followers

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