

National Rate Card 2015 | 2016

# HOMEMAKERS*fair*



South Africa's Leading Home Improvement Publication

Since 1982

## DISTRIBUTED TO 710 000 HOMES

Johannesburg*	230 000
Pretoria*	120 000
Cape Town*	115 000
Durban	115 000
Port Elizabeth	40 000
Bloemfontein	45 000
Vaal Triangle	45 000

\*ABC Certified  
Verified Free Distribution



## WHY HOMEMAKERS?

- 1.2m National publications monthly
- Complete A-Z home improvement guide
- Focused target market distribution: LSM 8-10
- Well-known, credible & reliable household brand

## OUR READERS

Live In	
Free-standing homes	73%
Estates, clusters / townhouses & gated communities	20%
Age	
31 - 50+	80%
Income pm	
20 000+	61%
Did home improvements in the previous 12 months	82%
Read/use/keep the publication	85%
Use our advertisers services	89%

Market Research Source: Marketing Assignments - 2011

Publications can be viewed on [www.homemakersonline.co.za](http://www.homemakersonline.co.za)

**Johannesburg**  
1st Floor, Block G, Infinity Office Park,  
2 Robin Close, Meyersdal, 1448  
PO Box 57373, Springfield, 2137  
T: 0861 11 HOME (4663)  
F: 0861 12 HOME (4663)  
[jhb@homemakers-sa.co.za](mailto:jhb@homemakers-sa.co.za)

**Pretoria**  
100 Adriana Crescent, Gateway Industrial Park,  
Rooihuiskraal, Ext. 25,0154  
PO Box 1452, Silverton, 0127  
T: 0861 HOME 12 (4663 12)  
F: (012) 661 9861  
[pretoria@homemakers-sa.co.za](mailto:pretoria@homemakers-sa.co.za)

**Cape Town**  
North Gate Island, Block 1, Entrance 2,  
Cnr. of Koeberg & Section Roads,  
North Gate Estate, 7405  
PO Box 15973, Vlaeberg, 8081  
T: 0861 HOME 21 (4663 21)  
F: (021) 511 2871  
[cape@homemakers-sa.co.za](mailto:cape@homemakers-sa.co.za)

**Durban**  
Suite 1, Fairway Green Office Park,  
No 3 Abrey road, Kloof, 3610  
T: 0861 HOME 31 (4663 31)  
F: (031) 764 5260  
[durban@homemakers-sa.co.za](mailto:durban@homemakers-sa.co.za)

**Bloemfontein**  
Danso Office Park, 62A Calliope Drive,  
Pentagon Park, Bloemfontein, 9301  
PO Box 29981, Danhof, 9310  
T: 0861 HOME 51 (4663 51)  
F: (086) 639 4063  
[bloem@homemakers-sa.co.za](mailto:bloem@homemakers-sa.co.za)

**Port Elizabeth**  
104 Cape Road, Mill Park,  
Port Elizabeth, 6001  
PO Box 34694, Newton Park, 6055  
T: 0861 HOME 41 (4663 41)  
F: (041) 373 6635  
[pe@homemakers-sa.co.za](mailto:pe@homemakers-sa.co.za)

**Vaal Triangle**  
1st Floor, Block G, Infinity Office Park,  
2 Robin Close, Meyersdal, 1448  
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[vaal@homemakers-sa.co.za](mailto:vaal@homemakers-sa.co.za)

## BRAND ESSENCE

HOMEMAKERSfair is a focused monthly home improvement publication targeting homeowners wanting to build, renovate, improve, secure and decorate their homes.

[www.homemakersonline.co.za](http://www.homemakersonline.co.za)

**CASUAL RATE • RATES ARE PER INSERTION 2015 | 2016 \* VAT INCLUSIVE**

SIZE	JOHANNESBURG	PRETORIA	CAPE TOWN	DURBAN	PORT ELIZABETH	BLOEMFONTEIN	VAAL TRIANGLE
Distribution	230 000	120 000	115 000	115 000	40 000	50 000	50 000
FRONT PAGE	R 32 630	R 27 700	R25 820	R 18 230	R 14 050	R 11 710	R 10 300
BACK PAGE	R 30 810	R 22 120	R23 680	R 17 090	R 13 450	R 10 760	R 9 440
FULL PAGE	R 29 690	R 19 230	R22 600	R 15 740	R 11 690	R 9 010	R 8 580
1/2 BACK PAGE	-	-	-	R 10 320	-	R 6 180	R 5 440
3/4 PAGE	R 24 650	R 16 530	R18 070	R 12 940	-	-	R 6 810
2/3 PAGE	R 22 290	R 14 710	R15 410	R 10 870	R 8 270	R 7 170	R 6 120
1/2 PAGE	R 18 770	R 11 430	R13 060	R 8 730	R 6 140	R 5 370	R 4 630
1/3 PAGE	R 15 320	R 8 730	R8 630	R 6 020	R 4 970	R 4 410	R 3 170
1/4 PAGE	R 11 460	R 6 890	R7 490	R 4 590	R 3 350	R 3 230	R 2 450
1/6 PAGE	R 8 540	R 4 840	R4 700	R 3 220	R 2 810	R 2 590	R 1 640
1/8 PAGE	R 7 140	R 4 580	R3 940	R 2 580	R 2 330	R 1 480	R 1 370

**3 MONTH RATE • RATES ARE PER INSERTION 2015 | 2016 \* VAT INCLUSIVE**

SIZE	JOHANNESBURG	PRETORIA	CAPE TOWN	DURBAN	PORT ELIZABETH	BLOEMFONTEIN	VAAL TRIANGLE
BACK PAGE	R 29 130	R 20 820	R22 860	R 16 020	R 12 050	R 9 790	R 8 870
FULL PAGE	R 27 350	R 17 340	R20 860	R 14 480	R 10 670	R 8 510	R 7 830
1/2 BACK PAGE	-	-	-	R 9 680	-	R 5 640	R 5 100
3/4 PAGE	R 22 710	R 15 130	R16 680	R 11 930	-	-	R 6 240
2/3 PAGE	R 20 520	R 12 640	R14 260	R 10 000	R 7 670	R 6 670	R 5 680
1/2 PAGE	R 17 340	R 10 320	R12 100	R 8 020	R 5 610	R 5 060	R 4 180
1/3 PAGE	R 14 130	R 7 770	R7 980	R 5 570	R 4 460	R 4 080	R 2 880
1/4 PAGE	R 10 550	R 6 120	R6 900	R 4 230	R 3 080	R 2 890	R 2 160
1/6 PAGE	R 7 880	R 4 200	R4 350	R 2 940	R 2 590	R 2 430	R 1 500
1/8 PAGE	R 6 560	R 4 010	R3 650	R 2 360	R 2 020	R 1 370	R 1 240

**6 MONTH RATE • RATES ARE PER INSERTION 2015 | 2016 \* VAT INCLUSIVE**

SIZE	JOHANNESBURG	PRETORIA	CAPE TOWN	DURBAN	PORT ELIZABETH	BLOEMFONTEIN	VAAL TRIANGLE
FULL PAGE	R 25 690	R 16 200	R17 360	R 13 100	R 9 310	R 7 510	R 6 830
3/4 PAGE	R 21 330	R 13 080	R13 890	R 11 110	-	-	R 5 710
2/3 PAGE	R 19 330	R 11 590	R11 880	R 9 520	R 6 840	R 5 950	R 5 370
1/2 PAGE	R 16 260	R 9 650	R10 050	R 7 580	R 5 250	R 4 590	R 3 870
1/3 PAGE	R 13 250	R 7 000	R6 640	R 5 250	R 3 970	R 3 640	R 2 580
1/4 PAGE	R 9 910	R 5 650	R5 760	R 3 930	R 2 780	R 2 550	R 2 020
1/6 PAGE	R 7 380	R 3 840	R3 630	R 2 900	R 2 320	R 2 150	R 1 370
1/8 PAGE	R 6 180	R 3 720	R3 030	R 2 300	R 1 830	R 1 200	R 1 140

\* The above rates include: • VAT • Design & Layout • Agency Commission  
All cancellations after booking deadlines are subject to a 100% cancellation fee

**ADVERT SPECIFICATIONS**

TRIM SIZE: 275 (h) x 210 (w) mm  
BLEED SIZE: 285 (h) x 220 (w) mm  
\*BLEED ONLY ON FULL PAGE ADS

Size	Type Area
Full Page	258 (h) x 196 (w) mm
3/4 Page	191 (h) x 196 (w) mm
2/3 Page (Landscape)	171 (h) x 196 (w) mm
2/3 Page (Portrait)	258 (h) x 128 (w) mm
1/2 Page (Landscape)	126 (h) x 196 (w) mm
1/2 Page (Portrait)	258 (h) x 95 (w) mm
1/3 Page (Block)	126 (h) x 128 (w) mm
1/3 Page (Landscape)	82 (h) x 196 (w) mm
1/3 Page (Portrait)	169 (h) x 95 (w) mm
1/4 Page (Landscape)	62 (h) x 196 (w) mm
1/4 Page (Portrait)	126 (h) x 95 (w) mm
1/6 Page (Block)	82 (h) x 95 (w) mm
1/6 Page (Portrait)	126 (h) x 62 (w) mm
1/8 Page	60 (h) x 95 (w) mm

**TECHNICAL INFORMATION & MATERIAL REQUIREMENTS**

**TECHNICAL INFORMATION:**  
Johannesburg / Pretoria / Cape Town / Durban  
• Disc to print process  
• Gravure printing on 52gsm SC paper

**Port Elizabeth**  
• Disc to print process  
• Web printing on 60gsm Gloss Art

**Bloemfontein / Vaal Triangle**  
• Disc to print process  
• Web printing on 52gsm SC paper

**SPECIFICATIONS FOR SUPPLIED MATERIAL:**  
• Open files to be supplied on Apple Mac compatible CD's with full colour proof.  
• Open file formats accepted – Quark Xpress 7, Photoshop CS  
• Closed files to be supplied on e-mail (Max 5mb) or Apple Mac compatible CD's  
• Closed file formats – PDF print quality, Eps, jpg, Tiff, PSD  
• All material to be supplied in CMYK 300dpi  
• Material to be supplied to the correct size without bleed, ONLY FULL PAGE ADS CAN HAVE BLEED

**BOOKING DEADLINES**

SUBJECT TO CHANGE

	Booking Deadline	Distribution Date
JOHANNESBURG	1st of Month Prior	Beginning to Mid Month
PRETORIA	15th of Month Prior	Mid to End Month
CAPE TOWN	1st of Month Prior	Beginning to Mid Month
DURBAN	10th of Month Prior	Beginning to Mid Month
PORT ELIZBETH	7th of Month Prior	Beginning to Mid Month
BLOEMFONTEIN	7th of Month Prior	Beginning to Mid Month
VAAL TRIANGLE	20th of Month Prior	3rd Week Monthly