

National Rate Card 2015 | 2016

renovate

A Homemakers Publication

Since 1982

DISTRIBUTED TO 465 000 HOMES

Johannesburg.....	230 000
Pretoria.....	120 000
Cape Town.....	115 000

ABC Certified

Verified Free Distribution



WHY HOMEMAKERS PUBLICATIONS?

- 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

Johannesburg
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 2 Robin Close, Meyersdal, 1448
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jhb@homemakers-sa.co.za

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 100 Adriana Crescent, Gateway Industrial Park,
 Rooihuiskraal, Ext. 25,0154
 PO Box 1452, Silverton, 0127
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pretoria@homemakers-sa.co.za

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 North Gate Island, Block 1, Entrance 2,
 Cnr. of Koeberg & Section Roads,
 North Gate Estate, 7405
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BRAND ESSENCE

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

www.homemakersonline.co.za



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2 MONTH RATE • RATES ARE PER INSERTION * VAT EXCLUSIVE

SIZE	JOHANNESBURG	PRETORIA	CAPE TOWN
DISTRIBUTION	230 000	120 000	115 000
FRONT PAGE	R 25 877.19	R 19 921.05	R 12 850.88
BACK PAGE	R 24 438.60	R 16 114.04	R 12 052.63
FULL PAGE	R 23 842.11	R 13 938.60	R 11 719.30
3/4 PAGE	R 18 719.30	R 11 710.53	R 9 368.42
2/3 PAGE	R 17 438.60	R 10 561.40	R 8 052.63
1/2 PAGE	R 13 500.00	R 9 070.18	R 6 780.70
1/3 PAGE	R 11 447.37	R 6 289.47	R 4 464.91
1/4 PAGE	R 8 710.53	R 5 219.30	R 3 780.70
1/6 PAGE	R 6 078.95	R 3 807.02	R 2 456.14
1/8 PAGE	R 5 289.47	R 3 578.95	R 2 114.04

4 MONTH RATE • RATES ARE PER INSERTION * VAT EXCLUSIVE

SIZE	JOHANNESBURG	PRETORIA	CAPE TOWN
BACK PAGE	R 22 508.77	R 14 798.25	R 11 421.05
FULL PAGE	R 21 991.23	R 12 385.96	R 11 105.26
3/4 PAGE	R 17 271.93	R 10 131.58	R 8 885.96
2/3 PAGE	R 16 078.95	R 9 254.39	R 7 614.04
1/2 PAGE	R 12 464.91	R 8 026.32	R 6 403.51
1/3 PAGE	R 10 561.40	R 5 587.72	R 4 245.61
1/4 PAGE	R 8 035.09	R 4 640.35	R 3 570.18
1/6 PAGE	R 5 596.49	R 3 236.84	R 2 307.02
1/8 PAGE	R 4 859.65	R 3 026.32	R 1 973.68

6 MONTH RATE • RATES ARE PER INSERTION * VAT EXCLUSIVE

SIZE	JOHANNESBURG	PRETORIA	CAPE TOWN
FULL PAGE	R 20 666.67	R 11 508.77	R 10 368.42
3/4 PAGE	R 16 201.75	R 9 263.16	R 8 280.70
2/3 PAGE	R 15 052.63	R 8 342.11	R 7 131.58
1/2 PAGE	R 11 675.44	R 7 175.44	R 6 000.00
1/3 PAGE	R 9 912.28	R 4 982.46	R 3 964.91
1/4 PAGE	R 7 535.09	R 4 078.95	R 3 342.11
1/6 PAGE	R 5 254.39	R 3 043.86	R 2 149.12
1/8 PAGE	R 4 578.95	R 2 736.84	R 1 842.11

* The above rates include: • 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

- Disc to print process
- Gravure 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 2015/2016

SUBJECT TO CHANGE

DOUBLE RUN SCHEDULE: JOHANNESBURG

- March & April 2015 Issues 20 February 2015
- May & June 2015 Issues 22 April 2015
- July & August 2015 Issues 23 June 2015
- September & October 2015 Issues 24 August 2015
- November 2015 Issue 19 October 2015
- December 2015 Issue 10 November 2015
- January & February 2016 Issues 27 November 2015

**DISTRIBUTION:
MID TO MONTH END**

DOUBLE RUN SCHEDULE: PRETORIA

- March & April 2015 Issues 2 February 2015
- May & June 2015 Issues 1 April 2015
- July & August 2015 Issues 1 June 2015
- September & October 2015 Issues 3 August 2015
- November 2015 Issue 1 October 2015
- December 2015 Issue 29 October 2015
- January & February 2016 Issues 14 November 2015

**DISTRIBUTION
BEGINNING TO MID MONTH**

DOUBLE RUN SCHEDULE: CAPE TOWN

- April & May 2015 Issues 9 March 2015
- June & July 2015 Issues 11 May 2015
- August & September 2015 Issues 13 July 2015
- October & November 2015 Issues 14 September 2015
- December & January 2016 Issues 2 November 2015
- February & March 2016 Issues 11 January 2016

**DISTRIBUTION:
MID TO MONTH END**