

HOUSE & GARDEN

DIGITAL MEDIA KIT 2024



CONDÉ NAST



BRAND MISSION

Launched in 1998, House & Garden South Africa is the country's leading showcase for local and international architecture and decorating.

The definitive source of interior inspiration, House & Garden is a guide to living in style today with a global viewpoint on the culture of design.

Our editorial offering spans art and culture, food and travel, profiles and interviews, luxury and lifestyle - making House & Garden an indispensable authority on modern living.

This influence extends seamlessly to House & Garden online where, through our website and social media platforms, we engage directly with our informed and cosmopolitan audience.

Yashna Balwanth
Editor-In-Chief

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THE BRAND

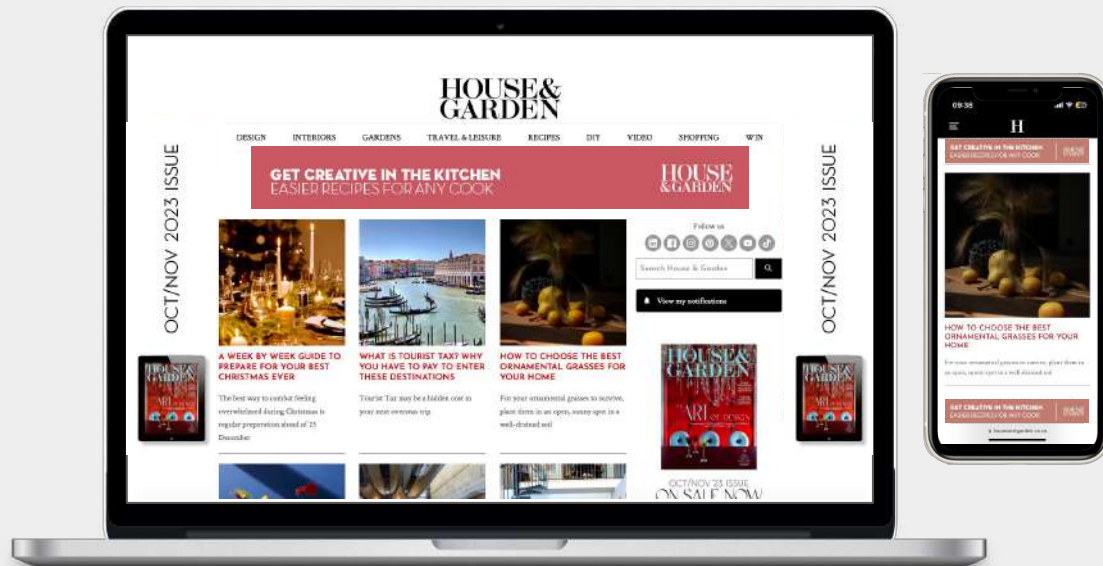
For over 120 years, the House & Garden brand has been a pioneer in bringing the very best design, architecture, art and culture directly to its discerning readers, viewers and followers. House & Garden South Africa, launched in 2008, continues this global legacy.

HOUSE & GARDEN

SOUTH AFRICA

THE BRAND

6 REASONS TO ADVERTISE WITH US



1.

Highly targeted campaigns that reach your desired audience

2.

Tailor-made content solutions aligned with your brand strategy

3.

High reach, leveraged through partners and content marketing

4.

Multi- platform solutions and touchpoints

5.

Engaging, high-quality content

6.

Strong, niche and trusted brands

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THE BRAND

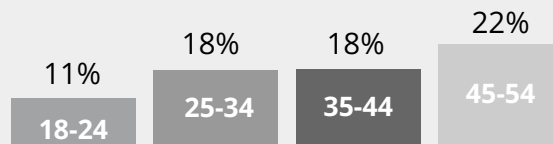
FOLLOWING

130,230+
AVERAGE USERS

285,965+
MONTHLY AVE PAGEVIEWS

FEMALE / MALE
69% / 31%

AGE



25,354+



54,297+



2,285+



10,250+



**HOUSE&
GARDEN**
SOUTH AFRICA

NATIVE PACKAGES

GOLD PACKAGE R35 000	SILVER PACKAGE R28 000	BRONZE PACKAGE R24 000
<p>1 x Native content - Shopping story (word count: 200-250 words; max 1 lifestyle image; max 5 product images)</p> <p>1 x Native content- Decor /Brand profile story (word count: 400-450; max 4 lifestyle images; max 8 images product)</p> <p>Supported by Social media amplification across our Facebook, Twitter and Instagram platforms organically and boosted:</p> <p>1 x Instagram post (boosted) 2 x Instagram stories 1 x Facebook post (boosted) 1 x Twitter post (organic)</p> <p>1 x Mailer insertion</p>	<p>1 x Native content- Decor /Brand profile story (word count: 400-450; max 4 lifestyle images; max 8 images product)</p> <p>Supported by Social media amplification across our Facebook, Twitter and Instagram platforms organically and boosted:</p> <p>1 x Instagram post (boosted) 1 x Instagram story 1 x Facebook post (boosted) 1 x Twitter post (organic)</p> <p>1 x Mailer insertion</p>	<p>1 x Native content - Shopping story (word count: 200-250 words; max 1 lifestyle image; max 5 product images)</p> <p>Supported by Social media amplification across our Facebook, and Instagram platforms organically and boosted:</p> <p>1 x Facebook post (boosted) 1 x Instagram story</p> <p>1 x Mailer insertion</p>

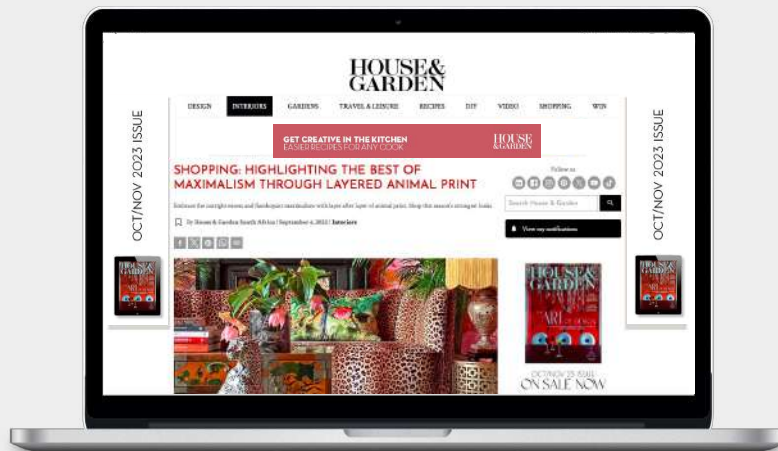


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SHOPPING NATIVE PACKAGE

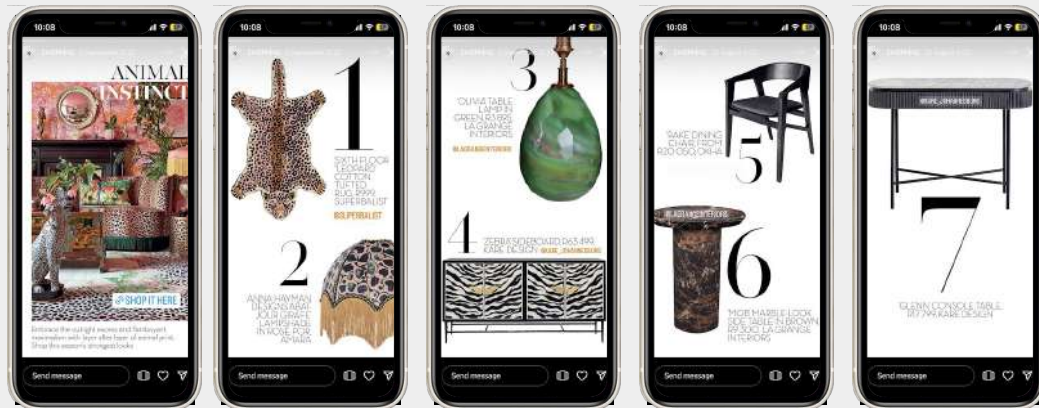
This editorial content can be an inspiration piece or a way to get the look, showcasing new products and recent collections. They would also translate into themed Instagram Stories.



INCLUDE

- Native
- x1 Facebook post (boosted)
- x1 Twitter posts (organic)
- x5 Insta stories

TOTAL R25 000



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DIGITAL COVER

This is supported by native, IG, FB and Twitter Posts pushing the digital cover, including a digital cover as an MPU.



	INCLUDES	COST TO CLIENT
OPTION 1 Images supplied by client	1 x Digital cover 1 x Native 1 x Facebook post (boosted) 1 x Instagram post (boosted)	FROM R45 000
OPTION 2 Images shot / produced by our team	1 x Digital cover 1 x Native 1 x Facebook post (boosted) 1 x Instagram post (boosted)	FROM R95 000

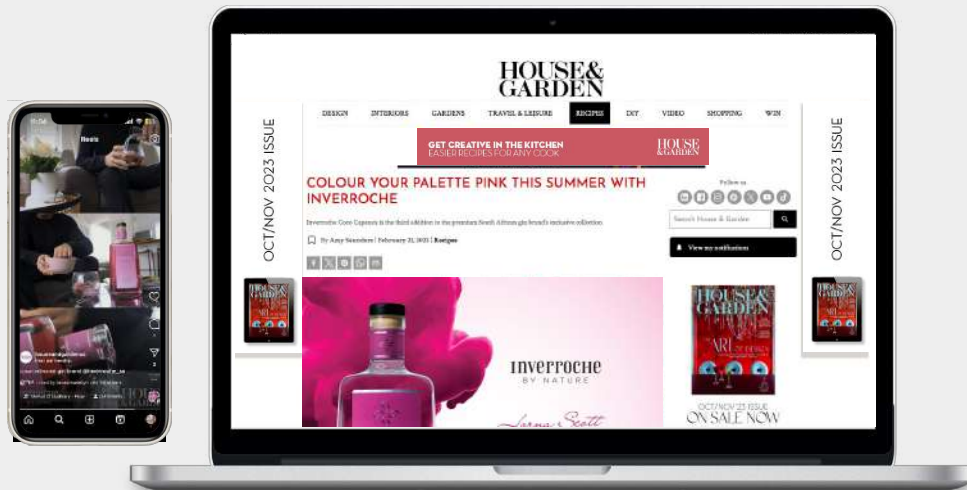
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REVIEW/UNBOXING

Reviews of your product
Include a Reels and
TikTok post showcasing
an unboxing, including
an editorial article.

This video may be done
by our editors or an
influencer, dependent on
the request.



INCLUDE

Native x1,
Facebook post x1
(boosted),
Twitter post x1
(organic),
Instagram video post x1
(boosted),
Reel post x1,

FROM R40 000

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MAILER OPTIONS

Our dedicated mailers offer a platform for your brand to reach our 31,064 subscribers' inbox. Mailer interaction rate is 52%.

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DESIGN
Inaugural Designers of the Year Award
Designers of the Year: An occasion of international local design talent


[READ MORE](#)

SHOPPING
Shopping Guide: Poetry of Living
Our guide from Pottery to Home Hardware and to much more

[READ MORE](#)

TRAVEL
The art of stayingcation
300+ 2022 HOGAN who is it's culture and luxury staycation

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ORIGINAL HOME
The Oct/Nov Issue
The latest issue of House & Garden features the most striking spaces and celebrates the future of architectural spaces

[CLICK HERE](#)



INTERIORS
Tour this Johannesburg Heritage House
Discover why it's not just a museum but a living through design

[LEARN MORE](#)



ART
Finalist preview: Artist of the Year
Learn what a 2022 finalist of the year

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	TOTAL
Mailer inclusion per subscriber	R0. 50
Newsletter banner per subscriber	R0. 40
Dedicated mailer click to client site per subscriber	R0. 90
Click to GLAMOUR.CO.ZA per subscriber	R0. 30

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SURVEYS / COMPETITION

Connect with your consumers through our interactive surveys or a competitions. The site allows you to get valuable insight into what is most pertinent to your brand. Use this partnership to enhance your brand experience and provide further exposure. The price is dependent on the brief.

Name

Surname

Contact Number

Email Address

Physical Address

Do you want to be added to our mailing list?

Do you agree with the T&C?



SURVEY:
Native x1 in the
Win section,
x10 questions,
Client will receive all entry
information in line with
the POPIA Act,
x1 Facebook post
(boosted),
x 1 Twitter post (organic)
PRICE PER BRIEF

COMPETITION:
Native x1 in the
Win section,
Client will receive winners
information in line with
the POPIA Act,
x1 Facebook post
(boosted),
x 1 Twitter post (organic)
R10 000



SOCIAL MEDIA FOLLOWING

FACEBOOK: 25,354 | INSTAGRAM: 54,297 | X: 2,285 | TIKTOK: 10,250

	COST TO CLIENT
1 x Image	R8 000
1 x Video (supplied)	R10 000
	
1 x Image	R8 000
1 x Reel/Video (supplied)	R10 000
X1 Reel produced	R19 000

	COST TO CLIENT
1 x Image	R6 500
1 x Reel/Video (supplied)	R8 000
	
1 x Reel (supplied)	R10 000
X1 Reel produced	R19 000

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SOCIAL MEDIA

We offer a variety of social media solutions for heightened engagement and reach.



Video post
Story Takeover
Image post



Video post
Insta story
Poll
Story
Takeover
Reel
Image post



Video
Image post
Poll



Video

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INSTAGRAM STORIES



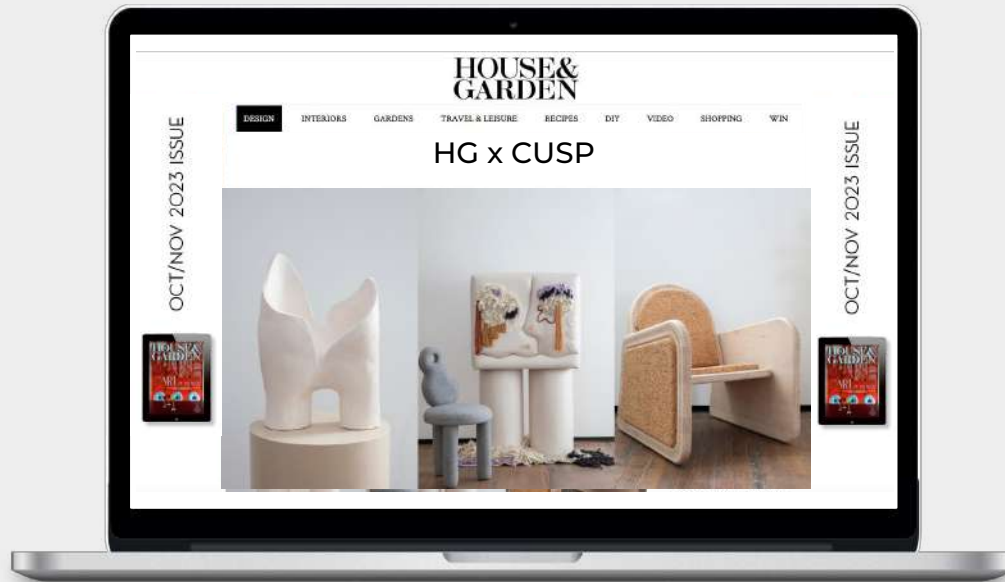
X1 Slide **TOTAL R1 000**
X2 Slides **TOTAL R1 800**

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HUB

This is a microsite hosted on the H&G that includes Eight editorial articles. ROS ads support the hub and reflect takeover ads on the site itself. Every article is shared on our social media platforms including one dedicated mailer.



TOTAL R150 000

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DISPLAY

	SIZE	CPM
DESKTOP BANNERS	728x90 px/970x90px	R350
	300x600 px	R350
	300x250px	R350
	160x600px	R350
MOBILE BANNERS	320x50 px	R350
	300x250 px	R350
	300x600 px	R350
TAKEOVER	All ad sizes for a takeover	R10 000 per day
TAKEOVER PACKAGE	All ad sizes for a takeover	R3500 per day with native

REQUIRED SPECIFICATIONS

Material deadline: 14 working days before live date. Click through URL:

Max size 100KB, Format gif/jpeg