



HOUSE & GARDEN

South Africa
Media Kit
2021

HOUSE & GARDEN

SOUTH AFRICA

BRAND MISSION

Launched in 1998, House & Garden South Africa is the country's leading showcase of 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.

Welcome to the exciting world of House & Garden. As South Africa's premier design, decor and lifestyle magazine, we serve a discerning and aspirational market. We provide inspiration, know-how, advice, expert interviews and a well-curated edit of interiors, based on quality products and style directions to fuel our reader's passion for living with the best. Through our magazine, website and social media, we tap directly into the cultural zeitgeist, offering unmissable insights into the global design industry.

PIET SMEDY, EDITOR IN CHIEF

42 239

DIGITAL PAGE IMPRESSIONS:

3,1

PAGES VIEWED PER VISIT

37 723

UNIQUE USERS

10 208

NEWSLETTER SUBSCRIBERS

65%

MOBILE USERS

2min 22 seconds

TIME SPENT ON SITE PER VISIT

SOCIAL MEDIA FOLLOWING

16 346

FACEBOOK

1 513

TWITTER

35 434

INSTAGRAM

5 320

YOUTUBE

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BRAND HIGHLIGHTS



DONALD NXUMALO COVERS

The Africa Issue, a dedicated edition that champions equity and representation in the design industry while celebrating the impact and importance of the work by Black creatives from around the world

MAPS MAPONYANE AND LETHABO LEJOY MATHATHO HOME TOURS

Generate a combined 450 000 YouTube views, helping to establish a wider, more youth-focused influence for House & Garden's video content

HOUSE & GARDEN IGTV LAUNCHES

Bringing together House & Garden's video and social platforms to critical success with an ever-growing digital audience

CELEBRATING 22 YEARS OF HOUSE & GARDEN IN SOUTH AFRICA

This year makes our brand the country's most established name in the industry and the undisputed authority

HOUSE & GARDEN

SOUTH AFRICA

PRODUCTION SCHEDULE

PUBLICATION DATE	BOOKINGS/ CANCELLATIONS	MATERIAL DEADLINE	ON-SALE DATE	INSERTS DUE
MARCH/APRIL				
	28 DEC 2020	18 JAN 2021	22 FEB 2021	03 FEB 2021
MAY				
	1 MAR 2021	22 MAR 2021	26 APR 2021	07 APR 2021
JUNE/JULY				
	29 MARCH 2021	19 APR 2021	24 MAY 2021	05 MAY 2021
AUGUST				
	31 MAY 2021	21 JUN 2021	26 JUL 2021	07 JUL 2021
SEPTEMBER				
	5 JUL 2021	19 JUL 2021	30 AUG 2021	11 AUG 2021
OCTOBER				
	2 AUG 2021	23 AUG 2021	27 SEPT 2021	08 AUG 2021
NOVEMBER				
	30 AUG 2021	20 SEP 2021	25 OCT 2021	06 OCT 2021
DECEMBER/JANUARY & GOURMET				
	27 SEPT 2021	18 OCT 2021	22 NOV 2021	03 NOV 2021
DESIGN DIRECTORY VOL 7				
	4 OCT 2021	25 OCT 2021	29 NOV 2021	10 NOV 2021

HOUSE & GARDEN

SOUTH AFRICA

PRINT RATE CARD

FULL COLOUR

	RATE
FULL PAGE	R 55 300.00
DOUBLE-PAGE SPREAD	R 110 700.00
TWO-THIRDS PAGE	R 44 000.00
HALF PAGE	R 39 300.00
ONE-THIRD PAGE	R 36 400.00
QUARTER PAGE	R 33 000.00
ADVERTORIAL FULL PAGE	R 67 700.00

SPECIAL POSITIONS - FULL COLOUR

FULL PAGE POSITION	RATE
OUTSIDE BACK COVER	R 75 000.00
INSIDE BACK COVER	R 62 600.00
OPPOSITE CONTENTS PAGE	R 62 600.00
FIRST RIGHT-HAND PAGE	R 62 600.00
OPPOSITE MASTHEAD	R 62 600.00
OPPOSITE EDITOR'S LETTER	R 61 000.00

HALF PAGE

VERTICAL MASTHEAD	R 46 000.00
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DOUBLE-PAGE SPREAD

FIRST SPREAD	R 129 800.00
SECOND SPREAD	R 122 000.00
THIRD SPREAD	R 122 000.00

* Positioning in the first 30% of the magazine will carry an additional 10% loading fee.

* A 50% fee will be levied on cancellation of bookings for prime positions.

* Discounts awarded for volume commitments that are not fulfilled will be reversed.

HOUSE & GARDEN

SOUTH AFRICA

DESIGN DIRECTORY PRINT RATE CARD

FULL COLOUR

	RATE
FULL PAGE	R 30 300.00
DOUBLE-PAGE SPREAD	R 60 800.00
HALF PAGE	R 20 000.00
ADVERTORIAL FULL PAGE	R 37 200.00

SPECIAL POSITIONS - FULL COLOUR

FULL PAGE POSITION	RATE
OUTSIDE BACK COVER	R 41 000.00
INSIDE BACK COVER	R 34 400.00
OPPOSITE CONTENTS PAGE	R 34 400.00
FIRST RIGHT-HAND PAGE	R 34 400.00
OPPOSITE MASTHEAD	R 34 400.00
OPPOSITE EDITOR'S LETTER	R 33 400.00

DOUBLE-PAGE SPREAD

FIRST SPREAD	R 71 200.00
SECOND SPREAD	R 66 800.00
THIRD SPREAD	R 66 800.00

SIZE	BLEED	TRIM	TYPE
FULL PAGE	255 x 205	245 x 190	235 x 180
HALF PAGE - HORIZONTAL	133 x 205	123 x 190	113 x 180
HALF PAGE - VERTICAL	255 x 105	245 x 95	235 x 85
QUARTER PAGE	133 x 105	123 x 95	103 x 85

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ADVERTISING MATERIAL

PDF format saved onto CD, i.e., digital format and an industry recognised colour

proof for matching colour on press (laser unsuitable). Material can be received via

Quick Cut and Websend.

* No copy should appear within 4mm of the gutter.

* Double-page spread material must be supplied as two single pages.

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GOURMET PRINT RATE CARD

FULL COLOUR

	RATE
FULL PAGE	R 30 000.00
DOUBLE-PAGE SPREAD	R 60 000.00
HALF PAGE	R 20 300.00
ADVERTORIAL FULL PAGE*	R 35 300.00

DOUBLE-PAGE SPREAD

FIRST SPREAD	R 68 700.00
SECOND SPREAD	R 66 000.00
THIRD SPREAD	R 66 000.00

CONDÉ NAST HOUSE & GARDEN GOURMET SELECTION

QUARTER PAGE	R 7 800.00
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DIGITAL AND WEB RATE CARDS

Size (pixels) CPM

Description	Size	ZAR
Smaller banner	468x60	R 300
Leaderboard	728x90	R320
Island/MPU	300x250	R350
Half page	300x600	R320
Large banner	970x90	R350
Mobile banner	320x50	R350
Mobile banner	300x250	R320
Overlay	On request	-
Rich media-video & expanding	To spec	R450
Homepage takeover	All ad spots	R3 200
Section takeover	All ad spots	R2 100

Bespoke campaigns

A customised solution comprises of an interactive microsite, which is developed and hosted on houseandgarden.co.za.

per day

Interactive campaigns

Rate on request

per day

Subject to client brief, activity mechanics, production requirements and editorial approval

Competitions

R 10 000

Native

R 16 000 - R 20 000

Subject to client brief, activity mechanics, production requirements and editorial approval

Survey

Rate on request

Mailers

Dedicated mailer

Click to client site per subscriber R0.90

Click to houseandgarden.co.za per subscriber R0.60

Weekly newsletter inclusion

Click to client site per subscriber R0.50

Click to houseandgarden.co.za per subscriber R0.30

Newsletter banner

Cost per subscriber R0.40

Required specifications

Material deadline: 14 working days before live date

Click-through URL: Max size 1MB, Format gif/jpeg

***No cancellation of advertisements will be accepted after the fixed closing date (3 weeks before month end)**