


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, expert advice, in-depth interviews and a curated edit of the world's most beautiful interiors. It is our inimitable style and eye for design direction that fuels our reader's passion for living with the best. Through the 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

## 150000 <br> 2,23

DIGITAL PAGE IMPRESSIONS
60000
UNIQUE USERS
PAGES VIEWED PER VISIT


NEWSLETTER SUBSCRIBERS

66\%
MOBILE USERS

SOCIAL MEDIA FOLLOWING


FACEBOOK


INSTAGRAM

2200
TWITTER


YOUTUBE


## LAUNCH OF CUSP EXHIBITION

Last year, House \& Garden launched the first edition of CUSP, an exhibition of collectable design.
Commissioning 17 of the country's leading craftspeople to concept and execute one-off pieces of high-end design for the collector's market, CUSP celebrated the skill and heritage of South African functional design in the same area as high art.

## UNPRECEDENTED DIGITAL GROWTH

House \& Garden's digital footprint continues to grow at an exponential rate, with website visits more than doubling month-on-month and social media followings steadily growing. Currently, the brand reaches over 180000 readers online every month.

## THE PREFERRED PARTNER TO DESIGN LEADERS

House \& Garden has continued its legacy as the go-to brand for both local and international designers to collaborate with; from Kelly Wearstler and Brigette Romanek to Kelly Hoppen and Sophie Ashby to the top architects, designers and decorators in SA. House \& Garden has also forged meaningful partnerships with South Africa's leading retail brands, creating bespoke campaigns to grow reach and equity within the industry.


## CONTENT <br> PLAN

## MARCH/APRIL - issue theme: return to the classics EDITORIAL HIGHLIGHTS:

- Designers at home: H\&G visits leading local and international designers and decorators at their homes
- Old-fashioned glamour with a modern twist, classic decorating gets a contemporary upgrade
- What will our homes look like in 2023: Industry insiders share their predictions
- Spier Light Art


## MAY/JUNE - ISSUE THEME: KITCHENS \& BATHROOMS SPECIALS EDITORIAL HIGHLIGHTS:

- 12 pages of Kitchen and Bathroom updates, finishes, accessories and inspiration
- H\&G It Yourself: Decorating with colour - bold, pastel and monochrome tones, how-to create mood in a room using colour
- New designer focus: Daring young creatives from across SA
- Food \& Recipes: Mother-in-Law, a trendy new curry restaurant in JHB + food gardening story


## JULY - ISSUE THEME: WINTER COMFORT \& STYLE <br> EDITORIAL HIGHLIGHTS:

- Focus on rustic homes with feel-good factor; cabins, barns and off-the-grid spaces in nature
- Decorating: How to winter-proof your home, high-comfort, heating
- H\&G It Yourself: Dreamy bedrooms + listening rooms are the next big thing in entertaining
- Food \& Recipes: Asian restaurant Silk + comfort food recipes
- Travel: Winter escapes


## AUGUST/SEPTEMBER - issue theme: heritage \& loving local EDITORIAL HIGHLIGHTS:

- Gorgeous homes from the across the country that reflect SA's rich cultural heritage and landscape
- Decorating: Focus on local designers reinventing their history for a modern world
- FNB Joburg Art Fair
- H\&G It Yourself: Walls and finishes
- Food \& Recipes: Clever updates on traditional recipes
- Heritage Day BP editorial tie-in TBC


## ○CTOBER/NOVEMBER - Issue theme: designers of the year EDITORIAL HIGHLIGHTS:

- H\&G's first Designers of the Year Awards with profile series on the winners (BP tie-in)
DECORATING:
- Decor - Dining rooms, Rugs, Fabric \& Wallpaper
- H\&G It Yourself: Lighting ideas + Flooring options
- Food \& Recipes: Featuring an award winning restaurant (TBC)


## DECEMBER - issue theme: summer \& Luxury EDITORIAL HIGHLIGHTS:

- Focus on summer homes with big indoor/outdoor appeal
- Luxury: Watches \& Jewellery
- Shopping: Gift Guide
- Decorating: Pools, Patios \& Outdoor Spaces; Home cooling
- Food \& Recipes: Alfresco entertaining
- Holiday Travel guide

| ON SALE DATE | BOOKING/ <br> CANCELLATIONS | MATERIAL <br> DEADLINE | INSERTS DUE |
| :--- | :---: | :--- | :--- | :--- |

## PRODUCTION SCHEDULE



| FULL COLOUR | RATE |
| :---: | :---: |
| Full Page | R 55300.00 |
| Double-Page Spread | R 110700.00 |
| Two-Thirds Page | R 44000.00 |
| Half Page | R 39300.00 |
| One-Third Page | R 36400.00 |
| Quarter Page | R 33000.00 |
| Advertorial Full Page | R 67700.00 |
| SPECIAL POSITIONS - FULL COLOUP |  |
| FULL PAGE POSITION | RATE |
| Outside Back Cover | R 75000.00 |
| Inside back Cover | R 62600.00 |
| Opposite Contents Page | R 62600.00 |
| First Right-Hand Page | R 62600.00 |
| Opposite Masthead | R 62600.00 |
| Opposite Editor's Letter | R 61000.00 |
| HALF PAGE |  |
| Vertical Masthead | R 46000.00 |
| DOUBLE-PAGE SPREAD |  |
| First Spread | R 129800.00 |
| Second spread | R 122000.00 |
| Third Spread | R 122000.00 |
| *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. |  |

Full Page
Double-Page Spread
Two-Thirds Page
Half Page
One-Third Page
Quarter Page
Advertorial Full Page

SPECIAL POSITIONS - FULL COLOUR

FULL PAGE POSITION
Outside Back Cover
Inside back Cover
Opposite Contents Page
First Right-Hand Page
Opposite Masthead
Opposite Editor's Letter

HALF PAGE
Vertical Masthead R 46000.00

DOUBLE-PAGE SPREAD
First Spread
R 129800.00
R 122000.00
R 122000.00
*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.
fulfilled will be reversed.

## DESIGN DIRECTORY PRINT RATE CARD

| FULL COLOUR |  | RATE |  |
| :---: | :---: | :---: | :---: |
| Full Page |  | R 30300.00 |  |
| Double-Page Spread |  | R 60800.00 |  |
| Half Page |  | R 20000.00 |  |
| Advertorial Full Page |  | R 37200.00 |  |
| SPECIAL POSITIONS - FULL COLOUR |  |  |  |
| FULL PAGE POSITION |  | RATE |  |
| Outside Back Cover |  | R 41000.00 |  |
| Inside back Cover |  | R 34400.00 |  |
| Opposite Contents Page |  | R 34400.00 |  |
| First Right-Hand Page |  | R 34400.00 |  |
| Opposite Masthead |  | R 34400.00 |  |
| Opposite Editor's Letter |  | R 33400.00 |  |
| DOUBLE-PAGE SPREAD |  |  |  |
| First Spread |  | R 71200.00 |  |
| Second spread |  | R 66800.00 |  |
| Third Spread |  | R 66800.00 |  |
| SIZE | BLEED | TRIM | TYPE |
| Full Page | $255 \times 205$ | $245 \times 190$ | $235 \times 180$ |
| Half Page - Horizontal | $133 \times 205$ | $123 \times 190$ | $133 \times 180$ |
| Half Page - Vertical | $255 \times 105$ | $245 \times 95$ | $235 \times 85$ |
| Quarter Page | $133 \times 105$ | $123 \times 95$ | $103 \times 85$ |

* 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.


## 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 4 mm of the gutter.
* Double-page spread material must be supplied as two single pages.


FULL COLOUR
RATE
Full Page
Double-Page Spread
Half Page
Advertorial Full Page*
DOUBLE-PAGE SPREAD
FIRST Spread
Second Spread
Third Spread

R 30000.00
R 60000.00
R 20300.00
R 35300.00

RATE
R 68700.00
R 66000.00
R 66000.00

CONDÉ NAST HOUSE \& GARDEN GOURMET SELECTION Quarter Page

R 7800.00
 RATE CARDS

*No cancellation of digital advertisement Will be accepted three weeks before month. end.

DISPLAY ADVERTISING

| DESCRIPTION | SIZE (PIXELS) | CPM |
| :--- | :--- | :--- |
| Small Banner | $486 \times 60$ | R350 |
| Leaderboard | $728 \times 90$ | R350 |
| Island/MPU | $300 \times 250$ | R350 |
| Half Page | $300 \times 600$ | R350 |
| Large Banner | $970 \times 90$ | R350 |
| Mobile Banner | $320 \times 50$ | R350 |
| Mobile Banner (Half-page) | $300 \times 600$ | R350 |
| Mobile Banner (Island/MPU) | $320 \times 50$ | R350 |
| Wing Banner | $160 \times 600$ | R350 |
| Takeovers (per day) | All ad sizes | R10 000 |

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

INTERACTIVE CAMPAIGNS (Rate on request)
Subject to client brief, activity mechanics, production requirements and editorial approval

COMPETITIONS R10 000
NATIVE Cost dependant on package
Subject to client brief, activity mechanics, production requirements and editorial approval

SURVEY
Rate on request

MAILERS
Dedicated mailer
Click to client site per subscriber RO.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
RO. 30

Newsletter Banner
Cost per subscriber
RO. 40
REQUIRED SPECIFICATIONS
Material deadline: 14 working days before live date
Click-through URL: Max size 1MB, Format gif/jpeg
SOCIAL MEDIA
Instagram Rate on request
Reel, Poll, Story Takeover, Gif, Post, Video, Instagram Story

Twitter
Rate on request
Reel, Poll, Story Takeover, Gif, Post, Video
Facebook
Rate on request
Reel, Story Takeover, Gif, Post, Video, Facebook Story

$1 \times$ Digital Cover with 1 native and 1 facebook post (boosted), 1 Instagram post (boosted)
R45 000 (If images are supplied by client)
$1 x$ Digital Cover with 1 native and 1 facebook post (boosted), 1 Instagram post (boosted)
From R95 000 (If we have to do the shoot and cover production costs)
X2 digital covers with 2 native and 2 facebook post (boosted), 2 Instagram post (boosted)
R65 000 (If images are supplied by client)
X2 digital covers with 2 native and $\mathbf{2}$ facebook post (boosted), 2 Instagram post (boosted)
From R160 000 (If we have to do the shoot and cover production costs)

Duration of the cover is at editorial discretion.

