

HOUSE & GARDEN[®]

2024
MEDIA KIT





HOUSE & GARDEN

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, 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.

376 000

DIGITAL PAGE IMPRESSIONS

285,965+

PAGES VIEWS

130 000

TOTAL USERS

11 000

NEWSLETTER SUBSCRIBERS

SOCIAL MEDIA FOLLOWING

26 000

FACEBOOK

2 300

TWITTER

54 200

INSTAGRAM

6 700

YOUTUBE

10 200

TIKTOK

CONDÉ NAST



HOUSE & GARDEN

BRAND HIGHLIGHTS

COVER PARTIES, WORKSHOPS & AWARDS

Last year, House & Garden launched a host of events throughout the year, including a focus on H&G It Yourself as well as beautiful gardens across the country. We celebrated the heritage of South African functional design throughout homes and gardens and putting our readers first.

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 180 000 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 Brigitte 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.



HOUSE & GARDEN

CONTENT PLAN

MARCH/APRIL

ISSUE THEME: THE ROMANCE ISSUE

EDITORIAL HIGHLIGHTS:

- A strong focus on romantic home spaces, soft living and finding the beauty in every part of your lifestyle
- Travel to Paris and experience the city like a local with the perfect hidden gems
- We re-introduce our vehicle strap, focusing on luxurious cars and their garages
- Shopping focuses on scents, antiques and gilded decor
- Celebrate the Mount Nelson with us as they usher in their 125 year anniversary

JUNE/JULY

ISSUE THEME: THE HYPERNATION ISSUE

EDITORIAL HIGHLIGHTS:

- As the city sleeps, we look street culture,, the hibernating that takes place over the winter and how this change affects design, decorating and self-expression
- A focus on art and the artists who are below the radar yet create exceptional work
- Comfort food with its big, bold flavours and one pot wonders
- Architecture: Urban living looking at spaces from the past revived and reimagined

SEPTEMBER/OCTOBER

ISSUE THEME: THE SOCIETY ISSUE

EDITORIAL HIGHLIGHTS:

- Exclusive African luxury takes an in-depth approach to old-money, new-money
- From equestriations to high society country clubs, the focus is on luxury
- Travel within the African continent and visit places you never thought possible
- Aspirational gardens with expert advice from industry leaders
- Shopping: sporting styles from tennis to golf

DECEMBER/JANUARY

ISSUE THEME: THE SANCTUARY ISSUE

EDITORIAL HIGHLIGHTS:

- The festive season is usually chaotic and busy for many, which is why we are focusing on slowing down and regaining your peace
- H&G It Yourself: Start with a clean slate by creating your own sanctuary space no matter where you are
- Food & Recipes: Fresh salads, hoards of fruit and replacing those vitamins and antioxidants
- Travel to the secluded beaches, hidden caves and small retreats



ON SALE DATE	BOOKING / CANCELLATIONS	MATERIAL DEADLINE	INSERTS DUE
MAR/APR 2024 - THEME: THE ROMANCE ISSUE			
24 FEB 24	12 JAN 24	19 JAN 24	05 FEB 24
JUN/JUL 2024 - THEME: THE HYPERNATION ISSUE			
24 MAY 24	12 APR 24	19 APR 24	06 MAY 24
SEP/OCT 2024 - THEME: THE SOCIETY ISSUE			
23 AUG 24	12 JUL 24	19 JUL 24	05 AUG 24
DEC/JAN 2025 - THEME: THE SANCTUARY ISSUE			
22 NOV 24	11 OCT 24	18 OCT 24	04 NOV 24

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PRODUCTION
SCHEDULE



HOUSE & GARDEN

PRINT RATE CARD

FULL COLOUR

	RATE
Full Page	R 41 500.00
Double-Page Spread	R 83 200.00
Two-Thirds Page	R 33 000.00
Half Page	R 29 500.00
One-Third Page	R 27 300.00
Quarter Page	R 28 050.00
Advertorial Full Page	R 50 775.00

SPECIAL POSITIONS - FULL COLOUR

FULL PAGE POSITION	RATE
Outside Back Cover	R 56 250.00
Inside Back Cover	R 46 950.00
Opposite Contents Page	R 46 950.00
First Right-Hand Page	R 46 950.00
Opposite Masthead	R 46 950.00
Opposite Editor's Letter	R 45 750.00

HALF PAGE

Vertical Masthead	R 34 500.00
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DOUBLE-PAGE SPREAD

First Spread	R 97 350.00
Second spread	R 91 500.00
Third Spread	R 91 500.00

*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

GOURMET PRINT RATE CARD

FULL COLOUR

Full Page
Double-Page Spread
Half Page
Advertorial Full Page*

RATE

R 30 000.00
R 60 000.00
R 20 300.00
R 35 300.00

DOUBLE-PAGE SPREAD

FIRST Spread
Second Spread
Third Spread

RATE

R 68 700.00
R 66 000.00
R 66 000.00

CONDÉ NAST HOUSE & GARDEN GOURMET SELECTION

Quarter Page

R 7 800.00



HOUSE & GARDEN

DIGITAL AND WEB RATE CARDS

DISPLAY ADVERTISING

DESCRIPTION	SIZE (PIXELS)	CPM
Small Banner	486x60	R350
Leaderboard	728x90	R350
Island/MPU	300x250	R350
Half Page	300x600	R350
Large Banner	970x90	R350
Mobile Banner	320x50	R350
Mobile Banner (Half-page)	300x600	R350
Mobile Banner (Island/MPU)	320x50	R350
Wing Banner	160x600	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	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
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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

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

CONDÉ NAST



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DIGITAL COVER PACKAGES

1x Digital Cover with 1 native and 1 facebook post (boosted), 1 Instagram post (boosted)

R45 000 (If images are supplied by client)

1x 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 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.