

SOUTH AFRICAN HOME OWNER BUYERS GUIDE



SA HOME OWNER BUYER'S GUIDE 2008/9

The SA Home Owner Buyer's Guide is a reference work for South African home owners planning to build or renovate their homes, and puts its upper-income readers in touch with leading suppliers across the country.

Products and services are classified nationally according to region. The 2008/9 edition will feature Interior & Exterior Products & Services, Professionals and Profiles of Leading Companies.

The SA Home Owner Buyer's Guide 2008/9 will be on sale in bookstores and newsagents across South Africa, and will retail at an accessible R39,95.

Advertising Rates:

PROFILES OF LEADING COMPANIES

Ad Size	Description	Width then height	Cost (Excl VAT)
1 Page Advertorial Profile	Up to 3 images, text & contact details	220mm x 285mm (incl. 5mm bleed)	R12 000
2 Page Advertorial Profile	Up to 6 images, text & contact details	220mm x 285mm (incl. 5mm bleed)	R24 000
3 Page Advertorial Profile	Up to 9 images, text & contact details	220mm x 285mm (incl. 5mm bleed)	R36 000
4 Page Advertorial Profile	Up to 12 images, text & contact details	220mm x 285mm (incl. 5mm bleed)	R48 000

DISPLAY ADVERTISEMENTS

Ad Size	Description	Width then height	Cost (Excl VAT)
Half Page Vertical	Complete Artwork Supplied	125mm x 250mm (no bleed)	R 8 250
Half Page Horizontal	Complete Artwork Supplied	180mm x 120mm (no bleed)	R 8 250
Full Page	Complete Artwork Supplied	220mm x 285mm (incl. 5mm bleed and 15mm type area)	R13 000
Inside Front Cover + Page 1	Complete Artwork Supplied	430mm x 285mm (incl. 5mm bleed and 15mm type area)	R27 000
Double Page Spread	Complete Artwork Supplied	430mm x 285mm (incl. 5mm bleed and 15mm type area)	R22 000
Inside Back Cover	Complete Artwork Supplied	220mm x 285mm (incl. 5mm bleed and 15mm type area)	R14 000
Outside Back Cover	Complete Artwork Supplied	220mm x 285mm (incl. 5mm bleed and 10mm type area)	R16 000

BLOCK ADVERTISEMENTS

Ad Size	Description	Width then height	Cost (Excl VAT)
1/9 th Block	Company logo, 1 image & text & details (40 words)	60mm x 82mm	R 1 650
2/9 th Block	Company logo, 2 images & text & details (60 words)	60mm x 165mm	R 3 000
3/9 th Block	Company logo, 3 images & text & details (80 words)	60mm x 250mm	R 4 300
4/9 th Block	Company logo, 4 images & text & details (100 words)	125mm x 165mm	R 5 800

Deadlines:

Booking Deadline: 31 August 2008
 Material Deadline: 15 September 2008
 Published: October 2008

File Format:

High Resolution PDF 300dpi CMYK
 High Resolution Tiff 300dpi CMYK
 No bleed required if less than a full page ad

PLEASE NOTE: Rates exclude VAT and agency commission. No agency commission is payable on block advertisements. Block advertisements are free-standing with a complete border around them.

Material Requirements:

Ad material should be supplied on CD or via email as a print-ready PDF, images saved at a minimum of 300dpi in CMYK format. AVUSA Media Ltd will not be held responsible for variations in the final printed product should a high-quality colour proof not be supplied. Colour laser prints are not sufficient.



To advertise or for more information please contact:

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