

SOUTH AFRICAN
HOMEOWNER

**RATES
2009**



For 20 years,
SA Home Owner
has been South Africa's
premier home and décor
publication covering
architectural design,
building, renovating,
decorating and
lifestyle.



ADVERTISEMENTS

Double page spread	R31 700
Full page	R16 800
Half page	R11 900
Quarter page	R7 400
Classified	R4 650

* All rates exclude VAT

PROPERTY – SPONSORSHIP

Double page picture	R24 000
Full page picture	R13 000
Half page picture	R6 500
Quarter page picture	R4 000

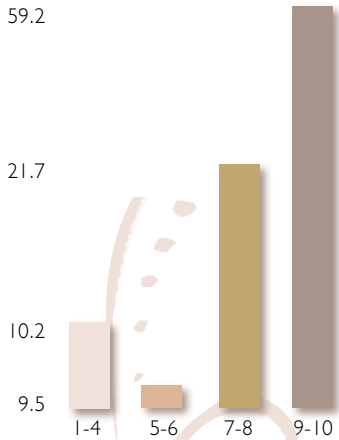
ADVERTORIALS

Double page spread	R29 000
Full page	R15 800
Half page	R11 500

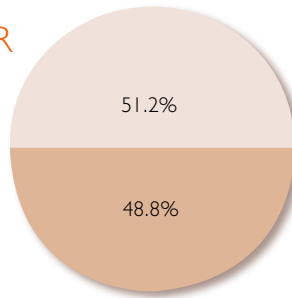
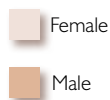
DEADLINES

Issue	Booking/ Cancellation deadline	Complete Material	Shelf date
February	27 October 08	03 December 08	04 February
March	24 November 08	28 January	04 March
April	19 January	25 February	01 April
May	23 February	01 April	06 May
June	23 March	29 April	03 June
July	20 April	27 May	01 July
August	25 May	01 July	05 August
September	22 June	29 July	02 September
October	20 July	26 August	30 September
November	17 August	23 September	28 October
Dec 09/Jan 10	28 September	28 October	02 December
February 10	26 October 09	02 December 9	03 February 10
March 10	23 November 09	27 January 10	03 March 10
April 10	25 January 10	03 March 10	07 April 10

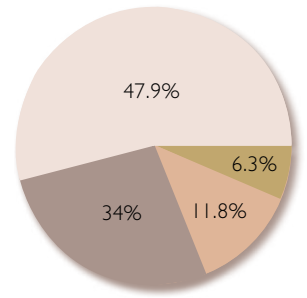
LSM



GENDER



RACE



- SAHO readers are in the market for renovating, building, remodelling or merely decorating their homes.
- Our readers are mostly LSM 9 and 10.
- We have 3 18 000 readers (AMPS)
- ABC 53 061 (April – June 2008).

TECHNICAL SPECIFICATIONS

Format (vert x horiz)	Type Area	With Bleed	Trim Size
Double page	250x390mm (20mm gutter)	5mm around	275x420mm
Full page	250x180mm	5mm around	275x210mm
Half page (horiz)	120x180mm	none	
Half page (vert)	260x85mm	none	
Quarter page	127x85mm	none	
Classified	82x92mm	none	

MATERIAL REQUIREMENTS

Images: Good-quality images at a minimum of 300dpi in CMYK format. SA Home Owner is not responsible for colour discrepancies which may occur when images are converted from RGB to CMYK.

Pdfs: Fonts and graphics are to be embedded. PDFs should have crop marks. A minimum of 5mm bleed is required. No colour profiles should be embedded.

Proofs: A high-quality colour proof is essential. Colour laser/inkjet printouts are not sufficient to guarantee accuracy, and SA Home Owner will not be held responsible for variations in the final printed product.

Note: SA Home Owner does not accept any advertising that displays prices in the main body of the magazine. No open files (eg Freehand, InDesign, Illustrator, Photoshop, Corel Draw) or Microsoft Office documents (eg Excel, Word or Powerpoint) will be accepted.

Terms of Acceptance

- 1 The advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by Avusa Media Limited ("AML") and further agrees that it shall be bound by the provisions of AML's Rate Card ("the Rate Card") for the publication in question as it pertains to all matters set out therein including but not limited to the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellation deadlines, and cancellation conditions.
- 2 All copy for advertisements/advertorials is subject to the approval of AML, who also reserves the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorials.
- 3 No responsibility will be accepted by AML for loss arising from typographical or other errors. AML's responsibility is limited to industry standard scanning and printing quality. AML is not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instructions, should an error have occurred.
- 4 It is an advertiser's responsibility to supply material suitable for space bookings by AML's copy deadlines as set out in the Rate Card for the publication in question. If copy is not forthcoming, AML has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertiser.
- 5 AML accepts no responsibility for incorrect material supplied.
- 6 AML shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
- 7 AML will use its best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of their failure to do so and any failure in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. AML shall be exempt from any liability arising from force majeure or where performance of its obligations is prevented by circumstances outside its control.
- 8 While an enquiry service number may be supplied, this in no way forms part of the contract. AML is not responsible for an omission of an enquiry number, nor the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
- 9 Whilst every effort will be made to place advertisements/advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the editor. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question, otherwise no guarantees will be given.
- 10 Verbal cancellation will not be valid; only a written cancellation confirmed by AML will serve as notice.
- 11 Series rates quoted apply only to firm orders, and insertions must be taken up within a 12 (twelve) month period unless otherwise arranged. Where the number of insertions does not justify the series rate, a surcharge will be made. Series rates are subject to rate increases which may be announced from time to time.
- 12 Should AML agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all AML's production costs will be for the account of the advertiser as per AML's advertiser service rates. This includes all photography and layout expenses.
- 13 All amounts payable are due simultaneously with the confirmation of order, save where AML has approved, in writing, an account for the advertiser, in which event:
 - 13.1 Payment is required within 30 (thirty) days from date of statement, unless otherwise agreed in writing;
 - 13.2 AML reserves the right to suspend services if payment is not received on due date;
 - 13.3 Nothing herein contained shall be interpreted as obliging AML to afford the advertiser any indulgence to effect payment after due date;
 - 13.4 All overdue accounts will bear interest at an interest rate being, if the National Credit Act, 2005 ("NCA") applies to this agreement, the maximum permitted interest rate as determined by the NCA or any regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;
 - 13.5 In the event of AML instructing its attorneys to collect any amounts, all legal fees and collection charges, determined by the maximum permitted fees and charges in terms of the NCA and its regulations, if the National Credit Act, 2005 ("NCA") applies to this agreement, or otherwise a collection commission of 20% (twenty percent) of the amount outstanding, tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.
- 14 Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
- 15 A certificate under the hand of any director, manager or accountant of AML whose valid appointment need not be proved by AML, in respect of any indebtedness of the advertiser to AML or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the advertiser's indebtedness to AML and prima facie evidence of such other fact and prima facie evidence of the services rendered, for inter alia the purpose of summary judgment.
- 16 In all cases where the advertiser uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the advertiser.
- 17 Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with and shall bind himself/herself to the provisions of these Terms of Acceptance, mutatis mutandis.
- 18 The advertiser agrees that these Terms of Acceptance constitute a valid contract with AML and certifies that all information given herein by him/her/it to the representative of AML is true and correct.
- 19 This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. AML is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude AML at its own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the advertiser.
- 20 All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by AML, and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
- 21 No concession, latitude or indulgence allowed by AML to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.
- 22 In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.