SA Affordable Housing brings you relevant stories and business ideas in the affordable housing space. Our exclusive on-the-ground articles will enable you to make the right decisions whether tendering for projects, planning future developments, or positioning yourself in the 'affordable' demographic. It doesn't matter if a development is five or five thousand units or whether you are still inside the box or outside it, we have you covered.

**SOCIAL MEDIA HANDLES**

- @SAffordableHousing
  - 1227 likes
- @saaffordablehousingmag
  - 1360 followers
- @SA Affordable Housing
  - 1748 connections

**AUDIENCE OVERVIEW**

<table>
<thead>
<tr>
<th>Users: 4,947</th>
<th>Pageviews: 12,561</th>
<th>Avg. Session Duration: 01:36</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Country Breakdown</th>
<th>African Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa - 69.22%</td>
<td>Southern Africa - 96.83%</td>
</tr>
<tr>
<td>United States - 12.62%</td>
<td>Eastern Africa - 1.59%</td>
</tr>
<tr>
<td>India - 2.19%</td>
<td>Western Africa - 1.34%</td>
</tr>
<tr>
<td>United Kingdom - 2.17%</td>
<td>Northern Africa - 0.14%</td>
</tr>
<tr>
<td>Australia - 0.87%</td>
<td>Central Africa - 0.11%</td>
</tr>
</tbody>
</table>

**WEBSITE BANNERS**

**ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2020**

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

- **WEB BANNER**
  - Size: 200 x 127 pixels
  - R12 300.00 per year

- **FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK**
  - R4 800.00 per issue (month)

**SPECIFICATIONS**

- Payment required in full before advert goes live
- Material to be provided in JPEG, PNG or GIF format
- The sections that adverts can be placed:
  - News
  - Projects
  - Energy Efficiency
  - Personality Profiles
  - Wood Wise
  - Online Directory
MONTHLY NEWSLETTER

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

Newsletter banner
Size: 650 x 300 pixels (once a month)
R4 800.00 per insertion

AUDIENCE OVERVIEW

Subscribers: 1 500
Open rate: 13.0%
CTR (Click Through Rate): 1.9%

SPECIFICATIONS

- Payment required in full before advert is inserted into bulletin
- Material to be provided in JPEG, PNG or GIF format