

New addition to the Homemakers Media Holdings family

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Following the success of Durban's leading direct response magazine, *Homemakers Fair*, Homemakers Media Holdings is proud to launch a sister publication to *Homemakers Fair* in the greater Durban area, *homeTALK*.



This publication has enjoyed great success in Johannesburg, Pretoria and Cape Town, being in circulation for over 20 years. As a brand, *homeTALK* is widely known by consumers and advertisers alike as a leader in the direct response magazine market.

Richard Falconer, Branch Manager in Durban, says, "The Durban market is ready for *homeTALK*. Presently, consumers already rely on the Durban *Homemakers Fair* for all their home lifestyle needs and introducing another publication will reinforce our standing within the greater Durban community. We strive to offer our readers the best possible resource for all of their home-related queries and needs. With *Homemakers Fair* and *homeTALK* in circulation, we believe we will afford our Durban homeowners a complete 'home lifestyle' service".

Homemakers Fair and its sister publication *homeTALK* currently hold 67% of the market share within the home lifestyle direct response industry and at present distribute more than 1.4 million magazines to homes in South Africa. This is a true reflection of how established the brands are and how receptive the market is to this kind of marketing medium. The distribution of the first issue of the Durban *homeTALK* began on 15 April, with 115 000 copies delivered to the greater Durban area, including Ballito and Pietermaritzburg. This publication is targeted at the upper LSM groups who are aspirational and looking to enhance their homes. *homeTALK* is ABC (Audited Bureau of Circulation) certified, and VFD (Verified Free Distribution) approved.

Homemakers Expo is the third brand within the Homemakers Media Holdings stables. These expos address a specific niche market and are attended by well discerning homeowners in the upper LSM's. Currently, nine Homemakers Expos are presented in Johannesburg, Cape Town, Pretoria, Durban, Port Elizabeth, Bloemfontein, the Vaal Triangle and George. Over 50 successful exhibitions have been hosted nationally since its inception 14 years ago. Annually, Homemakers Expos attract over 1 500 exhibitors on more than 2 500 stands, covering 60 000 square metres with more than 200 000 visitors.

Homemakers Media Holdings presents a host of media solutions for advertisers and homeowners alike, with well-established brands in mediums embraced by consumers. Advertisers are offered the opportunity to reach their target markets via a strategic and valuable marketing campaign incorporating one, some or all mediums on hand. Consumers are spoilt for choice when looking for any home related products or services.

▪ **Secure your stand, cultivate trust, generate leads and build your brand!** 23 Jan 2024

▪ **Tribute to industry stalwart: Henk Louw (16 August 1939-11 September 2023)** 15 Sep 2023

▪ **Johannesburg Homemakers Fair on from 24 to 26 March at Kyalami** 13 Feb 2023

▪ **Get on board with *Homemakers* digimag** 21 May 2021

▪ **2021 Johannesburg Homemakers Fair postponed** 10 Feb 2021

HOMEMAKERS



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