

HOMEMAKERS publications get a new online look and feel

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The Online Division of HOMEMAKERS Media Holdings is proud and excited to announce that their publications are now viewable and clickable in a much more user-friendly format than before. *HOMEMAKERSfair* and *HOMEMAKERStalk* have been at the forefront of free-distribution direct response magazines since the mid-80's. Each month the publications will be available on the HOMEMAKERS web portal, www.homemakersonline.co.za, allowing readers the opportunity to browse the various home improvement offerings on a national basis and communicate directly with the advertisers.



"Not only will this enhance the experience of the visitors to our portal but, also add huge benefits to our advertisers. With the success of *HOMEMAKERSonline* as the leading home lifestyle site in SA, as measured by Effective Measure, advertisers can be reached and quotes requested by a simple click of the mouse." *John Leyden - Business Development Director of HOMEMAKERS.*

The magazines are published regionally and distributed freely to 1,200,000 upper LSM homes in Johannesburg, Pretoria, Cape Town, Durban, Port Elizabeth, Bloemfontein and the Vaal Triangle. HOMEMAKERS publications have become indispensable to the South African public making this lifestyle publication the ultimate direct advertising guide to home improvement, décor and design.

HOMEMAKERS have over 28 years publishing experience, with many advertisers having achieved their 25 year loyalty awards.

HOMEMAKERS also hosts the ever popular, award-winning *HOMEMAKERS Expo* which is South Africa's premier home lifestyle consumer show and attracts market leading interior and exterior home improvement exhibitors making it increasingly appealing to the SA consumer.

The Expo is on in Port Elizabeth from 26-29 July 2012, Cape Town 23-26 August 2012, Durban 4-7 October 2012 and Gauteng 28 February - 3 March 2013.

For more information visit www.homemakersonline.co.za.

- **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



HOMEMAKERS create platforms where advertisers and discerning homeowners connect.

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