

Homemakers distribution figures reach all-time high

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With so many publishers closing their doors in 2020, it seemed that the print magazine industry was on the heavy decline. This was not true for the 39-year-old *Homemakers* publication. Their massive distribution reach of 290,000 has put them in a league of their own.



Halted by lockdown regulations, the popular magazine could not be printed for two months, which led to a decrease in overall sales. This did not impact *Homemakers* as one would predict. “*Homemakers* magazine is easily found all over South Africa and as soon as we could go to print after lockdown levels had eased, it was game-on! In December 2020, stand distribution stations were found empty in record time,” says Reuben Louw, CEO of Homemakers Media Holdings.

If you happen to find an empty *Homemakers* stand at your local Pick 'n Pay or Spar, it's evidence of the demand for a credible magazine to assist homeowners in their home improvement journey. What does this mean for the home improvement industry? It means the effects of Covid-19 by keeping people home has allowed homeowners to start making their homes, havens.

Homemakers is iconic for its emphasis on advertiser's credibility. It is the key element that makes *Homemakers*, *Homemakers*. If you are looking for experts and products to help you create the perfect home, paging through a *Homemakers* magazine will give you all the options you need, with a guarantee that the advertiser has a good track record.

Lockdown was a difficult period nonetheless. This is when *Homemakers* decided to launch a trendy digital magazine. The magazine is a lifestyle publication published for all six regions (Johannesburg, Pretoria, Cape Town, Durban, Bloemfontein and the Vaal area). The magazine's offering covers everything from the publisher's traditional homeowner-related content to expert advice columns, trend reports and, more recently, health and wellness articles too. It's a one-stop-shop for decorating inspiration and advice, popular DIYs and great reads that include a visually-appealing Wanderlust article that appears every month with an emphasis on local travels.

The magazine lands in a staggering 145,000 inboxes across the country. [Read the latest issue here](#) or [subscribe](#) and join thousands of South Africans who are as passionate about home as you are!

See our distribution team in action [here](#).

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