

11 De Villiers Road, Bellville, 7530; PO Box 1566, Bellville 7535, South Africa; Tel. 021 946 2480;
Fax 021 946 1238; E-mail: info@rode.co.za; GPS: 33°53'58,5"S; 18°38'14,5"E
Rode & Associates (Pty) Ltd.; reg. no. 2009/005600/07; VAT nr. 4480101791. MD: ERWIN RODE.

Advertisers' information sheet/rate card 2017

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Rode's Report on the SA Property Market



Publisher	Rode & Associates Tel: (021) 946 2480
Advertising enquiries	Lynette Smit Fax: 086 503 4730 Cell: 082 323 5799 Land line: 021 946 2480
Booking deadlines	6 weeks prior to publication
Material deadlines	2 weeks prior to publication
Material requirements	High resolution print-ready PDF document (fonts embedded or as paths/curves; CMYK Process colour).
Full page format:	148 mm wide by 210 mm deep (A5 portrait), + 5 mm bleed
Half page format:	148 mm wide by 105 mm deep (A6 landscape), + 5 mm bleed on left, right and top/bottom, where applicable
Strip ads formats:	
Portrait	30 mm wide by 210 mm deep, +5 mm bleed on top, bottom and left/right, where applicable
Landscape	148 mm wide by 30 mm deep, +5 mm bleed on left, right and bottom

Advertising rates

Excl. agency commission and VAT, effective for 2017

			PER ISSUE	ANNUALY
A.	Front cover (inside):	Full Colour	R9 750	R7 800 x 4
B.	Back cover:	Full Colour	R8 540	R6 840 x 4
C.	Back cover (inside):	Full Colour	R7 900	R6 320 x 4
D.	Full page:	Full Colour	R7 460	R5 970 x 4
		Black & White	R5 260	R4 210 x 4
E.	Half page:	Full Colour	R6 050	R4 840 x 4
		Black & White	R4 790	R3 840 x 4
F.	Strip (portrait):	Full Colour	R4 590	R3 670 x 4
		Black & White	R3 270	R2 620 x 4
G.	Strip (landscape):	Full Colour	R4 360	R3 490 x 4
		Black & White	R3 030	R2 430 x 4

Additional information

Readership profile: Independent analysis of the property market targeted at property practitioners, e.g. property developers, property managers, landlords, merchant and commercial banks, non-residential property brokers, property investors, estate agents, valuers, quantity surveyors.

Readership (based on a survey done in 2014): 2 900

Distribution: Quarterly – subscription only

Print order: 450

Shelflife: One quarter, used as a reference ‘bible’.

Page format: 148 mm wide by 210 mm deep (A5 portrait)

Cover price: R4.700,00 (excl. VAT and agency commission) for an annual subscription

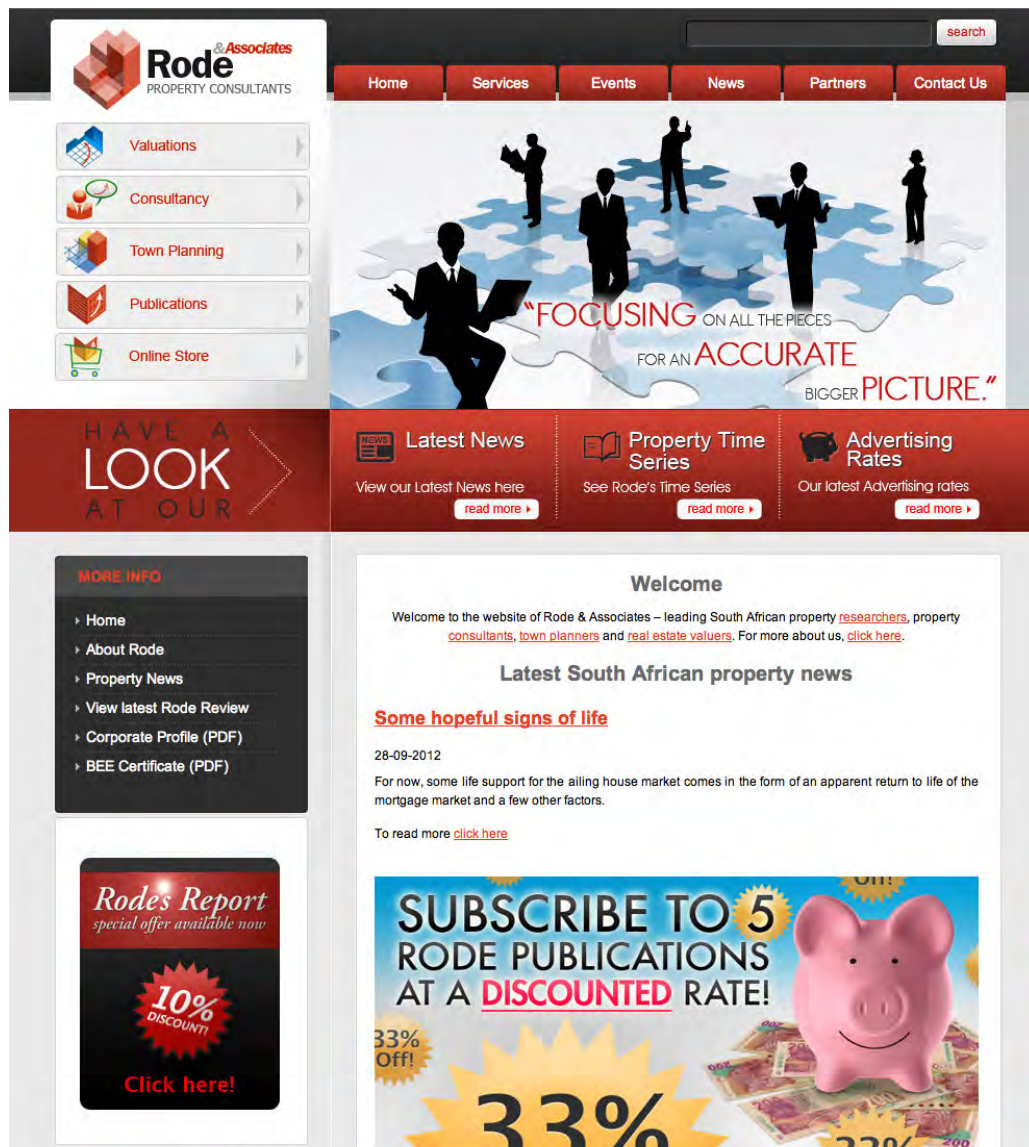
Rode's Report is a quarterly publication that analyses, and reports on, most sectors

of the property market in the major, and some secondary, cities. It covers the following:

- The **state of the property market** provides an overview of how the property market has performed over the last quarter.
- The **standard capitalization rates** folio provides a detailed analysis of trends and prevailing levels of standard capitalization rates for the survey quarter by node/city by type.
- The **listed property** folio highlights the relative performance of listed property compared to directly-held property, bonds and to financial & industrial shares listed on the JSE Securities Exchange South Africa.
- The **office market** folio analyses trends and levels of achievable market rentals per square metre for decentralized and CBD offices in the major metro nodes.
- The office demand folio tracks trends and details vacancy & demand factors, calculated from the Sapoa office vacancy surveys, for grades A and B buildings.
- The **industrial market** folio tracks trends in, and details levels of, achievable market rentals per square metre for industrial space in the major industrial townships for units of 250m², 500m², 1.000m², 2.500m² and 5.000m², together with industrial vacancy levels and indicative operating costs per square metre. Furthermore it tracks the market values for industrial stands in the major industrial townships.
- The **flats market** folio tracks trends, and shows achievable market rental levels in the major cities for bachelor flats, as well as 1, 2 and 3-bedroom standard and upmarket quality units.
- The **house market** folio analyses house-price trends across all the metro areas and on a national basis.
- Construction activity in the residential and non-residential sectors is analysed in order to assess the performance of the **building industry and trends in building-construction costs**.

Advertising online

www.rode.co.za



The screenshot shows the Rode website homepage. At the top, there is a red banner with the text "Advertising online" and the website URL "www.rode.co.za". Below this is the website's navigation menu, including "Home", "Services", "Events", "News", "Partners", and "Contact Us". A search bar is located in the top right corner. The main content area features a large banner with silhouettes of business people and the text: "FOCUSING ON ALL THE PIECES FOR AN ACCURATE BIGGER PICTURE." Below the banner, there are three columns of links: "Latest News" (with a "read more" button), "Property Time Series" (with a "read more" button), and "Advertising Rates" (with a "read more" button). On the left side, there is a sidebar with a "MORE INFO" section containing links to "Home", "About Rode", "Property News", "View latest Rode Review", "Corporate Profile (PDF)", and "BEE Certificate (PDF)". Below the sidebar, there is a promotional banner for "Rode's Report" with a "10% DISCOUNT" and a "Click here!" button. At the bottom right, there is a large promotional banner for "SUBSCRIBE TO 5 RODE PUBLICATIONS AT A DISCOUNTED RATE!" featuring a pink piggy bank and a "33% OFF!" starburst.

Various options are available for advertising on the **Rode website**. Please enquire with **Lynette Smit**.

The cost for prominent banner advertising would be **R3 600 + VAT** per month.

The Rode website receives 170 000 hits per month and about 37 000 unique visitors per year.

Rode Review



RODE REVIEW FEBRUARY 2014

Welcome to the February issue of the monthly Rode Review. Feel free to contact us for more info regarding any of the articles and/or special offers below.

Greetings
 John Lottering, editor

RODE ARTICLES

Overzealous office development activity in Sandton a cause for

Stalled by low levels of business confidence and weak growth in employment, strong growth in the demand for office space to rent has in recent years not been forthcoming.

[READ MORE](#)

OTHER EVENTS



CENTRE FOR CONVEYANCING PRACTICE

GAWIE LE ROUX ON AGREEMENTS OF SALE

Gawie le Roux presents the first of a series of seminars designed to update property practitioners with a practical understanding of the complex pitfalls in Agreements of Sale... [Read More](#)



R1.820 per advertisement in our monthly newsletter, "Rode Review", which also gives the advertiser four weeks exposure on our website.

A short paragraph could be linked either to the advertiser's website or to a full-colour (landing page) advertisement page.

Advertising contacts

Lynette Smit

Cell: 082 323 5799

Land line: 021 946 2480

E-mail: lynette@rode.co.za