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GPS: 33°53'58,5"S; 18°38'14,5"E  
Rode & Associates (Pty) Ltd.; reg.no. 2009/005600/07; VAT no. 4480101791. CEO: EG RODE.

## *Advertisers' information sheet/rate card 2019*

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## Rode's Report on the SA Property Market



<b>Publisher</b>	Rode & Associates Tel: (021) 946 2480
<b>Advertising enquiries</b>	Lynette Smit Fax: 086 503 4730 Cell: 082 323 5799 Land line: 021 946 2480
<b>Booking deadlines</b>	6 weeks prior to publication
<b>Material deadlines</b>	2 weeks prior to publication
<b>Material requirements</b>	High resolution print-ready PDF document (fonts embedded or as paths/curves; CMYK Process colour).
<b>Full page format:</b>	148 mm wide by 210 mm deep (A5 portrait), + 5 mm bleed
<b>Half page format:</b>	148 mm wide by 105 mm deep (A6 landscape), + 5 mm bleed on left, right and top/bottom, where applicable
<b>Strip ads formats:</b>	
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 2019

			PER ISSUE	ANNUALY
A.	Front cover (inside):	Full Colour	R10 235	R8 188 x 4
B.	Back cover:	Full Colour	R8 965	R7 172 x 4
C.	Back cover (inside):	Full Colour	R8 295	R6 636 x 4
D.	Full page:	Full Colour	R7 830	R6 264 x 4
		Black & White	R5 520	R4 416 x 4
E.	Half page:	Full Colour	R6 350	R5 080 x 4
		Black & White	R5 025	R4 020 x 4
F.	Strip (portrait):	Full Colour	R4 815	R3 852 x 4
		Black & White	R3 430	R2 744 x 4
G.	Strip (landscape):	Full Colour	R4 575	R3 660 x 4
		Black & White	R3 180	R2 544 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, etc. Targeted at property practitioners, e.g. property developers, property managers, landlords, merchant and commercial banks, non-residential property brokers, estate agents, valuers, quantity surveyors.

**Readership:** 2 400 (based on survey done in 2016)

**Distribution:** Quarterly – subscription only

**Print order:** 400

**Shelflife:** One quarter, used as a reference 'bible'.

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

**Cover price:** R5.700,00 (excl. VAT and agency commission) for an annual digital subscription. Hard copy format to be ceased by 2019:3.

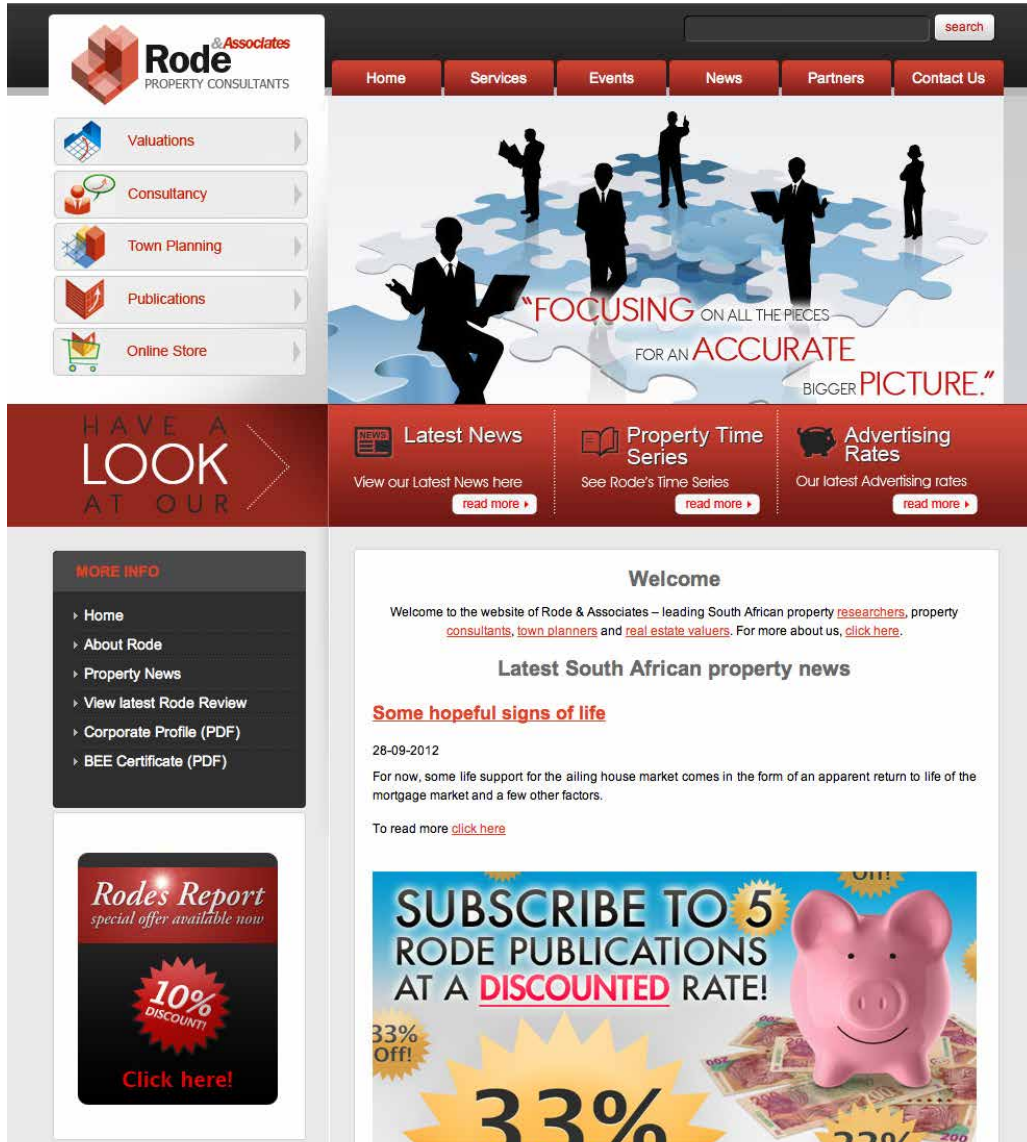
**Rode's Report** is a quarterly publication that analyses, and reports on, most sectors

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 250m<sup>2</sup>, 500m<sup>2</sup>, 1.000m<sup>2</sup>, 2.500m<sup>2</sup> and 5.000m<sup>2</sup>, 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 displays the Rode & Associates website homepage. At the top, there is a navigation bar with links for Home, Services, Events, News, Partners, and Contact Us. A search bar is located in the top right corner. The main banner features a graphic of business silhouettes on puzzle pieces with the text: "FOCUSING ON ALL THE PIECES FOR AN ACCURATE BIGGER PICTURE."

Below the banner, there are three columns of promotional content:

- Latest News:** View our Latest News here [read more](#)
- Property Time Series:** See Rode's Time Series [read more](#)
- Advertising Rates:** Our latest Advertising rates [read more](#)

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 this is a "Rode's Report" banner offering a 10% discount on a special offer, with a "Click here!" button.

The main content area below the navigation bar includes a "Welcome" message and a section titled "Latest South African property news" with an article titled "Some hopeful signs of life" dated 28-09-2012. At the bottom of the page, 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 150 000 hits per month and about 45 000 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](#)



(plain text only)

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](mailto:lynette@rode.co.za)