

The great Homemakers makeover

Issued by HOMEMAKERS

19 May 2008

Since the company began 26 years ago, HOMEMAKERS has steadily grown into the innovative media company it is today. With growth comes change and therefore, the new HOMEMAKERS identity was developed to better represent the company's objective to create synergy between the divisional brands and growth strategy.

HOMEMAKERS' Managing Director Ray Abrahamse, "Our new mark and positioning theme symbolises how we have grown and changed to meet the higher expectations that customers have. The end result is a contemporary and consumer friendly look and feel that we are proud of."



As of 1 May 2008, the company is simply be known as HOMEMAKERS and will consist of three divisions: **Homemakers Print** (HOMEMAKERS*fair*, HOMEMAKER*Stalk* and HOMEMAKERS*living*), **Homemakers Events** (HOMEMAKERS*sexpo*) and **Homemakers Digital** (HOMEMAKERS*online* and HOMEMAKERS*mobi*).

Homemakers Print

- **HOMEMAKERS*fair***



HOMEMAKERS*fair* is South Africa's largest direct response home lifestyle magazine with a staggering 64% market share. The publication has, for the past 26 years, provided an unbeatable service to both consumers and advertisers. HOMEMAKERS*fair* is distributed to more than 740 000 homes.

- **HOMEMAKER*Stalk***



The homeTALK publication has been part of the Homemakers Fair family since 1983 and has been changed to **HOMEMAKER*Stalk*** to fit in with the new brand strategy adopted by HOMEMAKERS. This direct response magazine boasts a distribution of more than 580 000.

- **HOMEMAKERS*living***



Complex Living magazine has a distribution of 85 000 to some of Johannesburg's upmarket areas. The publication has changed its name to **HOMEMAKERS*living*** to position itself within the new HOMEMAKERS brand strategy. Aimed at diverse residents ranging from entry level buyers to the lucrative middle and upper class who have opted for complex and estate living, the publication's A5 format with direct response advertising and relevant editorial is ideally suited to the target market.

Homemakers Events

- **HOMEMAKERS*sexpo***

HOMEMAKERS*sexpo* presents the biggest and most comprehensive home lifestyle shows in the country. Attracting over 2000 exhibitors on 75 000m², each year the shows draw over 200 000 visitors. This ever popular exhibition 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. HOMEMAKERS*sexpo* is the only national

group of shows in South Africa, with expos in all major economic centres including: Johannesburg, George, Cape Town, Pretoria, Port Elizabeth, Durban and the Vaal Triangle.

Homemakers Digital

The revolutionary advances in communication technology have changed how people obtain and apply information. With that in mind, HOMEMAKERS is proud to announce SA's first home improvement internet portal; www.homemakersonline.co.za as well as SA's first home improvement Mobizine.

- **HOMEMAKERSonline**



Advertise or search for home improvement products or services on www.homemakersonline.co.za. It's packed with trends, ideas and information on products and services to assist consumers with all their home improvement needs. The website is updated regularly, to keep the information current and a monthly newsletter will encourage subscribers to visit the website regularly.

- **HOMEMAKERSmobi**



HOMEMAKERSmobi is the answer to home improvement product and service needs on the go. It's the largest mobile home improvement directory with thousands of related products and services. Simply SMS 'Home' to **36744** at the cost of R5.00. Once downloaded, you will always have this info on your phone, which will be updated regularly.

HOMEMAKERS has certainly grown into an innovative media company and recently moved into the upmarket Infinity Office Park in Meyersdal. HOMEMAKERS seeks to uncover and embrace new opportunities and technologies to get advertisers closer to their customers.

For more information go to 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.
[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>