

MEDIA PACK

HGR

Home Goods Retailer



Home Goods Retailer

HGR has been the trusted name in the furniture, appliance and home entertainment retail market for some 30 years and is proud to announce its 2013 re-launch strategy.

With a new look design and feel, increased focus on retailing news, and adoption of a full digital strategy, HGR is set to take your brand into the future.



A Letter...

From Ian Hughes, HGR publisher

After a great deal of soul searching and lengthy discussions with leading retailers and suppliers, we have made the decision to revamp, redesign and relaunch HOME GOODS RETAILER. This new look HGR will be relaunched and published in September 2013.

We have entered into a partnership with SA MEDIA HOLDINGS – a leading publisher with immense experience of retail in this country. That partnership will provide the resources and necessary infrastructure to ensure the success of the new HGR. Even more exciting for those who remember her, is the return of Cherry Swanson to head up the marketing and sales of the new HGR. We know Cherry has retained her contacts within this industry via her successful recruitment agency.

This agency specialises in recruiting suitable staff for companies trading within the vast consumer electronics and appliance industries. As you know, Cherry possesses enormous enthusiasm, energy, knowledge and experience of this environment.

The new HGR is dedicated to becoming even more relevant to you. With the publisher's vast experience and Cherry's extensive knowledge of this market, you may be sure that HGR will once again resume its position

as one of South Africa's leading business publications. It will be newsy and topical, it will carry the latest new product information, and incisive articles on overseas trends. Moreover we will profile leading retailer and supplier personalities on a regular basis. This will mean that you will be able to share in their own knowledge and experience, their problems and solutions.

HGR will be published in both digital format, and in hard copy with retail head offices and buyers receiving print copies, and stores digital copies. Those with not so long memories will recall the halcyon days of this prestigious publication when featuring in HGR was extremely sought after. That will be the case once again from September onwards Covers and prime positions will be sought after as never before. This industry deserves a vibrant, relevant and influential communications medium, and HGR will be that medium. Whether you are an independent retailer or a chain, a manufacturer or an importer/ distributor, you dare not exclude your company from this HGR led communications network. Please use it to your profit.

Regards,

Ian Hughes

Like it or not...

Digital consumption of media is taking over...

Increased Distribution:

We have embarked on partnerships with various key retailers in this market, in order to get digital copies of HGR in the hands of all relevant employees, from buyers to store managers, to departmental heads and floor staff.....the digital solution allows us to do this with the click of a button...

Longer publication lifespan:

Through the digi reader software, all past issues are auto archived, enabling readers to go back and access past issues with the click of a button...

Added value for advertisers:

Advertisers can take their communication into the future, utilizing the digital platform to link readers from their ads, directly to themselves. A simple click can take a reader to a supplier website, it can auto launch an e-mail to a sales representative, it can link into existing e-commerce portals, it can deliver video content and more....

Everyone benefits from the cost savings:

By adopting a hybrid digital/print strategy, certain cost savings are enjoyed. Part of our plan is to pass some of these savings onto our advertisers, essentially giving you more for less...

Take a look:

http://www.webreach2-0.co.za/HGR/HGR_FEB_2013/



HGR

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Distribution... The Numbers...

15 000 ISSUES

HGR will be distributed as follows:

1000 hard copies...

... to head office buyers and flagship stores, from retail brands including Ellerines Group, Lewis Stores, PEP, Tafelburg Furnishers, Hirches, Stax, HiFi Corporation, Joshua Doore, Iser Expert Stores and more...

6000 digital copies...

... to store owners and managers, departmental heads, head office and store staff from retail

brands including Ellerines Group, Lewis Stores, PEP, Tafelburg Furnishers, Hirches, Stax, HiFi Corporation, Joshua Doore, Iser Expert Stores and more...

8000 digital copies...

... to head office directors, buyers, store managers and owners, departmental heads and floor staff from stores such as Pick n Pay, Makro, Dions, Dischem, Shoprite Checkers, Trade Zone.



Latest...

HGR Ratecard 2013

	1 - 5 INSERTIONS	6 - 10 INSERTIONS	11+ INSERTIONS
OFC	R25 000	R22 000	R20 000
OBC	R21 000	R19 000	R17 000
IFC	R13 000	R12 000	R11 000
IBC	R12 000	R11 000	R10 000
Feature Cover	R15 000	R14 000	R13 000
DPS	R19 000	R17 000	R15 000
A4	R11 000	R10 000	R9 000
A5	R6 000	R5 000	R4 000

	A5 (h x w mm)	A4 (h x w mm)	DPS (h x w mm)
Trim	148 x 210	297 x 210	297 x 420
Type	133 x 180	265 x 180	265 x 390
Bleed	154 x 216	303 x 216	303 x 426

ADVERTORIAL DETAILS

Full page, full colour (500 words, 2 pics, logo, trade details): R9 000

INSERTS

Full page, full colour: R5 000

Note: Digital material only ie. HI-RES PC TIFFs or JPGs CMYK or print-ready PDFs.

Meet the team...

Partnership for the future...

Ian Hughes

Ian Hughes is Editor of the new HGR and will be publishing it on behalf of SA MEDIA HOLDINGS. He is extremely well known in the industry having edited and published HGR for the past 10 years. Previously he launched and published the iconic FAS Retailer along with several other publications serving the consumer durable market.

Cherry Swanson

Cherry Swanson is similarly widely known and respected in the industry. She was national sales & marketing manager of FAS Retailer and at the launch of HGR assumed the same responsibilities. She was undoubtedly the linchpin of the enormous success of both publications. She runs a successful recruitment agency, CEA Recruitment, which specialises in the placement of sales and marketing positions within the consumer electronic and appliance industries.



SA Media Holdings is a specialist niche market publisher with four divisions, namely Retail Publishing, Medical Publishing, Consumer Publishing and Custom Publishing. The major

focus however is retail and medical, with titles in the retail division going to all sectors of the FMCG and Hardware Trade, and the medical division with 14 titles going to specialty disciplines from Gynaecology to Oncology and more. The recent publishing agreement entered into with Home Goods Retailer speaks to the changing retail landscape where traditional FMCG giants are supplying the consumer with everything from furniture to white and brown goods to home entertainment systems. Through the agreement HGR will benefit greatly from SA Media's vast retail publishing experience, and SA Media from the iconic name of Ian Hughes in the furniture and home goods retail world.

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