

MEDIA KIT 2025



23k

mailed monthly subscribers

200k

Average monthly LinkedIn impressions
from daily postings

SOCIAL MEDIA FOLLOWERS



18.2k



1.5k



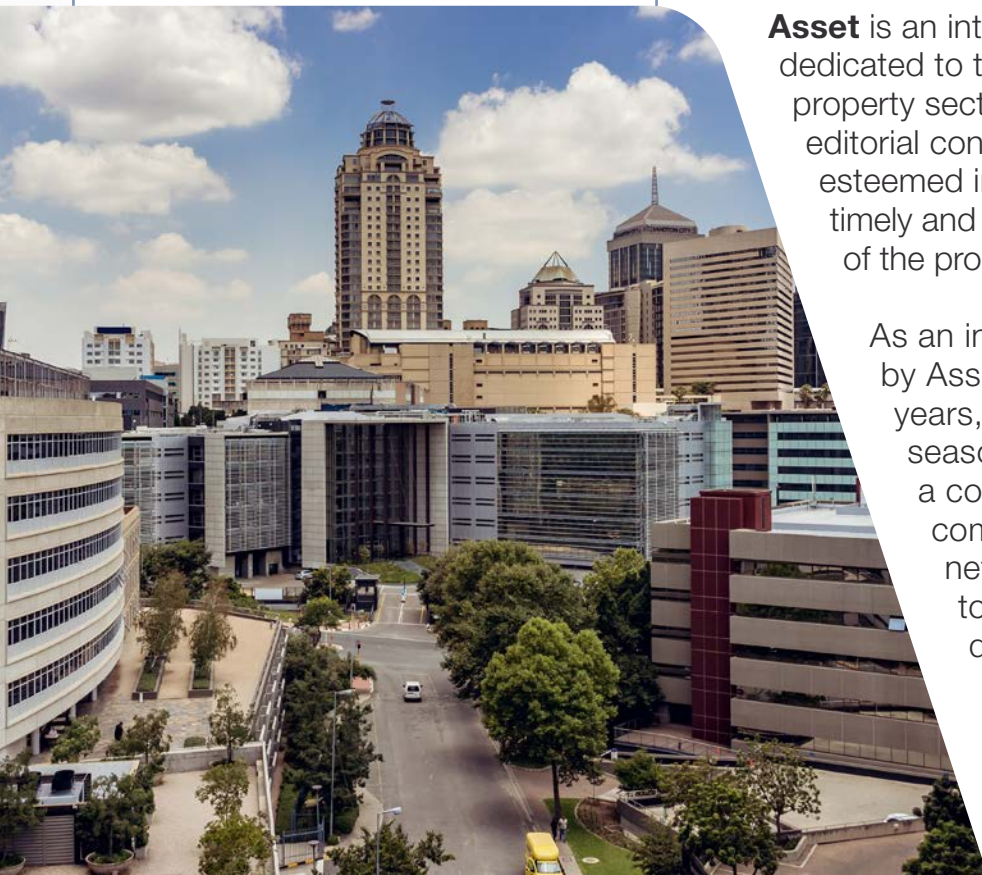
2.5k



ABOUT **Asset** MAGAZINE

Asset is an interactive digital publication dedicated to the South African commercial property sector. Featuring a wealth of original editorial content and contributions from esteemed industry experts, **Asset** delivers timely and relevant insights into the dynamics of the property market.

As an independent magazine published by Asset Publishing (Pty) Ltd for over 13 years, **Asset** is managed by a team of seasoned publishing professionals with a combined 40 years of experience in commercial real estate. Our strong network allows us to conduct face-to-face interviews and gather diverse editorial perspectives, ensuring that our readers receive trustworthy news, valuable market intelligence, and comprehensive research.



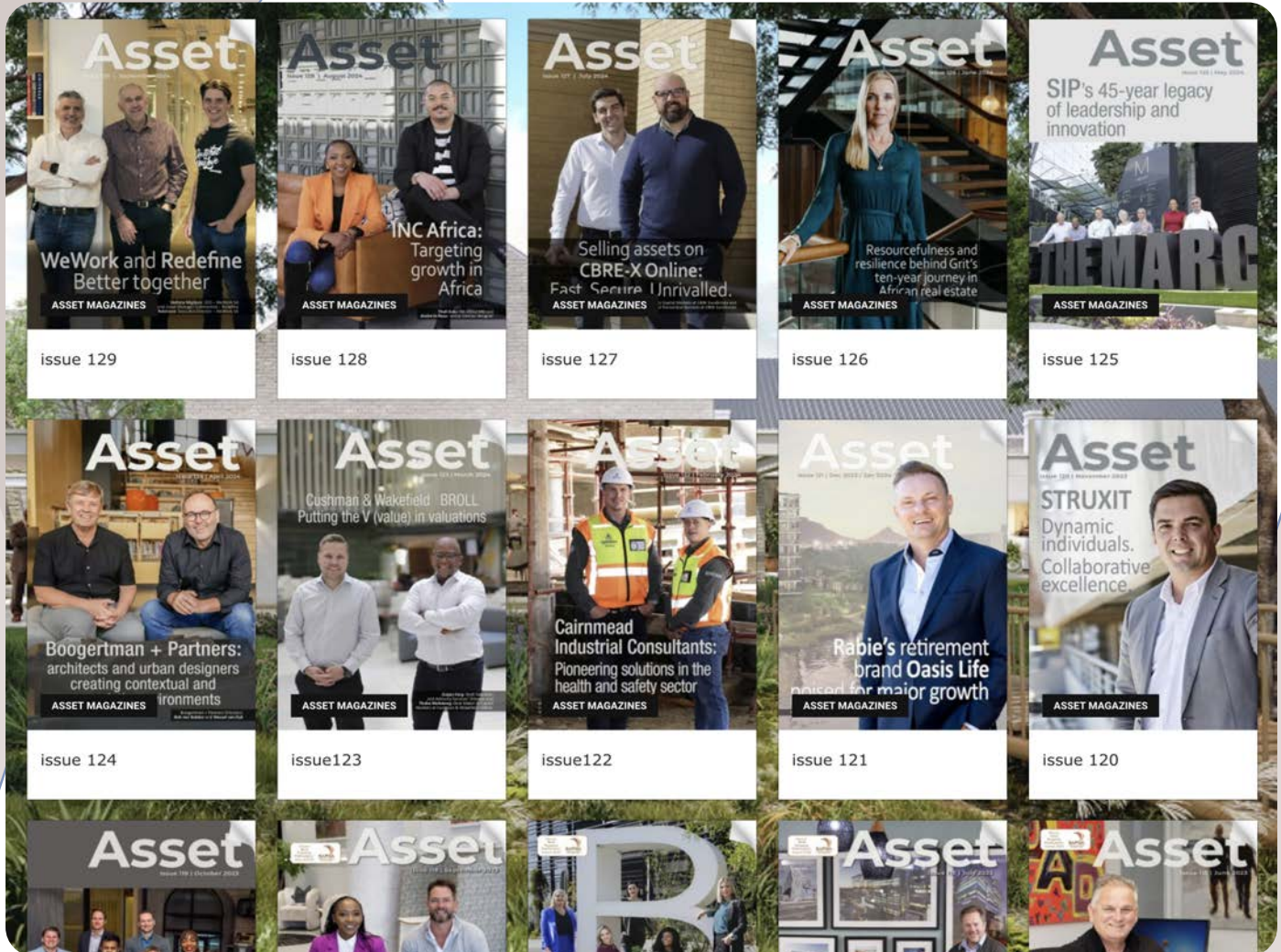
Winner
'Best
Property
Publication'
Award 2022



Winner
'Best Property
Publication'
Award
2024



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Readership: Across all our social media platforms, app and mailed subscribers, we average in the region of 200k + views per month across our various platforms. Our readers are made up of a very wide audience across the entire commercial property spectrum in South Africa including readers in Africa and around the world, who include:

- Institutional property owners including listed and unlisted property funds
- Property investors
- Property developers
- Property and built environment professionals
- Property services companies and professionals
- Product and service providers to the built environment
- Research companies
- Hospitality & leisure practitioners
- Retailers
- Attorneys & accountants
- Professional associations
- Estate agents
- Interior & space planners
- Financial institutions
- Corporate occupiers
- Private individuals
- CRES professionals
- Facility managers

Rates - 12 issues, February - Nov 2025 & Dec/Jan 2026
 Prices exclude VAT and include agency commission.

Insertion rates

	Size	Single Insert	2-3 Inserts	4-5 Inserts	6-7 Inserts	8-11 Inserts
DPS	420mm(w) x 297mm(h)	R22 500	R20 000	R19 000	R17 000	R16 000
Full Page	210mm(w) x 297mm(h)	R17 500	R16 000	R15 000	R14 500	R14 000
Half Page	Vertical 105mm(w) x 297mm(h) Horizontal 210mm(w) x 148mm(h)	R11 500	R11 000	R10 500	R10 000	R9 500
One Third Page (Vertical)	70mm(w) x 297mm(h)	R9 600	R8 500	R8 000	R7 500	R7 200
Quarter Page Strip (Horizontal)	210mm(w) x 80mm(h)	R8 900	R8 300	R8 000	R7 000	R6 500

Cover story	R52 000
Company profile. In conversation with interview...	R25 000

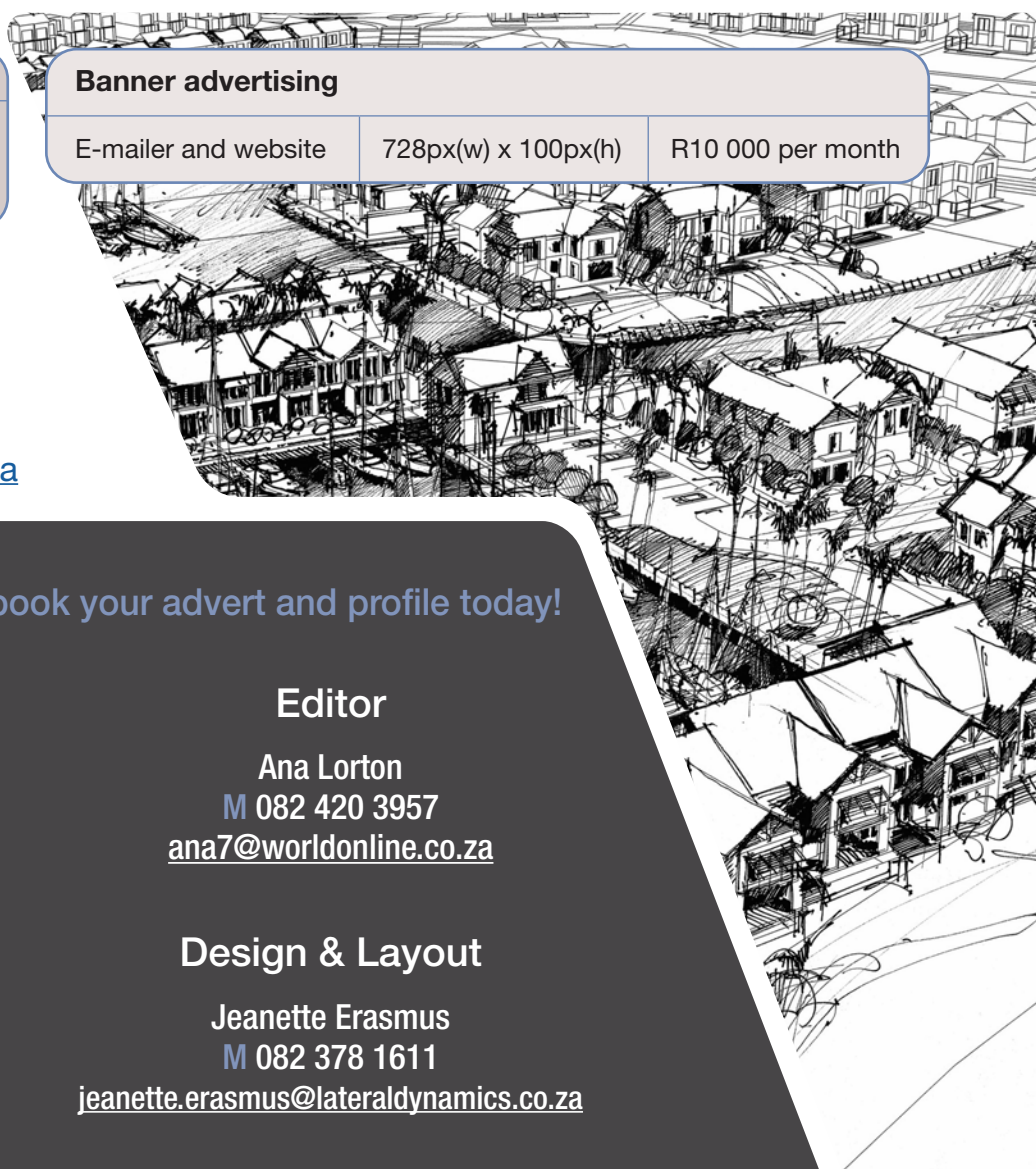
Banner advertising		
E-mailer and website	728px(w) x 100px(h)	R10 000 per month

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