

Homemakers Fair expands its footprint into North West Province

Issued by [HOMEMAKERS](#)

9 Jul 2007

Following the success of Pretoria's leading direct response magazine *Homemakers Fair*, Homemakers Media Holdings has announced that it will be expanding its footprint into the North West Province. From August 2007 the North West *Homemakers Fair* will be delivered to 25 000 targeted homes in Hartbeespoort, Brits and Rustenburg.



Homemakers Fair has enjoyed an incredible 25 years of publishing excellence and has achieved great success in Johannesburg, Pretoria, Vaal Triangle, Durban, Cape Town, Port Elizabeth and Bloemfontein.

Johann Axsel, Branch Manager in Pretoria, says, "North West Province is one of the fastest growing provinces in South Africa. We look forward to delivering a recognised and credible resource to targeted homes in Hartbeespoort, Brits and Rustenburg to assist with their home-related queries and needs."

Homemakers Media Holdings has three direct advertising magazines: *Homemakers Fair*, *homeTALK* and *Complex Living*. Currently it holds 67% of the market share within the home lifestyle direct advertising industry and monthly distributes more than 1.2 million magazines to homes in South Africa. These publications are targeted at the upper LSM groups who are aspirational homeowners who are looking to enhance their homes.

Homemakers Expo is another popular brand within the Homemakers Media Holdings stable. Currently, nine Homemakers Expos are presented in Johannesburg, Cape Town, Pretoria, Durban, Port Elizabeth, Bloemfontein, the Vaal Triangle and George. Annually, Homemakers Expos attract over 1 500 exhibitors on more than 2 500 stands, covering 60 000 square metres with more than 200 000 visitors.

For more information on the North West *Homemakers Fair* please contact Sarie Nell on (012) 661 7003 or visit www.homemakersfair.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

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