



Rode

PROPERTY CONSULTANTS & VALUERS

www.rode.co.za

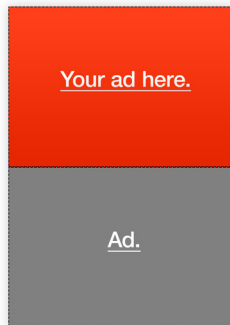
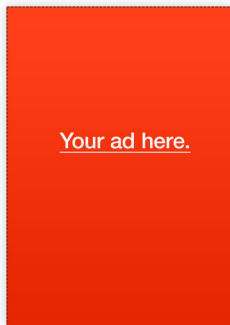
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Rode & Associates (Pty) Ltd. | Reg. no. 2009/005600/07 | VAT nr. 4480101791 | MD: ERWIN RODE

Advertisers' information sheet / rate card

2024

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Rode's Report on the SA Property Market



Publisher: Rode & Associates
Tel: 021 946 2480

Booking deadlines: 2 weeks prior to publication
Material deadlines: 1 week prior to publication

Material requirements: PDF document (embedded images RGB 200dpi)

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Full page format:	A4 portrait (210mm wide by 297mm deep)
Half page format:	A5 landscape (210mm wide by 148mm deep)
Strip ads (portrait):	37mm wide by 253mm deep
Strip ads (landscape):	169mm wide by 50mm deep

Advertising rates

Excl. agency commission and VAT, effective for 2024

		PER ISSUE	ANNUALLY* (rate per quarter)
A.	Full page	R5.230	R4.184 x 4
B.	Half page	R4.195	R3.356 x 4
C.	Strip (portrait)	R3.700	R2.960 x 4
D.	Strip (landscape)	R3.450	R2.760 x 4

*Receive a 20% discount on standard rates when you advertise annually (four consecutive quarters).

Additional information

Readership profile: Independent analysis of the property market targeted at property practitioners, e.g. property developers, property managers, landlords, investors, merchant and commercial banks, non-residential property brokers, estate agents, valuers, quantity surveyors etc.

Readership: Report is sent in digital format to approximately 500 companies

Distribution: Quarterly

"Shelf" life: One quarter, used as a reference 'bible'.

Page format: A4 portrait (210mm wide by 297mm deep)

Cover price: R6.250,00 (excl. VAT and agency commission) for an annual subscription

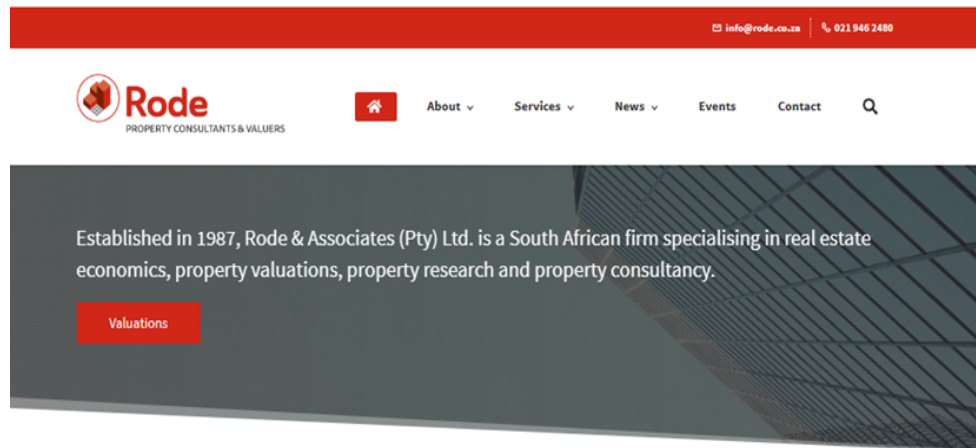
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Rode's Report is a quarterly publication that analyses, and reports on, most sectors of the property market in the major, and some secondary, cities. It covers the following:

- The state of the property market provides an overview of how the property market has performed over the last quarter.
- The standard capitalization rates chapter 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 chapter highlights the relative performance of listed property compared to directly-held property, bonds and to financial and industrial shares listed on the JSE Securities Exchange South Africa.
- The office market chapter analyses trends and levels of achievable market rentals per square metre for decentralized and CBD offices in the major metro nodes.
- The office vacancy chapter tracks trends and details vacancy factors for grades A+, Grade A and B buildings, based on Rode's office vacancy survey.
- The industrial market chapter tracks trends in, and details levels of, achievable market rentals per square metre for industrial space in the major industrial townships for units of 250m², 500m², 1.000m², 2.500m² and 5.000m², 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 chapter 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 chapter 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.

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Rode Website



About Rode

Established in 1987, **Rode & Associates (Pty) Ltd.** is a South African firm specialising in real estate economics, property valuations, property research and property consultancy. It is also one of the large independent property valuation (real estate appraisal) firms in South Africa.

Rode introduced to South Africa the regular, rigorous surveying of market **rental levels** and **capitalization** rates through the expert-panel method of polling – a crucial and first step towards more uniform and realistic market valuations by the property industry in South Africa.



Advertising rates: **Landscape banner:** R3.950 per month, excl. VAT
Portrait banner: R2.350 per month, excl. VAT

Material requirements: **File type:** JPEG, GIF or PNG
Colour: RGB or Index
Measurements: Landscape (800px wide, 312px down)
 Portrait (200px wide, 250px down)

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Rode Review (email)



Rode Review October 2023

Welcome to the October issue of *Rode Review*. Feel free to contact us for more information regarding any of the articles and/or special offers below.

Happy reading!

[Kobus Lamprecht](#)

Your ad here



**ELEVATING BUSINESSES.
ELEVATING SOCIETY.**

Our team of Real Estate and Construction specialists work across the business.

Contact us today



Advertising in our monthly newsletter, "*Rode Review*". We currently have about 4 750 subscribers to the popular monthly newsletter.

Advertising rate: R2.150 per month, excl. VAT

Material requirements: **File type:** JPEG, GIF or PNG
Colour: RGB or Index
Measurements: 800px wide, 312px down

The banner could be linked either to the advertiser's website or to a full-colour (landing page) advertisement page on the *Rode* website.

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Advertising contacts

Lynette Smit

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