



REAL ESTATE INVESTOR



MEDIA KIT 2025

South Africa's most trusted
Property Investment Platform

REI.CO.ZA





Welcome to Real Estate Investor (REI)

Real Estate Investor (REI) is South Africa's leading independent media platform for property investors, professionals, entrepreneurs and developers.

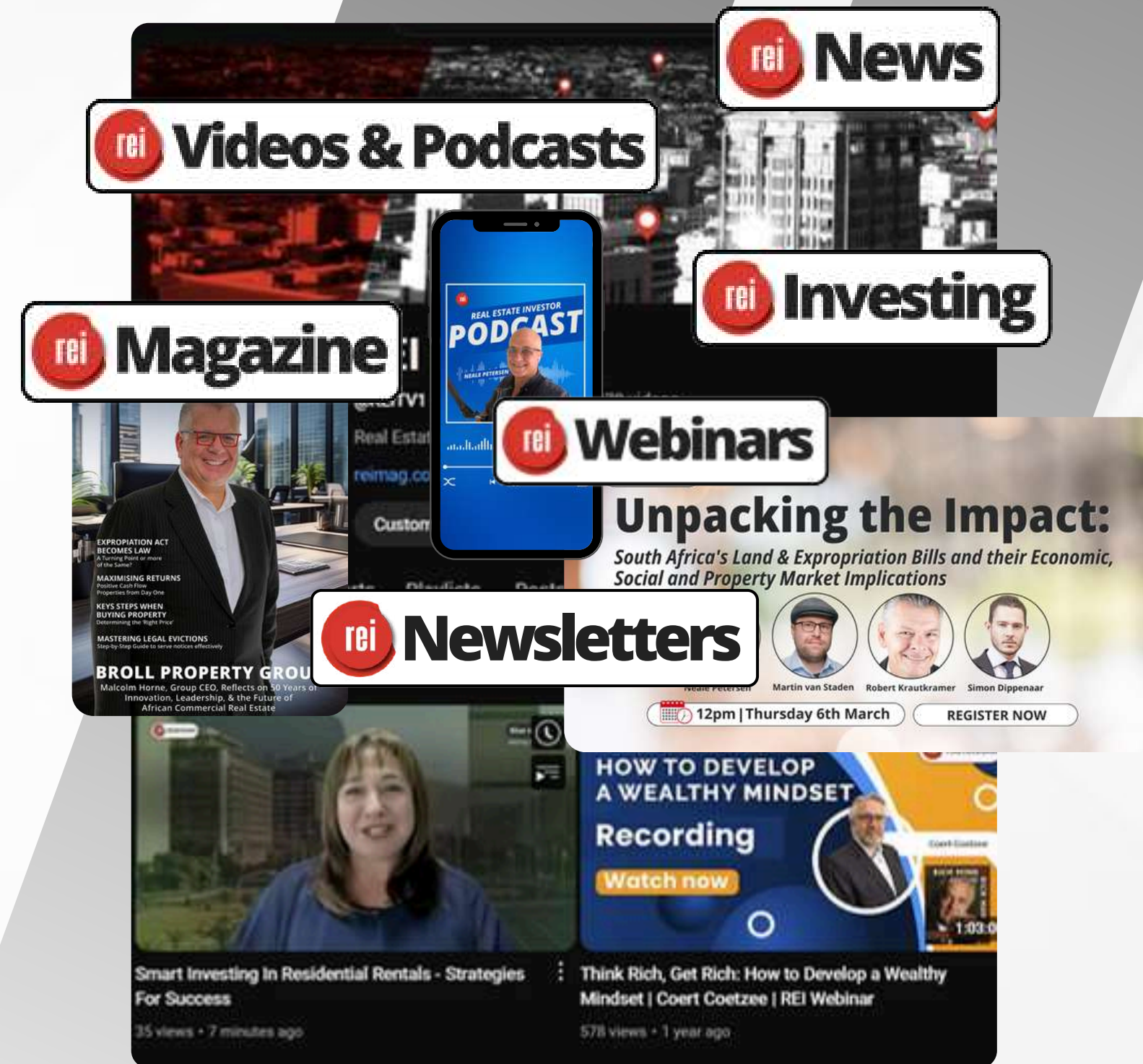
Founded in 2007, REI delivers the insights, tools, and opportunities that power successful investment decisions from beginner to boardroom.

We are the go-to platform for:

- Real estate news, strategy & trends
- Investor education & expert insights
- Networking, partnerships & deal-making

Our mission is simple: Empower the next generation of real estate wealth builders through education, innovation, and community.

Explore more at www.rei.co.za



WHY REI WORKS FOR YOU

With a trusted audience and high-performing content ecosystem, REI connects your brandto a powerful and engaged investor network across multiple touchpoints:

- Trusted Industry Platform - Build authority by aligning with South Africa’s top real estate media brand
- Accelerate Business Growth - Reach new clients, partners, and investors who are actively engaged in the market
- Multi-Channel Visibility - Magazine, website, webinars, email, social, AI tools, 3D platforms, and events
- Educate & Convert - Deliver high-impact content that showcases your solutions and positions your brand as a thought leader

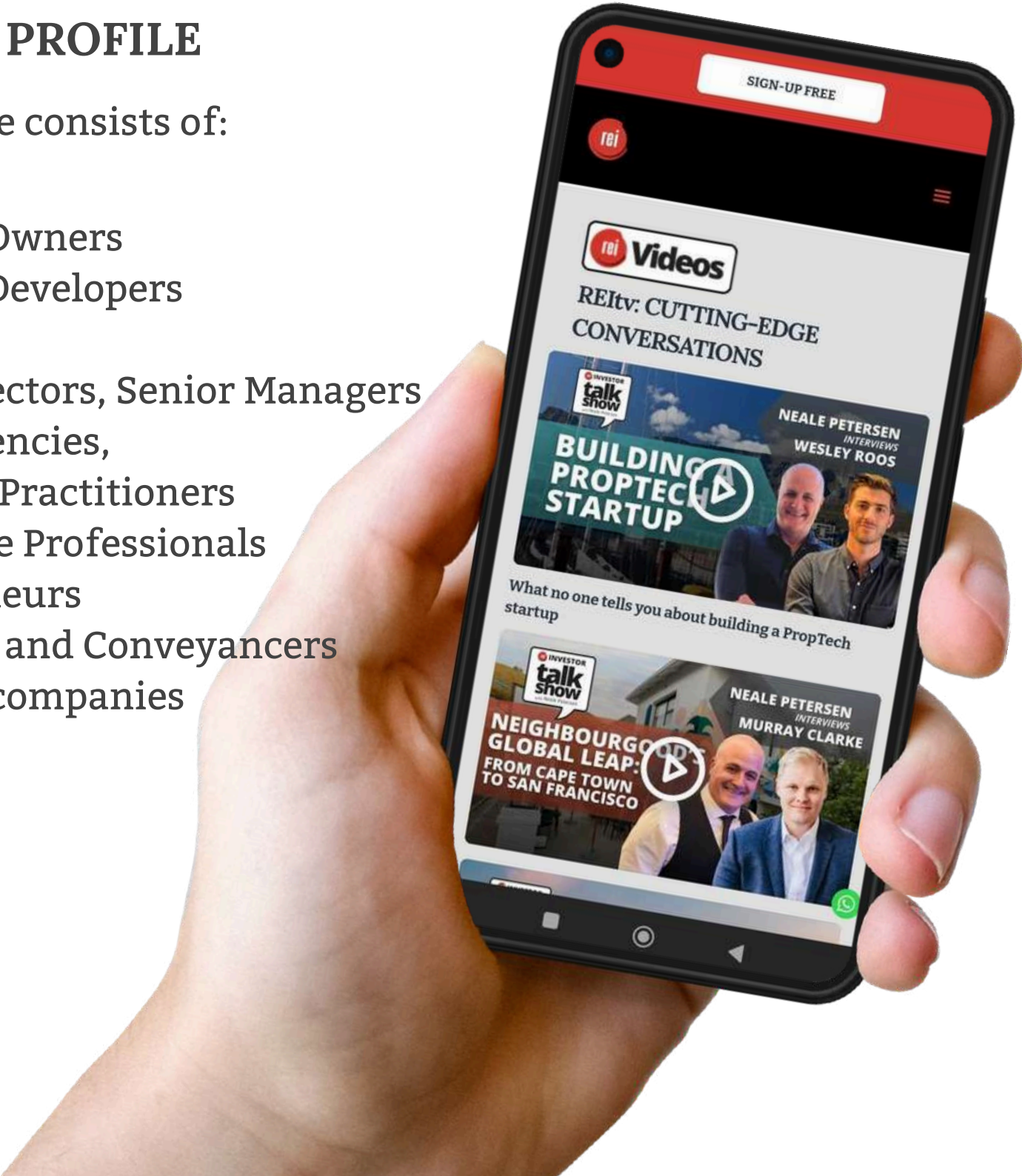
Let’s Build Your 2025 Marketing Campaign

Whether you're launching a new product, building your brand, or scaling up lead generation, REI offers tailor-made packages that deliver real results.

AUDIENCE PROFILE

REI’s audience consists of:

- Investors
- Business Owners
- Property Developers
- Landlords
- CEOs, Directors, Senior Managers
- Estate Agencies,
- Brokers & Practitioners
- Real Estate Professionals
- Entrepreneurs
- Attorneys and Conveyancers
- Proptech companies





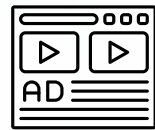
MAGAZINE PUBLISHING

- Front Cover Features
- Executive Interviews
- Brand & Founder Profiles
- Sponsored Articles & Advertorials
- Display Advertising (Full/Double Page)



CONTENT CREATION

- Insightful Editorials & Industry Guides
- Product-Focused Promo Content
- Branded Webinars & Demo Sessions
- Expert Video Interviews
- Podcasts & Audio Content



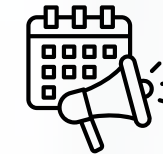
DIGITAL ADVERTISING

- Web & Newsletter Banner Ads
- Retargeting & Geo-targeting
- YouTube & Social Video Ads
- Property Listings & Showcases
- Native Ads across REI.co.za
(135K+ monthly visits)



CUSTOMISED CAMPAIGNS

- Strategic PR Outreach
- Targeted Email Blasts
- Paid Social Media Campaigns
- Lead Capture Funnels
- Multi-Touch Marketing Automation
- Whitepapers, Case Studies, eBooks



EVENTS & EXPERIENCES

- Live & Virtual Event Sponsorships
- Executive Roundtables & Masterclasses
- Custom-Branded Speaker Segments
- Product Launches & Demos
- Networking Activations (incl. Reside Conference & Awards)



INNOVATION: AI & 3D EXPERIENCES

- AI-Driven Lead Gen Tools
- Immersive 3D Websites
- Interactive Developer Sales Spaces
- Virtual Tours for Residential & Commercial Properties
- Enhanced Buyer Interactions & Data Capture

REACH THE RIGHT AUDIENCE, THE RIGHT WAY



METRICS

REI 2025 AUDIENCE & REACH METRICS

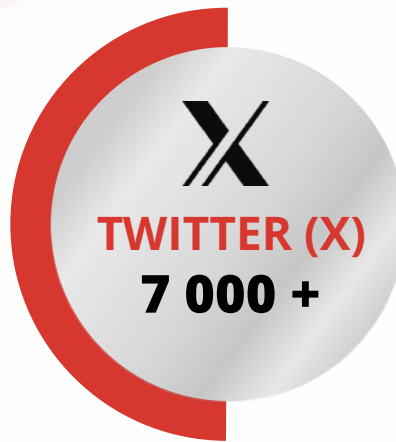
250,000+

AUDIENCE REACH (MONTHLY)



50,000+

SOCIAL MEDIA FOLLOWERS



Partner with REI to reach a highly targeted audience of property investors, landlords, and real estate professionals across South Africa



REIMAG | Real Estate Investor Magazine

South Africa's Premier Property Investment Publication

50,000+ Readers - Monthly reach

- 33,000+ Views via Joomag
- 15,000+ PDF Views via Direct Email
- 23,000+ Circulated via Email Subscribers

23,000 + Circulation/Subscribers

- PDF Subscribers: 15,354 - ABC Verified (Jan – Mar 2025)
- Joomag Digital Subscribers: 7,512

About REImag

Launched in 2007, Real Estate Investor Magazine (REImag) is South Africa's leading monthly digital publication for property investors, developers, entrepreneurs, and professionals.

With award-winning editorial and deep industry access, REImag delivers actionable insights, investment strategies, and thought leadership to help readers grow their portfolios and stay ahead of market shifts.

Each issue features:

- Market intelligence and economic trends
- Success stories from top-performing investors, practitioners and professionals
- Expert advice from real estate leaders and analysts
- Investment strategies for residential, commercial, and alternative sectors

Why Advertise in REImag

- Trusted by 50,000+ readers monthly including high-net-worth individuals, C-suite executives, developers, and institutional investors
- Targeted, engaged, and investment-ready audience
- Multi-award-winning publication: Best Property Publication, Feature Journalism, and Investor of the Year Media Partner
- Proven conversion platform for brand awareness, lead generation, and content marketing





FRONT COVER FEATURE PACKAGE R75,000 + VAT

REImag FRONT COVER FEATURE

Be Recognised Among SA's Most Influential Real Estate Leaders

We're profiling the trailblazers reshaping South Africa's real estate landscape and we believe your leadership belongs on this list.

What You Get:

- Cover Story - Your image & blurb on cover
- 12-Page Editorial Feature - Tell your leadership story, achievements, and vision
- 4 Full-Page Ads - Run anytime within 6 months
- Print-Ready PDF + High-res reprint rights
- Certificate of Recognition
- Website Exposure - 3 featured articles with backlinks
- Newsletter Placement - Tuesday & Friday mailers
- Social Media Push - Reach industry followers
- REItv Video Interview - 15-20 min executive feature shared across YouTube, REI.co.za & social

Why This Matters

- 44% of a company's market value is tied to its CEO's personal brand.
- REI's executive interviews are trusted by thousands of investors, professionals, and entrepreneurs.

We handle everything from crafting the interview to publishing and promotion.

You simply show up and share your story.



DIGITAL ADVERTISING	SOLO 1 Insertion	TRIO 3+ Insertions
Double Page Spread (DPSFC (per ins))	R35,000	R25,000
Full Page Full Colour (FPFC)	R25,000	R17,500 (per ins)
Half Page Full Colour (HPFC) (per ins)	R15,000	R10,000
SPONSORED ARTICLES	MAXIMISE 4 Pages	ENGAGE 6+ Pages
Interviews; Stories; Educational Articles & Promotional Content	R30,000	R50,000

expOFFERS

REALTY

Boost Your Earnings with Exclusive After-Sales Services

At eXp Realty, we're constantly evolving to bring you innovative ways to enhance your real estate business and increase your income. With the launch of eXp Offers, you can now provide your clients with a wide range of essential after-sales services, adding value to their property exchange experience while earning referral fees or commissions!

What's in It for You?

- ✓ Earn referral fees or commissions when your clients utilise services offered through eXp Offers. You introduce the services, and we handle the rest.
- ✓ Strengthen your relationship with clients by offering them access to trusted partners, from insurance and banking to home services like construction and maintenance.
- ✓ No extra work for you! Simply introduce the services and the client takes it from there – all managed seamlessly through our customer portal.

Service Partners:

- ✓ Discovery and CTBL: Your clients can access more than eight live insurance quotes, while you earn a referral fee for each successful policy.
- ✓ Discovery Bank: Offer clients exclusive banking services and earn commissions on referrals.
- ✓ Currency Direct: Help clients manage international transactions with ease and earn while doing so.
- ✓ Vitality: Connect clients with South Africa's leading wellness and rewards programme.
- ✓ Schmidbauer: Provide access to 24-hour construction, electrical, and plumbing services, giving your clients peace of mind in their new homes.

Why eXp Offers?

- ✓ You provide more than just real estate; you offer a full suite of essential services, increasing client satisfaction and loyalty.
- ✓ Monetise your network effortlessly – it's another way to boost your revenue while enhancing the client experience.
- ✓ Build lasting relationships by offering post-sale support through our trusted partners.

RECALIBRATING

the development conversation

WCPDF

WESTERN CAPE PROPERTY DEVELOPMENT FORUM

12th ANNUAL CONFERENCE • 4 & 5 JUNE 2025 • CTICC

JOIN US IN CAPE TOWN IN JUNE 2025

for this prestigious Property & Construction Event that annually brings together thought leaders from the Private & Public Sectors

Network with delegates from across the Built Environment – from large-scale and micro-developers, specialist consultants, contractors, NPO/NGO organisations & associations and industry service providers to representation from the financial and legal fraternity

Hear our thought-provoking speakers and panelists as they RECALIBRATE the development discussion through robust discussion, debates and innovation to drive the collaborative solutions needed to grow our industry and economy.

LIMITED SEATS STILL AVAILABLE but book NOW to avoid disappointment

Further special discounts for WCPDF Members & Group Bookings

SPONSORSHIPS & LIMITED EXHIBITION SPACE AVAILABLE

SESSIONS INCLUDE

- Understanding who has skin in the game
- Recalibrating sustainability to sustain development
- The role of CIOs in creating investor-friendly centres
- Thinking creatively about finance
- Taking Product Western Cape to the world
- Large-scale events, tourism, and infrastructure

For info to register, exhibit or be a sponsor, visit wcpdfconference.org.za

THE HIGH STREET

AUCTION CO

South Africa's Premier Marketplace

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PropTech is reshaping the future of property management in South Africa

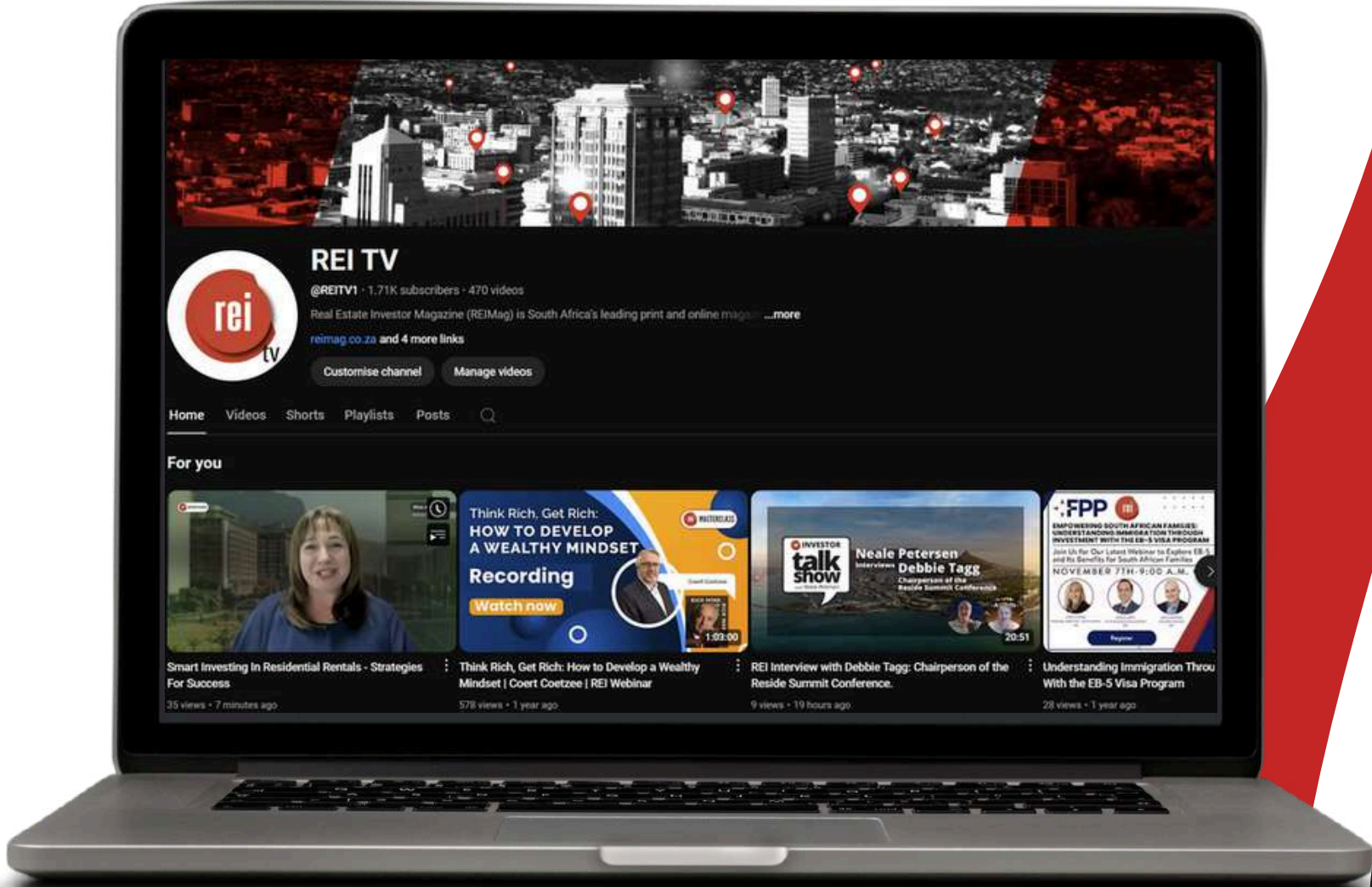
Compliance, Manageability, Scalability, Profitability

WeconnectU

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CUSTOMISED CAMPAIGNS

SPONSORED CONTENT	STARTER	GROWTH	ELITE
	R15,000	R20,000	R30,000
WEBSITE Sponsored Content	1 Article	2 Articles	3 Articles
WEBSITE Banner Ad	1 Banner	2 Banners	4 Banners
NEWSLETTER Sponsored Content	1 Article	2 Articles	3 Articles
NEWSLETTER Banner Ad	1 Post	2 Post	3 Post
SOCIAL MEDIA Posts	1 Post	2 Post	4 Post
PODCASTS Interview	1 Interview	2 Interview	3 Interviews
AUDIENCE Extensions	✗	Retarget	GEO Target
VIDEO Marketing	✗	Supplied by Client	Supplied by Client
LEAD GENERATION Page Tracking	✗	✓	✓
ANALYTICS Report	✗	✗	✓



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CUSTOMISED CAMPAIGNS

PRESENTING SPONSOR

SHOWCASE R20,000

PRE-EVENT Marketing & Branding	• Email Marketing	✓
	• Website Events Calendar	✓
	• Social Media Advertising	✓
	• Website Banners	✓
	• Video Marketing	✓
	• Magazine Promotions	✓
	• Registration & Events Page	✓
AT EVENT Production	• Virtual Background	✓
	• Webinar Stats Report	✓
	• Live Chats & Audience Interaction	✓
	• Webinar Production	✓
	• Sponsor Presentation	✓
	• Content Collaboration & Poll Questions	✓
POST EVENT Results	• Opt In Registered Database	✓
	• Live Audience Questions & Feedback	✓
	• Event Recording & Posting	✓
	• Lead Generation	✓
	• Webinar Stats Report	✓
	• Event Replay Marketing	✓



rei PARTNERS





BOOK A MARKETING PACKAGE

REI's experienced marketing team offers a range of excellent marketing packages that will ensure you get a great return on your advertising spend.

TEL +27 761 3848

EMAIL info@rei.co.za

WEB www.rei.co.za

TERMS & CONDITIONS

1. Advertising material must be designed and supplied by client according to REI specifications.
2. Any designs by REI are priced @R500 per hour.
3. Digital material such as embedding hyperlinks, videos and podcasts must be provided according to specifications.
4. Sponsored Articles, Company profiles and Front Cover features are written and designed by REI in conjunction with client.
5. Rates exclude both VAT and Agency Commission.
6. Full terms and conditions are as published on www.rei.co.za