

MEDIA KIT 2026



Asset Publishing

ABOUT Asset MAGAZINE

With nearly 14 years of publishing excellence, Asset magazine, produced by Asset Publishing (Pty) Ltd, stands as South Africa's leading digital publication for the commercial property sector and is a growing online property publication in Africa.

Dynamic and insightful, Asset delivers original editorial content, exclusive interviews, and expert perspectives that keep readers informed and inspired.

A three-time SAPOA Award Winner for Publication of the Year (2022, 2024 and 2025), Asset is recognised for editorial quality, industry relevance, and outstanding presentation.

Reaching over 200 000+ monthly views across social media platforms and 23 000 mailed subscribers, Asset connects a powerful network of property leaders of both listed and unlisted entities, developers, architects, interior designers, investors, property service providers, construction and other related built-environment professionals throughout South Africa and beyond.

Renowned for its exceptional layout, design and photography, every edition reflects the publication's commitment to excellence.

Driven by creativity, experience and collaboration, Asset magazine merges editorial expertise of more than 125 years of experience with impactful marketing campaigns – delivering both editorial depth and visual distinction in every issue.

For all your interviews, advertising, feature and editorial enquiries contact the A-team today.



23k

mailed monthly subscribers

22.5k

LinkedIn followers

5+k

LinkedIn newsletter subscribers

Over

200 000k

monthly views

SOCIAL MEDIA FOLLOWERS



22 500k



1.6k




2 600k

South Africa's leading digital commercial property magazine. Launched in 2012.
To read the latest issue visit www.assetmag.co.za

Rates – 11 issues. February - November 2026 & Dec/Jan 2027

Prices exclude: VAT and agency commission

Main cover feature		Promotional feature				
Unlimited page count		R58 000	4 - 8 pages			R25 000
In Conversation interview feature		LinkedIn newsletters banner & daily postings				
12 - 16 pages		R30 000	R16 000 per month			
Advertising						
	Size	Single Insert	2-3 Inserts	4-5 Inserts	6-7 Inserts	8-11 Inserts
DPS	420mm(w) x 297mm(h)	R25 000	R24 000	R23 000	R22 000	R20 000
Full Page	210mm(w) x 297mm(h)	R18 000	R17 000	R16 000	R15 000	R14 000
Half Page	Vertical 105mm(w) x 297mm(h) Horizontal 210mm(w) x 148mm(h)	R13 000	R12 500	R12 000	R11 000	R10 000
One Third Page (Vertical)	70mm(w) x 297mm(h)	R10 500	R9 500	R9 000	R8 500	R7 500
Quarter Page Strip (Horizontal)	210mm(w) x 80mm(h)	R9 500	R9 000	R8 500	R8 000	R7 000
Banner advertising for emailer, website and LinkedIn newsletter	728px (w) x 150px (h) R16 000 per month	Sample	Raise your flag to claim this banner spot		Every great campaign needs a strong flag bearer. Let us raise yours.	

Winner
'Best Property
Publication' Award
2025



Winner
'Best Property
Publication' Award
2024

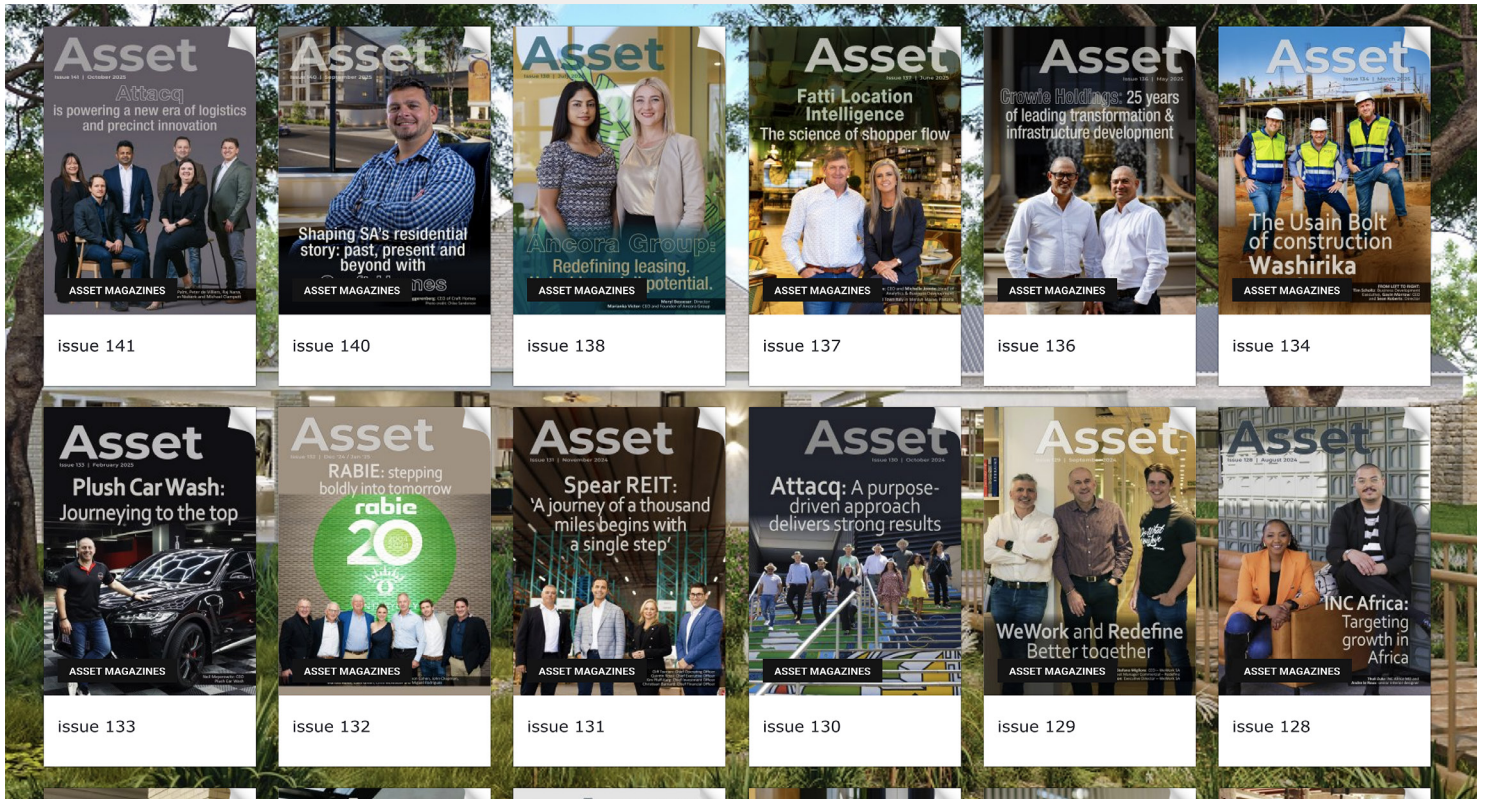


Winner
'Best Property
Publication' Award
2022



Tony Korsten, Publisher of Asset, receiving the Property Publication of the Year Award for 2025.
Left to right: Itumeleng Mothibeli, MD of Vukile Property Fund and SAPCA President;
Nomzamo Radebe, COO of SA Corporate Real Estate; Tony Korsten; Neil Gopal, CEO of SAPCA

View the Asset Newsstand



For all your interviews, advertising, feature and editorial enquiries
contact the A-team today

Publisher

Tony Korsten

M 083 410 0144

tony@assetmag.co.za

Editor

Ana Lorton

M 082 420 3957

ana@assetmag.co.za

Accounts

Hilda Korsten

M 072 678 1679

hilda@assetmag.co.za

Design & Layout

Jeanette Erasmus

M 082 378 1611

jeanette@lateraldynamics.co.za

Sales & Marketing

Gary Allen

M 082 455 8180

gary@assetmag.co.za

Sales & Marketing

Rachel Feldman

M 082 334 3466

rachel@assetmag.co.za

