

SA LIFE gardens & OUTDOOR LIVING



**CELEBRATING
SOUTH
AUSTRALIAN
OUTDOOR
LIFESTYLE**

Media kit

With our temperate climate, gardening is one of South Australia's favourite pastimes. Whether you're a novice or an expert green-thumb, *SALIFE Gardens & Outdoor Living* is here to help.

Apart from the renowned seasonal commentary from Michael Keelan, every issue features articles by experts from all aspects of the outdoors. Between them and us we'll help you plan and nurture a garden of any size and style – whether it's hills, city, coastal, Mediterranean, cottage, vertical, vegetable – or just a lawn.

This is the magazine for "doers". Apart from what to plant, what to prune, and when, this magazine will tell you what tools to use, what fertilisers, the latest outdoor furniture ... everything you need to know for each season, out four times a year. Part of the *SALIFE* magazine stable, *SALIFE Gardens & Outdoor Living* has been inspiring gardeners for ten years.

This year, *SALIFE* became part of independent South Australian publishing company Solstice Media. In addition to our reach of approximately 50,000 each month, our magazines are now regularly promoted to InDaily's 80,000+ subscribers. We also have an ever-increasing online and social media presence, and we maintain regular contact with advertisers and subscribers to all our publications through our frequent newsletters.

If you want to reach an engaged gardening and outdoor living audience, *SALIFE Gardens & Outdoor Living* is the ideal place to advertise.

Penny

Penny Yap
Editor



SALIFE

The **best** of Adelaide and South Australia

SALIFE Gardens & Outdoor Living **CELEBRATES OUR FABULOUS** **SOUTH AUSTRALIAN OUTDOOR** **LIFESTYLE**

Now in our tenth year of publication and available over four issues in summer, autumn, winter and spring, *SALIFE Gardens & Outdoor Living* is endorsed by the Nursery and Garden Industry South Australia.

SALIFE Gardens & Outdoor Living **delivers ...**

- A reputable source of quality South Australian information
- High level of retention and sharing among readers
- Great value for money
- A well-recognised reputable publication
- Strong connection with the reader
- Exceptional longevity with good retention in the household and in commercial waiting rooms and on coffee tables

- » First published as an annual in 2010, and now quarterly
- » Sold through 300 newsagencies, independent hardware stores and nurseries state-wide
- » Glossy, full-colour reproduction is a reflection of the quality of the features and advertised products
- » High retention rate finds all *SALIFE* titles in beauty salons, doctors' rooms, dental surgeries and bed and breakfast accommodation
- » Entirely SA owned, produced and printed
- » Reach a highly engaged audience on Facebook and Instagram



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FEATURES ...

FEATURE GARDENS

» From lush Hills gardens to clever water-wise planting, we feature a diverse range of properties that appeal to all, whatever their skill level.

EXPERT ADVICE

» From Michael Keelan's mailbag to more expansive "how to" features, this magazine is packed with relevant local content from the experts.

ENGAGING WITH THE COMMUNITY

» Diary dates, open gardens and good news stories from within the gardening community make this a truly South Australian magazine.

MICHAEL KEELAN'S SEASONAL GUIDE

» Handy reminders of what needs doing in the garden plus recommended ornamentals in flower and edibles to plant.



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THE POWER OF PRINT

Adding print magazines to any other media channel delivers strong consumer brand affinity and purchase intent, beyond that achieved when advertising is seen on any other two channel combinations.

Magazines performance is driven by strong passion among readers:

- Higher claimed attention paid to advertising print magazine over other channels
- Ability to deliver trust and inspiration, which leads to stronger brand confidence and purchase intent
- Ability to build product and brand knowledge, driving greater brand familiarity and engagement.

Fiftyfive5, May 2017; "The impact of including Magazine advertising in an integrated campaign"

QUICK facts ...

- 56% Love to garden
- 57% Of readers love to entertain at home
- 56% Value keeping fit
- 89% Own their own home
- 53% Own a dog
- 60% Shop at independent retailers
- 44% Eat out on average once a week

On a regular basis *SALIFE* subscribers like to;

- 55% Cook
- 75% Read
- 51% Listen to music/see live music
- 54% Travel within SA
- 53% Go shopping



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WHY US

Targeted communications are more persuasive and effective.

When it comes to engaging with your target audience, magazines such as *SALIFE Gardens & Outdoor Living* are already one step ahead because they establish a strong, intimate one-on-one relationship with their readers.

Both editorial and advertising content is relevant.

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