

SA LIFE

HOMES

& interiors



**SOUTH AUSTRALIA'S
OWN MAGAZINE OF
IDEAS AND DREAMS
FOR YOUR HOME**

Media kit

Everyone loves a peek inside other people's homes. Whether you're looking for practical solutions, design inspiration or just dreaming of a future project, there is something irresistible about a glimpse of how the other half live.

We feature a property in every issue of *SALIFE* magazine, and we know they're some of our most popular pages. This is why we produce the annual *SALIFE HOMES & INTERIORS* magazine. At 200-plus pages, it's full of some of SA's most exciting homes.

But more than that, we also explore the hottest design trends of the year in kitchens, bathrooms, furnishing and interior design. What colours should you consider? Perhaps your outdoor kitchen needs an update? This magazine contains the most valuable information every renovator, decorator or new-builder is seeking.

South Australia's biggest-selling lifestyle magazine, *SALIFE* is now in its 16th year, and this is the 11th year of *SALIFE HOMES & INTERIORS* magazine.

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 audience, *SALIFE HOMES & INTERIORS* is the ideal place for your products and services.



Penny Yap
Editor



SALIFE

The **best** of Adelaide and South Australia

INSPIRING AND MOTIVATING ANYONE INTERESTED IN BUILDING THEIR DREAM HOME OR RENOVATING TO SUIT THEIR CONTEMPORARY LIFESTYLE.

SALIFE HOMES & INTERIORS offers not only enviable homes from around the state but also indications of current trends both locally and internationally. Combined with local industry news, *SALIFE HOMES & INTERIORS* will be sought by readers wanting the best on offer from around the world but available in their own backyard. *SALIFE HOMES & INTERIORS* is a magazine of ideas and dreams.

SALIFE HOMES & INTERIORS delivers ...

- Strong brand recall
- Strong general population perceptions
- A reputable brand
- Good value for money
- A reputable source of South Australian content
- High level of retention and sharing among readers
- A quality publication seen on all the best coffee tables – at home and in the office

ABOUT US ...

- » First published in 2009, and annually thereafter
- » Sold through our 300 newsagencies and outlets 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
- » Published by an independent media company and printed in South Australia
- » Reach a highly engaged audience on Facebook and Instagram



SALIFE

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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 ...

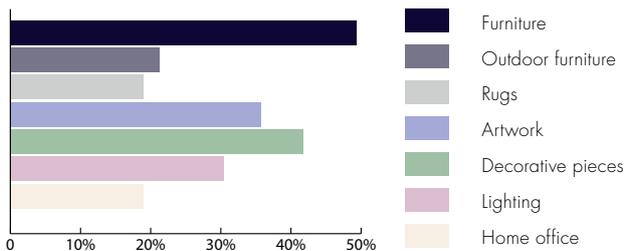
SALIFE HOMES & INTERIORS quick facts;

- 89% Own their own home
- 70% Have indicated they have made purchases from the pages of our publications
- 72% Have visited our advertiser's websites after seeing their advertisement in our publications
- 53% Own a dog

On a regular basis *SALIFE HOMES & INTERIORS* readers like to;

- 55% Cook
- 75% Read
- 51% Listen to music/see live music
- 57% Entertain at home
- 56% Garden
- 56% Keep fit
- 54% Travel within SA
- 53% Go shopping

Intended purchases over the next 3 months



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FEATURES ...

INSPIRING HOMES

» Anyone thinking of renovating or building a new home will find plenty of ideas and inspiration within the pages of *SALIFE HOMES & INTERIORS*, with the added benefit of local products and services advertised alongside the feature home.

EXPERT ADVICE

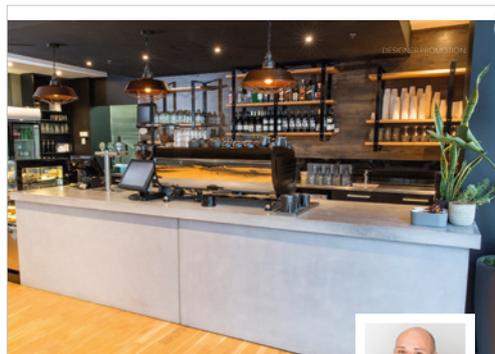
» Each issue we seek out local businesses to find out more about their products and services in an effort to provide quality advice, relevant to our readers.

INDUSTRY NEWS

» A vibrant building and design sector has plenty of news to share, including events, anniversaries and awards. Our social photographers capture all the glitz and glamour of the award ceremonies.

TRENDS

» Our design pages identify local, national and overseas trends, and then inform readers where to find products in South Australia.



ENTERTAINING SPACES

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Why do you love this room?
It's functional and timeless, the mix of concrete, steel and timber are both durable and stylish. Concrete is a well-used high traffic area so it needs to be accommodating to a fast paced environment and built to withstand heavy long term use. Functionality is key in any workplace, but in a cafe aesthetics are just as important. Everything I do is custom-made.

What trends do you think will be hot in 2019?
Apart from concrete I work with timber including Tasmanian oak, jandi, spotted gum and reclaimed timbers. I am using more steel, including Corten. To give a weathered and industrial look. Real copper is being used which is a more expensive material, but the genuine product looks incredible. Floating benches, entertainment units and outdoor kitchens can be made using a range of materials.

What would be your dream project?
To fit out an entire house using a combination of concrete, steel and timber, so the flow from outdoors to indoors resonates throughout the whole place. I love projects that are challenging in design so you can stretch the boundaries. I recently did a 3.6-metre island bench that weighed 200 kilograms, the finished product was spectacular. @

ENTERTAINING SPACES 83

DESIGNER PROFILE

» Introduce your talents to a wide and receptive audience of home builders and renovators with a Designer Profile in *SALIFE HOMES & INTERIORS*. Tell your clients about your experience and share an example of one of your projects.

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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 HOMES & INTERIORS* 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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