

# SALIFE™

The **best** of Adelaide and South Australia    Media kit



2019: CELEBRATING 16 YEARS IN PRINT

**SOUTH AUSTRALIA'S BIGGEST SELLING LIFESTYLE MAGAZINE**



## ABOUT US ...

As we proudly proclaim on the cover of each and every issue, *SALIFE* celebrates "The best of Adelaide and South Australia". Each month our editorial team scour the state for the most interesting characters, entertaining stories and picturesque places SA has to offer.

We are South Australia's own publication, and our dedication to the state has not gone unrewarded as we are today the state's biggest-selling lifestyle magazine. We are now in our 16<sup>th</sup> year of publication, thanks to the wonderful support of local businesses through their advertising commitments, and the strength of our readership and subscriber base.

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 South Australia, *SALIFE* is the ideal place to advertise.

*Penny*

**Penny Yap**  
Editor

- » *SALIFE* is entirely South Australian owned, printed and produced
- » Sold through our 300 newsagencies and outlets state-wide
- » Available in the Qantas and Virgin Blue lounges in Adelaide and Melbourne
- » Community conscience: we donate to and support a number of South Australian charities
- » Reach a highly engaged audience on Facebook and Instagram



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## OUR MAGAZINES ARE THE PERFECT PLACE TO SPREAD YOUR MESSAGE.

*SALIFE* is a highly sophisticated magazine that showcases the incredible talent in South Australia; talent that includes designers, artists, entrepreneurs, business people, chefs, architects, winemakers ... the list is almost endless.

### ***SALIFE* delivers ...**

- Strong brand recall (63% general population)
- Strong general population perceptions
- Relevant content, reputable brand, good value for money
- Time spent reading *SALIFE* (almost 5 hour average)
- People like to show *SALIFE* off (83% keep them on display; 66% of *SALIFE* subscribers pass their magazine on to friends and family; 36% have subscribed for more than 5 years; 91% intend to renew their subscription; 70% have purchased an item after seeing it in their magazine.)
- A reputable source for South Australian content

**SALIFE** readers most likely ...

- » Sit in the AB Demographic
- » Women 30+
- » Married with either young, teenage or adult children
- » Tertiary educated
- » Have an annual household income of \$100,000+
- » Are technologically inclined
- » Interested in well-being, fashion, home inspiration, travel and the arts
- » To support a charity
- » Seek out events and places that highlight fabulous lifestyle that SA delivers



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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 ...

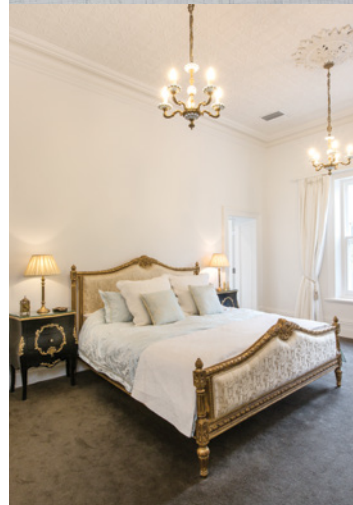
- 81% **SALIFE** readers have children
- 61% Believe private schooling is important
- 36% Have subscribed for more than 5 years
- 91% Intend to renew their subscription
- 70% Have purchased an item after seeing it in the magazine
- 60% Shop at independent retailers
- 44% Eat out on average once a week

On a regular basis **SALIFE** subscribers like to:

- 55% Cook
- 75% Read
- 51% Listen to music/see live music
- 57% Entertain at home
- 56% Garden
- 56% Keep fit
- 54% Travel within SA
- 53% Go shopping
- 74% Eat out

**SALIFE** subscribers intend to spend money monthly on:

- 94% Eating out
- 68% Fashion - clothes
- 47% Fashion - shoes
- 66% Hair/Beauty
- 46% Cosmetics
- 28% Sporting events
- 38% Theatre/shows



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## In each issue ...

### LUXURY HOMES AND GARDENS

» *SALIFE* offers readers the opportunity to visit private properties for inspiration in design and style. Our high quality photographs reflect the luxury lifestyles enjoyed in these homes and gardens.

### FOOD AND WINE

» Each issue we look at what's happening on the local, and regional, foodie scene and invite readers to dine, drink and devour our state's bountiful offerings.

### PEOPLE AND PLACES

» Readers like to know who's doing what and where. Each issue features interesting South Australians and we take readers to places they may be thinking of visiting, and some they've never heard of.

### SEE AND BE SEEN

» Our widely-read social pages celebrate recent events around the state and the featured weddings are sure to inspire any bride and groom.

### FASHION

» Keeping up with trends in fashion and accessories, each issue features the best of the current season – and it's all locally available.

### LIVING WELL

» Never before have we been so aware of the importance of taking care of ourselves. Our local experts offer tips on all facets of well-being from diet and exercise to mindfulness.

### PARENTING

» Whether we're talking to new parents, soccer mums or grandparents, we all want the best for our offspring. Local contributors share their expertise to help navigate the minefield of raising a child.

### WEDDINGS

» South Australian weddings have long been much loved pages in *SALIFE*, so we now have extended features in our March and October issues celebrating weddings across the state

### EDUCATION

» From primary through university studies, our Education Feature magazine attached to the August issue of *SALIFE* is a valuable resource for parents and students.

### SENIORS LIVING

» *SALIFE*'s Seniors Living feature highlights the best accommodation, services, lifestyle and advice for over 50's across South Australia.



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## WHY US

*Targeted communications are more persuasive and effective.*

When it comes to engaging with your target audience, magazines are one step ahead because they establish a strong, intimate one-on-one relationship with their readers.

*Both editorial and advertising content is relevant.*

Niche magazines such as *SALIFE* also have another advantage: we deliver content that tends to be more relevant to the reader than other media. We know our target audience very well and they are at the forefront of our minds at every editorial meeting.

### Contact us ...

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