

# SALIFE

The **best** of Adelaide and South Australia

2019 MEDIA KIT



SALIFE IS THE STATE'S  
BIGGEST-SELLING LIFESTYLE  
MAGAZINE WITH A REACH  
OF OVER 86,000 PER MONTH.

SALIFE is the go-to publication for South Australians who love where they live and are active participants in their local communities.

Each month we inspire our readers to experience the best of what the state has to offer by taking them inside the most spectacular homes and idyllic gardens. We tempt them to cook up delicious recipes, check out the latest fashion and accessories, explore the performing and visual arts scenes and invite them to be a part of each issue through our social and wedding pages.

SALIFE is entirely produced in South Australia, written by locals who are always looking to discover our state secrets. Sold through 250 newsagencies and independent outlets state-wide and available in the Qantas and Virgin lounges in Adelaide and Melbourne.

For more than 16 years, we have watched this state change, diversify and grow, and feel that our role in telling this story has only just begun.

**SALIFE**

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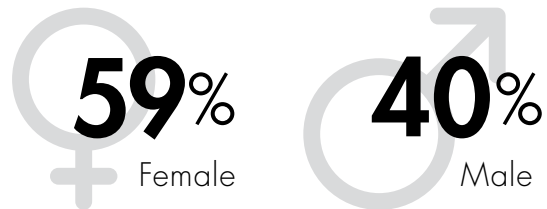


*"Contains information about politics, lifestyle, events, people in South Australia. Helps me to understand what is going on."*

# SALIFE AUDIENCE

SALIFE magazine readers are women in their 30s and above who are educated, house proud, well-travelled, family-oriented and know quality when they see it. SALIFE readers are also men who appreciate luxury cars, current events and enjoy perusing the social pages.

SALIFE readers are ...



40% 35-54 years

27% 55-65 years

50% Have an annual household income of \$100,000+

68% Tertiary educated

70% Professional/white collar

88% Own their home

## Quick facts

Consider themselves:

- 73% Hard working
- 70% Well informed on current events
- 67% Politically aware
- 59% Well-travelled
- 54% Keeps fit and active
- 50% Supports independent journalism
- 48% Cultured
- 48% Worldly
- 44% Decisive
- 34% Prepared to spent on luxuries

Interested in:

- 77% Food and Wine
- 69% Lifestyle
- 65% Arts and Culture
- 60% Politics
- 45% Gardening
- 46% Real Estate
- 43% Sport
- 41% Business



Research by Hudson Howells Readership Report: May 2019

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*"It's localised content which means activities/items etc are accessible to me."*

# THE PERFECT PLACE

SALIFE is the perfect place to spread your message. Our readers are more inclined to dine out, both for inexpensive and gourmet meals, take a keen interest in fashion and well-being, entertain at home, visit the theatre, movies or attend concerts and support charities. They are also very interested in real estate, either as a residence owner/buyer/seller or as an investor.

## ***SALIFE subscribers spend money monthly on:***

- **98%** Dine out
- **97%** Entertain at home
- **90%** Attend live entertainment such as theatre, music
- **89%** Donate to charity
- **89%** Travel interstate
- **84%** Shop for fashion
- **81%** Visit a gallery or museum
- **79%** Shop for homewares/decor
- **67%** Attend corporate events
- **44%** Travel internationally

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

- Strong brand recall (63% general population)
- Active buyers (70% have purchased an item after seeing it in their magazine).
- Time spent reading *SALIFE* (almost 5 hour average)
- Display *SALIFE* (83% keep them on display; 66% of *SALIFE* subscribers pass their magazine on to friends)

Research by Hudson Howells Readership Report: May 2019 and reader survey 2015.



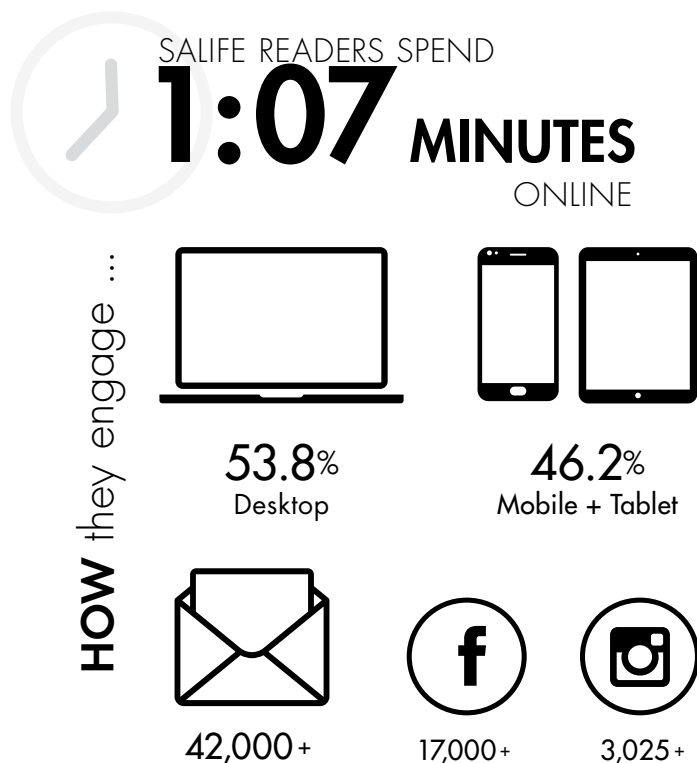
# SALIFE

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*"Local content, great editorial, relevant advertisements for businesses that we can attend/patronise locally."*

# SALIFE DIGITAL

The SALIFE digital contains the latest in fashion, tantalising recipes, gorgeous gardens and stylish interior design, as well as the stories of inspirational people and places, and what's happening in local and regional South Australia. Advertising on the website is available on a monthly basis with artwork due one week prior.



36,000

Sessions per month

24,000

Users per month

Advertising specifications

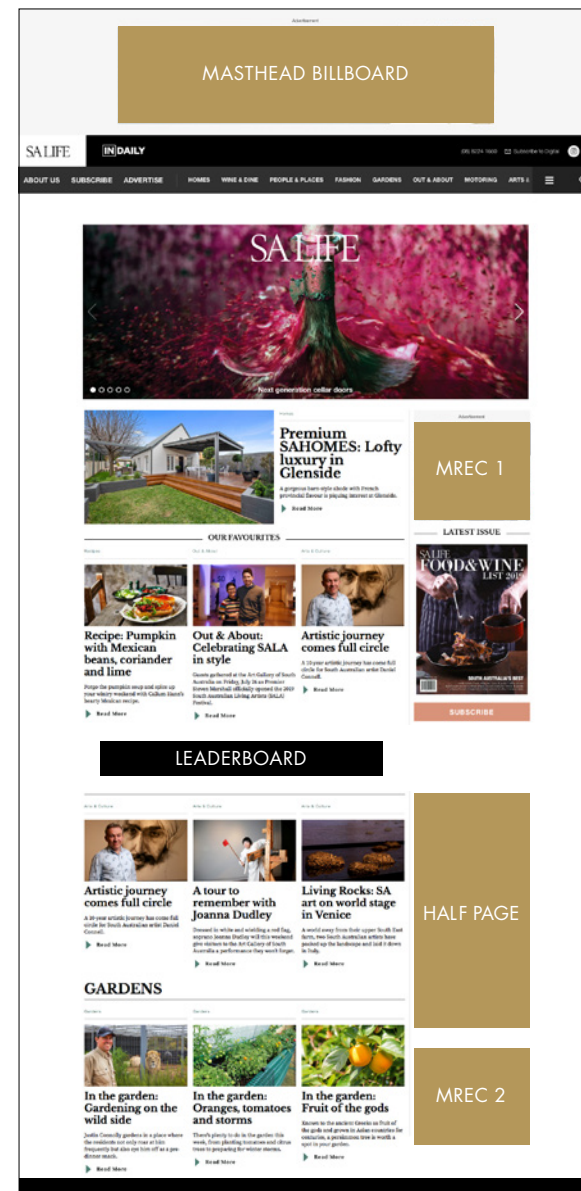
Masthead Billboard 970w x 250h

Medium Rectangle 300w x 250h

Leaderboard 728w x 90h

Half Page 300w x 600h

All sizes at 72ppi



# SALIFE

The **best** of Adelaide and South Australia

"SALIFE provides a current snapshot of the best SA has to offer. SALIFE keeps me up to date with the property market, the arts and unique storytelling of the state."

# SALIFE EDM

Our weekly EDM is sent every Friday morning to a database of more than 42,000 subscribers, incorporating our avidly-followed Premium SAHomes real estate news. Advertising on the EDM is available on a weekly basis and artwork is due one week prior.

## Our top 5 articles ...

- Premium SAHomes
- Recipes
- Out + About social pages
- Real Estate Lisiting
- Arts + Culture

## Real Estate Listing ...

Our Premium SAHome articles on the weekly EDM attract more than 2000 unique clicks reaffirming our readers love for real estate

- Support your print campaign with digital
- Reach a highly engaged audience
- Talk to us about including a real estate listing into your print package

## 42,000+

Registered subscribers

## 34%

Open rate




Specs

Top & Bottom Banner 728w x 90h


Medium Rectangle 300w x 250h

All sizes in pixels at 72ppi

**SALIFE**  
The best of Adelaide and South Australia




TOP BANNER

**Glen Osmond stunner hard to leave**  



This spectacular newly-renovated home needs a large family to make the most of its extensive features.

[READ MORE](#)

**WHAT'S ON**  


**Great Shiraz Challenge, Adelaide Boat Show and more**  
Whether you're into shiraz or sailing - or both - there's plenty to go around Adelaide this weekend.

[READ MORE](#)


**IN THE GARDEN**  


**Violas, espalier trees and strawberries**  
Get out into the garden this weekend to plant some strawberries or violas, or espalier citrus trees.


[READ MORE](#)

MREC 1

LATEST LISTINGS  
FROM OUR ADVERTISING PARTNERS



18 Kincardine Avenue, Saint Georges



220 Fullarton Road, Glenside

BOTTOM BANNER

# SALIFE

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*"It is all about SA. Things I see that I like I know I can find in Adelaide/SA. I also like to support SA businesses over interstate of overseas ones."*

# SPONSORED CONTENT

*"If you want to achieve brand trust, choose trusted media. Magazines transfer a trusted status to brands, delivering uplifts of 64-94% on trust KPIs".*

SALIFE can create sponsored digital content or a dedicated EDM, that combines your business expertise with our publishing know-how. Following a brief, our team can write the editorial in a tone that best suits our readers.

## **Sponsored content ...**

- Client branding
- Noted as a contributor
- Can include multiple supplied images
- Written by journalists or supplied
- Published on the SALIFE EDM

## **Dedicated EDM ...**

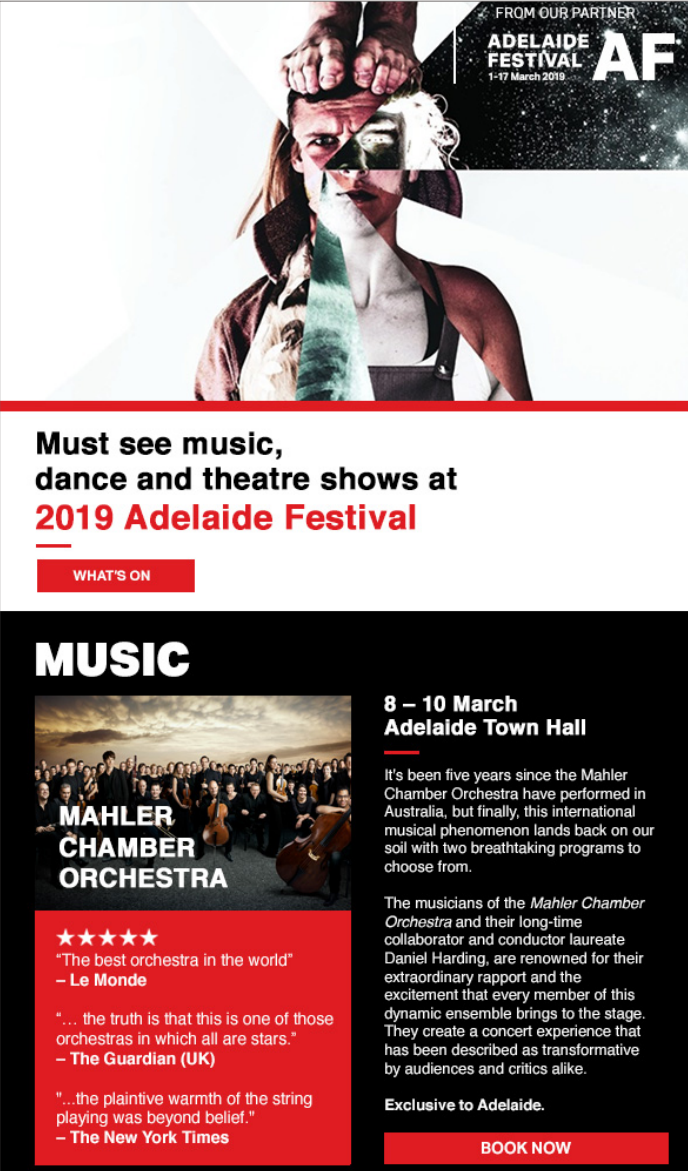
- Sent to SALIFE database of over 42,000
- Sent on a Monday or Tuesday, subject to availability
- Can include multiple supplied images
- Built by SALIFE with client approval

\*A Matter of Trust, Magnetic Media, 2018

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Dedicated EDM




FROM OUR PARTNER  
**ADELAIDE FESTIVAL** **AF**  
1-17 March 2019

**Must see music, dance and theatre shows at 2019 Adelaide Festival**

WHAT'S ON

**MUSIC**



**MAHLER CHAMBER ORCHESTRA**

**8 – 10 March**  
**Adelaide Town Hall**

It's been five years since the Mahler Chamber Orchestra have performed in Australia, but finally, this international musical phenomenon lands back on our soil with two breathtaking programs to choose from.

The musicians of the *Mahler Chamber Orchestra* and their long-time collaborator and conductor laureate Daniel Harding, are renowned for their extraordinary rapport and the excitement that every member of this dynamic ensemble brings to the stage. They create a concert experience that has been described as transformative by audiences and critics alike.

**Exclusive to Adelaide.**

**BOOK NOW**

★★★★★  
"The best orchestra in the world"  
– **Le Monde**

"... the truth is that this is one of those orchestras in which all are stars."  
– **The Guardian (UK)**

"...the plaintive warmth of the string playing was beyond belief."  
– **The New York Times**

*"I enjoy the "South Australian-ness" of SALIFE - and the lifestyle that encompasses."*

# ABOUT US

In 2018, SALIFE became part of South Australia's largest independent media company, Solstice Media.

Solstice Media produces InDaily – South Australia's locally owned, independent source of digital news. CityMag – The voice of city users between 25-40 years of age.

Together we can reach more than 300,000 relevant, affluent and engaged readers.

## SOLSTICE MEDIA ::

Solstice Media produces

- » *InDaily*
- » *SALIFE*
- » *SALIFE Gardens & Outdoor Living*
- » *SALIFE Homes & Interiors*
- » *The SALIFE Food & Wine List*
- » *CityMag*
- » *Southern Cross Newspaper*
- » *WeekendPlus*

For more information about Solstice Media, visit

**[www.solsticemedia.com.au](http://www.solsticemedia.com.au)**

S O L S T I C E M E D I A

### ***InDaily***

**266,000**

Monthly users

**84,000**

Subscribers

### ***CityMag***

**50,000**

Monthly users

**45,000**

Users per month



# SALIFE

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*"It gives local and relevant information  
in an unbiased manner."*

# CONTACT US

Thank you for taking the time to consider SALIFE magazine. Thanks to the wonderful support of local businesses through their advertising commitments, and the strength of our readership and subscriber base, we have enjoyed 16 years of telling the stories of everyday South Australians.

## BROOKE SEWARD

» [brooke@salife.com.au](mailto:brooke@salife.com.au)  
» 8224 1665  
» 0407 312 699

## SINEAD SYNDICAS

» [sinead@salife.com.au](mailto:sinead@salife.com.au)  
» 8224 1666  
» 0409 441 040

## PETA MACDONALD

» [peta@salife.com.au](mailto:peta@salife.com.au)  
» 8224 1671

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