

# SALIFE

The **best** of Adelaide and South Australia

**2020 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**

The **best** of Adelaide and South Australia

LOCAL

QUALITY

RELEVANT

VARIETY

INTERESTING  
CONTENT

INFORMATIVE

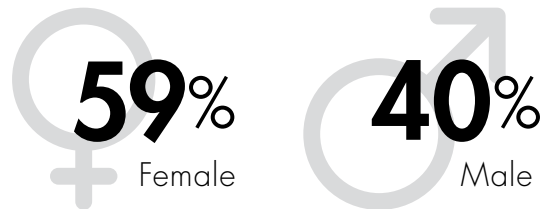
*"Contains information about politics, lifestyle, events, people in South Australia. Helps me to understand what is going on."*



# 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

# SALIFE

The **best** of Adelaide and South Australia

*"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

The **best** of Adelaide and South Australia

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

# FEATURE CALENDAR

ISSUE	FEATURE	ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE
FEBRUARY	HEALTH & HAPPINESS ISSUE	FEB 6	JAN 10	JAN 15
MARCH	SALIFE WEDDINGS Kangaroo Island region	MAR 5	FEB 7	FEB 12
APRIL	KIDS & FAMILY ISSUE + Barossa region & Mother's Day Gift Guide	APR 2	MAR 6	MAR 11
MAY	GARDENS ISSUE	MAY 7	APR 3	APR 8
JUNE	BATHROOMS & KITCHENS	JUN 4	MAY 8	MAY 13
JULY	LIVING WELL 55+	JUL 2	JUN 2	JUN 10
AUGUST	EDUCATION FEATURE + Father's Day Gift Guide	AUG 6	JUL 3	JUL 8
SEPTEMBER	THE LUXURY ISSUE	SEPT 3	AUG 7	AUG 12
OCTOBER	WEDDINGS + Adelaide Hills and Eyre Peninsula regions	OCT 1	SEPT 4	SEPT 9
NOVEMBER	THE CHRISTMAS ISSUE + Christmas Gift Guide	NOV 5	OCT 9	OCT 14
DECEMBER/JANUARY	THE SUMMER ISSUE + Christmas Gift Guide	DEC 3	NOV 6	NOV 11



## SALIFE

The **best** of Adelaide and South Australia

*"I love the insights into different regions.  
I like to dream of getaways and find new  
things to do through your magazine."*



# 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**

Subscribers



# SALIFE

The **best** of Adelaide and South Australia

*"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

## FIND US ON SOCIAL MEDIA

 @SALIFEMagazine

 @salifepublications



# SALIFE

The **best** of Adelaide and South Australia

*Subscribe to our e-newsletters  
at [salife.com.au](http://salife.com.au)*

# SALIFE MAGAZINE AD DEADLINES

ISSUE ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE
March 5	February 7	February 12
April 2	March 6	March 11
May 7	April 3	April 8
June 4	May 8	May 13
July 2	June 2	June 10
August 6	July 8	July 15
September 3	August 7	August 12
October 1	September 4	September 9
November 5	October 9	October 14
December 3	November 6	November 11





# SALIFE MAGAZINE AD SPECS

*SALIFE magazine's finished size is 240mm wide x 320mm high and is burst bound. It is printed on 95gsm gloss art stock, with the cover printed on 300gsm satin stock. The magazine is published monthly (except january) and retails for \$9.95.*



Contact us for specifications for back cover, gatefolds, inserts, onserts and flysheet.



## **DOUBLE PAGE**

480mm wide x  
320mm high

*Please add a 3mm bleed*

Type safe area -  
460mm wide x  
300mm high

Please leave a 40mm margin in the  
centre of the page for the binding

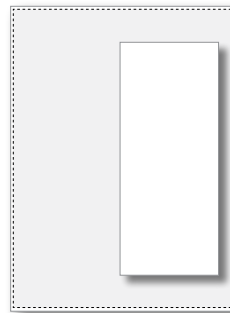


## **FULL PAGE**

240mm wide x  
320mm high

*Please add a 3mm bleed*

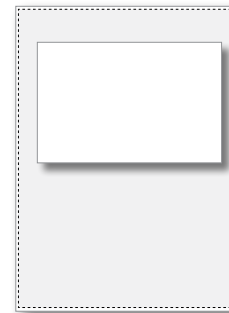
Type safe area -  
200mm wide x  
300mm high



## **HALF PAGE VERTICAL**

96mm wide x  
280mm high

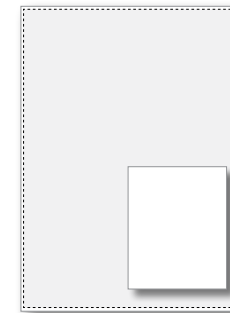
*No bleed required*



## **HALF PAGE HORIZONTAL**

200mm wide x  
136mm high

*No bleed required*



## **QUARTER PAGE**

96mm wide x  
136mm high

*No bleed required*



## **SALIFE MARKETPLACE**

99mm wide x  
68mm high

*No bleed required*

## **MATERIAL** requirements ...

- All artwork is supplied as Press Quality PDFs.
- All images and logos are 300dpi, CMYK (no spot colours).
- All fonts are embedded or outlined.
- All double page and full pages are supplied with 3mm bleed. This continuation of your artwork allows for potential minor variation when the magazine is trimmed.
- The minimum font size is 6.5pt for contact details and minimum 7.5pt for body copy. Reversed text should be medium to bold.
- Colours will only be matched if artwork is supplied with a hard copy proof, provided from a printer's professional colour proofing system. All other hard copy proofs will be used as a positional guide only.
- Ensure all page elements are in CMYK and 300dpi. When saving a pdf for submission, please use bleed, but no crop, bleed or registration marks. No bleed required for a half page.
- Ensure type is 20mm from the gutter. Keep all important information 15mm from the top and bottom of your page.