

NEW PREMIUM PROPERTY

Media Kit 2020/21

Bringing together SALIFE and InDaily in an exclusive Premium Property digital media platform. *We have your market covered.*

SALIFE

Brought to you by

IN DAILY
ADELAIDE Independent news



A NEW PREMIUM AUDIENCE FOR PREMIUM PROPERTIES

Solstice Media reaches a sophisticated South Australian market with quality independent journalism through its SALIFE, InDaily and CityMag brands and their social media.

Within this trusted environment we have created a new Premium Property platform to reach a broad, qualified audience looking for quality properties, investments and new developments.

This offering includes a refined Premium Property website with detailed property listings, a digital newsletter sent to more than 100,000 subscribers, and expert social media amplification.

Complementing our increasingly popular prestige property coverage across our print and digital products, Premium Property connects vendors, agents and the reader to the best properties on the market, while also bringing to life relevant real estate stories.

Packaged with print opportunities in SALIFE Magazine and online each day with InDaily, Premium Property is the perfect environment to promote your message, brand, listing and profile to an established audience.

Premium Property will launch in November to engage our readers and deliver outstanding results for our advertisers.



PREMIUM AUDIENCE



OUR READERS SPEND

4:30 MINUTES
ONLINE



926,000+ UNIQUE AUDIENCE*
*Google Analytics



2.52m PAGEVIEWS PER MONTH



NIELSEN MEDIA RANKED NUMBER 24
NEWS WEBSITE IN AUSTRALIA



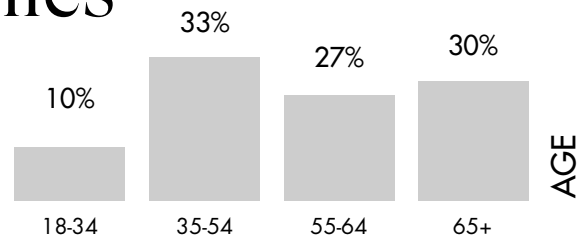
50,000 SALIFE PRINT READERSHIP PER MONTH



DEMOGRAPHICS

52.7%
Female

47.3%
Male



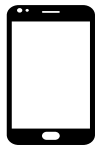
45% Have an annual household income of \$100,000+

74% Tertiary educated

64% Professional/white collar

85% Own their home

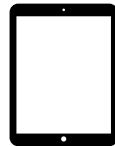
HOW THEY ENGAGE



69.7%
Mobile



53.8%
Desktop



6.6%
Tablet



55,500+
Subscribers



19,500+



6,600+




16,600+



1,300+




OUR AUDIENCE LOVE PROPERTY - SOCIAL MEDIA



SALIFE magazine

June 6 · 🌐

On the market this week is a newly-renovated country Hamptons lifestyle property in the Adelaide Hills, lovingly created by a local mother-and-son team.



SALIFE.COM.AU

?

About this website

PREMIUM SAHOMES: Renovated Hahndorf homestead - SALIFE

160,352

People Reached

15,849

Engagements

Boost Post

👍❤️👍

Kathy Ebert, Bruce Mouatt and 539 others

380 Comments


38 Shares

👍 Like


💬 Comment

➦ Share

🖱️


SALIFE magazine
Published by Jodie Vidakovic [?] · September 5 · 🌐

Margaret and Professor Christopher Burrell are selling their stunningly modernised 1880s family villa, which they have called home for 41 years and used to host numerous gatherings for the Coriole Music Festival, Adelaide Festival, and Open Gardens SA.



SALIFE.COM.AU

PREMIUM SAHOMES: Lavish \$2.5M renovated villa at Leabrook - SALIFE

67,386 People Reached	4,633 Engagements	Boost Post
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
👍❤️ 148 24 Comments 6 Shares

👍 Like

💬 Comment


➦ Share

🔒



SALIFE magazine
July 4 · 🌐

Designed by architect Max Pritchard and capitalising on spectacular views of Myponga's hills and coastline, this award-winning rural property is expected to fetch around \$1.5 million.







SALIFE.COM.AU

PREMIUM SAHOMES: Hilltop haven at Myponga - SALIFE
Anchored into the hillside at Wattle Flat on the western edge of the Fleurieu...

122,762
People Reached


7,733
Engagements


Boost Post





371


104 Comments 33 Shares

 Like


 Comment

 Share




SALIFE magazine
 June 20

Set on picturesque grounds, Antonia and John Smith's expansive family home is a masterpiece of Adelaide Hills family living.






[About this website](#)

SALIFE.COM.AU
PREMIUM SAHOMES: \$3.3M Aldgate masterpiece - SALIFE
 Set on picturesque grounds of almost 9000sqm, this expansive five...


89,885
 People Reached


5,196
 Engagements


Boost Post





 Shelby Mal, Maurice Briest and 80 others

25 Comments 3 Shares

 Like

 Comment

 Share





WE APPRECIATE YOUR INTEREST

If you'd like a custom package - get in touch!

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