

SALIFE

Media kit

# gardens

& OUTDOOR LIVING



**CELEBRATING  
SOUTH AUSTRALIAN  
OUTDOOR LIFESTYLE**



With our temperate climate, gardening is one of South Australia's favourite pastimes. Whether you're a novice or an expert green-thumb, *SALIFE Gardens & Outdoor Living* is here to help.

Every issue features articles by experts from all aspects of the outdoors. Between them and us we'll help you plan and nurture a garden of any size and style – whether it's hills, city, coastal, Mediterranean, cottage, vertical, vegetable – or just a lawn.

This is the magazine for "doers". Apart from what to plant, what to prune, and when, this magazine will tell you what tools to use, what fertilisers, the latest outdoor furniture ... everything you need to know for each season, out four times a year. Part of the *SALIFE* magazine stable, *SALIFE Gardens & Outdoor Living* has been inspiring gardeners for ten years.

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 gardening and outdoor living audience, *SALIFE Gardens & Outdoor Living* is the ideal place to advertise.

*Penny*

**Penny Yap**  
Editor



# SALIFE

The **best** of Adelaide and South Australia

## ***SALIFE Gardens & Outdoor Living*** **CELEBRATES OUR FABULOUS** **SOUTH AUSTRALIAN OUTDOOR** **LIFESTYLE**

Now in our tenth year of publication and available over four issues in summer, autumn, winter and spring, *SALIFE Gardens & Outdoor Living* is endorsed by the Nursery and Garden Industry South Australia.

### ***SALIFE Gardens & Outdoor Living*** **delivers ...**

- A reputable source of quality South Australian information
- High level of retention and sharing among readers
- Great value for money
- A well-recognised reputable publication
- Strong connection with the reader
- Exceptional longevity with good retention in the household and in commercial waiting rooms and on coffee tables

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- » First published as an annual in 2010, and now quarterly
  - » Sold through 300 newsagencies, independent hardware stores and nurseries 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
  - » Entirely SA owned, produced and printed
  - » Reach a highly engaged audience on Facebook and Instagram



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## FEATURES ...

### FEATURE GARDENS

» From lush Hills gardens to clever water-wise planting, we feature a diverse range of properties that appeal to all, whatever their skill level.

### EXPERT ADVICE

» The regular mailbag is more expansive "how to" features, this magazine is packed with relevant local content from the experts.

### ENGAGING WITH THE COMMUNITY

» Diary dates, open gardens and good news stories from within the gardening community make this a truly South Australian magazine.

### SEASONAL GUIDE

» Handy reminders of what needs doing in the garden plus recommended ornamentals in flower and edibles to plant.



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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 ...

- 56% Love to garden
- 57% Of readers love to entertain at home
- 56% Value keeping fit
- 89% Own their own home
- 53% Own a dog
- 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
- 54% Travel within SA
- 53% Go shopping



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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 Gardens & Outdoor Living* 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 and trusted due to this partnership.

### Contact us ...

#### BROOKE SEWARD

» brooke@salife.com.au  
» 8224 1665

#### SINEAD SYNDICAS

» sinead@salife.com.au  
» 8224 1666



GET IN TOUCH with us ...

#### FIND US ON SOCIAL MEDIA



@ SALIFEMagazine



@ salifepublications



@ SALIFEmags

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

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MEDIA

**INDAILY** SALIFE **CityMag**

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# 2021 Advertising deadlines



ISSUE	ISSUE ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE
Autumn	March 4	January 28	February 3
Winter	June 3	April 23	April 28
Spring	August 26	July 23	July 29
Summer	November 25	October 22	October 27

# Artwork specifications



SALIFE GARDENS & OUTDOOR LIVING's finished size is 240mm wide x 300mm high and is burst bound. It is printed on 115gsm gloss art stock, with the cover printed on 300gsm satin stock. It is published each year and retails for \$5.50.

## Please ensure

- 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.

## Advertisement sizes



### DOUBLE PAGE with 3mm bleed

486mm wide x 306mm high  
(trim size 480mm wide x 300mm high)

Ensure type is 15mm from the gutter. Keep all important information 10mm from the top and bottom of your page.



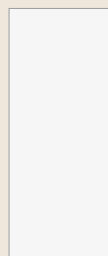
### FULL PAGE with 3mm bleed

246mm wide x 306mm high  
(trim size 240mm wide x 300mm high)

Ensure type is 15mm from the gutter, remember your advertisement could be on a left or right hand page. Keep all important information 10mm from the top and bottom of your page.

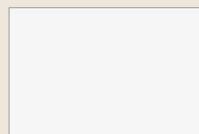


Contact us for specifications for back cover, gatefolds, inserts, onsets and flysheet.



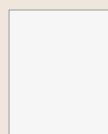
### HALF PAGE VERTICAL

100mm wide x 270mm high



### HALF PAGE HORIZONTAL

210mm wide x 130mm high



### QUARTER PAGE

100mm wide x 130mm high