

SA LIFE  
**gardens**  
& OUTDOOR LIVING

2021 MEDIA KIT

CELEBRATING SOUTH AUSTRALIAN OUTDOOR LIFESTYLE



Endorsed by  
Nursery & Garden Industry  
South Australia



## **SALIFE GARDENS & OUTDOOR LIVING IS ENDORSED BY THE NURSERY AND GARDEN INDUSTRY SOUTH AUSTRALIA.**

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Gardening is one of South Australia's favourite pastimes and SALIFE Gardens & Outdoor Living is essential reading for anyone who likes to get their hands dirty in the back yard.

Whether you're a novice or an expert green-thumb, SALIFE's resident gardening expert Kim Syrus has all the advice you need to keep your patch looking perfect. Each season, Kim also shares vast his horticultural knowledge when it comes to what to plant and what to do in the veggie patch. Whatever the size of your garden or wherever it is SA, Kim's pages are full of ways to keep it blooming.

SALIFE Gardens & Outdoor Living also brings readers the latest products for the garden and best new releases of the season, as well as gardening books and outdoor furniture. For further inspiration, we also take an exclusive look at a South Australian feature garden and offer regular advice on indoor plants.

Part of the SALIFE magazine stable, SALIFE Gardens & Outdoor Living has been inspiring gardeners for more than a decade. If you want to reach an engaged gardening audience, SALIFE Gardens & Outdoor Living is the ideal place to be.

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"It's SA focussed so has local suppliers, plants that grow in local gardens. It's inspiring to read about things happening in our state."

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# SALIFE AUDIENCE

SALIFE 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 ...

**59%**  
Female

**40%**  
Male

**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
- 48% Cultured
- 48% Worldly
- 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

SALIFE subscribers spend money monthly on:

- 98% Dine out
- 90% Attend live entertainment such as theatre, music
- 89% Travel
- 84% Shop for fashion
- 81% Visit a gallery or museum
- 79% Shop for homewares/decor

Research by Hudson Howells Readership Report: May 2019



## 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**

From “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.





## ADVERTISING DATES

### Autumn

#### On sale

March 4

#### Booking Deadline

January 28

#### Material Deadline

February 3

### Winter

#### On sale

June 3

#### Booking Deadline

April 23

#### Material Deadline

April 28

### Spring

#### On sale

August 26

#### Booking Deadline

July 23

#### Material Deadline

July 29

### Summer

#### On sale

November 25

#### Booking Deadline

October 22

#### Material Deadline

October 27



## ABOUT US

Since SALIFE became part of independent South Australian publishing company Solstice Media, 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.

Brought to you by

**SOLSTICE**  
MEDIA

**INDAILY** SALIFE **CityMag**

For more information about Solstice Media, visit  
[www.solsticemedia.com.au](http://www.solsticemedia.com.au)

FIND US ON SOCIAL MEDIA

 @ SALIFEMagazine

 @ salifepublications

Source: Nielsen Digital Content Ratings, Campaign Monitor, Google Analytics

**InDaily**

**672,000<sup>+</sup>**

Unique Audience

**60,000<sup>+</sup>**

Subscribers

**CityMag**

**69,000<sup>+</sup>**

Unique Visitors

**48,000<sup>+</sup>**

Subscribers



# AD SPECS

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.



## **DOUBLE PAGE**

480mm wide x  
300mm high

*Please add a 5mm bleed*

Type safe area -  
460mm wide x  
280mm high

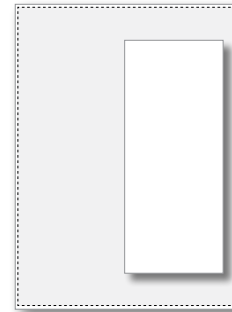


## **FULL PAGE**

240mm wide x  
300mm high

*Please add a 5mm bleed*

Type safe area -  
180mm wide x  
280mm high



## **HALF PAGE VERTICAL**

100mm wide x  
280mm high

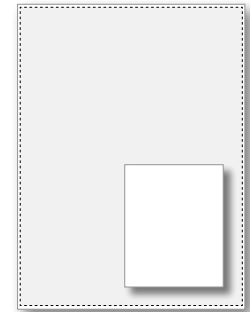
*No bleed required*



## **HALF PAGE HORIZONTAL**

210mm wide x  
130mm high

*No bleed required*



## **QUARTER PAGE**

100mm wide x  
130mm high

*No bleed required*

Please leave a 20mm margin in the centre of the page for the binding

## **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 5mm 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.

# TERMS AND CONDITIONS

**SALIFE Gardens & Outdoor Living magazine is full colour throughout. There is no extra charge for four-colour advertisements.**

**PLEASE NOTE**

A signed advertising order form with the details of your requirements is necessary to confirm your booking.

**FILES**

Press Quality PDF files (300dpi, CMYK and fonts embedded), EPS, TIFF and JPEG files will be accepted.

Hard copy proofs may be ordered, provided from a printer's professional colour proofing system to be colour matched before printing. All other hard copy proofs will be used as a positional guide only.

**ARTWORK COSTS**

If you require SALIFE Gardens & Outdoor Living magazine to produce your advertising artwork, the following production charges apply (excl. GST): Full page \$250.00, Half page \$200.00, Quarter page \$100.00 and Classified \$50.00. Supplied photographs and logos for your artwork need to be provided at 300dpi, either as EPS, TIFF or JPG files.

**Conditions**

1 Cancellations made after the final copy deadline for each issue and prior to 2 weeks from publication will be subject to 50% of the quoted advertising rate.

Any cancellations made 2 weeks or less prior to publication will incur 100% of the quoted advertising rate.

**2. A contract is for 12 months from the date of first issue booked.**

3. All material and/or instructions for advertising will be provided by the published copy deadline.

**4. If the contract is rescinded or not fulfilled in any way, a surcharge applies. The surcharge (cancellation of contract fee) is the dollar difference between the rate for the contract level agreed and signed for (i.e. the number of insertions) and the rate for the number of insertions actually used multiplied by the number of insertions not used.**

**(If uncertain about the surcharge implications please ask us for further details or an example).**

5. Unless otherwise agreed in writing, photographs taken by Solstice Media or contractors of Solstice Media are copyright to Solstice Media and must not be reproduced without permission.

6. The publisher takes no responsibility for colour or accurate reproduction if a proof does not accompany supplied advertisements. I acknowledge that I have read and agree to the Solstice Media terms and conditions of trade, and also that conditions 1-6 above (especially condition 4) have been fully explained to me and that a surcharge or rate adjustment may apply.

7. The terms and conditions have been received and are agreed to.

**PUBLISHERS INDEMNITY:** Advertisers and/or advertising agencies, upon lodging material with the publisher for publication or authorising or approving of the publication of any material, indemnify the publisher, its directors, employees and agents against all claims, demands, proceedings, costs, expenses, damages, awards, judgements and any other liability whatsoever, wholly or partially arising directly or indirectly in connection with the publication of material and without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, and warrant that the material complies with all the laws and regulations and that its publication will not give rise to any claims against the publisher, its directors, employees and agents and without limiting the generality of the foregoing, that nothing therein is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1987 or the defamation consumer protection and sale of goods legislation of the States and Territories or infringes the rights of any person.