

# SA LIFE FOOD & WINE<sup>™</sup> LIST 2021

*Experiencing the regions of South Australia*

2021 MEDIA KIT



## REGIONAL TOURISM IS DRIVING THE STATE'S VISITOR ECONOMY

Each year, the SALIFE Food & Wine List guides readers through the very best ways to experience South Australia.

Our regional reporters impart their local knowledge to help readers discover produce with provenance, handcrafted drinks and artisan eats.

More than this, we also pinpoint each region's most unforgettable tourism opportunities and offer guidance on where to stay, what to see and what to do.

At 250+ pages, the SALIFE Food & Wine List 2021 is an invaluable guide for both locals and visitors, from dedicated foodies and wine aficionados to families looking for a weekend escape.

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The SALIFE Food & Wine List readers are real foodies ... the type of people who are always looking to support local, they want to travel the regions to discover the produce source and find a new favourite destination.

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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 spend 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



## THE PERFECT PLACE

The SALIFE Food & Wine List readers are real foodies ... the type of people who are always looking to find a new favourite product or somewhere to go with friends and family. Where should they visit? Where should they eat? What should they drink? Where can they stay?

### ***SALIFE Food & Wine List delivers ...***

- Strong brand recall
- Strong general population perceptions
- A reputable brand
- Good value for money
- A reputable source of South Australian content
- High level of retention and sharing among readers
- A quality publication seen on all the best coffee tables – at home and in the office





# TIME TO EXPLORE

## WE TRAVEL THE REGIONS

With each issue of the SALIFE Food & Wine List we endeavour to inspire our readers to explore our great state by highlighting what's happening within the regions. From the latest eateries, brewers, boutique or remote accommodation, to festivals and events of all shapes and sizes, our aim is to get our readers there. We cover all the regions!

ADELAIDE

ADELAIDE HILLS

FLEURIEU PENINSULA

BAROSSA

RIVERLAND

RIVER MURRAY, LAKES & COORONG

CLARE

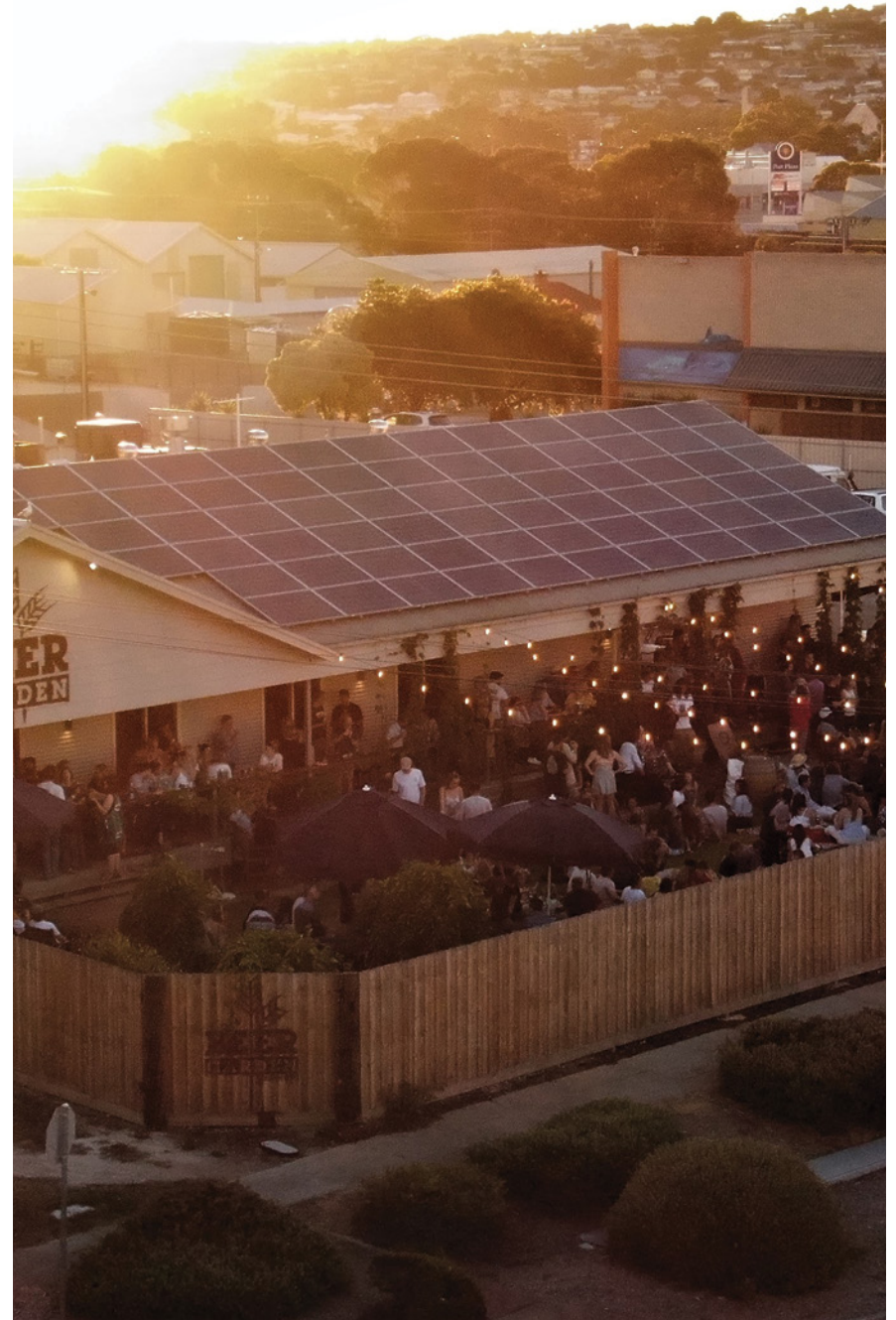
FLINDERS RANGES & OUTBACK

KANGAROO ISLAND

LIMESTONE COAST

YORKE PENINSULA

EYRE PENINSULA



## ADVERTISING DATES

SALIFE FOOD & WINE 2021

**ON SALE**

September 2

**MATERIAL DEADLINE**

July 29





## CONTACT/ABOUT US

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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.

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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

The SALIFE Food & Wine List 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 once a year and retails for \$14.95.



## **DOUBLE PAGE**

480mm wide x  
320mm high

*Please add a 5mm bleed*

Type safe area -  
460mm wide x  
300mm high

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

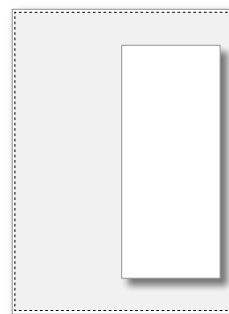


## **FULL PAGE**

240mm wide x  
320mm high

*Please add a 5mm bleed*

Type safe area -  
200mm wide x  
300mm high



## **HALF PAGE VERTICAL**

100.8mm wide x  
280mm high

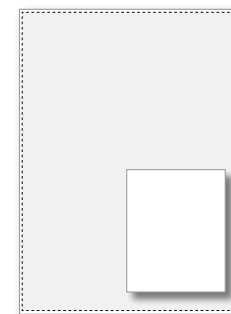
*No bleed required*



## **HALF PAGE HORIZONTAL**

208.8mm wide x  
136.4mm high

*No bleed required*



## **QUARTER PAGE**

100.8mm wide x  
136.4mm 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 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.