

SALIFE

The **best** of Adelaide and South Australia

2021 MEDIA KIT



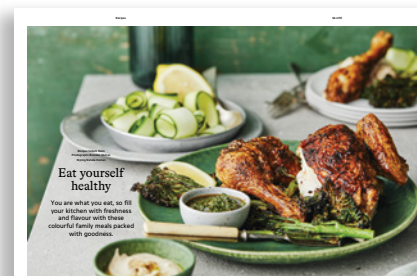
SALIFE IS THE STATE'S BIGGEST-SELLING LIFESTYLE MAGAZINE WITH A COMBINED REACH OF OVER 100,000 PER MONTH.

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 Woolworths Supermarkets.

For more than 17 years, we have watched this state change, diversify and grow, and feel that our role in telling this story has only just begun.



SALIFE

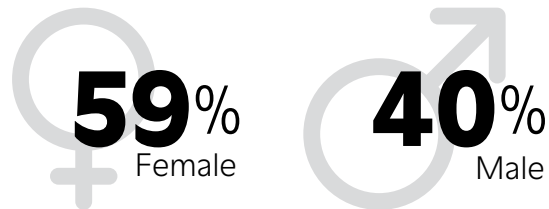
The **best** of Adelaide and South Australia

"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



Source: Hudson Howells Readership Report: May 2019

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"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)

Source: Hudson Howells Readership Report: May 2019 and reader survey 2015.



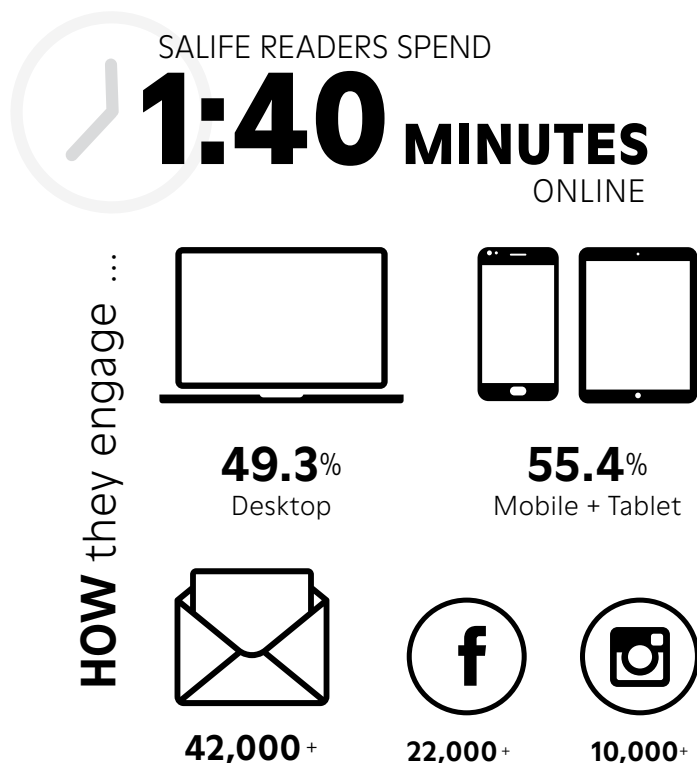
SALIFE

The **best** of Adelaide and South Australia

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

SALIFE DIGITAL

The SALIFE digital contains the latest in fashion, tantalising recipes, gorgeous gardens and stylish interior design, as well as the stories of inspirational people and places, and what's happening in local and regional South Australia. Advertising on the website is available on a monthly basis with artwork due one week prior.

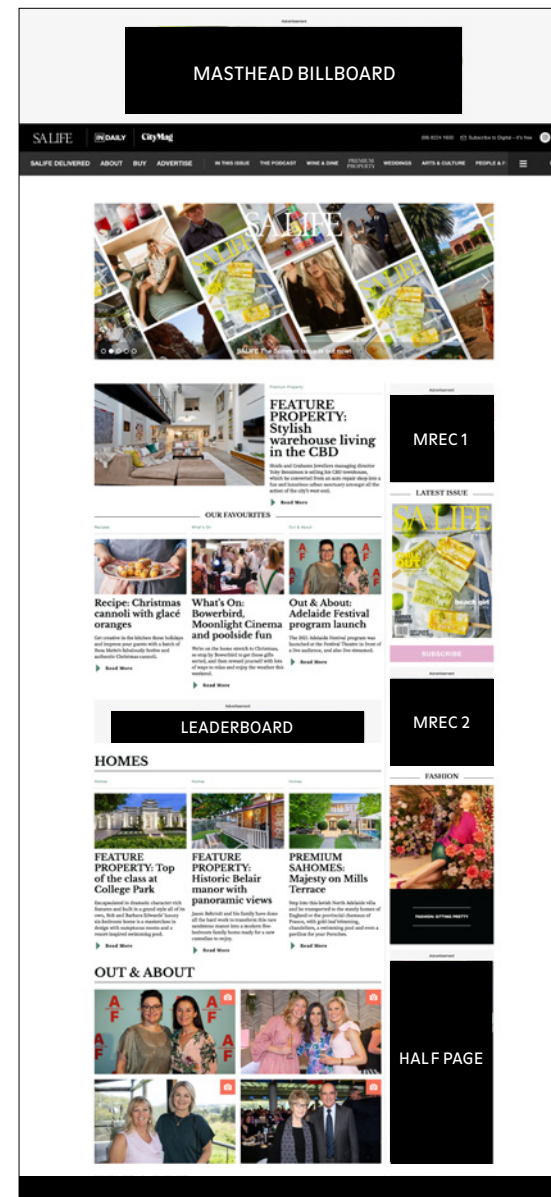


57,000+ Unique Visitors
322,000+ Page Views

SALIFE WEBSITE

Specs

Masthead Billboard	970w x 250h
+ Mobile Banner	320w x 50h
Medium Rectangle	300w x 250h
Leaderboard	728w x 90h
+ Mobile Banner	320w x 50h
Half Page	300w x 600h
All sizes at 72ppi	



Source: Research by Hudson Howells Readership Report: May 2019 and reader survey 2015, Campaign Monitor, Google Analytics, Facebook and Instagram

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"SALIFE provides a current snapshot of the best SA has to offer. SALIFE keeps me up to date with the property market, the arts and unique storytelling of the state."

SALIFE EDM

Our per edition EDM is sent every Friday morning to a database of more than 42,000 subscribers. Advertising on the EDM is available on a weekly basis and artwork is due one week prior.

Our top 5 articles ...

- Premium Property
- Recipes
- Out + About social pages
- Real Estate Lisiting
- Arts + Culture

Specs

Top & Bottom Banner 728px wide x 90px high
Medium Rectangle 300px wide x 250px high
All sizes in pixels at 72ppi

42,000⁺

Registered subscribers

25-30%

Open rate

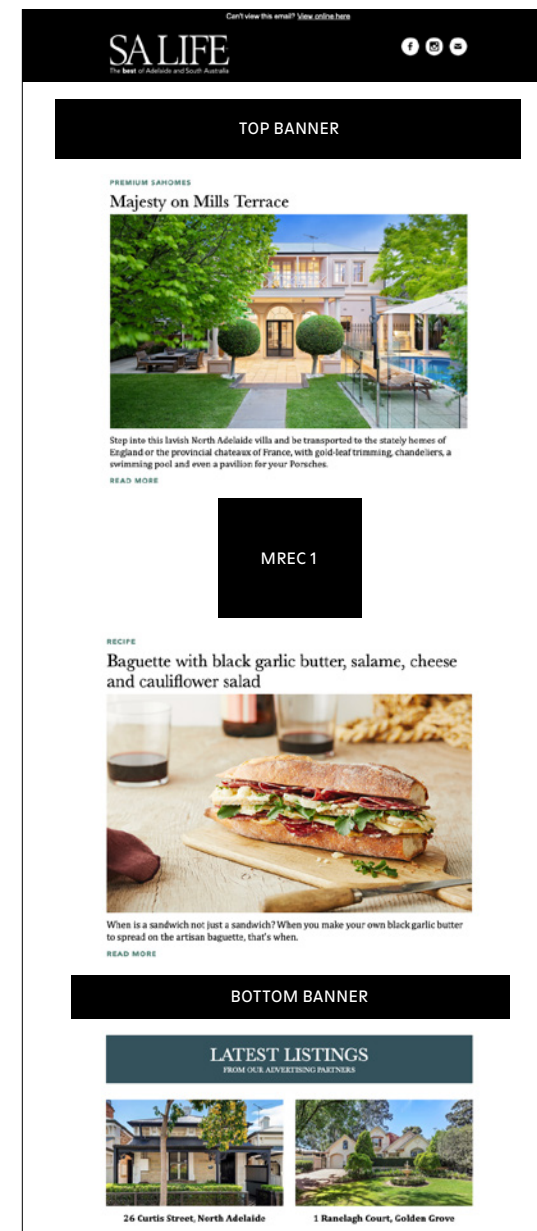
35-40%

Click rate

Source: Campaign Monitor

SALIFE

The **best** of Adelaide and South Australia



"It is all about SA. Things I see that I like I know I can find in Adelaide/SA. I also like to support SA businesses over interstate of overseas ones."

SA TOP PICKS EDM

SALIFE, CityMag and InDaily have combined their reach and audiences to create a single channel focused on marketing small businesses to our readers who are looking to shop small and support local. Each Monday afternoon we will bring you a shopping basket full of offers from the South Australian businesses featured across our Mastheads.

44,000⁺

Registered subscribers

25%

Open rate

Specs

Please send a high-quality image of the product / offer as well as a short description of around 50 words with what you're offering.

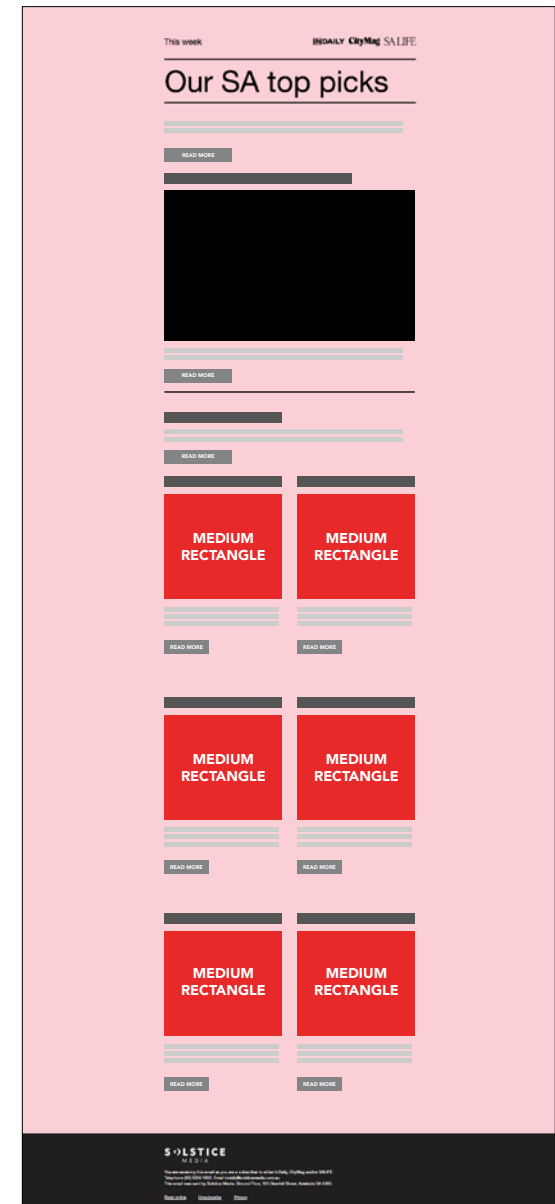
The image will appear at the following;

300px wide x 250px high (72ppi)

All components are commissionable.

Artwork is due 1 week prior to campaign commencement.

Source: Campaign Monitor



Red indicates advertising space.

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***"We're thrilled with the response.
We've seen a dramatic spike in activity
on our website and social pages.
Definitely worthwhile."***

Kate Davidson, Sticks & Stones Outdoor

SPONSORED CONTENT

SALIFE can create sponsored digital content or a dedicated EDM, that combines your business expertise with our publishing know-how. Following a brief, our team can write the editorial in a tone that best suits our readers.

Sponsored content ...

- Client branding
- Noted as a contributor
- Inclusion of multiple supplied images
- Written by journalists or supplied
- Published on the SALIFE EDM


Dedicated EDM ...


- Sent to SALIFE database of over 42,000
- Sent on any day except Friday, subject to availability
- Can include multiple supplied images
- Built by SALIFE with client approval

Dedicated EDM

SALIFE

In partnership with






The Kytons Bakery Tradition

Kytons Bakery has been a part of the SA food community since 1938 and many South Australians have fond memories of the Kytons stall at the Adelaide Central Market from the 1940s-1980s, and, of course, community lamington drives when they were kids.

The bakery uses the finest ingredients, sourced from Australia wherever possible, to create products that the Kytons team hope become part of your family's traditions. Products to "Make Life Special".



The Aged Brandy Pudding contains more fruit (55%) and brandy and is aged for at least six months before it's packed into its shiny box - this is a Christmas Pudding your Christmas guests will love and also makes a lovely gift for the pudding connoisseur. Serve with brandy custard or a South Australian double cream or vanilla ice cream as a worthy finish to your Christmas lunch or dinner.

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"I enjoy the "South Australian-ness" of SALIFE - and the lifestyle that encompasses."

SALIFE AD DEADLINES

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



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*"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.

Brought to you by

SOLSTICE
MEDIA

INDAILY SALIFE **CityMag**

For more information about Solstice Media, visit
www.solsticemedia.com.au

InDaily

672,000⁺

Unique Audience

60,000⁺

Subscribers

CityMag

69,000⁺

Unique Visitors

48,000⁺

Subscribers



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

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*"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 more than 16 years of telling the stories of everyday South Australians.

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FIND US ON SOCIAL MEDIA

 @ SALIFEMagazine

 @ salifepublications



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Subscribe to our
e-newsletters at salife.com.au

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 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

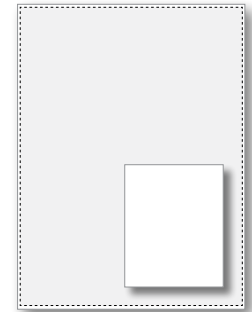
No bleed required



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.

DIGITAL ARTWORK SPECS

WEBSITE

Rich media

- Supply a backup .gif with all flash ads
- Supply on site click tags in one .txt file
- Creatives must be supplied as 72 PPI

HTML advertisements

- All HTML5 assets to be hosted externally
- Supply creative in individual ZIP files per creative size
- Recommended length is 15-30 seconds or less
- Clickthrough link must be properly implemented in the code
- Video file must be under 1MB

HTML5 creative guidelines, see:
<https://www.iab.com/guidelines/iab-display-advertising-guidelines/>
Further information visit:
<https://support.google.com/richmedia/answer/165130?hl=en>

JW Player

- Ad unit size: 300h x 250w (px)
- Video ratio: 16:9 or 4:3
- Recommended length is 40 seconds or less
- Clickthrough link when clicked
- Video will play automatically and be muted automatically, with the option to turn sound on
- Video file must be under 200MB

EDM

- Static PNG or JPG only
- Tracking URLs accepted (clicks only)
- No dynamic javascript
- Maximum file size 1MB
- Static image (JPG or PNG) to be supplied with associated click tag for the date/s the campaign is booked to run on the EDM.
- Creatives must be supplied as 72 PPI.

Creative deadlines

Standard Creative (including third party vendor tags) must be submitted 5 working days prior to go-live date for the Website and 4 working days prior for the EDM. Rich Media (including third party vendor tags) must be submitted 7 working days prior to go-live date.