

SALIFE

PREMIUM PROPERTY

2021 MEDIA KIT



INSPIRING READERS TO BUILD THEIR DREAM HOME

Everyone loves a peek inside other people's homes. Whether you're looking for practical solutions, design inspiration or just dreaming of a future project, there is something irresistible about a glimpse of how the other half live.

We explore the hottest design trends of the year in kitchens, bathrooms, furnishing and interior design. What colours should you consider? Perhaps your outdoor kitchen needs an update? This magazine contains the most valuable information every renovator, decorator or new-builder is seeking.

We feature a property in every issue of SALIFE magazine, and we know they're some of our most popular pages. This is why we produce the annual SALIFE PREMIUM PROPERTY magazine. At 150-plus pages, it's full of some of SA's most exciting homes.

If you want to reach an engaged audience, SALIFE PREMIUM PROPERTY is the ideal place for your products and services.

South Australia's own magazine of ideas and dreams for your home



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

SALIFE PREMIUM PROPERTY offers not only enviable homes from around the state but also indications of current trends both locally and internationally. Combined with local industry news, SALIFE PREMIUM PROPERTY will be sought by readers wanting the best on offer from around the world but available in their own backyard. SALIFE PREMIUM PROPERTY is a magazine of ideas and dreams.

SALIFE PREMIUM PROPERTY 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



FEATURES

FEATURE	CONTENT
INSPIRING HOMES	Anyone thinking of renovating or building a new home will find plenty of ideas and inspiration within the pages of <i>SALIFE PREMIUM PROPERTY</i> , with the added benefit of local products and services advertised alongside the feature home.
EXPERT ADVICE	Each issue we seek out local businesses to find out more about their products and services in an effort to provide quality advice, relevant to our readers.
INDUSTRY NEWS	A vibrant building and design sector has plenty of news to share, including events, anniversaries and awards. Our social photographers capture all the glitz and glamour of the award ceremonies.
TRENDS	Our design pages identify local, national and overseas trends, and then inform readers where to find products in South Australia.



ADVERTISING DATES

When?

On sale

August 5

Material Deadline

July 7



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

943,000⁺

Unique Visitors

84,000⁺

Subscribers

CityMag

68,000⁺

Unique Visitors

48,000⁺

Subscribers



AD SPECS

SALIFE PREMIUM PROPERTY finished size is 240mm wide x 320mm high and is burst bound. It is printed on 115gsm gloss art stock, with the cover printed on 300gsm satin stock. It is published annually and retails for \$10.95.



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

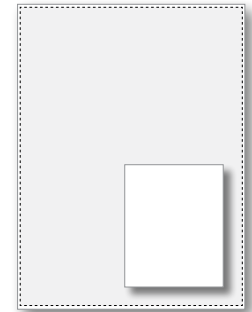
No bleed required



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.