

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, Woolworths and Coles 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

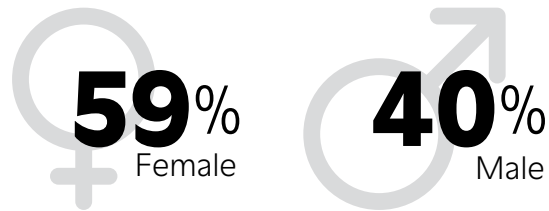
The **best** of Adelaide and South Australia

"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

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

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	THE YOUTH ISSUE + Education tip-on and Father's Day Gift Guide	AUG 5	JUL 9	JUL 14
SEPTEMBER	THE LUXURY ISSUE	SEPT 2	AUG 6	AUG 11
OCTOBER	SPRING INSPO + Real Weddings	OCT 7	SEPT 10	SEPT 15
NOVEMBER	THE ENTERTAINING ISSUE + Christmas Gift Guide	NOV 4	OCT 8	OCT 13
DECEMBER	THE CHRISTMAS ISSUE + Christmas Gift Guide	DEC 2	NOV 5	NOV 10



SALIFE

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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

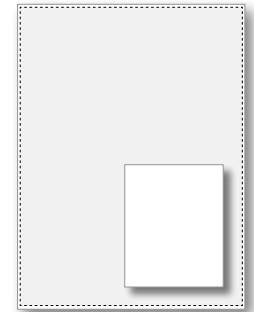
No bleed required



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.