

SALIFE

The **best** of Adelaide and South Australia

2021 MEDIA KIT



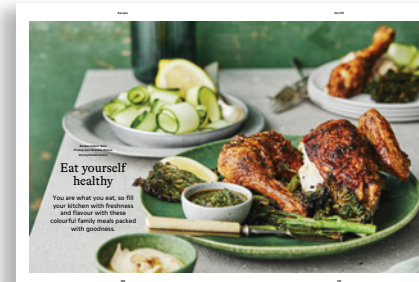
**SALIFE IS THE STATE'S
BIGGEST-SELLING LIFESTYLE
MAGAZINE WITH A COMBINED REACH
OF OVER 100,000 PER MONTH.**

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

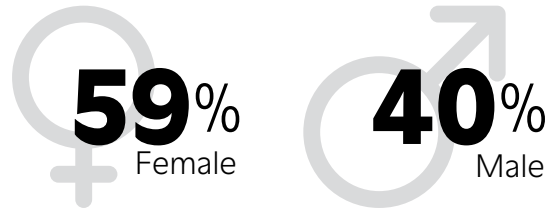
The **best** of Adelaide and South Australia

"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

SALIFE

The **best** of Adelaide and South Australia

"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.



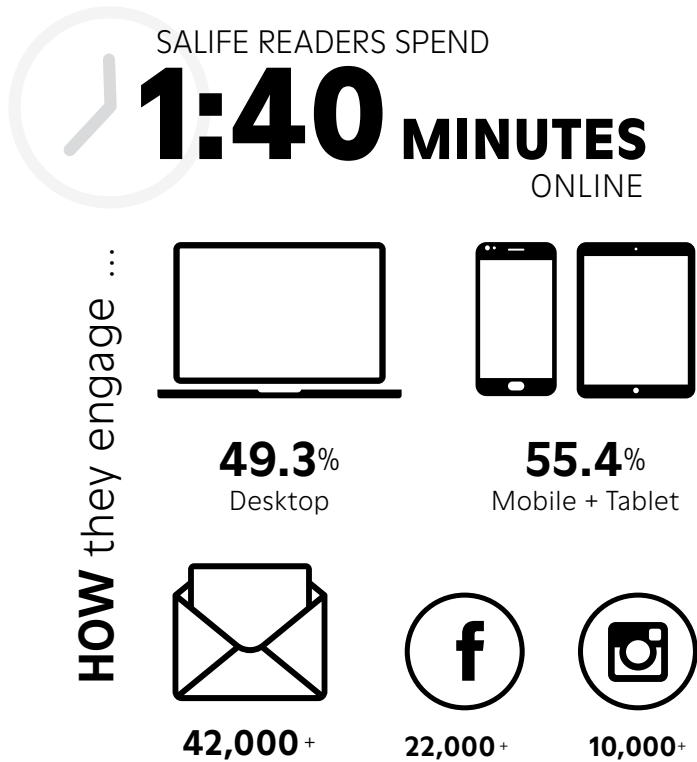
SALIFE

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

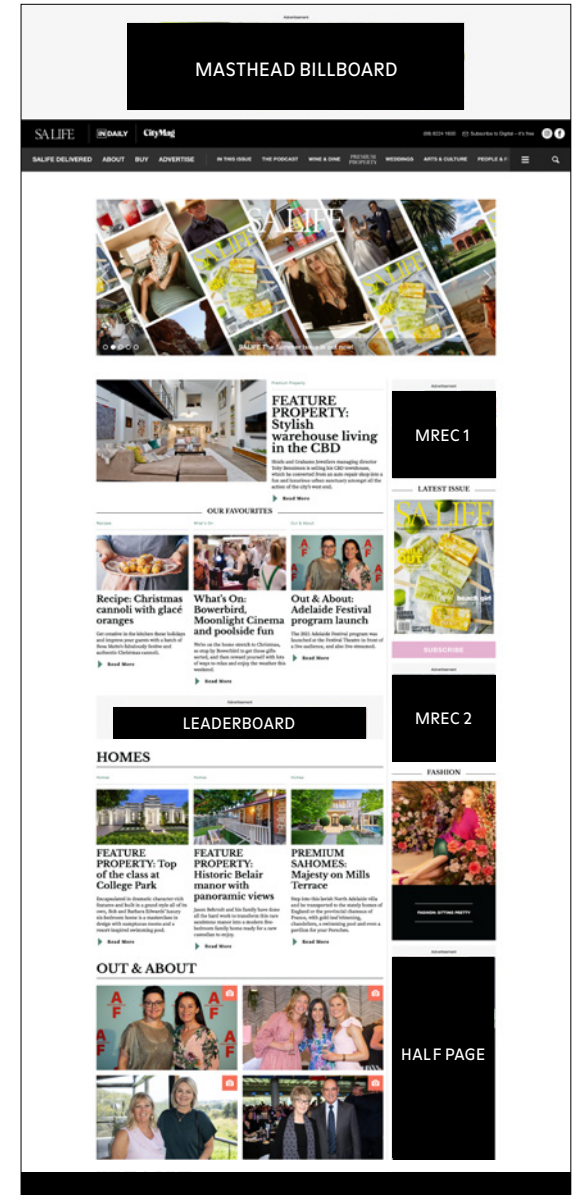
SALIFE WEBSITE

Specs

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

Rates per month

Masthead Billboard	\$975
Medium Rectangle	\$542
Leaderboard 1	\$433
Leaderboard 2	\$347
Half Page 1	\$728
Half Page 2	\$607
Prices exclude gst	



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

SALIFE

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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 Listing
- Arts + Culture

Specs

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

Rates per week

Top & Bottom Banner \$750
Medium Rectangle 1 \$500
Medium Rectangle 2 \$500
Prices exclude gst

Source: Campaign Monitor

42,000+

Registered subscribers

25-30%

Open rate

35-40%


Click rate

Can't view this email? [View online here](#)

SALIFE
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TOP BANNER

PREMIUM SAHOMES
Majesty on Mills Terrace




Step into this lavish North Adelaide villa and be transported to the stately homes of England or the provincial chateaux of France, with gold-leaf trimming, chandeliers, a swimming pool and even a pavilion for your Porsches.

READ MORE

MREC 1

RECIPE
Baguette with black garlic butter, salame, cheese and cauliflower salad




When is a sandwich not just a sandwich? When you make your own black garlic butter to spread on the artisan baguette, that's when.

READ MORE

BOTTOM BANNER

LATEST LISTINGS
FROM OUR ADVERTISING PARTNERS



26 Curtis Street, North Adelaide 1 Ranelagh Court, Golden Grove

SALIFE

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"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.

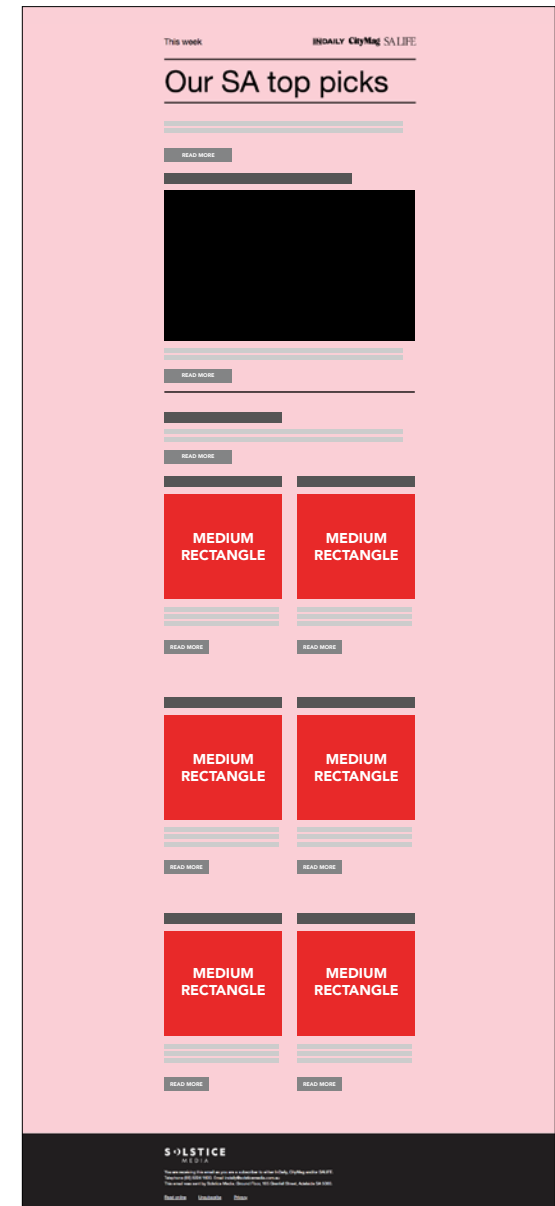
Rates per week

One placement \$350

Source: Campaign Monitor

SALIFE

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Red indicates advertising space.

"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

Rate		
Sponsored Content (supplied)	\$1000	
+ Journalist	\$1700	
Dedicated EDM	\$3000	

SALIFE In partnership with **Kytons BAKERY**

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.

SALIFE

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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	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



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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

SALIFE

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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.

BROOKE SEWARD

Director of Sales

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SINEAD SYNDICAS

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 @ 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

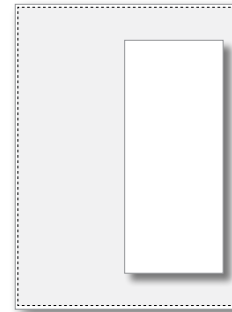


FULL PAGE

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

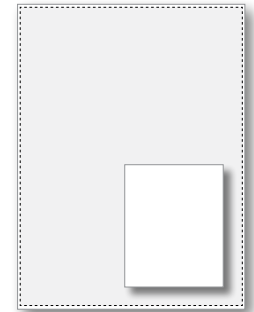
No bleed required



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.

SALIFE MAGAZINE AD RATES

No. of insertions	1	2	3	4	5	6	7	8	9	10	11	12
Double page spread	5650	5450	5250	5000	4800	4600	4400	4200	4000	3800	3600	3400
Back page	6500	6500	6500	6500	6500	6500	5500	5500	5500	5500	5000	5000
Inside front cover	5400	5400	5400	5400	5400	5400	4900	4900	4900	4900	4350	4350
Inside back cover	4800	4800	4800	4800	4800	4800	4350	4350	4350	4350	3800	3800
Full page	3100	3000	2900	2800	2700	2600	2500	2400	2300	2200	2100	2000
Half page vertical	1950	1900	1850	1800	1750	1700	1650	1600	1550	1500	1450	1400
Half page horizontal	1850	1800	1750	1700	1650	1600	1550	1500	1450	1400	1350	1300
Quarter page	1200	1150	1100	1050	1000	950	900	850	800	750	700	650

Right hand page

plus 20%.

Social pages plus

15%. Other nominated position plus 15%.

SALIFE 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 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.

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.