

# SALIFE

The **best** of Adelaide and South Australia

**2021/22 MEDIA KIT**



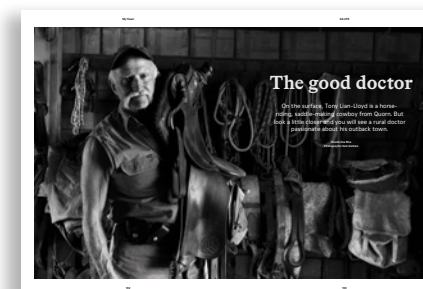
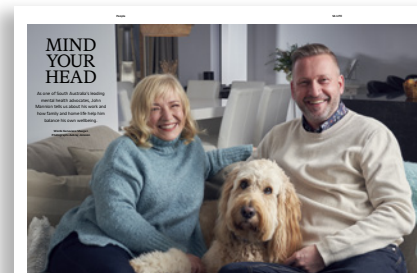
# SALIFE IS THE STATE'S BIGGEST-SELLING LIFESTYLE MAGAZINE WITH A COMBINED REACH OF OVER 100,000 PER MONTH.

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

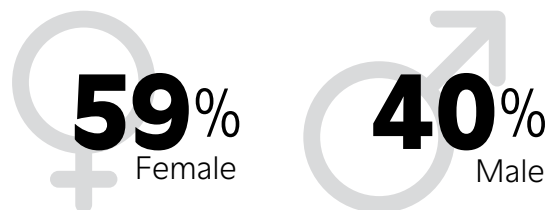
The **best** of Adelaide and South Australia

*"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+

71% 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

Interested in:

- 90% South Australian products
- 83% Food and Wine
- 72% Arts and Culture
- 64% Lifestyle
- 62% Outdoor Activities
- 55% Gardening
- 46% Real Estate
- 46% Send their children to a private school
- 39% Own a dog
- 21% Own a cat



Source: Hudson Howells Readership Report: May 2019, Reader Survey Campaign Monitor 2021

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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.

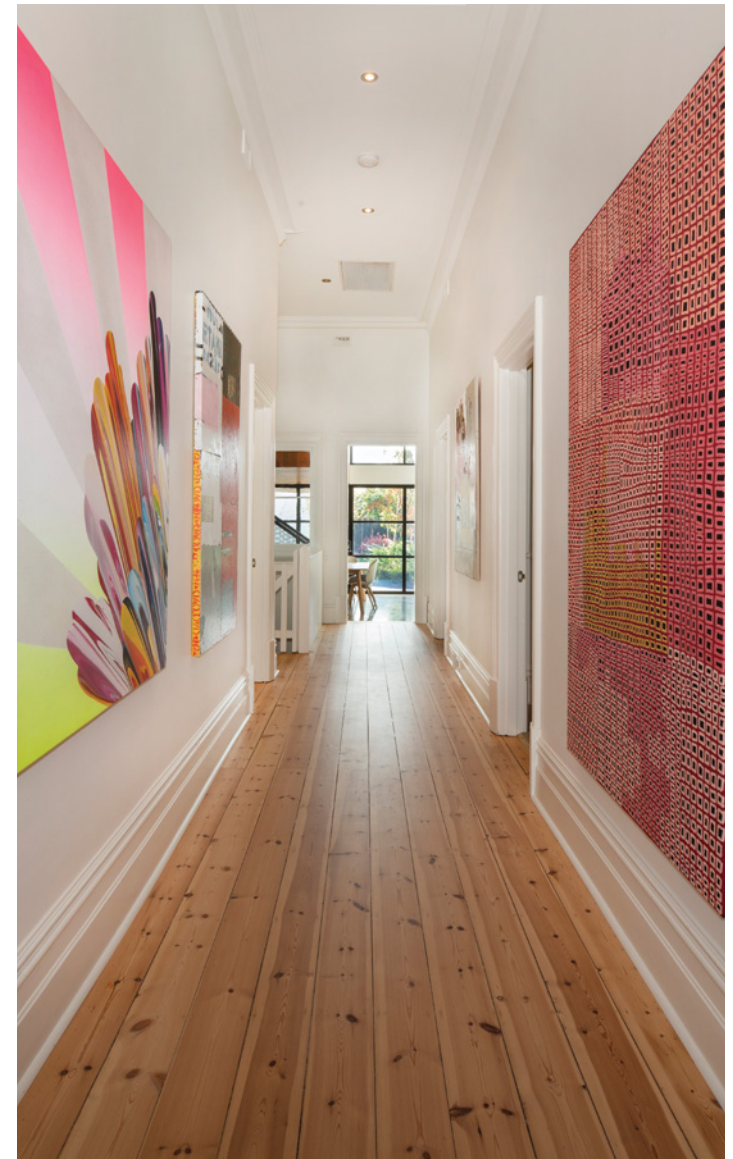
## ***SALIFE subscribers spend money monthly on:***

- **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.



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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
NOVEMBER 2021	THE ENTERTAINING ISSUE Christmas Gift Guide + Clare region	NOV 4	OCT 8	OCT 13
DECEMBER 2021	THE CHRISTMAS ISSUE + Christmas Gift Guide	DEC 2	NOV 5	NOV 10
JANUARY 2022	SUMMER ISSUE + SALIFE The Absolute Best Awards + KI region	JAN 6	NOV 26	DEC 1
FEBRUARY 2022	HEALTH & HAPPINESS ISSUE + Pets	FEB 3	JAN 7	JAN 12
MARCH 2022	WOMENS ISSUE + Real Weddings	MAR 3	FEB 4	FEB 11
APRIL 2022	KIDS & FAMILY ISSUE + Mother's Day Gift Guide	APR 7	MAR 4	MAR 9
MAY 2022	GARDENS ISSUE + Kitchens & Bathrooms	MAY 5	APR 8	APR 13
JUNE 2022	OFF THE BEATEN TRACK	JUN 2	MAY 6	MAY 11
JULY 2022	LIVING WELL 55+ + Fleurieu region	JUL 7	JUN 3	JUN 8
AUGUST 2022	THE YOUTH ISSUE + Education tip-on Father's Day Gift Guide + Barossa region	AUG 4	JUL 8	JUL 13
SEPTEMBER 2022	THE LUXURY ISSUE	SEPT 1	AUG 5	AUG 12
OCTOBER 2022	SPRING INSPO Real Weddings + Adelaide Hills region	OCT 6	SEPT 9	SEPT 14
NOVEMBER 2022	THE ENTERTAINING ISSUE Christmas Gift Guide + Clare region	NOV 3	OCT 7	OCT 12
DECEMBER 2022	THE CHRISTMAS ISSUE + Christmas Gift Guide	DEC 1	NOV 4	NOV 9



## SALIFE

The **best** of Adelaide and South Australia

*"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](http://www.solsticemedia.com.au)

**InDaily**

**672,000<sup>+</sup>**

Unique Audience

**60,000<sup>+</sup>**

Subscribers

**CityMag**

**69,000<sup>+</sup>**

Unique Visitors

**48,000<sup>+</sup>**

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.

## **BROOKE SEWARD**

*Director of Sales*

» [brooke@salife.com.au](mailto:brooke@salife.com.au)

» 8224 1665

» 0407 312 699

## **SINEAD SYNDICAS**

*Advertising Consultant*

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» 8224 1666

» 0409 441 040

FIND US ON SOCIAL MEDIA

 @ SALIFEMagazine

 @ salifepublications



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*Subscribe to our  
e-newsletters at [salife.com.au](http://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

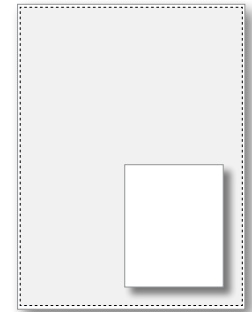
*No bleed required*



## **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.