

# SA LIFE gardens & OUTDOOR LIVING

2022 MEDIA KIT

CELEBRATING SOUTH AUSTRALIAN OUTDOOR LIFESTYLE



Endorsed by  
Nursery & Garden Industry  
South Australia



## **SALIFE GARDENS & OUTDOOR LIVING IS ENDORSED BY THE NURSERY AND GARDEN INDUSTRY SOUTH AUSTRALIA.**

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Gardening is one of South Australia's favourite pastimes and SALIFE Gardens & Outdoor Living is essential reading for anyone who likes to get their hands dirty in the back yard.

Whether you're a novice or an expert green-thumb, SALIFE's resident gardening expert Kim Syrus has all the advice you need to keep your patch looking perfect. Each season, Kim also shares vast his horticultural knowledge when it comes to what to plant and what to do in the veggie patch. Whatever the size of your garden or wherever it is SA, Kim's pages are full of ways to keep it blooming.

SALIFE Gardens & Outdoor Living also brings readers the latest products for the garden and best new releases of the season, as well as gardening books and outdoor furniture. For further inspiration, we also take an exclusive look at a South Australian feature garden and offer regular advice on indoor plants.

Part of the SALIFE magazine stable, SALIFE Gardens & Outdoor Living has been inspiring gardeners for more than a decade. If you want to reach an engaged gardening audience, SALIFE Gardens & Outdoor Living is the ideal place to be.

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"It's SA focussed so has local suppliers, plants that grow in local gardens. It's inspiring to read about things happening in our state."

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# 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.

**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 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

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



## FEATURES

### **Feature Gardens**

From lush Hills gardens to clever water-wise planting, we feature a diverse range of properties that appeal to all, whatever their skill level.

### **Expert advice**

From “how to” features, this magazine is packed with relevant local content from the experts.

### **Engaging with the community**

Diary dates, open gardens and good news stories from within the gardening community make this a truly South Australian magazine.

### **Seasonal Guide**

Handy reminders of what needs doing in the garden plus recommended ornamentals in flower and edibles to plant.



## ADVERTISING DATES

### Autumn 2022

On sale	Booking Deadline	Material Deadline
March 3	January 28	February 2

### Winter 2022

On sale	Booking Deadline	Material Deadline
June 2	April 22	April 27

### Spring 2022

On sale	Booking Deadline	Material Deadline
August 25	July 22	July 27

### Summer 2022

On sale	Booking Deadline	Material Deadline
November 24	October 21	October 26



## ABOUT US

Since SALIFE became part of independent South Australian publishing company Solstice Media, our magazines are now regularly promoted to InDaily's 80,000+ subscribers.

We also have an ever-increasing online and social media presence, and we maintain regular contact with advertisers and subscribers to all our publications through our frequent newsletters.

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)**

FIND US ON SOCIAL MEDIA

 @ SALIFEMagazine

 @ salifepublications

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

***InDaily***

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

Unique Audience

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

Subscribers

***CityMag***

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

Unique Visitors

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

Subscribers



# AD SPECS

SALIFE GARDENS & OUTDOOR LIVING's finished size is 240mm wide x 300mm high and is burst bound. It is printed on 115gsm gloss art stock, with the cover printed on 300gsm satin stock. It is published each year and retails for \$5.50.



## **DOUBLE PAGE**

480mm wide x  
300mm high

*Please add a 5mm bleed*

Type safe area -  
460mm wide x  
280mm high

Please leave a 20mm margin in the  
centre of the page for the binding



## **FULL PAGE**

240mm wide x  
300mm high

*Please add a 5mm bleed*

Type safe area -  
180mm wide x  
300mm high



## **HALF PAGE VERTICAL**

100mm wide x  
280mm high

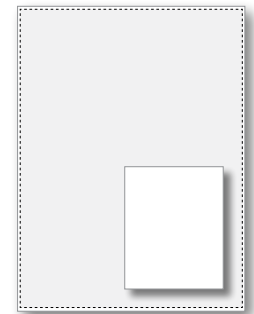
*No bleed required*



## **HALF PAGE HORIZONTAL**

210mm wide x  
130mm high

*No bleed required*



## **QUARTER PAGE**

100mm wide x  
130mm 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.