

INDAILY

ADELAIDE Independent news



INDAILY.COM.AU

South Australia's locally owned,
independent source of digital news.

MEDIA KIT | JUNE 2022

WELCOME

InDaily is South Australia's locally-owned, independent news source.

Our free weekday email has become one of the state's most trusted sources of local news and views. Readers can also go direct to indaily.com.au for up-to-date coverage of news, opinion, business, sport, arts and culture, food and wine, events and more.

InDaily's mission has always been to deliver independent coverage of the issues that matter to South Australians. Our team is passionate about providing an alternative source of news for this state, which for many years was dominated by the Murdoch press.

Thanks to the strong support of the community, InDaily is an established and growing part of the local media landscape, offering informed South Australians with intelligent insights into what's really going on in this state.



David Washington
Editorial Director

ABOUT solstice media ...

Solstice Media is South Australia's largest independent media company. Solstice Media produces

- » *InDaily*
- » *Business Insight*
- » *InReview*
- » *Best Life*
- » *SA Top Picks*
- » *SALIFE*
- » *SALIFE Gardens & Outdoor Living*
- » *SALIFE Premium Property*
- » *SALIFE Food + Wine + Travel*
- » *CityMag*
- » *InQueensland*
- » *The Southern Cross*
- » *WeekendPlus*
- » *Solstice Podcasting*
- » *Masthead Studio*

For more information about Solstice Media, visit
www.solsticemedia.com.au



INDAILY

interesting
alternative
coverage
balanced quality

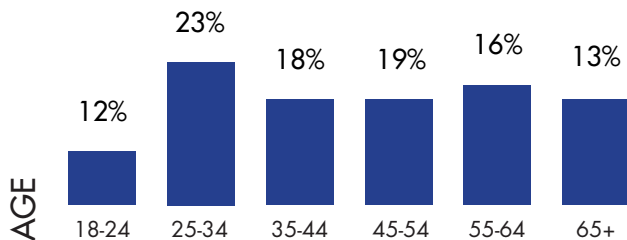
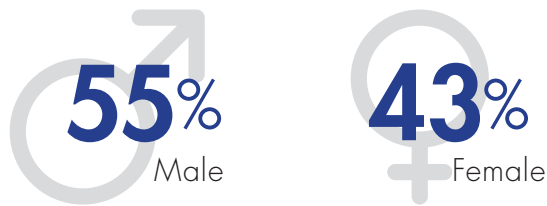
politics
local current
readable

independent
unbiased content
convenient

INDAILY READERS ARE EDUCATED, INTELLIGENT, INFORMED

Adelaide's thought leaders go to InDaily for up-to-date news, opinion, business, sport, arts & culture, food & wine, real-estate, design and events.

InDaily readers are educated, sophisticated and digital-savvy, keen to engage with all that their city and state has to offer.



38% Have an annual household income of \$100,000+ compared to SA average of 33% (2016)

71% Tertiary educated

59% Professional/white collar

69% Own their home

INDAILY readers ...

60% Well informed on current events

56% Politically aware

49% Well travelled

ARE INTERESTED IN

81% Food & Wine

55% Music

71% Arts & Culture

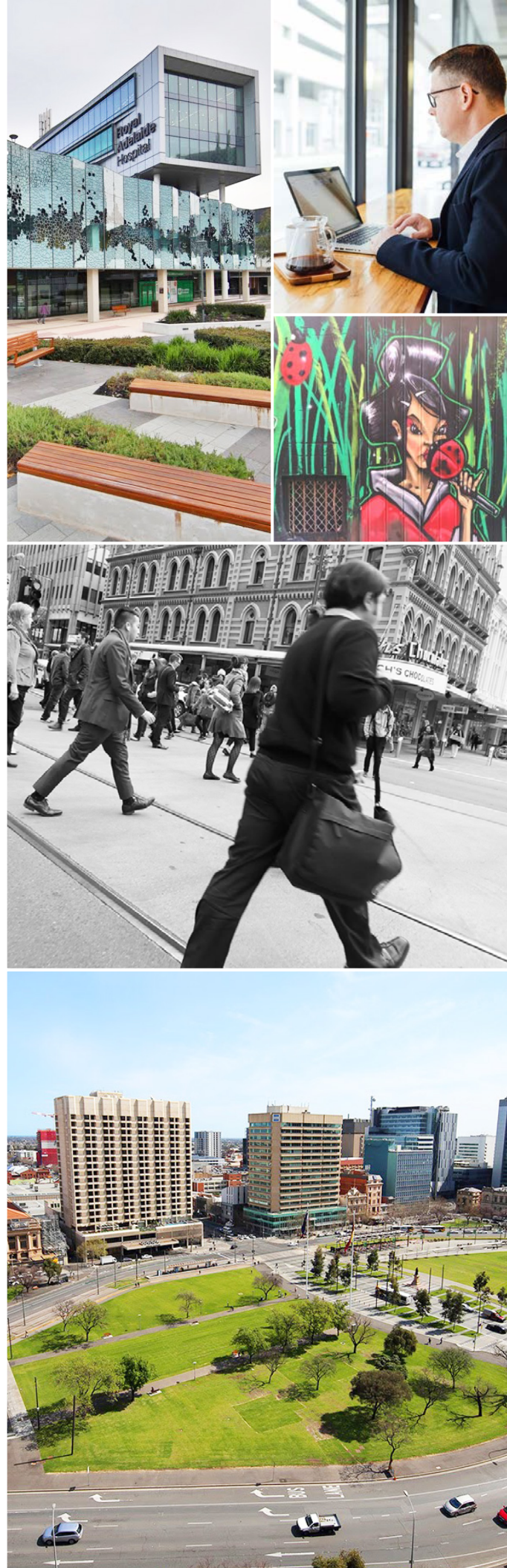
46% Politics

59% Outdoor Activities

SOURCES:

Solstice Media Reader Survey May 2021

Google Analytics: July-September 2021



INDAILY READERS ARE ENGAGED

#23 NIELSEN DIGITAL
MEDIA RANKINGS

484,000 MONTHLY UNIQUE AUDIENCE

INDAILY READERS SPEND

6:26 MINUTES
ONLINE

93% Read InDaily several times a week
or more

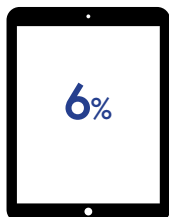
46% engaged with an advertiser
having seen their ad on InDaily

HOW they engage ...



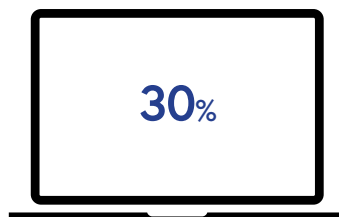
64%

Mobile



6%

Tablet



30%

Desktop

SOCIAL engagement ...



60,000+
subscribers

34%
open rate



22,000



8,000



18,000

SOURCES:

Nielsen Digital Media Ratings July-September 2021

Solstice Media Reader Survey May 2021

Google Analytics: July-September 2021

Campaign Monitor September 2021, Facebook, Instagram, Twitter October 2021



WEBSITE ADVERTISING

InDaily attracts a unique audience of almost 500,000 each month, with traffic predominantly coming from eDMs, organic search and social media.

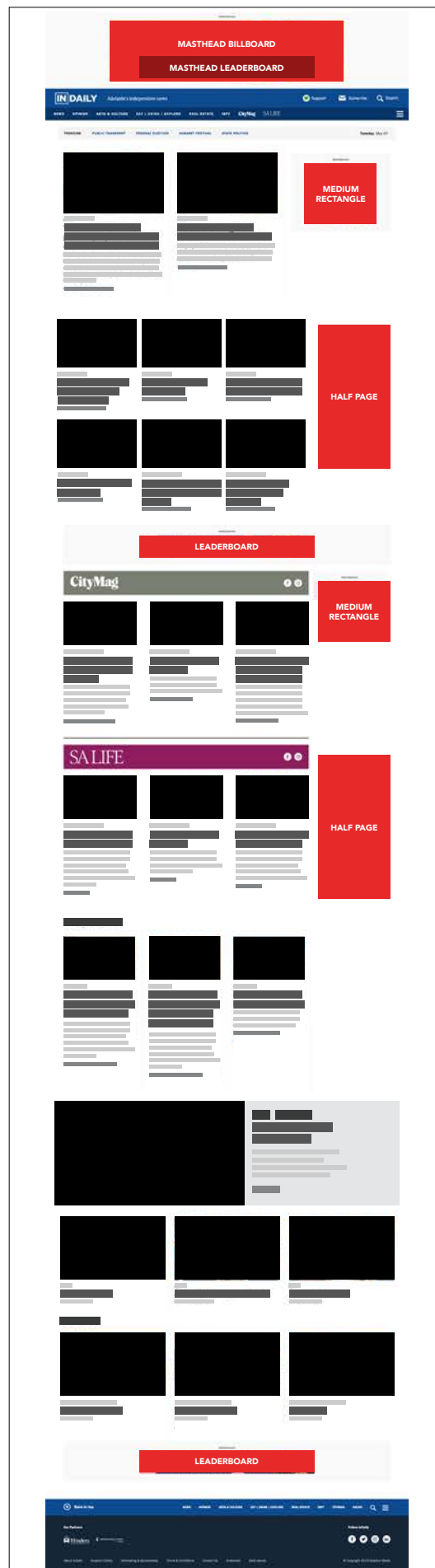
Advertising on the website is available on a daily sponsorship and CPM basis with bookings preferred week by week. A digital package can be customised to suit your needs.

Unit	Desktop (pixels)	Mobile (pixels)
Masthead Billboard Mobile Banner	970w x 250h	320w x 50h
Masthead Leaderboard Mobile Banner	728w x 90h	320w x 50h
Leaderboard Mobile Banner	728w x 90h	320w x 50h
Medium Rectangle	300w x 250h	
Half Page	300w x 600h	

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

See page 14 for detailed specifications.



Red indicates advertising space.

DAILY EXPRESS EDMS

Delivered in the morning and afternoon of each business day, with a strong focus on breaking local news and the most important developments from further afield.

29%

Average open rate

51k

Registered subscribers

SPECIFICATIONS ...

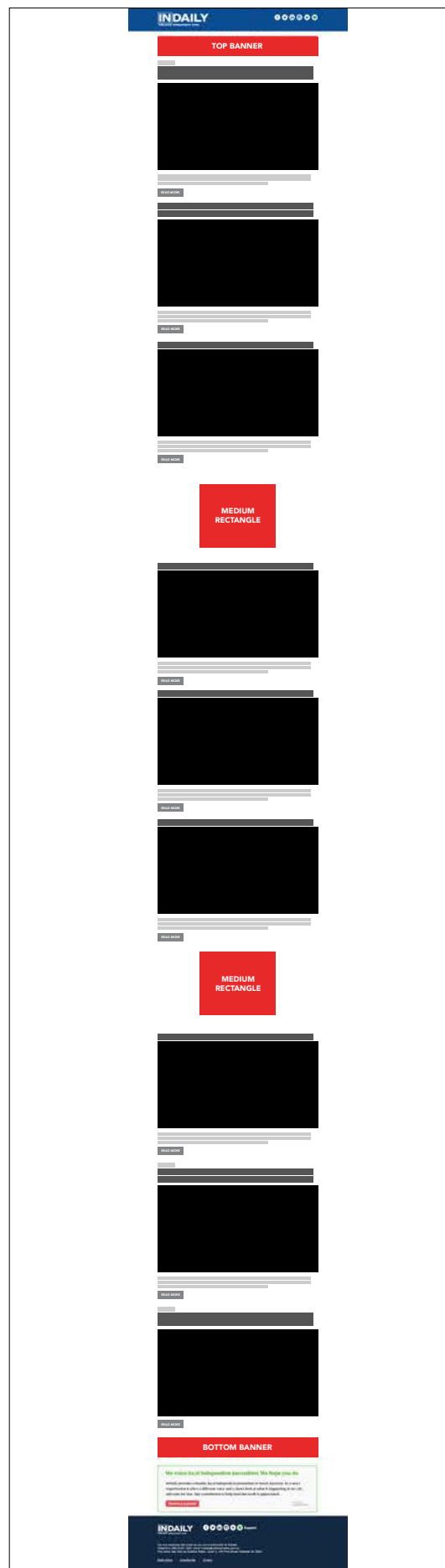
Unit	Unit size (pixels)
Top & Bottom Banner	728w x 90h
Medium Rectangle	300w x 250h

See page 15 for detailed specifications.

SPECIALTY EDMS

InDaily also produces specialty eDMs such as Business Insight, sent to a database of 41,000 registered subscribers every Monday morning. Opportunities are available – please contact our sales team.

SOURCES:
Campaign Monitor September 2021



Red indicates advertising space.

DAILY LUNCHTIME EDM

Delivered at lunchtime each business day and the place to access our most impactful journalism: exclusive breaking news stories, investigations, deeper explorations of important issues, our new current affairs podcast, intelligent opinion, and more.

26%

Average open rate

61K

Registered subscribers

SPECIFICATIONS ...

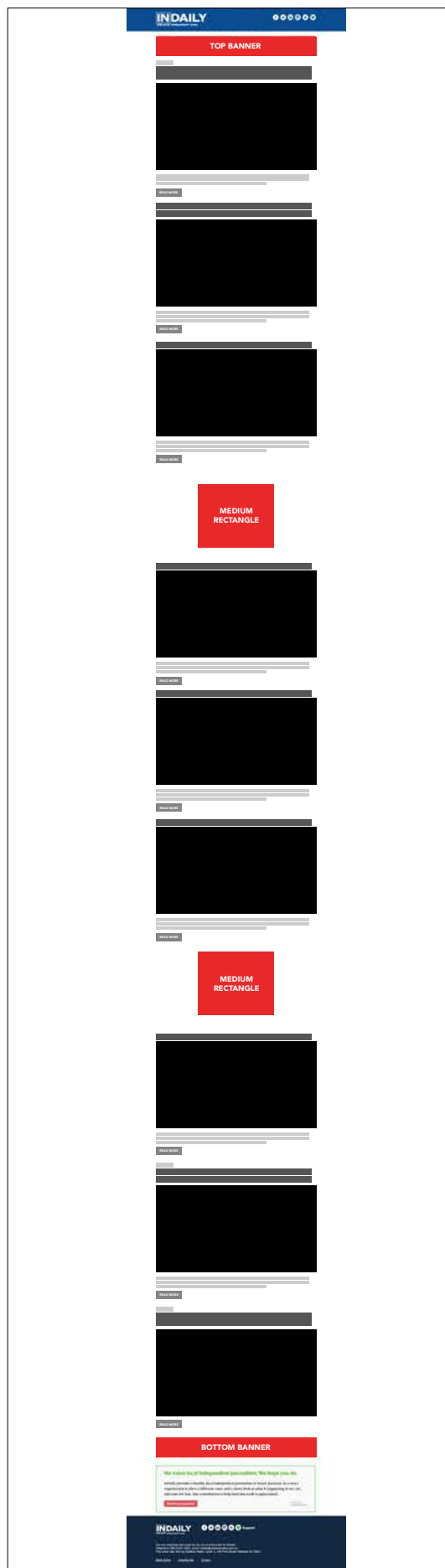
Unit	Unit size (pixels)
Top & Bottom Banner	728w x 90h
Medium Rectangle	300w x 250h

See page 15 for detailed specifications.

SPECIALTY EDMS

InDaily also produces specialty eDMs such as Business Insight, sent to a database of 41,000 registered subscribers every Monday morning. Opportunities are available – please contact our sales team.

SOURCES:
Campaign Monitor September 2021



Red indicates advertising space.

INREVIEW EDM

Delivered each Saturday morning, providing a lively mix of arts and culture news, features and reviews, with timely articles published throughout the week on the InReview website.

22%

Average open rate

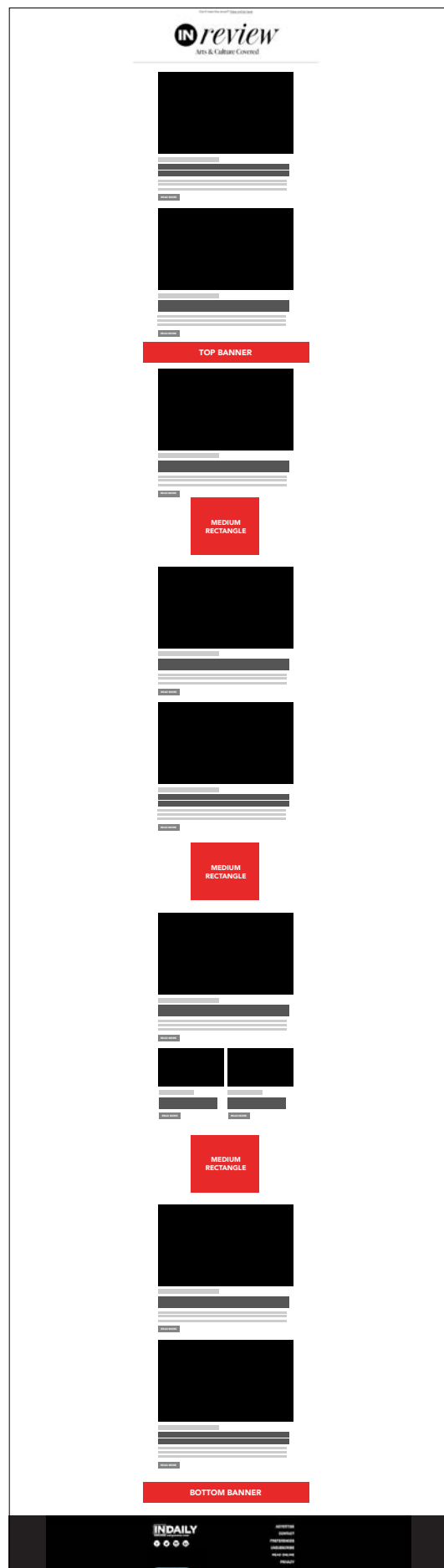
61K

Registered subscribers

SPECIFICATIONS ...

Unit	Unit size (pixels)
Top & Bottom Banner	728w x 90h
Medium Rectangle	300w x 250h

See page 15 for detailed specifications.



Red indicates advertising space.

SOURCES:
Campaign Monitor September 2021

TOP PICKS EDM

Delivered each Monday afternoon, designed to provide small businesses featured across our brands with an opportunity to promote their latest offers to readers looking to shop small and support local.

26% Average open rate

45k Registered subscribers

Unit	Unit size (pixels)
Medium Rectangle	300w x 250h + 50 words

All components are commissionable.
 Artwork is due 5 working days prior to campaign commencement.
 See page 15 for detailed specifications.



Red indicates advertising space.

SOURCES:
 Campaign Monitor September 2021

BEST LIFE EDM

Delivered each Sunday morning, a weekly collection of the best reading from InDaily, SALIFE and CityMag, bringing readers insights into the lives of fascinating South Australians, ideas for living better and a digest of the best reads of the week.

27%

Average open rate

47k

Registered subscribers

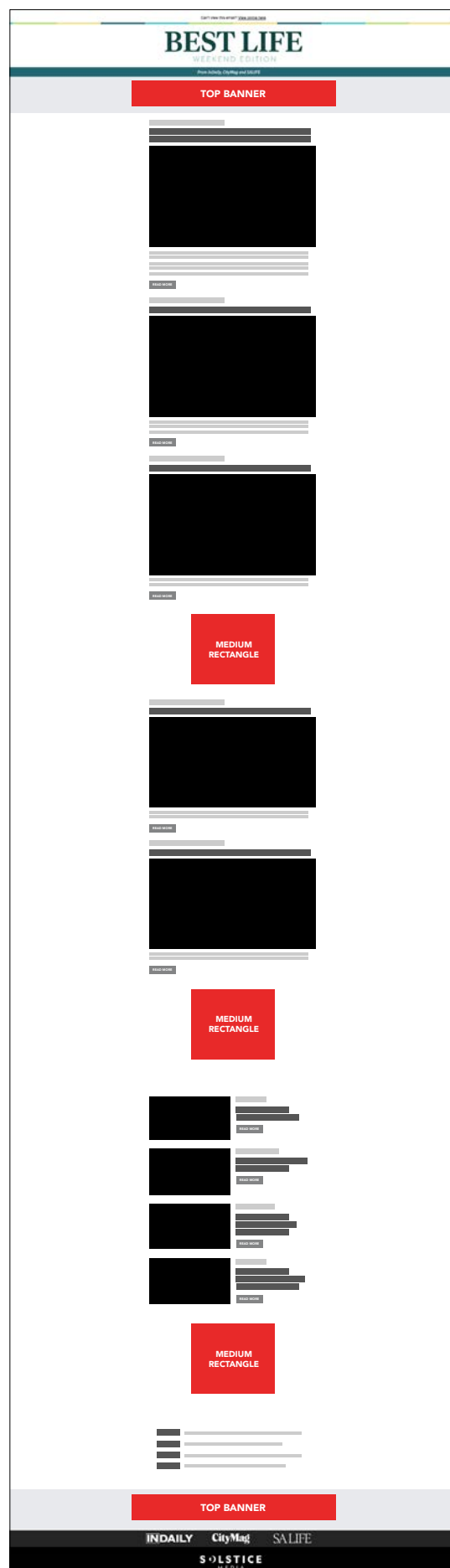
SPECIFICATIONS ...

Unit	Unit size (pixels)
Top & Bottom Banner	728w x 90h
Medium Rectangle	300w x 250h

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

See page 15 for detailed specifications.



Red indicates advertising space.

SOURCES:
Campaign Monitor September 2021

MASTHEAD STUDIO SPONSORED CONTENT

Through the content production arm of Solstice Media, Masthead Studio, sponsored content can be written and published on InDaily.

The world is exploding with branded content (which means only the most relevant content will resonate). Organisations with great stories need more than just content creators, they need a trusted publisher to reach the right people and initiate a conversation.

We create layers of differentiated content within a strategic framework that measures effectiveness, publishes to customised platforms and moves with agility in response to the marketplace.



InDaily readers spend on average more than 2 minutes reading sponsored content

SPECIFICATIONS ...

Production method	Details
Written by Masthead Studio	Concept developed between client and editorial. Written piece sent to client for approval. Published on InDaily eDM and housed on site. Photos can be original or supplied.

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

Other Masthead services offered include:

- » Embedded journalism
- » Video production/videography
- » Photography
- » Copywriting
- » Design
- » Project management
- » SEO management

SOURCES:
Google Analytics April-June 2021



Red indicates advertising space.

SOLUS EDM

Engage directly with InDaily's registered subscribers utilising a dedicated eDM. There are limited opportunities to this exclusive offering each month.

65K

Subscribers

28%

Average open rate

Talk directly to InDaily's audience.

- » Sent on a Tuesday
- » Can include multiple images and multiple links
- » Includes click through to client website
- » Built by Solstice Media with client approval

SPECIFICATIONS ...

	Specifications
Dedicated EDM <i>Supplied PDF</i>	<ul style="list-style-type: none"> 600px wide, length can vary For best readability, it is recommended that font size no lower than 9pt Supply finished version in PDF format, file size below 3MB if possible
Bespoke build	<ul style="list-style-type: none"> Supply links, style guide (if applicable), logos, images and assets Supply preferred layout

INDAILY FROM OUR PARTNER **GLUTTONY**

Gluttony is back

Gluttony pops up again
19 February - 21 March
for this year's Adelaide Fringe

We're looking forward to welcoming you back to Gluttony very soon for our 2021 season - a year in which we mark our tenth birthday as an Adelaide Fringe hub, and thank our lucky stars we are here to celebrate it, after the surprises that 2020 brought us all!

During the season, Gluttony is open from 4.30pm Tuesday-Thursday, from 4pm Friday, and from 10.30am Saturday and Sunday, until late - plus the Mad March public holiday Monday. Entry is free.

What's on

In 2021 Gluttony presents a program of just over 100 shows, spanning 15 genres. Many Gluttony favourites return, while some fresh new acts join us for the first time. We're excited by this program that champions Australian talent.

Every ticket you purchase bolsters the arts and events sectors, which are integral to the creative spirit and success of our festival state. Without you, Gluttony simply could not come back, season after season - so thank!

BOREALIS
ROUGE
SHAKE IT

PETIT CIRCUS: BON APPETIT
STEWART REEVE: CHAMELEON
GROOVE TERMINATOR & GUSPO COLLECTIVE

VIEW GLUTTONY'S 2021 SHOWS

Download the Gluttony app

Find out what's on, make a favourites list, and access special deals. You can have it all at your fingertips right now with the Gluttony app for iOS and Android.

Download on the **App Store** | GET IT ON **Google Play**

Experiences

We love creating an overall festival experience for you at Gluttony, and this year is no different. Many of our popular food vendors return, with a couple of new bars and a fresh drinks menu. Gluttony's family-friendly shows and experiences, including the Dart Blaster Arena and Radicoil Reptiles, make for a fun day out for all.

Food

Gluttony first popped up in Rymill Park / Murlawirrapurka as a food and wine festival during Adelaide Fringe - and the name stuck. It still fits though... you'll never go hungry at Gluttony. Our 20+ food vendors are an integral part of the Gluttony experience, keeping us all refreshed through sunny summer days, and allowing us to indulge on those balmy Fringe nights. This season you'll find one of our food markets facing the Rymill Park Lake, making the most of our beautiful parkland environment. Vegan and gluten-free diners welcomed!

See a list of Gluttony's 2021 food vendors

Dedicated eDM example for Gluttony

SOURCES:
Campaign Monitor September 2021

SOLSTICE PODCASTING

Bringing together over 25 years' experience in broadcasting and audio production, with expertise in storytelling and brand marketing, Solstice Podcasting offers the right partner for delivering high quality podcasts and effective audio engagement strategies.

Founded by broadcaster and podcaster Nicole Haack together with the highly credentialed Solstice Media team, Solstice Podcasting offer the right mix of experience, knowledge and creativity to deliver new and engaging podcasts that will amplify your voice, where it counts.

Visit www.solsticepodcasting.com.au
or contact our commercial team for
more information.



EVENTS

Solstice Media presents these major events each year – speak to our team about sponsorship opportunities.

SA BUSINESS INDEX

The South Australian Business Index luncheon, which commenced in 2014, is attended by over 500 business professionals each year.

South Australia's top 100 companies, an independent ranking, are announced at the event.

40²⁰²¹ UNDER 40

40 Under 40, which launched in 2018, celebrates the talent of South Australians under the age of 40.

The award dinner is attended by over 300 guests.



The Regional Showcase program celebrates the achievements of individuals, groups and South Australian businesses that have made significant contributions to regional South Australia.

The Agricultural Town of the Year Award recognises South Australian towns that are excelling in agricultural practices and the flow on effect they have on communities.

ABSOLUTE BEST 2021 AWARDS

In 2021, SALIFE will be launching a new awards program, the Absolute Best Awards. The awards celebrate the very best in South Australian food, drink, travel and design, as well as the individuals and businesses leading the way in their fields.



WEBSITE ARTWORK SPECIFICATIONS

- » PNG, GIF, JPG, HTML/HTML 5, Third Party Vendor Tags ("clicktag")
- » RGB format
- » Embedded video must be set to autoplay/mute
- » No flash
- » Maximum file size 1MB

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

Further information visit:

<https://support.google.com/richmedia/answer/165130?hl=en>

Video advertisements

- » 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

Creative deadlines

Standard Creative (including third party vendor tags) must be submitted 5 working days prior to go-live date for the Website and eDMs. Rich Media (including third party vendor tags) must be submitted 7 working days prior to go-live date.



EDM ARTWORK SPECIFICATIONS

- » 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.



Do you want to engage Solstice Media in a partnership across our publications?
Talk to the InDaily team.



Contact us ...

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