

SALIFE

FOOD + WINE + TRAVEL

Experiencing the regions of South Australia

2024 MEDIA KIT



REGIONAL TOURISM IS DRIVING THE STATE'S VISITOR ECONOMY

Each year, SALIFE FOOD+WINE+TRAVEL guides readers through the very best ways to experience South Australia.

Our regional reporters impart their local knowledge to help readers discover produce with provenance, handcrafted drinks and artisan eats.

More than this, we also pinpoint each region's most unforgettable tourism opportunities and offer guidance on where to stay, what to see and what to do.

At 250+ pages, SALIFE FOOD+WINE+TRAVEL is an invaluable guide for both locals and visitors, from dedicated foodies and wine aficionados to families looking for a weekend escape.

SALIFE FOOD+WINE+TRAVEL readers are real foodies ... the type of people who are always looking to support local, they want to travel the regions to discover the produce source and find a new favourite destination.



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.

SALIFE readers are ...

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

Research by Hudson Howells Readership Report: May 2019



THE PERFECT PLACE

SALIFE FOOD+WINE+TRAVEL readers are real foodies ... the type of people who are always looking to find a new favourite product or somewhere to go with friends and family. Where should they visit? Where should they eat? What should they drink? Where can they stay?

SALIFE FOOD+WINE+TRAVEL delivers ...

- Strong brand recall
- Strong general population perceptions
- A reputable brand
- Good value for money
- A reputable source of South Australian content
- High level of retention and sharing among readers
- A quality publication seen on all the best coffee tables – at home and in the office



ADVERTISING DATES

When?

On sale

October 10

Material Deadline

September 13



TIME TO EXPLORE

WE TRAVEL THE REGIONS

With each issue of SALIFE FOOD+WINE+TRAVEL we endeavour to inspire our readers to explore our great state by highlighting what's happening within the regions. From the latest eateries, brewers, boutique or remote accommodation, to festivals and events of all shapes and sizes, our aim is to get our readers there. We cover all the regions!

ADELAIDE

ADELAIDE HILLS

FLEURIEU PENINSULA

BAROSSA

RIVERLAND

RIVER MURRAY, LAKES & COORONG

CLARE

FLINDERS RANGES & OUTBACK

KANGAROO ISLAND

LIMESTONE COAST

YORKE PENINSULA

EYRE PENINSULA



CONTACT/ABOUT US

BROOKE SEWARD

Director of Sales

- » brooke@salife.com.au
- » 8224 1665
- » 0407 312 699

SINEAD SYNDICAS

Advertising Consultant

- » sinead@salife.com.au
- » 8224 1666
- » 0409 441 040

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.

Brought to you by

SOLSTICE
INDAILY SALIFE CityMag

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

FIND US ON SOCIAL MEDIA

 @SALIFEMagazine

 @salifepublications

InDaily

672,000⁺

Unique Audience

60,000⁺

Subscribers

CityMag

69,000⁺

Unique Visitors

48,000⁺

Subscribers



AD SPECS

The SALIFE FOOD+WINE+TRAVEL 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 once a year and retails for \$14.95.



DOUBLE PAGE

480mm wide x
320mm high

Please add a 5mm bleed

Type safe area -
460mm wide x
300mm high



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

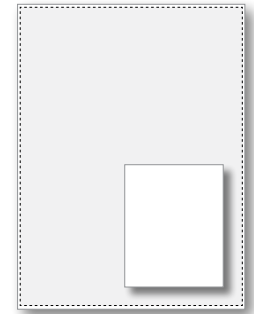
No bleed required



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

Please leave a 40mm margin in the centre of the page for the binding

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.

TERMS AND CONDITIONS

SALIFE FOOD+WINE+TRAVEL 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 FOOD+WINE+TRAVEL 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.