

SALIFE

CELEBRATING THE BEST OF SA

2024 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, Coles and Foodland Supermarkets.

Over the last 20 years, we have watched this state change, diversify and grow, and feel that our role in telling this story has only just begun.



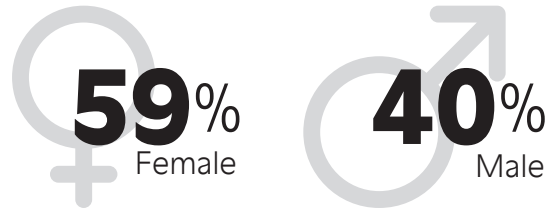
SALIFE

**"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

SALIFE

"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

"Local content, great editorial, relevant advertisements for businesses that we can attend/patronise locally."

SALIFE DIGITAL

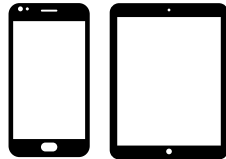
The SALIFE digital contains the latest in fashion, tantalising recipes, gorgeous gardens and stylish interior design, as well as the stories of inspirational people and places, and what's happening in local and regional South Australia. Advertising on the website is available on a monthly basis with artwork due one week prior.

SALIFE READERS SPEND
1:40 MINUTES
 ONLINE

HOW they engage ...



49.3%
 Desktop



55.4%
 Mobile + Tablet



50,000+



25,000+



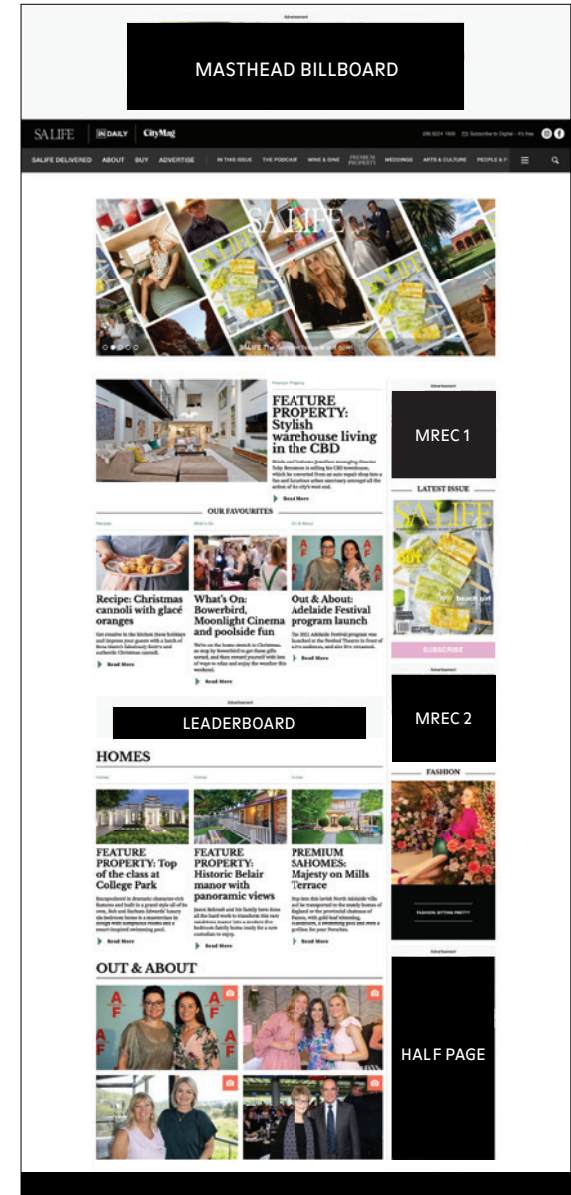
15,000+

57,000+ Unique Visitors
322,000+ Page Views

SALIFE WEBSITE

Specs

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



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

SALIFE

"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 + BESTLIFE EDM

SALIFE's Friday EDM will continue to take readers inside South Australia's most exclusive addresses – from those for sale in our weekly premium property story to those that showcase architecture and design. The EDM will also give readers the most comprehensive “what’s on guide” to plan their weekend’s adventures, as well as peeks into the state’s top social events, weddings and glimpses into SA’s thriving Arts scene.

From behind the garden wall, to inside the kitchen, every Sunday SALIFE's Best Life EDM will give readers exclusive peeks into beautifully designed gardens, tips for growing the perfect patches, inspiration for what to whip up in the kitchen and. As well as giving glimpses into social events and weddings, we will also highlight prominent South Australians and ask them: “What makes your South Australian life, the ‘best’?”

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

105,000+

Combined registered subscribers

25-30%

Open rate

Source: Campaign Monitor

The screenshot shows the layout of the SALIFE EDM. At the top is the SALIFE logo with the tagline 'The Best of Adelaide and South Australia' and social media icons. Below is a 'TOP BANNER' section. The main content area features a 'PREMIUM PROPERTY' article titled 'Come home to Kings Park' with a photo of a pool and patio. Below this is a 'MREC' (Medium Rectangle) placeholder. Next is a 'PEOPLE' article titled 'Mixing business with pleasure' with a photo of a woman on a sofa. Below that is a 'BOTTOM BANNER' section. At the bottom is a 'PREMIUM PROPERTY LATEST LISTINGS' section with two property photos: '1 Stones Lane, Strathalbyn' and '2 Elizabeth Street, Evandale'.

SALIFE

"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.

45,500+

Registered subscribers

34%

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.

Source: Campaign Monitor

SALIFE

The screenshot shows an email campaign header with the text 'INDAILY SALIFE CityMag' and 'OUR SA TOP PICKS' followed by 'This week from our partners'. Below the header are six promotional tiles:

- JamFactory:** 'JAMFACTORY CHRISTMAS GIFTING IN STORE AND ONLINE'. Description: 'Celebrate the season with our curated selection of gift ideas inspired by the stunning South Australian coast. Explore vibrant colour, texture and shape with products designed and made by talented local makers. Shop the best in craft and design and support Australian makers in-store at our Adelaide and Barossa locations or online.' Button: 'FIND THE PERFECT GIFT'.
- Adelaide Central Plaza:** 'WIN A BMW'. Description: 'Win a BMW for Christmas! For your chance to win a BMW X1 sDrive valued at over \$70,000, simply spend \$150 at David Jones or \$50 at any specialty retailer, or \$15 at any food outlet or service retailer at Adelaide Central Plaza. See website for T&Cs and to enter.' Button: 'WIN A BMW'.
- Christmas in Rundle Mall:** 'It's all in Rundle Mall'. Description: 'Expect it all in Rundle Mall this Christmas, with the biggest and best range of gifts, enchanting decorations, dining destinations and magic moments to create the most wonderful festive season yet! Shop longer and later at your one 700+ shop stop, for all the gifts on your list.' Button: 'LEARN MORE'.
- Élever Australia:** Image of a woman wearing jewelry. Description: 'Give the gift of Élever this holiday season. Designed for the unapologetically glamorous, Élever Australia's luxurious jewellery collection features striking gold designs and statement gemstones inspired by European opulence. Spoil your loved one with pieces from Élever's Midnight in Monaco, or Élever Prive collections.' Button: 'ELEVATE YOUR GIFTING THIS SEASON'.
- Miss Rose Sister Violet:** Image of a woman in a white dress.
- Wallis Cinema:** 'WallisCinema Christmas GIFTS ON SALE NOW UNTIL 24 DECEMBER 2023'.

"We're thrilled with the response. We've seen a dramatic spike in activity on our website and social pages. Definitely worthwhile."

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

SPONSORED





Only one iconic South Australian business has been importing beautiful, on-trend indoor and outdoor tile and stone surfaces, displaying them in an amazing showroom, and providing clients with an effortless experience.
This is Italia Ceramics – celebrating 50 years.

Find inspiration for your home build or renovation, get personalised styling advice, and speak with the Italia Ceramics team of passionate expert designers to transform your indoor and outdoor spaces.



ESTABLISHED IN 1973
A LEGACY OF STYLE
 A true Australian immigrant success story, Italia Ceramics was founded by Pasquale Vozzo, and has grown to become a leading tile and stone surfaces design resource and choice for discerning design-trade professionals, builders, tilers and consumers.
 Celebrating its 50th Anniversary, trace Italia Ceramics fascinating journey, touching on what drove Italia Ceramics to success in the past and what keeps it on the cutting edge now.
[Read full story](#)



THE NEXT LEVEL IN LIVING
 WATCH VIDEO

SALIFE

"I enjoy the "South Australian-ness" of SALIFE - and the lifestyle that encompasses."

SALIFE AD DEADLINES

ISSUE	FEATURE	ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE
JANUARY	SUMMER ISSUE + SALIFE The Absolute Best Awards	JAN 4	NOV 24	NOV 29
FEBRUARY	HEALTH & HAPPINESS ISSUE	FEB 1	JAN 5	JAN 10
MARCH	WOMENS ISSUE + Real Weddings	MAR 7	FEB 9	FEB 14
APRIL	KIDS & FAMILY ISSUE + Mother's Day Gift Guide	APR 4	MAR 8	MAR 13
MAY	GARDENS ISSUE	MAY 2	APR 5	APR 10
JUNE	OFF THE BEATEN TRACK	JUN 6	MAY 10	MAY 15
JULY	LIVING WELL 55+	JUL 4	JUN 7	JUN 12
AUGUST	THE YOUTH ISSUE + Education tip-on Father's Day Gift Guide	AUG 1	JUL 5	JUL 10
SEPTEMBER	THE LUXURY ISSUE	SEPT 5	AUG 9	AUG 14
OCTOBER	THE DESIGN ISSUE Real Weddings	OCT 3	SEPT 6	SEPT 11
NOVEMBER	THE CHRISTMAS ISSUE Christmas Gift Guide	NOV 7	OCT 11	OCT 16
DECEMBER	THE COLLECTOR'S EDITION + Christmas Gift Guide	DEC 5	NOV 8	NOV 13



SALIFE

"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

62,000⁺

Subscribers

CityMag

69,000⁺

Unique Visitors

51,000⁺

Subscribers



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

SALIFE

*"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.

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FIND US ON SOCIAL MEDIA

 @ SALIFEMagazine

 @ salifepublications



SALIFE

Subscribe to our e-newsletters
at salife.com.au

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.