

# SALIFE

## PREMIUM PROPERTY

2024 MEDIA KIT



## INSPIRING READERS TO BUILD THEIR DREAM HOME

Everyone loves a peek inside other people's homes. Whether you're looking for practical solutions, design inspiration or just dreaming of a future project, there is something irresistible about a glimpse of how the other half live.

We explore the hottest design trends of the year in kitchens, bathrooms, furnishing and interior design. What colours should you consider? Perhaps your outdoor kitchen needs an update? This magazine contains the most valuable information every renovator, decorator or new-builder is seeking.

We feature a property in every issue of SALIFE magazine, and we know they're some of our most popular pages. This is why we produce the annual SALIFE PREMIUM PROPERTY magazine. At 150-plus pages, it's full of some of SA's most exciting homes.

If you want to reach an engaged audience, SALIFE PREMIUM PROPERTY is the ideal place for your products and services.

---

South Australia's own magazine of ideas and dreams for your home


---




# 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



## THE PERFECT PLACE

SALIFE PREMIUM PROPERTY offers not only enviable homes from around the state but also indications of current trends both locally and internationally. Combined with local industry news, SALIFE PREMIUM PROPERTY will be sought by readers wanting the best on offer from around the world but available in their own backyard. SALIFE PREMIUM PROPERTY is a magazine of ideas and dreams.

### ***SALIFE PREMIUM PROPERTY 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



# FEATURES

FEATURE	CONTENT
INSPIRING HOMES	Anyone thinking of renovating or building a new home will find plenty of ideas and inspiration within the pages of SALIFE PREMIUM PROPERTY, with the added benefit of local products and services advertised alongside the feature home.
EXPERT ADVICE	Each issue we seek out local businesses to find out more about their products and services in an effort to provide quality advice, relevant to our readers.
INDUSTRY NEWS	A vibrant building and design sector has plenty of news to share, including events, anniversaries and awards. Our social photographers capture all the glitz and glamour of the award ceremonies.
TRENDS	Our design pages identify local, national and overseas trends, and then inform readers where to find products in South Australia.



# ADVERTISING DATES

***When?***

On sale

July 11

***Material Deadline***

June 12



## 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**

**INDAILY SALIFE CityMag**

For more information about Solstice Media, visit  
[www.solsticemedia.com.au](http://www.solsticemedia.com.au)

*InDaily*

**943,000<sup>+</sup>**

Unique Visitors

**84,000<sup>+</sup>**

Subscribers

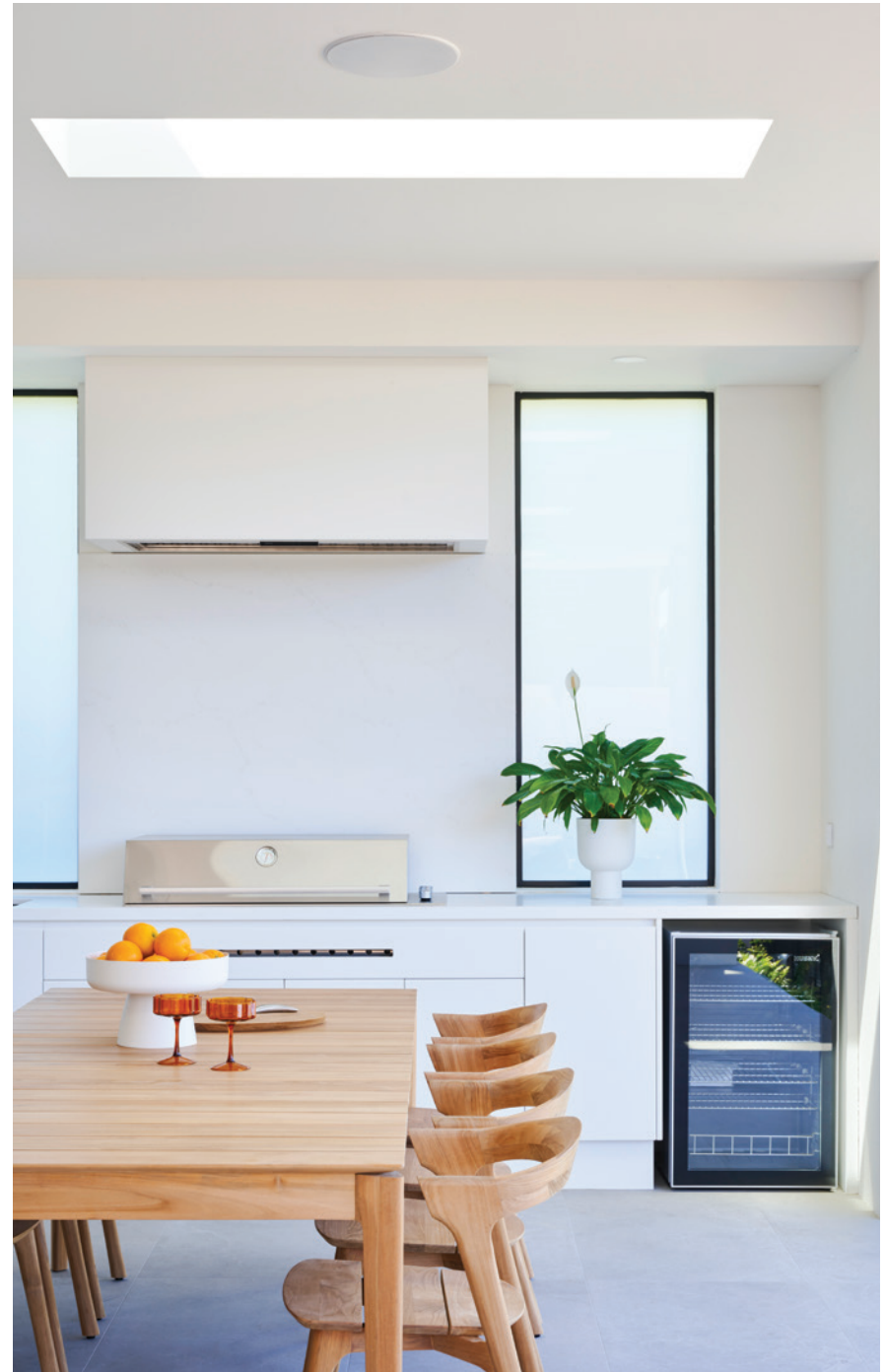
*CityMag*

**68,000<sup>+</sup>**

Unique Visitors

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

Subscribers



# AD SPECS

*SALIFE PREMIUM PROPERTY* finished size is 240mm wide x 320mm high and is burst bound. It is printed on 115gsm gloss art stock, with the cover printed on 300gsm satin stock. It is published annually and retails for \$10.95.



## **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

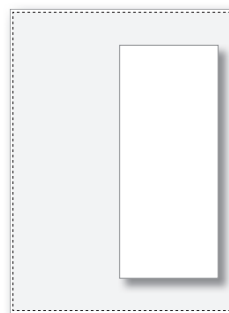


## **FULL PAGE**

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

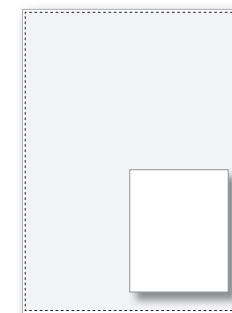
No bleed required



## **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.



# TERMS AND CONDITIONS

SALIFE Premium Property Magazine 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 Premium Property Magazine 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.