

INDAILY



INDAILY.COM.AU

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

MEDIA KIT | SEPTEMBER 2023

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
- » Regional News
- » The Forager
- » SA Top Picks
- » SALIFE
- » SALIFE Best Life
- » SALIFE Gardens & Outdoor Living
- » SALIFE Premium Property
- » SALIFE Food + Wine + Travel
- » CityMag
- » InQueensland
- » The Weekend Edition
- » The Southern Cross
- » Solstice Podcasting
- » The Post
- » Event program includes: 40 Under 40, South Australian Business Index, Regional Showcase, Agricultural Town of the Year and SALIFE Absolute Best Awards

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



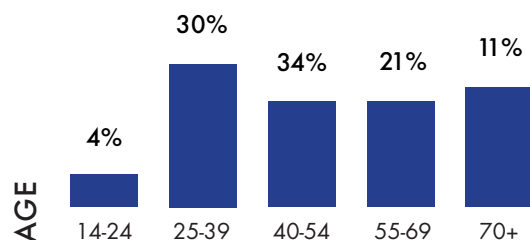
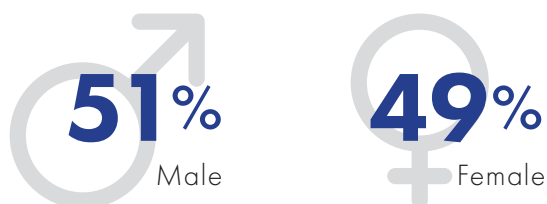
INDAILY

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.



42% Have an annual household income of \$100,000+

67% Tertiary educated

26% Professional/white collar

64% Are home owners

INDAILY readers ...

60% Well informed on current events

56% Politically aware

49% Well travelled

ARE INTERESTED IN

81% Food & Wine

71% Arts & Culture

59% Outdoor Activities

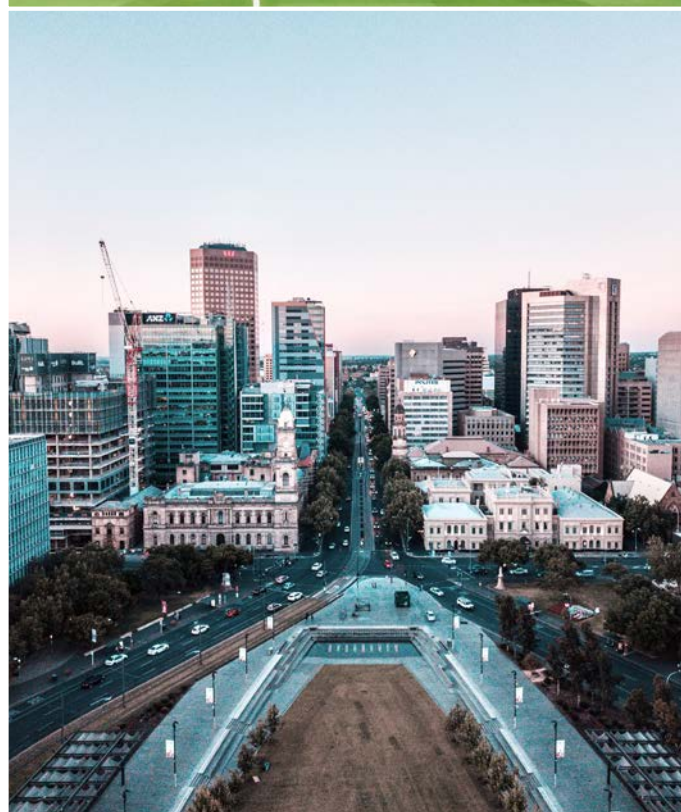
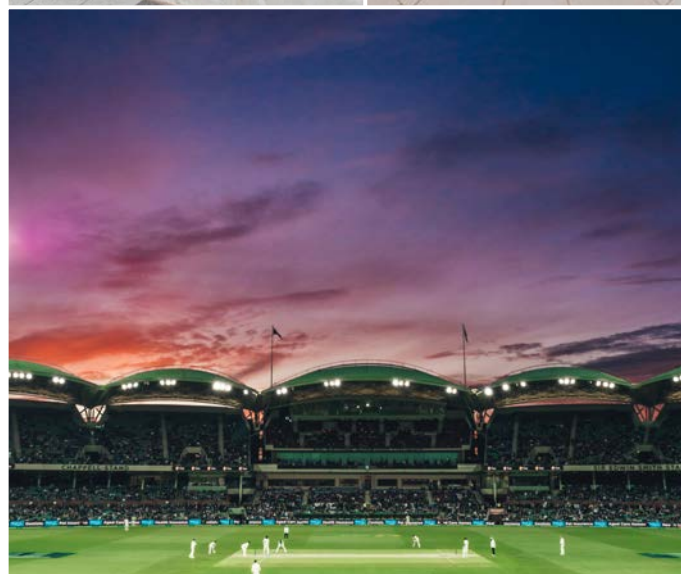
55% Music

SOURCES:

Solstice Media Reader Survey May 2021

Nielsen Consumer + Media View,

2022 Survey National Database, Apr 21-May 22



INDAILY READERS ARE ENGAGED

#24

**NIELSEN DIGITAL
MEDIA RANKINGS**

297,000 MONTHLY UNIQUE AUDIENCE

INDAILY READERS SPEND
3:52 MINUTES
ONLINE

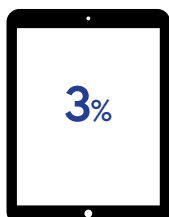
93% Read InDaily eDM several times a week or more

45% engaged with an advertiser having seen their ad on InDaily

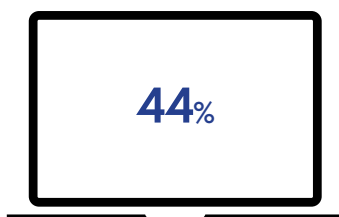
HOW they engage ...



Mobile



Tablet



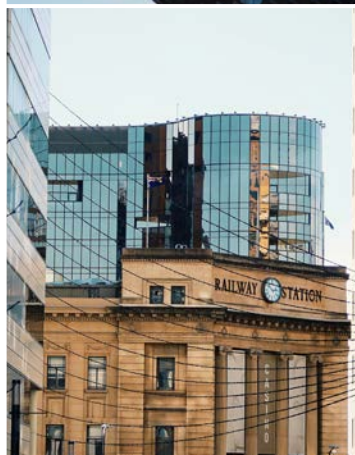
Desktop



65,000+
subscribers

36%
open rate

SOURCES:
Nielsen Digital Media Ratings August 2023; Campaign Monitor September 2023; Google Analytics: April-June 2023



WEBSITE ADVERTISING

InDaily attracts a unique audience of approximately 300,000 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
Leaderboard Mobile Banner	728w x 90h	320w x 50h
Medium Rectangle	300w x 250h	
Half Page	300w x 600h	
High Impact Display* (in-article)	Various	
Pre-roll video	15/30 secs	

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

See page 14 for detailed specifications.

*Available formats include:

- » [Outstream Video](#)
- » [Scroller](#)
- » [Carousel](#)
- » [Flow](#)
- » [Cinegraph](#)
- » [Social Extension](#)

SOURCES:
Nielsen Digital Media Ratings August 2023;
Google Analytics: April-June 2023



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.

36%

Average open rate

65k

Registered subscribers

SPECIFICATIONS ...

Unit	Unit size (pixels)
Top & Bottom Banner	728w x 90h
Medium Rectangle	300w x 250h
Half Page	300w x 600h

See page 15 for detailed specifications.

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

BUSINESS INSIGHT EDM

Delivered each Monday morning, covering the latest local business news in partnership with BDO, and the state's must-read digital business publication for South Australian business leaders.

34%

Average open rate

42k

Registered subscribers

SPECIFICATIONS ...

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

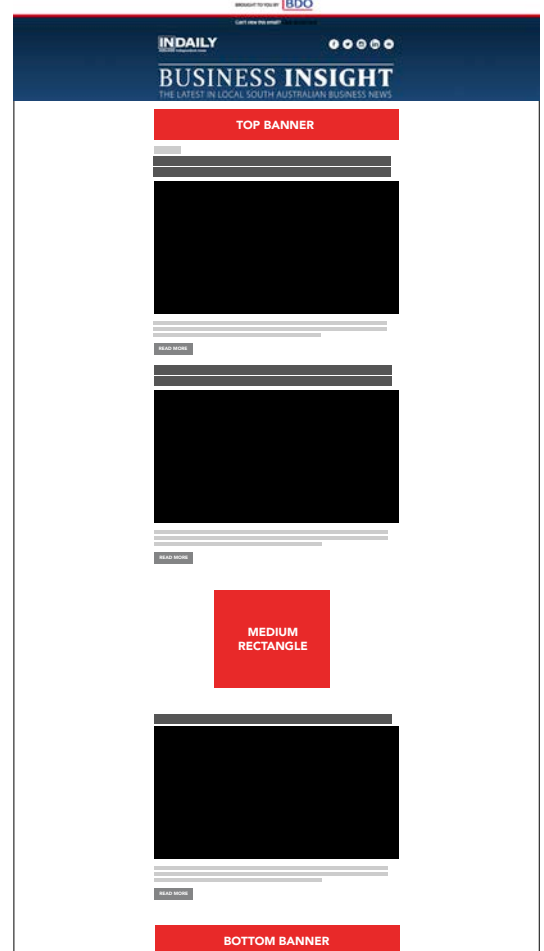
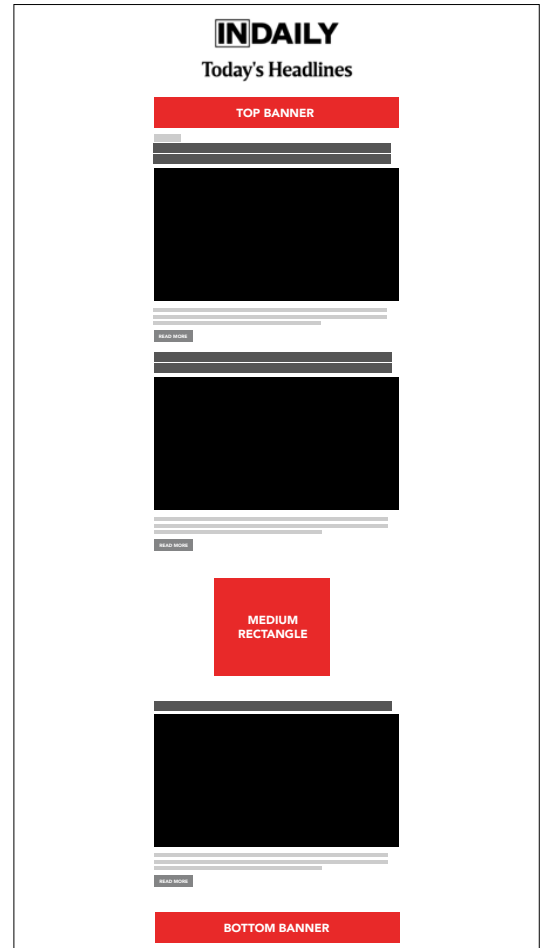
See page 15 for detailed specifications.

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

SOURCES:

Campaign Monitor September 2023



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.

30%

Average open rate

57K

Registered subscribers

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

See page 15 for detailed specifications.

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

SPECIFICATIONS ...

THE FORAGER EDM

Delivered at 10am on the final Wednesday of each month, featuring South Australian food and wine stories – reviews, features, recipes and what's new in dining.

31%

Average open rate

53K

Registered subscribers

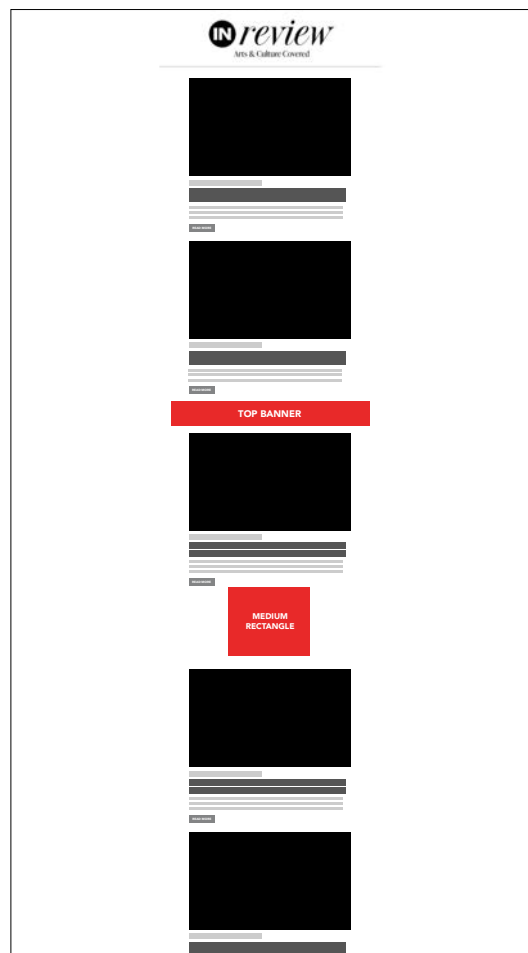
Unit	Unit size (pixels)
Top & Bottom Banner	728w x 90h
Medium Rectangle	300w x 250h

See page 15 for detailed specifications.

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

SPECIFICATIONS ...



Red indicates advertising space.

SOURCES:
Campaign Monitor September 2023

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.

36%

Average open rate

42k

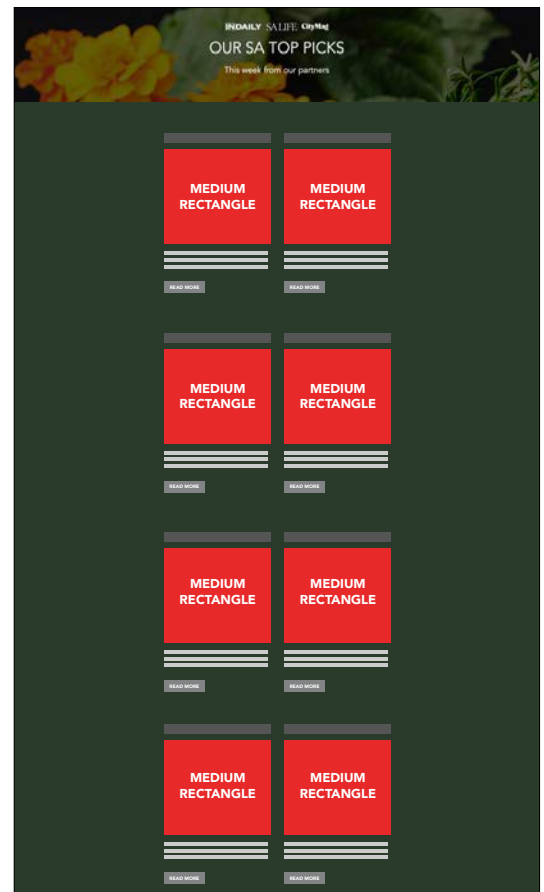
Registered subscribers

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

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

See page 15 for detailed specifications.



SALIFE 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.

35%

Average open rate

44k

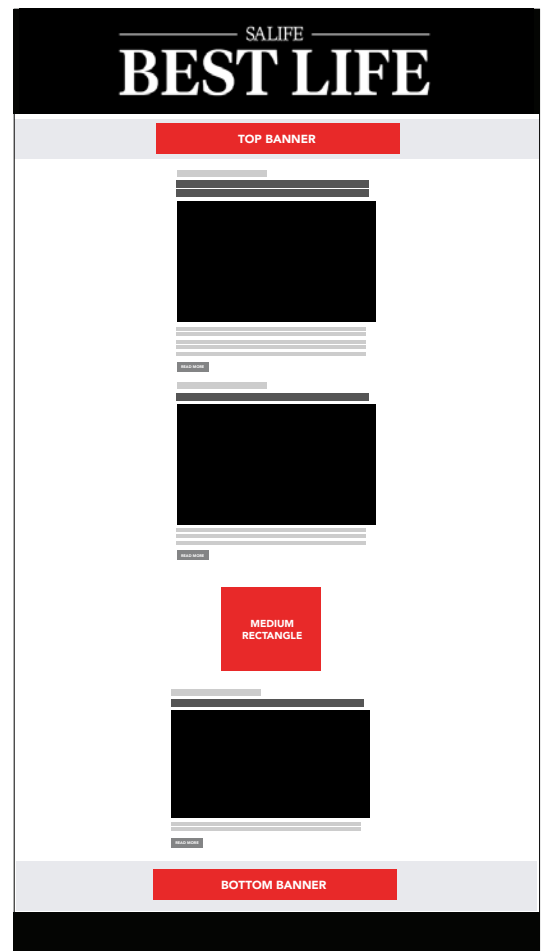
Registered subscribers

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 2023

REGIONAL NEWS EDM

Delivered at 10am on the second Wednesday of each month and featuring a selection of the best regional news stories from the Regional Showcase program and regional items from other titles, including SALIFE.

35%

Average open rate

49k

Registered subscribers

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

See page 15 for detailed specifications.

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

SPONSORED CONTENT

Through the commercial content production arm of Solstice Media, sponsored content can be written and published on InDaily and featured in any eDM publication.

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.



The average engagement time of a sponsored article is 55 seconds.

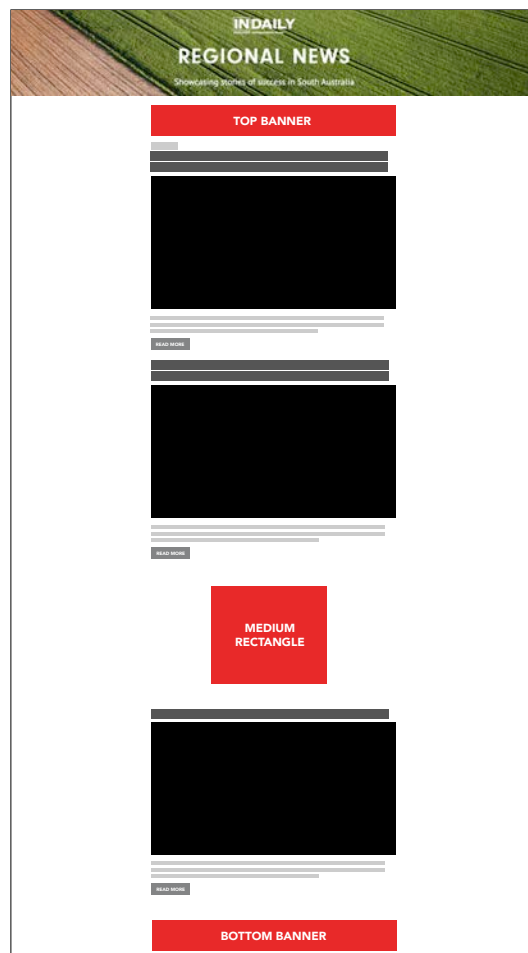
Production method	Details
Written by commercial content team	Concept developed between client and content producer. Written piece sent to client for approval. Published in any eDM and housed on site. Can include photos and video.

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

SOURCES:

Campaign Monitor September 2023, Google Analytics September 2023



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.

76K

Subscribers

35%

Average open rate

Talk directly to InDaily's audience.

- » Typically sent on a Tuesday or Wednesday
- » 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

All components are commissionable.

Artwork is due 5 working days prior to campaign commencement.

SOURCES:

Campaign Monitor September 2023

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** **SHAKED**

PETIT CIRCUS: BON APPETIT **STEWART REEVE: CHAMELEON** **GROOVE TERMINATOR & DUSPO 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 Radicool 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

SOCIAL MEDIA

Social media is all about sharing moments in real-time - but it's easy to get swept up in the whirlwind of the moment. Don't miss out on capturing your hard work, and of course the fun - InDaily can be there to share content as it happens. Offering includes a detailed post campaign report.

SOCIAL engagement ::

INDAILY



24,000



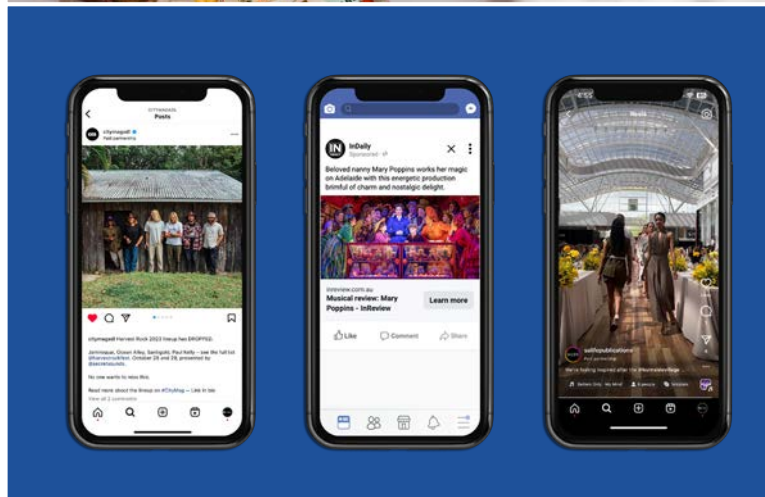
14,000



18,000



7,000



POST OPTIONS

1. Instagram Post OR Facebook Post:
 - 1 x creation of post published to the InDaily Instagram page including preferred hashtags OR
 - 1 x creation of post published to the InDaily Facebook page
2. Instagram Reel:
 - 1 x creation of Instagram reel to music of choice including preferred hashtags/tags
3. Facebook/Instagram story:
 - 1 x creation of story shared to the InDaily Instagram and Facebook story feature with optional link

Please note prices represent supplied imagery, creation comes at extra cost.

IMMERSIVE EVENT COVERAGE

Social media is all about sharing moments in real-time - but it's easy to get swept up in the whirlwind of the moment. Don't miss out on capturing your hard work, and of course the fun - InDaily can be there to share content as it happens.

1. Social Media coverage:

Digital Content Producer attends event
Minimum 6 x stories shared to Instagram and Facebook story feature (minimum 3 original stories, the remainder can be reshared or original) including preferred tags and hashtags

1 x creation of Instagram Reel

Conditions:

Service offered at InDaily team discretion/availability.

Additional charges for weekend events.

Additional charges for travel outside of Adelaide city and surrounding suburbs.

SOURCES:
Facebook, Instagram, LinkedIn, X September 2023

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 offers 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 2015, is attended by over 500 business professionals each year.

It features an independent ranking of the state's top 100 companies and top 50 not-for-profit organizations with accompanying analysis and insight.

40 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.

SALIFE 20th ABSOLUTE BEST AWARDS

In 2021, SALIFE launched 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>

PRE-ROLL VIDEO

Appearing in-stream before any editorial video content including the latest 10 News First Adelaide headlines brought to you in partnership with Network Ten and published in our in-house player (JW Player). Promoted on-site and in the InDaily eDM, available in 15s and 30s formats. Autoplay, sound off.

Further information visit:

<https://support.google.com/displayvideo/answer/3129957?hl=en>

IN-ARTICLE VIDEO

Appearing out-stream within article pages and available in 15s and 30s formats. Autoplay, sound off.

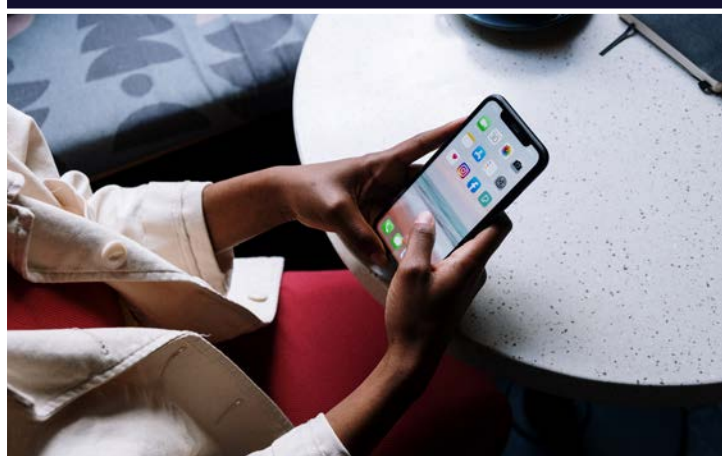
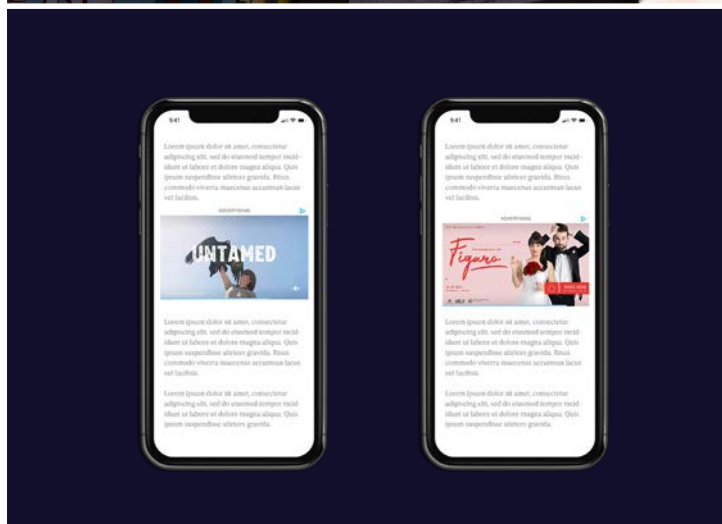
Further information visit:

<https://misc.teads.tv/demo/product/specs/Video/Video-Landscape.pdf>

<https://misc.teads.tv/demo/product/specs/Video/Video-Square.pdf>

<https://misc.teads.tv/demo/product/specs/Video/Video-Vertical.pdf>

<https://www.teads.com/viewable-outstream-teads-formats/#inReadVideo>



HIGH IMPACT DISPLAY

Viewable by design and built for attention, multiple formats available.

Further information visit:

<https://www.teads.com/viewable-outstream-teads-formats/#inReadFlow>

<https://www.teads.com/viewable-outstream-teads-formats/#inReadCarousel>

<https://www.teads.com/viewable-outstream-teads-formats/#inReadScroller>

<https://www.teads.com/viewable-outstream-teads-formats/#inReadCinemagraph>

EDM ARTWORK SPECIFICATIONS

- » GIF, PNG or JPG only
- » Tracking URLs accepted (clicks only)
- » No dynamic javascript
- » Maximum file size 1MB
- » GIF, 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 eDMs. Rich Media (including third party vendor tags) must be submitted 7 working days prior to go-live date.



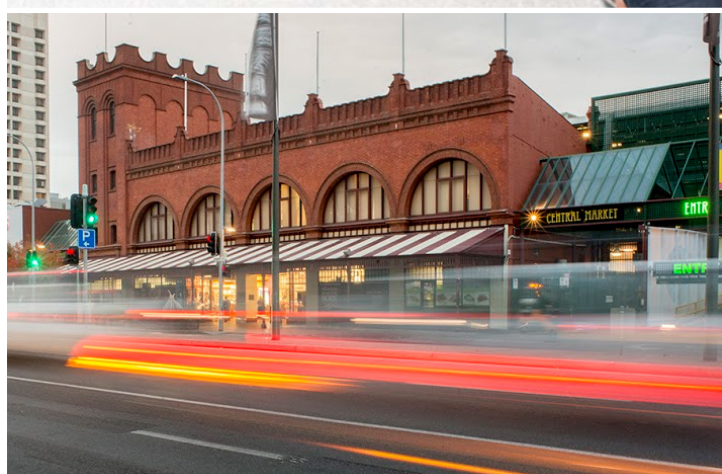
Do you want to engage Solstice Media in a partnership across our publications?
Talk to the InDaily team.

Contact us ...

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SOLSTICE
MEDIA

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