



**2024 Media Kit**

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**August 2024**



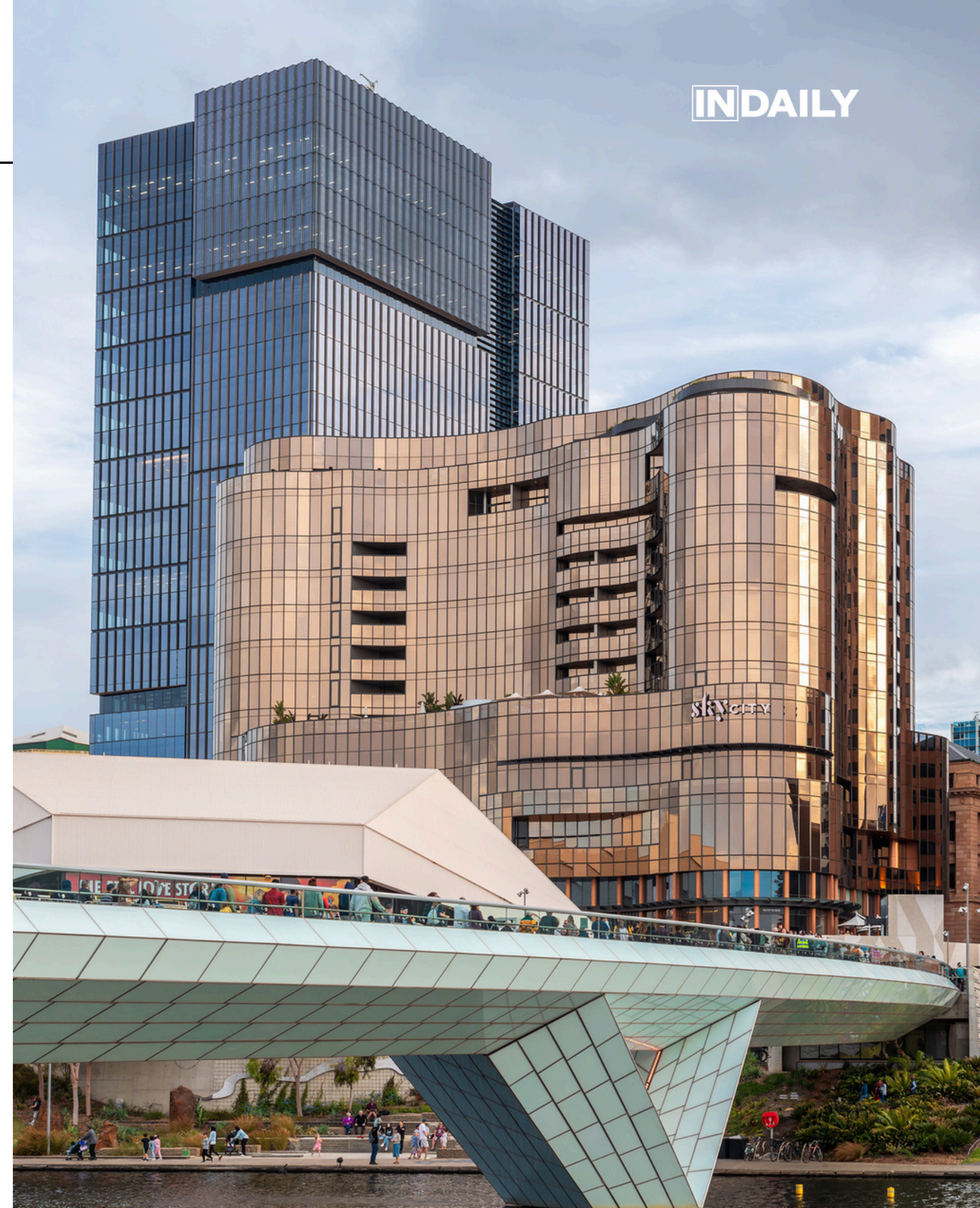
# Trusted, Brand Safe, Connected

InDaily is Adelaide's leading free daily digital news source and is published by Solstice Media, SA's largest independent media publisher.

Our readers are Adelaide's thought leaders, well educated, sophisticated and digital-savvy, keen to engage with all that their city and state has to offer.

Our advertisers enjoy a multi-channel, brand safe arena to meet these readers at every touchpoint:

- Through our free weekday email, one of the state's most trusted sources of local news and views.
- In their social media feeds, delivering concise, trusted and current news updates in real time.
- On our website, with up-to-date coverage of news, opinion, business, food and wine, arts and culture, lifestyle, social images, events and more.





# Editorial Team

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InDaily's mission has always been to deliver independent coverage of the issues that matter, offering informed South Australians intelligent insights into what's really going on in this state.

## Meet the team



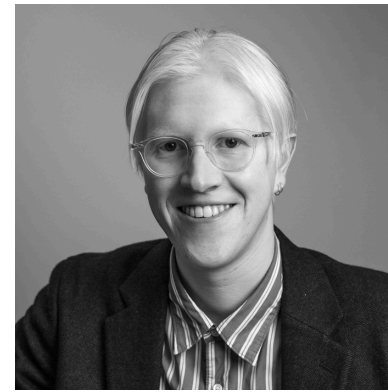
**Jim Plouffe**

Editorial Director



**David Eccles**

Daily News Editor



**David Simmons**

Senior Journalist



**Thomas Kelsall**

Journalist



**Isabella Kelly**

Journalist



**Helen Karakulak**

Journalist



**Claudia Dichiera**

Journalist

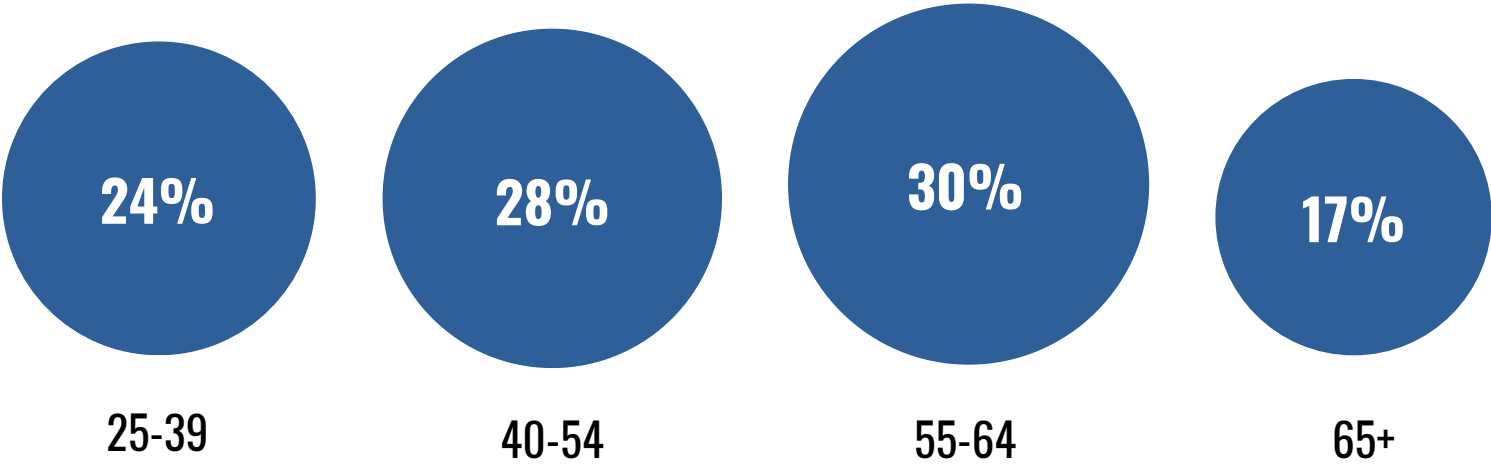


**Charlie Gilchrist**

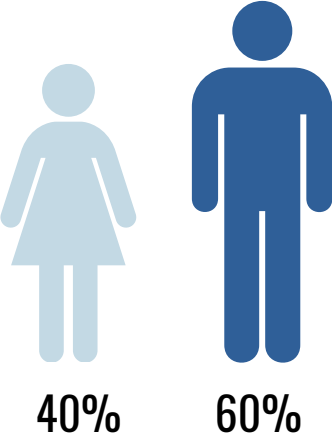
Journalist

# Audience Profile

## Age



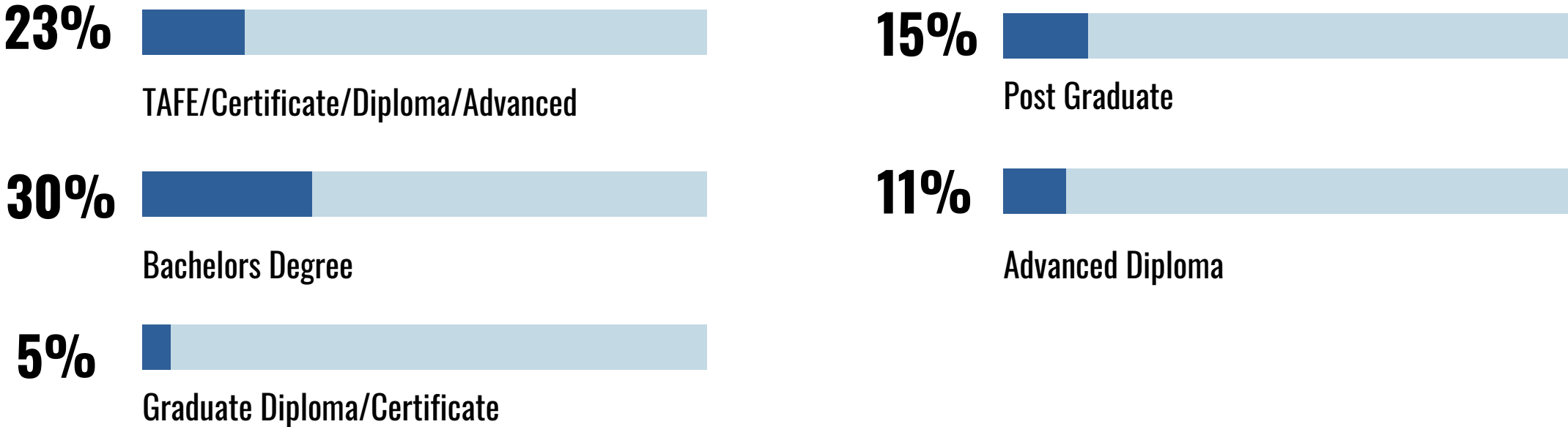
## Gender



## Work Status



## Education



## Geographics



## Grocery Buyer Status





# InDaily Website

387k

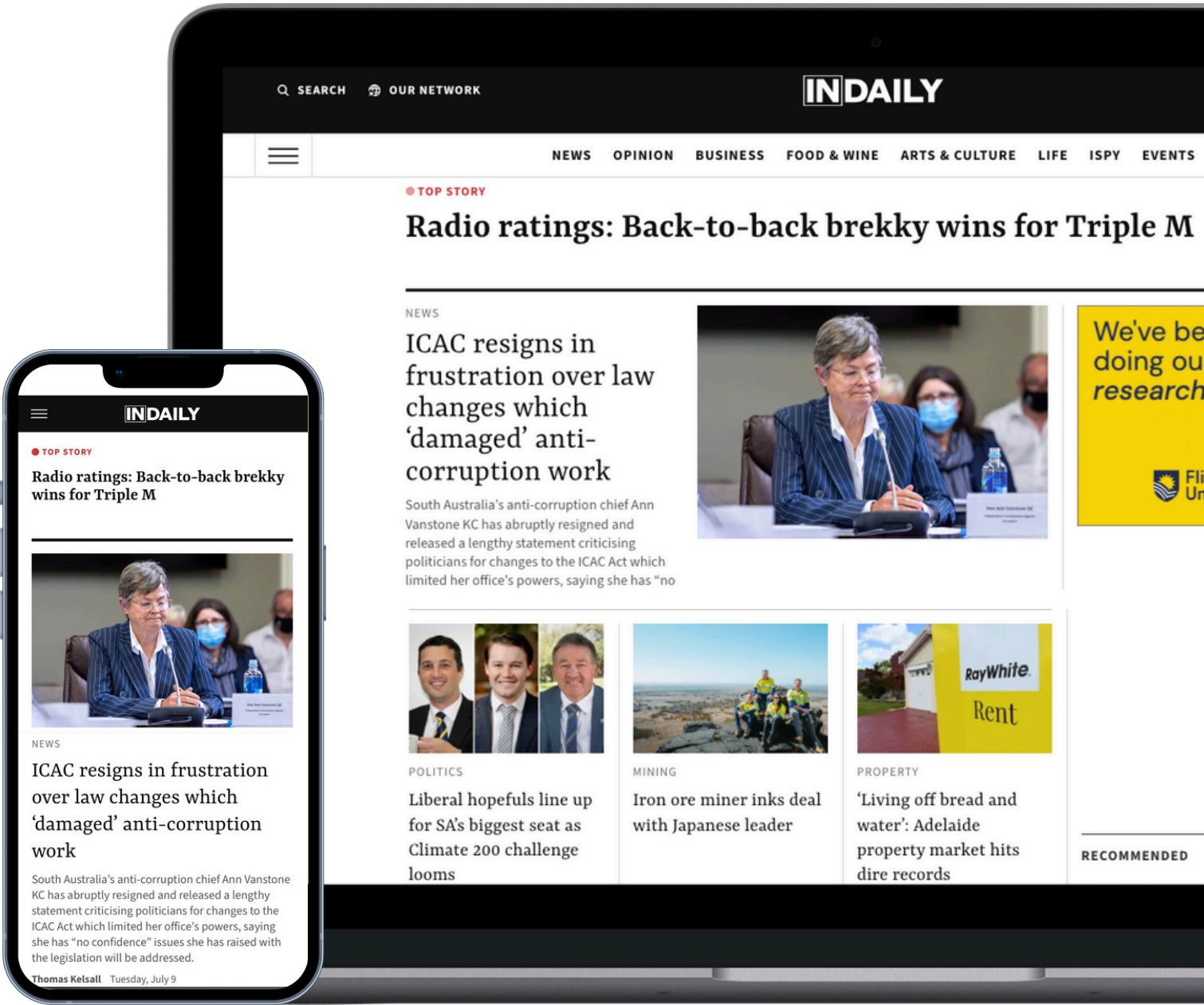
Monthly unique audience

1.19m

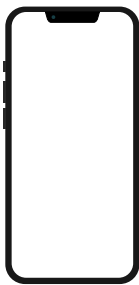
Page views

3m 40s

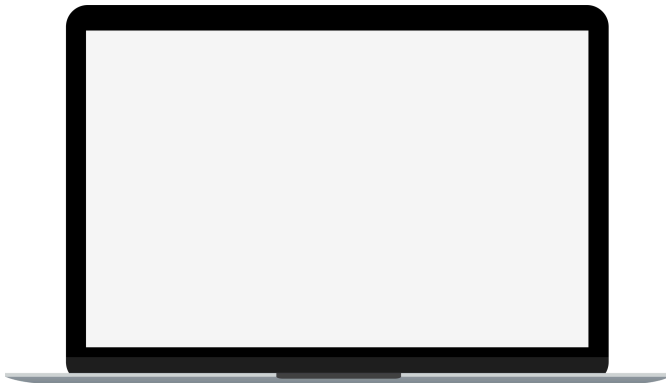
Average minutes per user



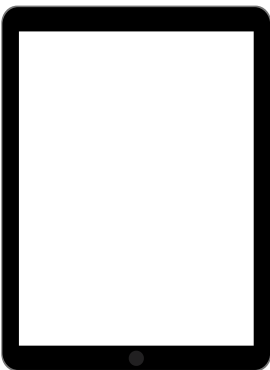
## Platform



64%



32%



4%

Sources:  
IPSOS IRIS, June 2024  
Google Analytics June 2024



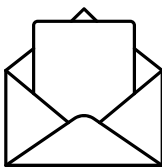




# Lunchtime eDM

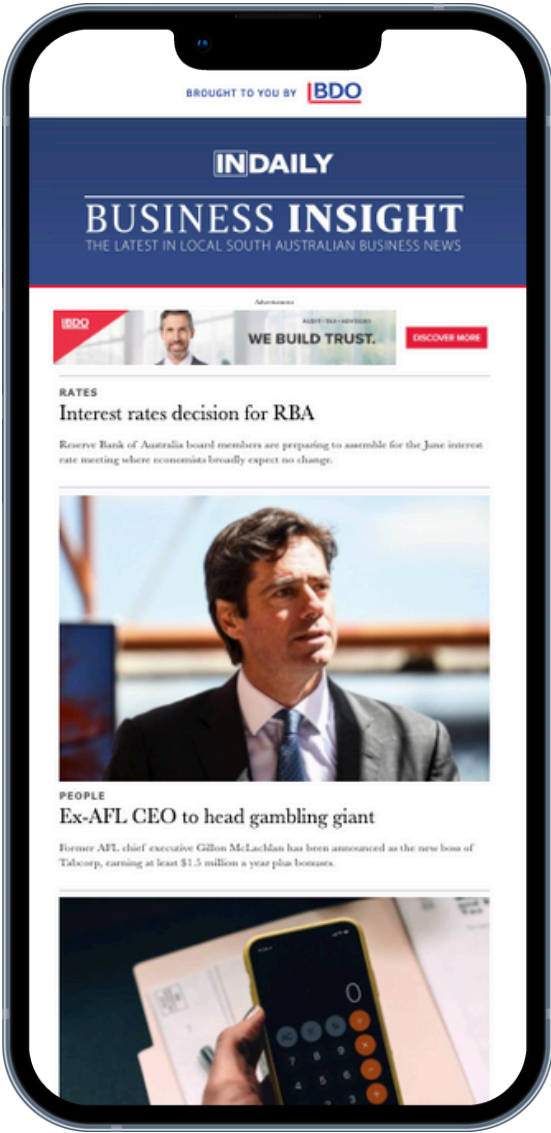
Delivered at lunchtime each business day and the place to access our most impactful journalism: exclusive breaking news stories, investigations, deeper explorations of important issues, our new current affairs podcast, intelligent opinion and more.

 **58k**  
Subscribers

 **35%**  
Open Rate



# Weekly eDM Products



## Business Insight

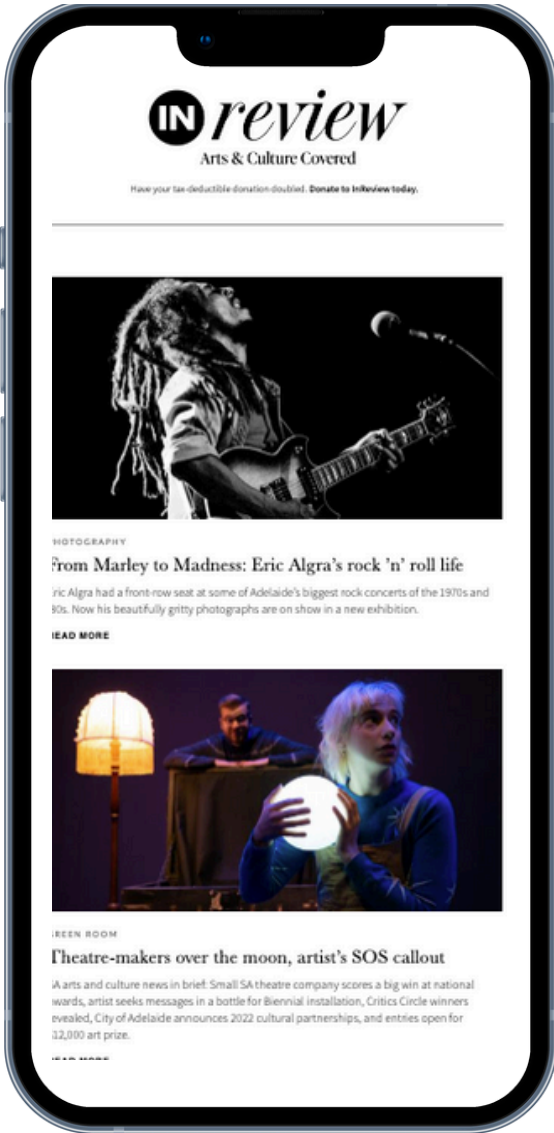
Delivered each Monday morning, covering the latest local business news in partnership with BDO, and the state’s must-read digital business publication for South Australian business leaders.

**35k**

Subscribers

**36%**

Open Rate



## InReview

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.

**53k**

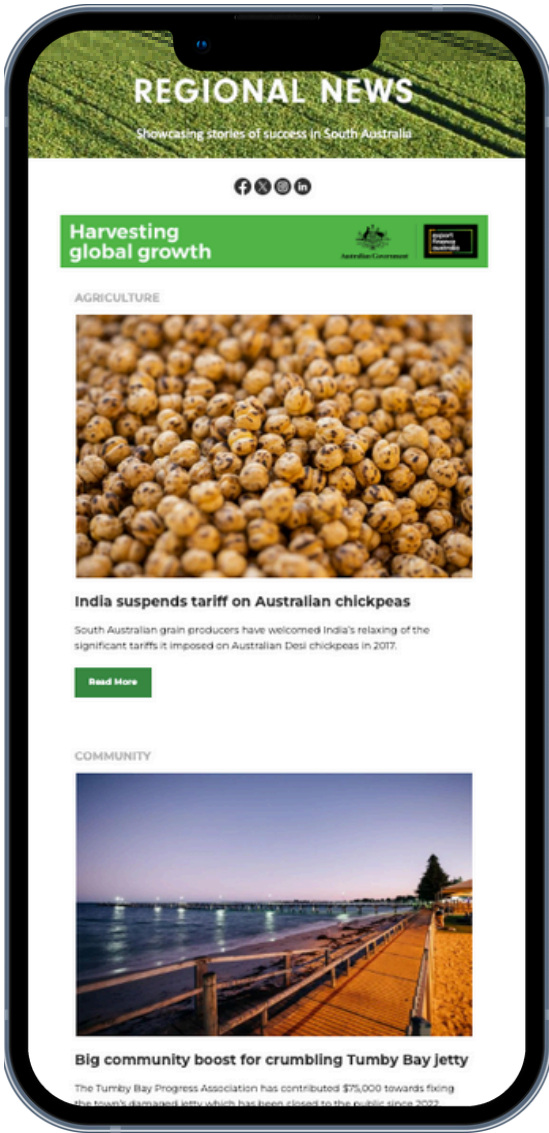
Subscribers

**35%**

Open Rate



# Monthly eDM Products



## Regional News

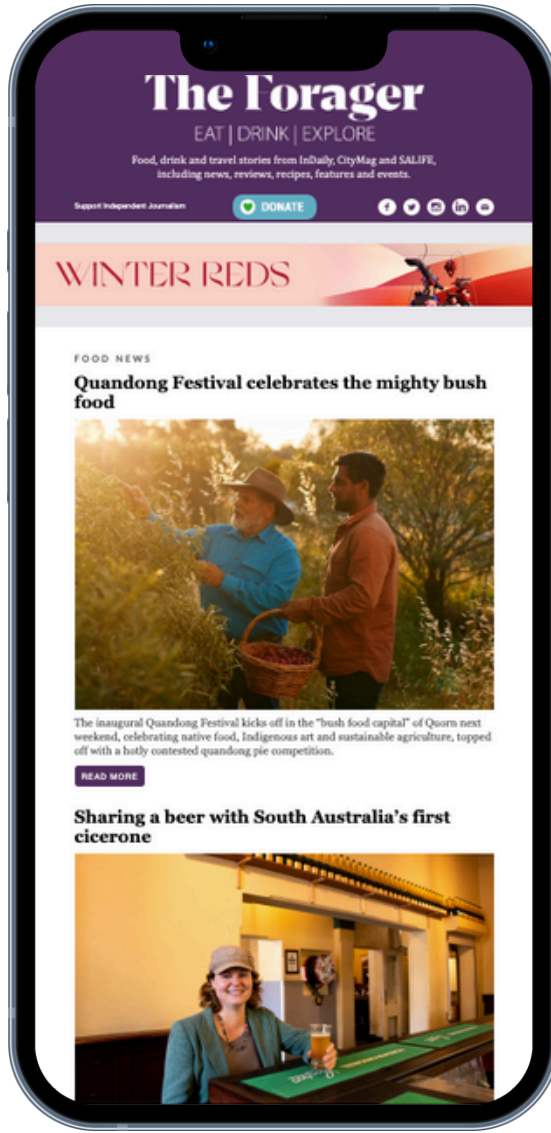
Delivered at 10am on the second Wednesday of each month and featuring a selection of the best regional news stories from the Regional Showcase program and regional items from other titles, including SALIFE.

47k

Subscribers

34%

Open Rate



## The Forager

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

33k

Subscribers

49%

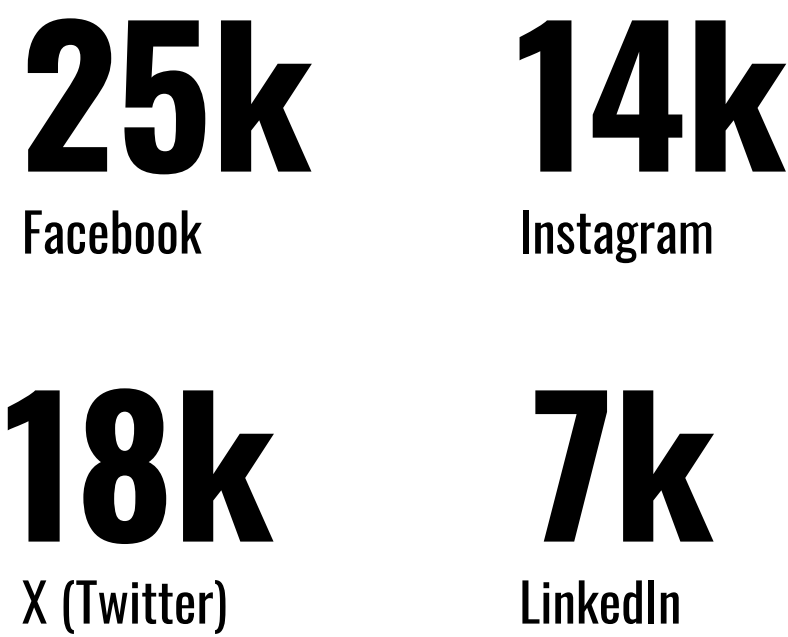
Open Rate

# Social Media

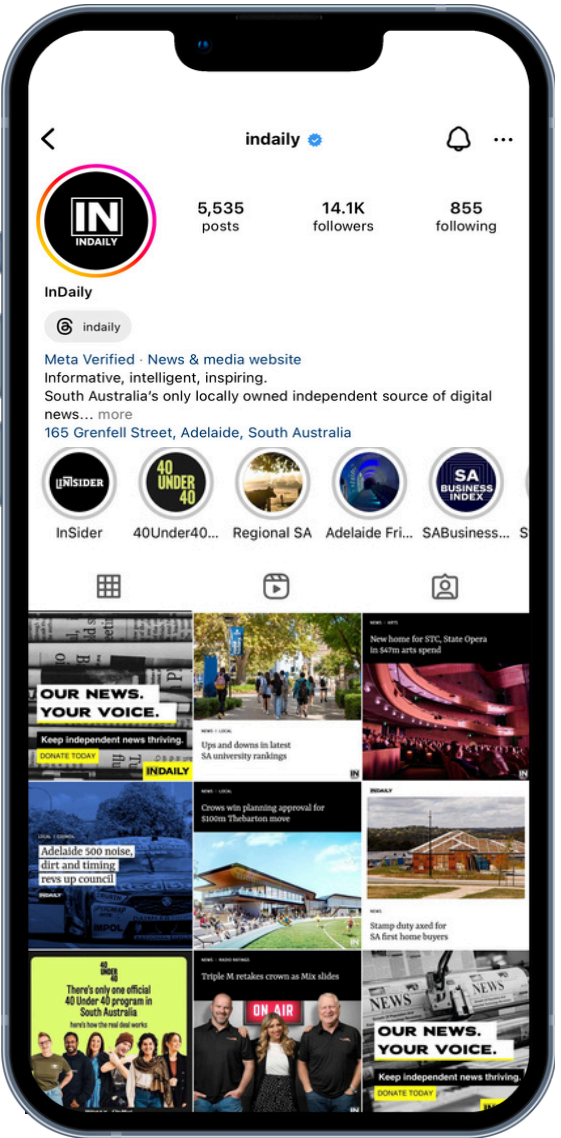
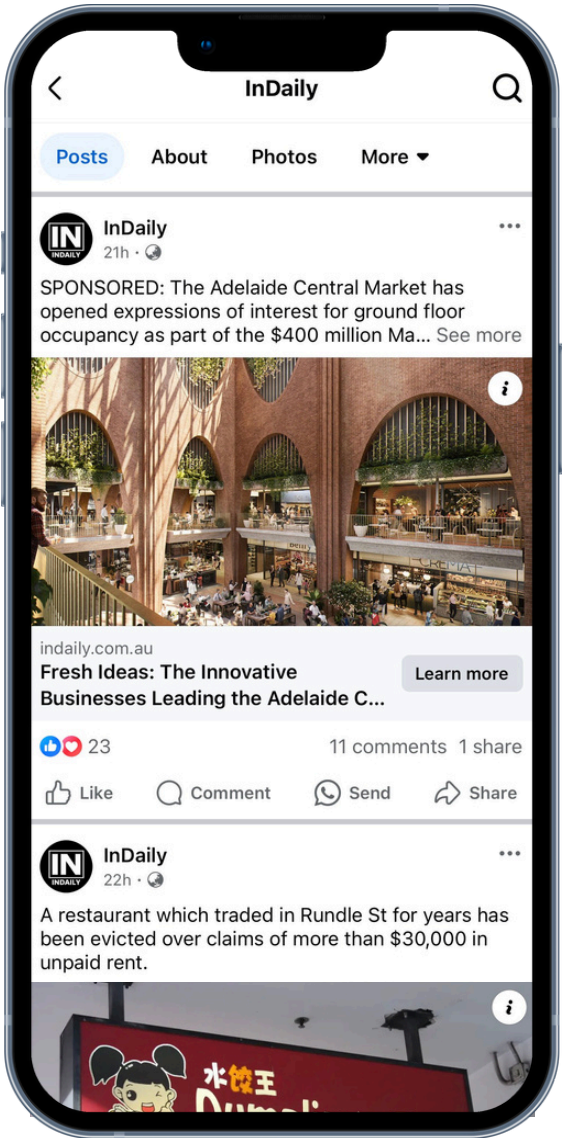
InDaily has built a loyal and engaged social audience across Facebook, Instagram, X/Twitter and LinkedIn.

These platforms ensure our content is read by a wider audience who have the ability to like, comment and share in real time.

## Social following



Sources:  
Facebook, Instagram, X (Twitter), LinkedIn June 2024

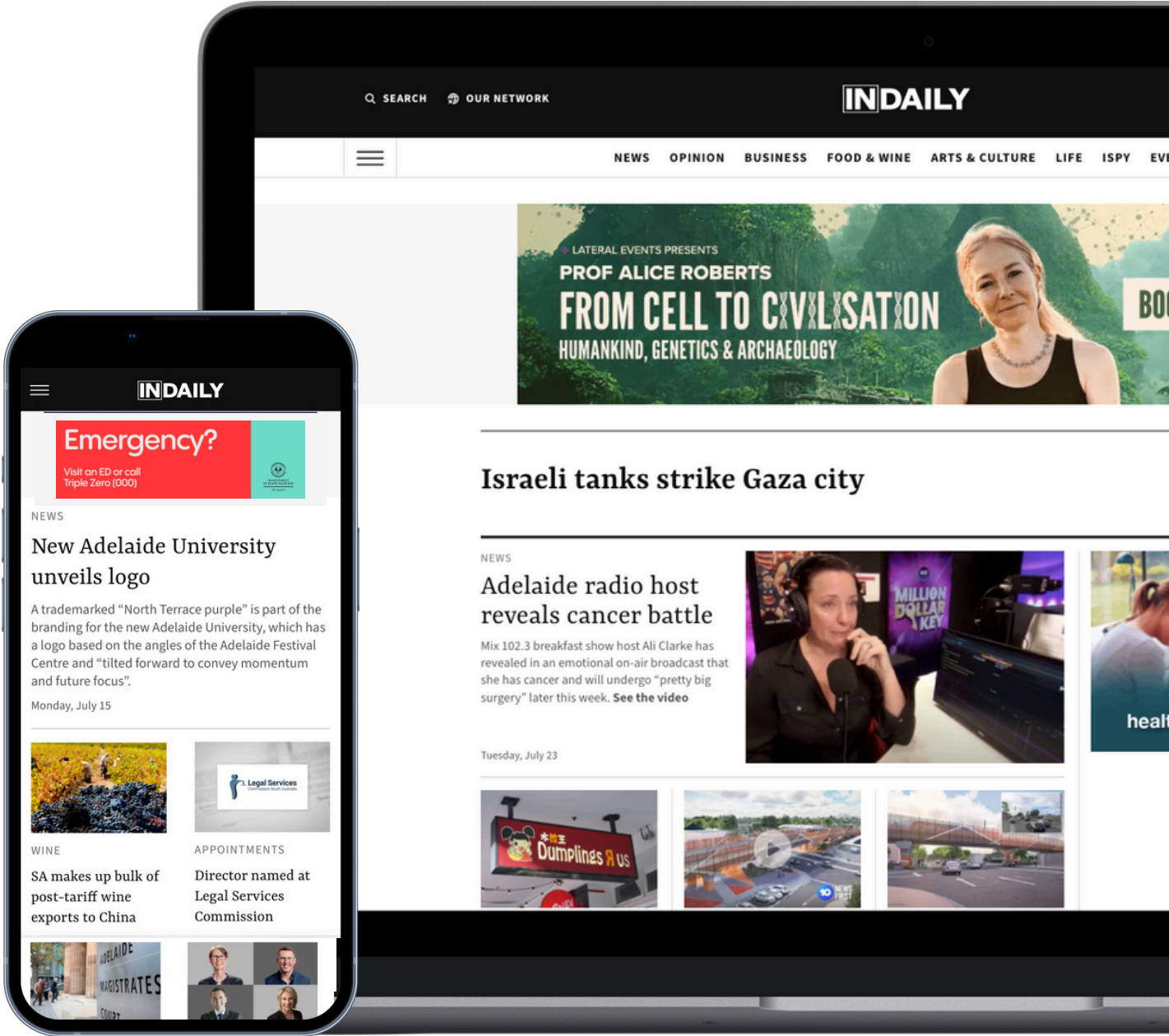




# Website Advertising

Unit	Desktop (pixels)	Mobile (pixels)
Desktop Billboard   Large Mobile Leaderboard	970w x 250h	320w x 100h
Desktop Billboard   Mobile Medium Rectangle	970w x 250h	300w x 250h
Medium Rectangle	300w x 250h	
Half Page	300w x 600h	
High Impact Display	Scroller/Carousel/Flow/Cinemagraph	
Video	Pre-roll/Outstream 15/30 secs	

View Specs

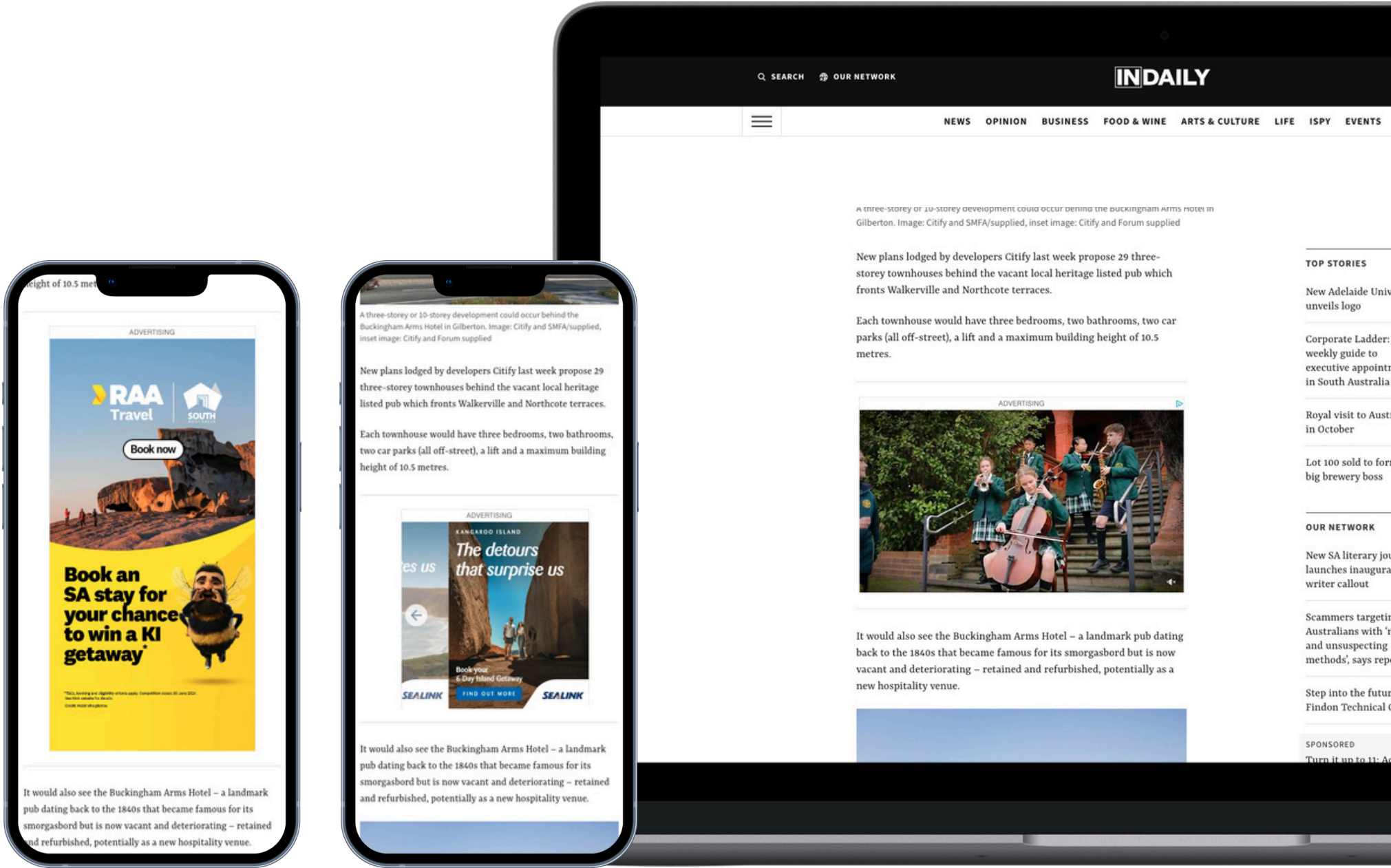


# High Impact Display & Video

Video or display, inRead provides premium, engaging, and brand safe advertising experiences. Available formats include:

- Outstream Video
- Scroller
- Flow
- Carousel
- Cinemagraph
- Social Extension

View Specs



Scroller

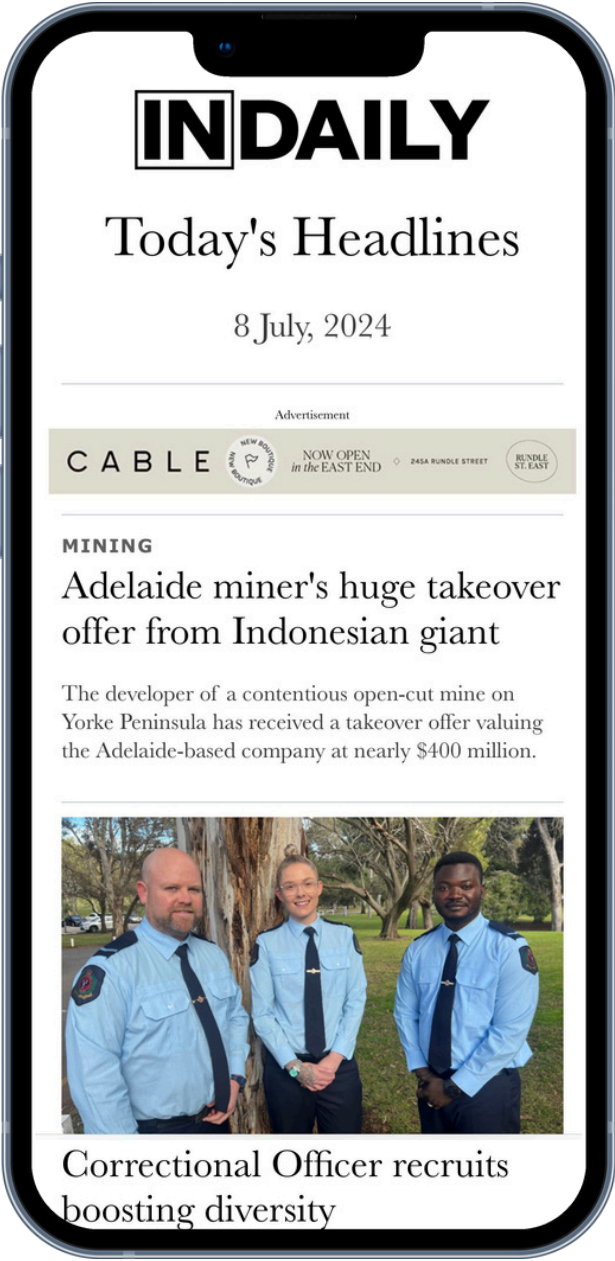
Carousel

Outstream video



# eDM Advertising

Ad Product (pixels)	InDaily	Business Insight	InReview	Regional News	The Forager
Top & Bottom Leaderboard 728w x 90h	✓		✓	✓	✓
Medium Rectangle (MREC) 300w x 250h	✓	✓	✓	✓	✓
Half Page 300w x 600h	✓				
Roadblock 728w x 90h + 300w x 250h	✓		✓	✓	✓



View Specs

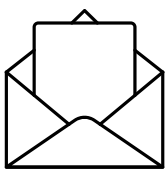
# Solus eDM

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



54k

Subscribers



35%

Open Rate

View Specs

*\*Dedicated eDM example for Department of the Premier and Cabinet*





# Sponsored Content

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.

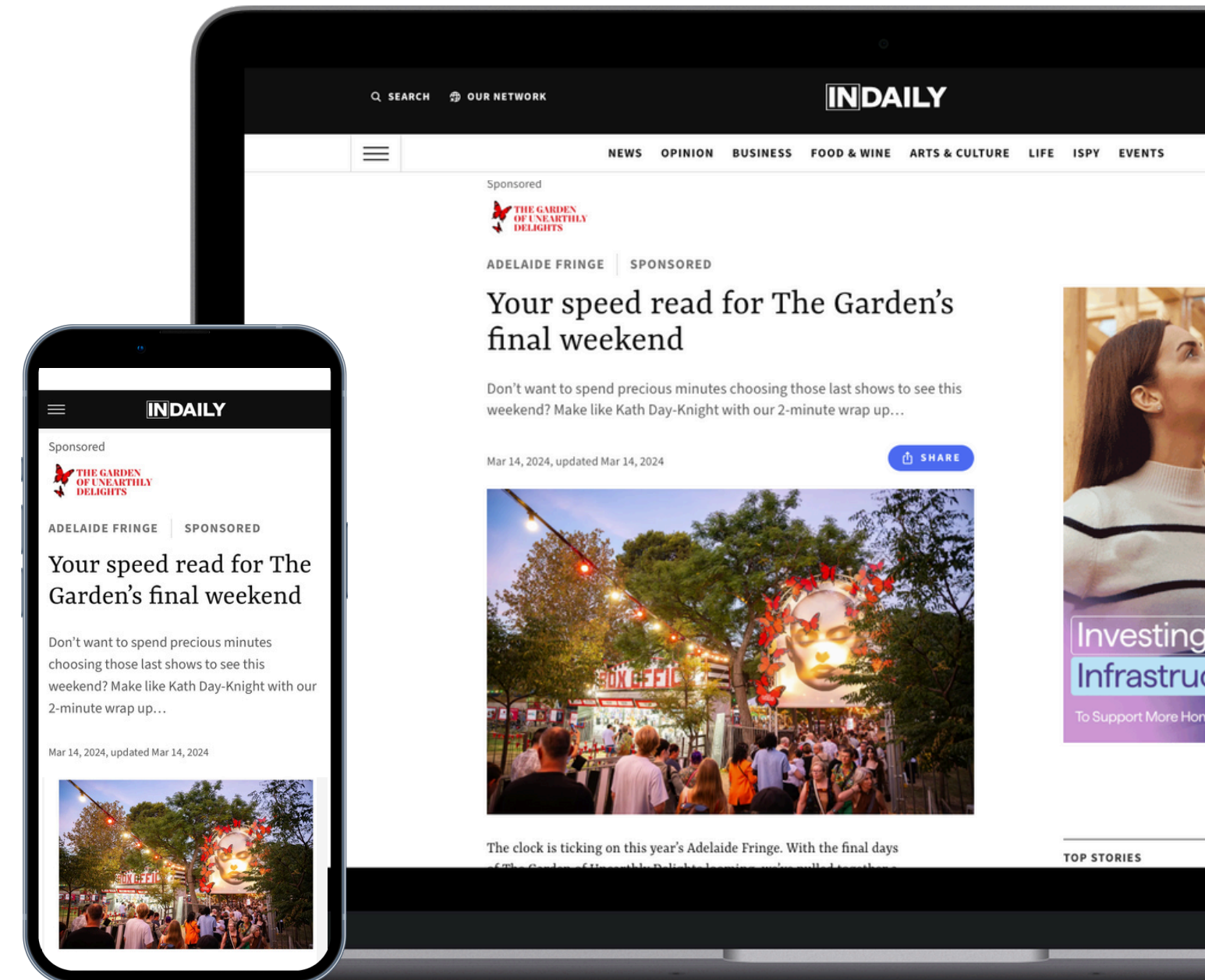
Sponsored content can be supplied or written and produced by our commercial content production team. Articles are published online and featured in at least one edition of an editorial eDM.

# 55s

Average engagement time

# 500-1000

Page views



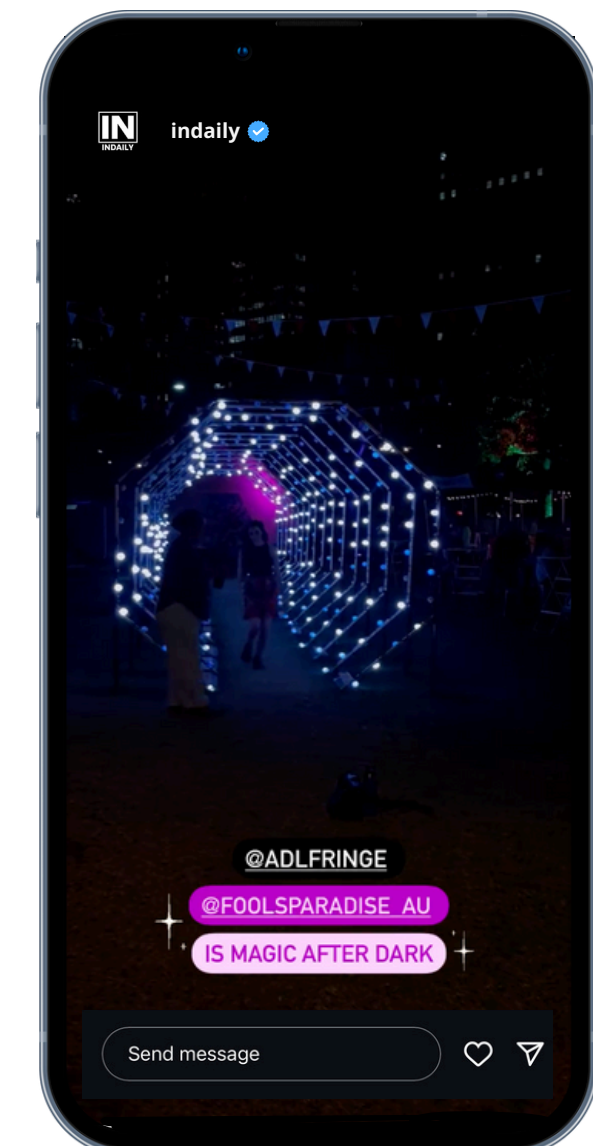
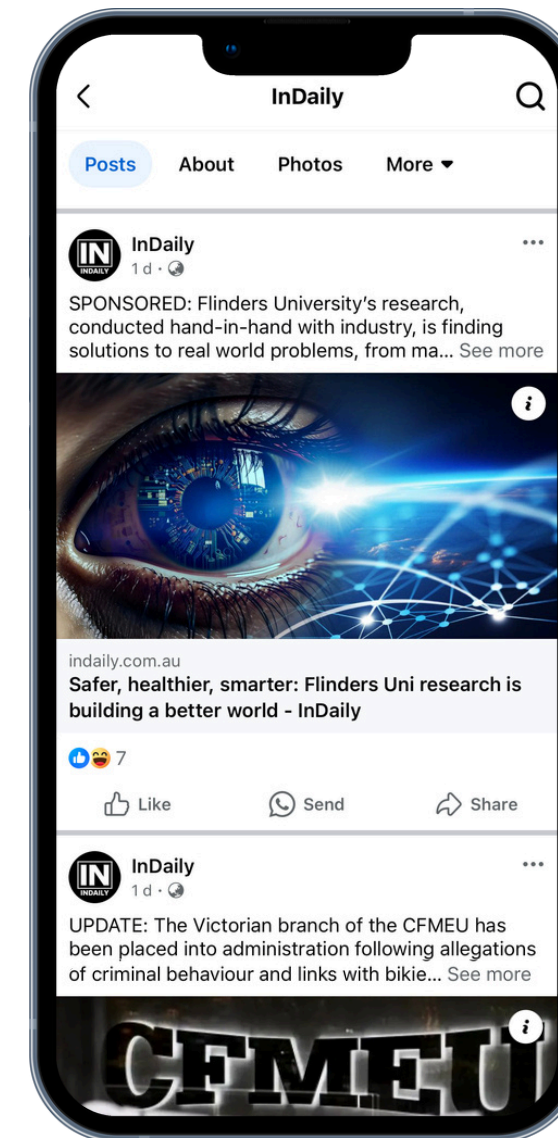
# Social Media

## Sponsored post

Sponsored content can be further amplified via a sponsored social post, reel or story.

Shared with InDaily followers with the option of paying to boost to a specific audience, this enables followers to engage with client content published across social platforms.

Immersive event coverage enables clients to engage in real time and directly with InDaily's social audience, with live updates straight to Instagram and Facebook.



View Specs







# Event Programs

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**INDAILY CityMag**

## 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 approximately 450 guests.

In its seventh year in South Australia, the 40 Under 40 program continues to grow and elevate the business and personal profiles of its recipients and provide access to the exclusive 40 Under 40 Alumni network.

**INDAILY**

## South Australian **BUSINESS INDEX**

The South Australian Business Index luncheon, which commenced in 2015, is attended by approximately 500 business professionals each year.

The event showcases the independent ranking of the state's top 100 companies and top 50 not-for-profit organisations, with business networking, accompanying analysis and insight.

# Event Programs

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**INDAILY**

## REGIONAL SHOWCASE AWARDS

Presented by the Department  
of Primary Industries and Regions

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

The awards night is held in conjunction with the South Australian Agricultural Town of the Year awards with approximately 150 guests.

## South Australian AGRICULTURAL TOWN OF THE YEAR

Initiative of



Government of South Australia  
Department of Primary Industries  
and Regions

Delivered in partnership with

**INDAILY**

The South Australian 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.

The Agricultural Town of the Year award is celebrated at the Regional Showcase Awards.



## EVENTS

40 Under 40 SA & QLD  
South Australian Business Index  
Agricultural Town of the Year  
Regional Showcase  
SALIFE Awards

# INDAILY

Google News Showcase



# INreview

SA & QLD



# the post



# SOLSTICE MEDIA



SA'S LARGEST  
INDEPENDENT  
PUBLISHER

# INQUEENSLAND

NEWS • BUSINESS • POLITICS • CULTURE



# THE WEEKEND EDITION

SLEEP IN. SLOW DOWN. ENJOY.



# COMMERCIAL CONTENT

Business Insight  
The Southern Cross

# SOLSTICE PODCASTING

# SALIFE

Premium Property Web  
Gardens & Outdoor Living  
Food + Wine + Travel  
Premium Property Annual



# CityMag



# THE NEWDAILY



# MOTION PUBLISHING

Visit Trade Site

# Contact Us

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

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