

# SALIFE

CELEBRATING THE BEST OF SA

2025 MEDIA KIT



Photograph: Brad Griffin



# 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.

For over 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

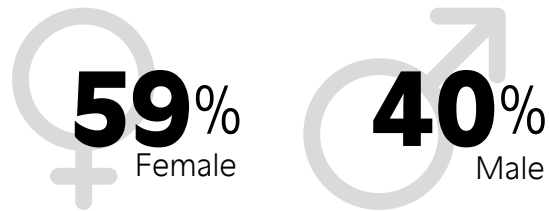
*"Contains information about politics,  
lifestyle, events, people in South Australia.  
Helps me to understand what is going on."*



# 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.



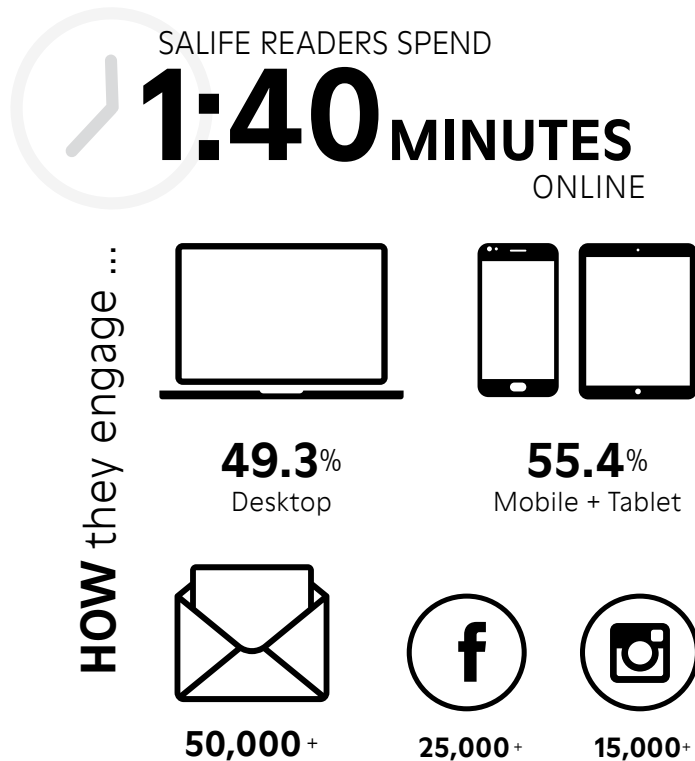
# SALIFE

*"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.



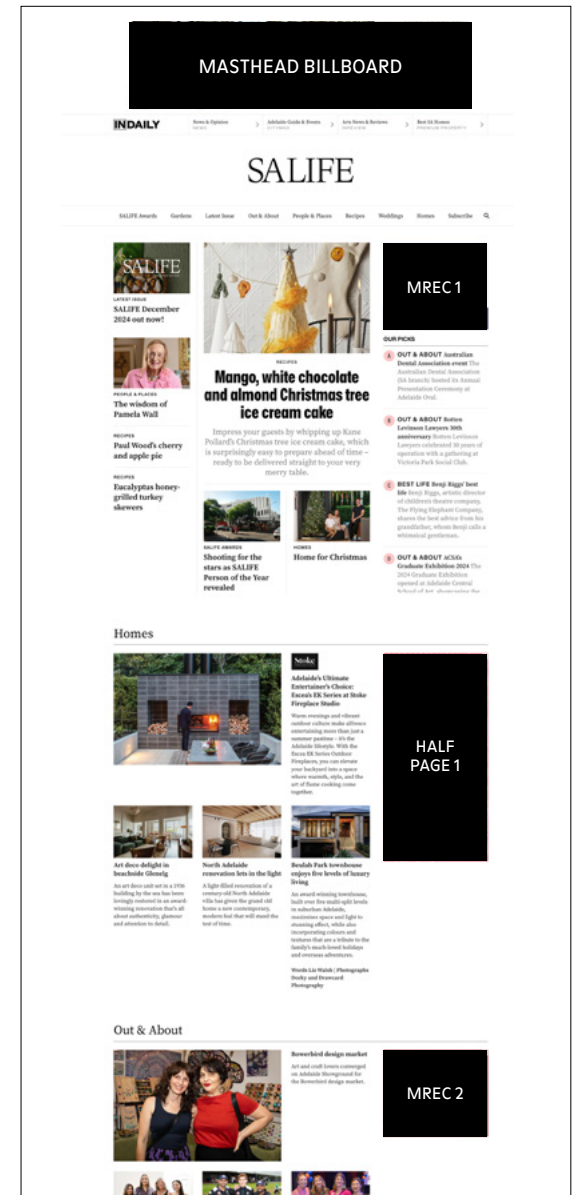
**57,000+** Unique Visitors

**322,000+** Page Views

## SALIFE WEBSITE

**Specs** All sizes at 72ppi

Masthead Billboard	970w x 250h
+ Mobile	320w x 100h
Medium Rectangle	300w x 250h
Leaderboard	728w x 90h
+ Mobile	300w x 250h
Half Page	300w x 600h
Side skins	323w x 1050h



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

## 82,000<sup>+</sup>

Combined registered subscribers

## 25–30%

Open rate

Source: Campaign Monitor

## SALIFE

TOP BANNER



SALIFE AWARDS  
See inside the 2024 SALIFE Awards

Step inside The Pinnacle for the 2024 SALIFE Awards, presented by Brand South Australia, and see the glitz and glam of this year's event.

MREC



HOUSES  
Walkerville home is made to measure

There's something different about the way a family lives in a house when it has been created specifically with them in mind. This Walkerville residence, built by Gortworth Group, is a striking example of beautiful livability.

BOTTOM BANNER

PREMIUM PROPERTY  
LATEST LISTINGS



# 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.

**34,000<sup>+</sup>**

Registered subscribers

**34%**

Open rate

## Specs

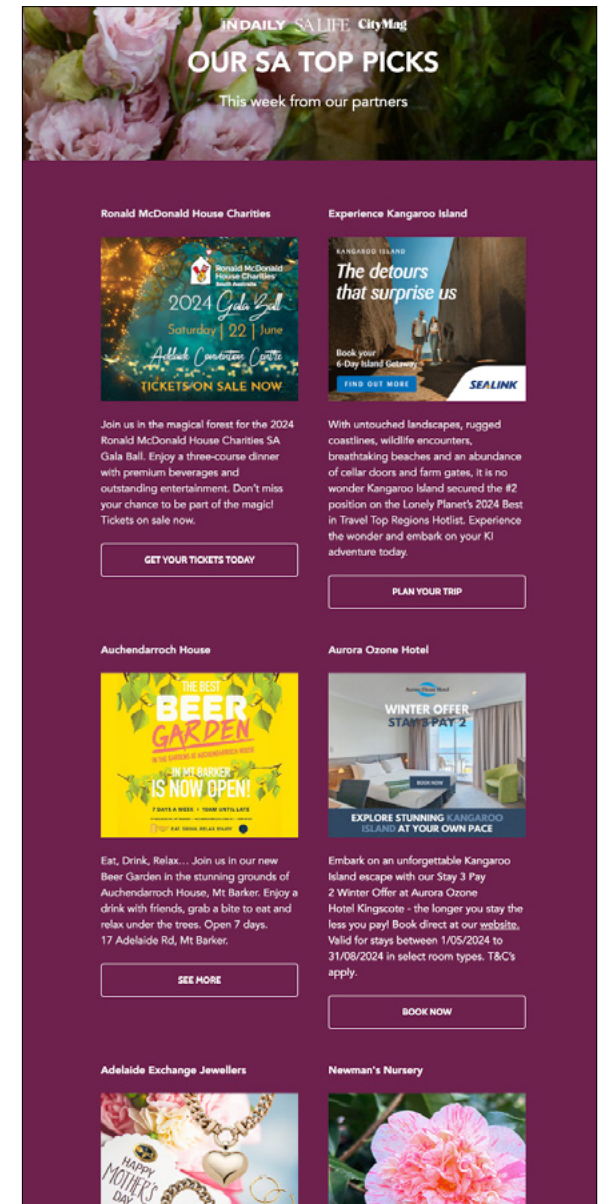
Please send a high-quality image of the product / offer as well as a short description of around 50 words with what you're offering.

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.



**SALIFE**

*"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

Dedicated EDM


**SALIFE**SPONSORED

**JARVIS | SKODA**

**Kodiaq RS**  
[Discover more](#)

**Power you can feel**

Driven by our Turbocharged 2.0 TSI 7-speed engine, the **Kodiaq RS 4x4** packs blood-pumping power that you'll feel the moment your foot hits the pedal. Plus, with its 4x4 drive system, you'll find limitless ways to put its performance to the test.


**Fabia**  
[Discover more](#)

**The Best of Both Worlds**

The **Fabia Monte Carlo** may be small in size, but it's big on practicality. Combining a compact frame that's easily manoeuvred into the tightest city parking spots, with all the room for your crew and their gear. This is a car that lives for the streets.


**Simply Clever**

Everyone knows it's the little touches that make a big difference. That's why the **Scala Signature** comes with a boot-load of them. From the umbrella in the door to the luggage hooks and roomy interior space, you'll find endless clever details to help make every day feel more effortless.

**Scala Signature**  
[Discover more](#)

**Octavia Wagon**

  
[Discover more](#)



# SALIFE

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



## SALIFE SOCIAL MEDIA

SALIFE's social media audience is primarily South Australian and female skewed, with ages ranging from 18 - 65+. They are highly engaged and are looking to see and learn more about the community around them with interests in food, travel, fashion, gardening and property.



**22.5K**

Followers

**1.7M**

Impressions

**282K**

Reach

**40.2K**

Page views

Date range 1/1/24 - 1/1/25



**26.8K**

Followers

**2.9M**

Impressions

**576K**

Reach

**27.5K**

Page views

## OFFERINGS

SALIFE can develop bespoke packages utilising offerings across our social media, digital and print platforms. Please note the below offerings are subject to creative guidelines and conditions and include a post-campaign report.

### 1. Post

1 x post published on Instagram or Facebook including preferred tags, hashtags and link.

### 2. Reel

1 x supplied Instagram reel published with music of choice and preferred tags and hashtags.

### 3. Story

1 x story published to Instagram and Facebook story feature with preferred tags and optional link to webpage.

### 4. Competition (prize value not included)

Creation of competition webpage and 1 x post published throughout duration of competition.

### 5. Immersive coverage:

Digital Content Producer attends location to capture content for production and publication of 1 x Reel on preferred date with preferred tags and hashtags.

**Live event coverage** Minimum 6 x stories published to Instagram and Facebook story feature to capture event as it happens. Conditions apply.

# SALIFE

*"It's localised content which means activities/ items etc. are accessible to me".*



# SALIFE AD DEADLINES

ISSUE	FEATURE	ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE
JANUARY	SUMMER ISSUE	JAN 2	NOV 22	NOV 27
FEBRUARY	HEALTH & HAPPINESS ISSUE	FEB 6	JAN 10	JAN 15
MARCH	WOMENS ISSUE + Real Weddings	MAR 6	FEB 7	FEB 12
APRIL	OFF THE BEATEN TRACK + Mother's Day Gift Guide	APR 3	MAR 7	MAR 12
MAY	GARDENS ISSUE	MAY 1	APR 4	APR 9
JUNE	KIDS & FAMILY ISSUE	JUN 5	MAY 9	MAY 14
JULY	A NOSTALGIC JOURNEY	JUL 3	JUN 6	JUN 11
AUGUST	THE YOUTH ISSUE + Education tip-on Father's Day Gift Guide	AUG 7	JUL 11	JUL 16
SEPTEMBER	THE LUXURY ISSUE	SEPT 4	AUG 8	AUG 13
OCTOBER	THE DESIGN ISSUE Real Weddings	OCT 2	SEPT 5	SEPT 10
NOVEMBER	THE CHRISTMAS ISSUE + Christmas Gift Guide	NOV 6	OCT 10	OCT 15
DECEMBER	THE COLLECTOR'S ISSUE + Christmas Gift Guide	DEC 4	NOV 7	NOV 12



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](http://www.solsticemedia.com.au)

**InDaily**

**355,000<sup>+</sup>**

Unique Audience

**58,000<sup>+</sup>**

Subscribers

**CityMag**

**69,000<sup>+</sup>**

Unique Visitors

**40,000<sup>+</sup>**

Subscribers

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



Photograph: Adam Johnson

**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 20 years of telling the stories of everyday South Australians.

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» 0437 530 969

## FIND US ON SOCIAL MEDIA

 @ SALIFEMagazine

 @ salifepublications



# SALIFE

*Subscribe to our e-newsletters  
at [salife.com.au](http://salife.com.au)*



# SALIFE MAGAZINE AD SPECS

*SALIFE magazine's 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.*



Contact us for specifications for back cover, gatefolds, inserts, onserts and flysheet.



## **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

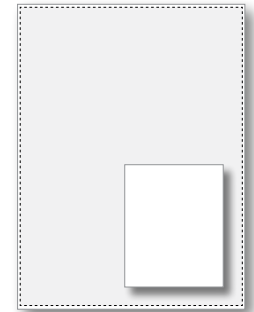
*No bleed required*



## **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.



# 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.