



Inside South Australia

**2025 Media Kit**

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# Trusted, Brand Safe, Connected

InDaily SA 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

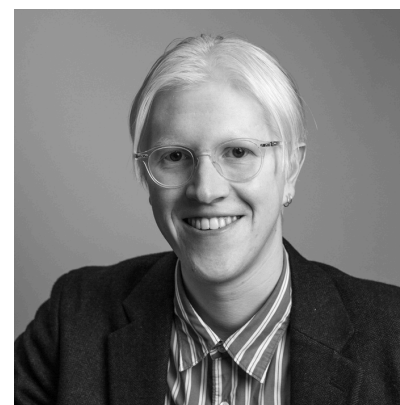
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InDaily's mission has always been to deliver independent coverage of the issues that matter, offering informed South Australians intelligent insights into what's really going on in this state.

## Meet the team



**Belinda Willis**  
Editor



**David Simmons**  
Deputy Editor



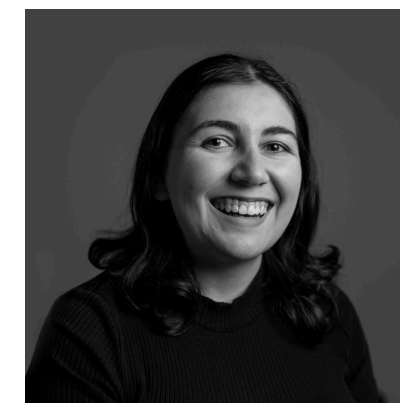
**Walter Marsh**  
InReview Editor



**Emily Griffiths**  
News Producer



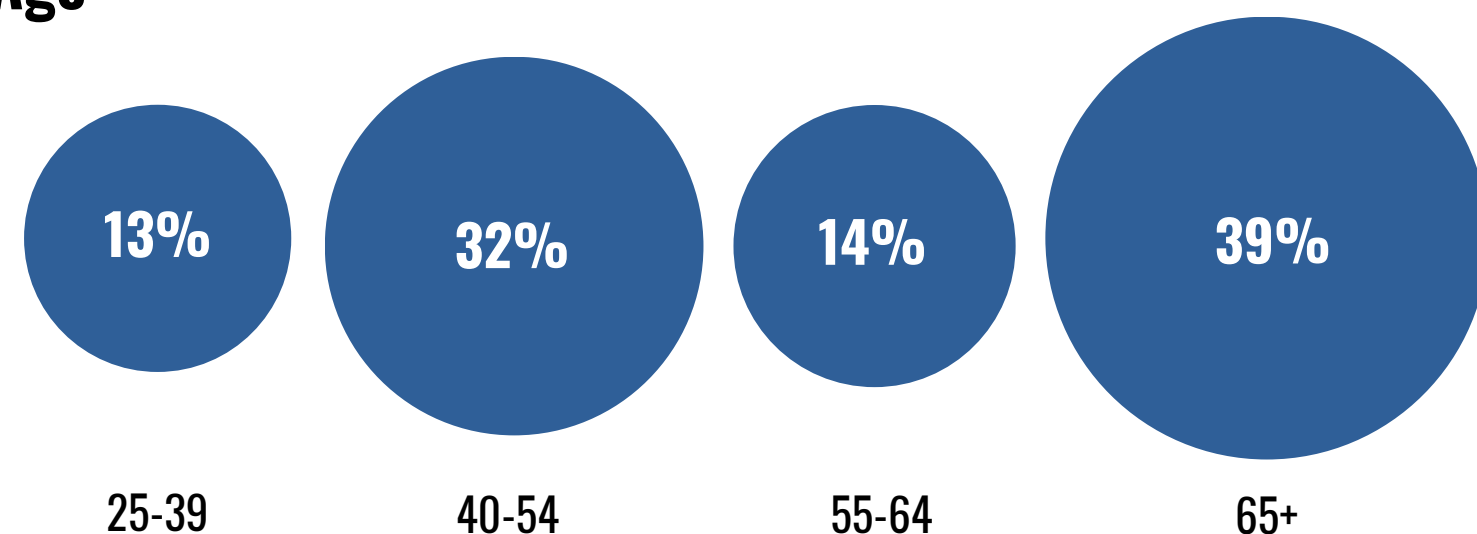
**Charlie Gilchrist**  
Journalist



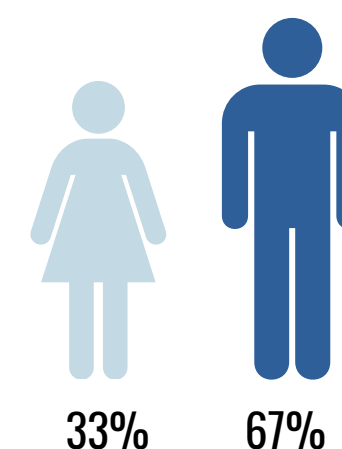
**Helen Karakulak**  
Journalist

# Audience Profile

## Age



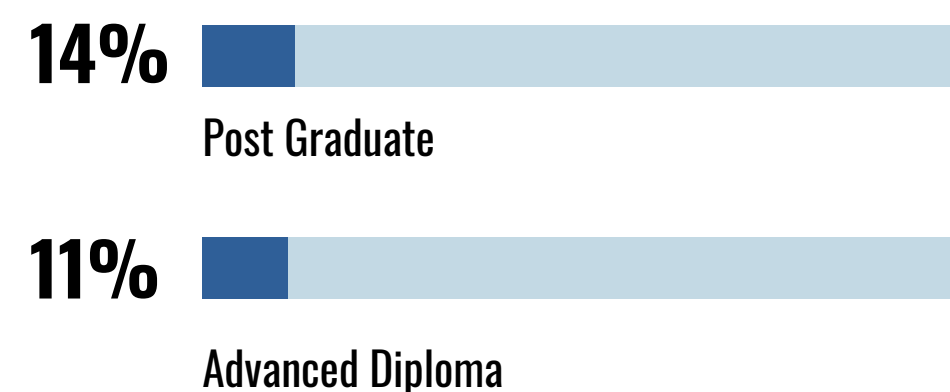
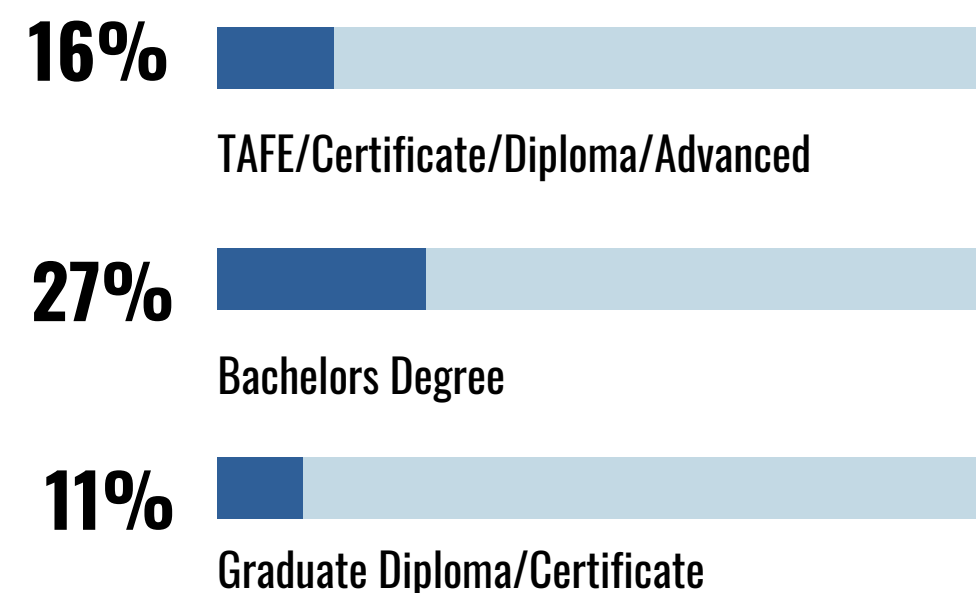
## Gender



## Work Status



## Education



## Geographics



## Grocery Buyer Status





# InDaily SA Website

323k

Monthly unique audience

1.13m

Page views

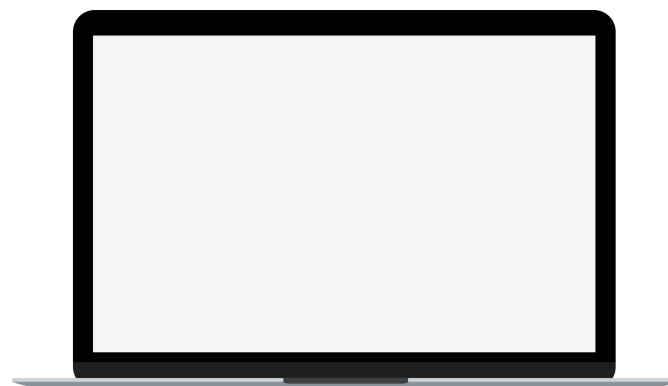
5m 7s

Average minutes per user

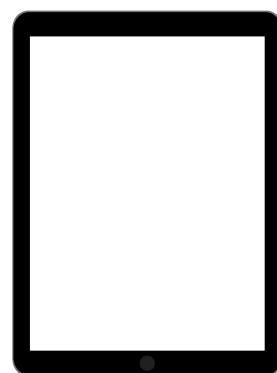
## Platform



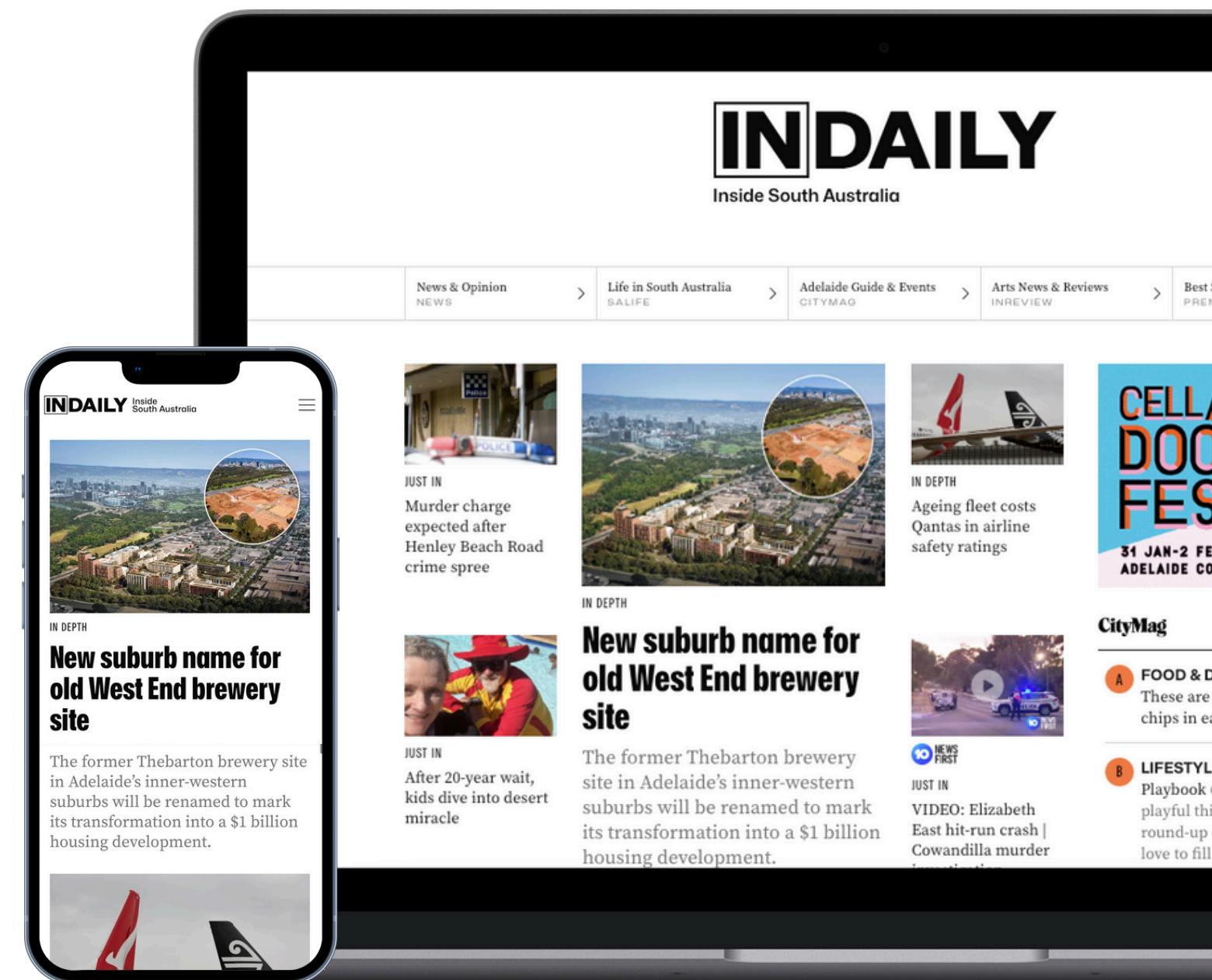
57%



40%



3%





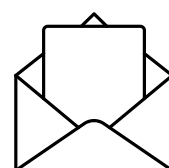


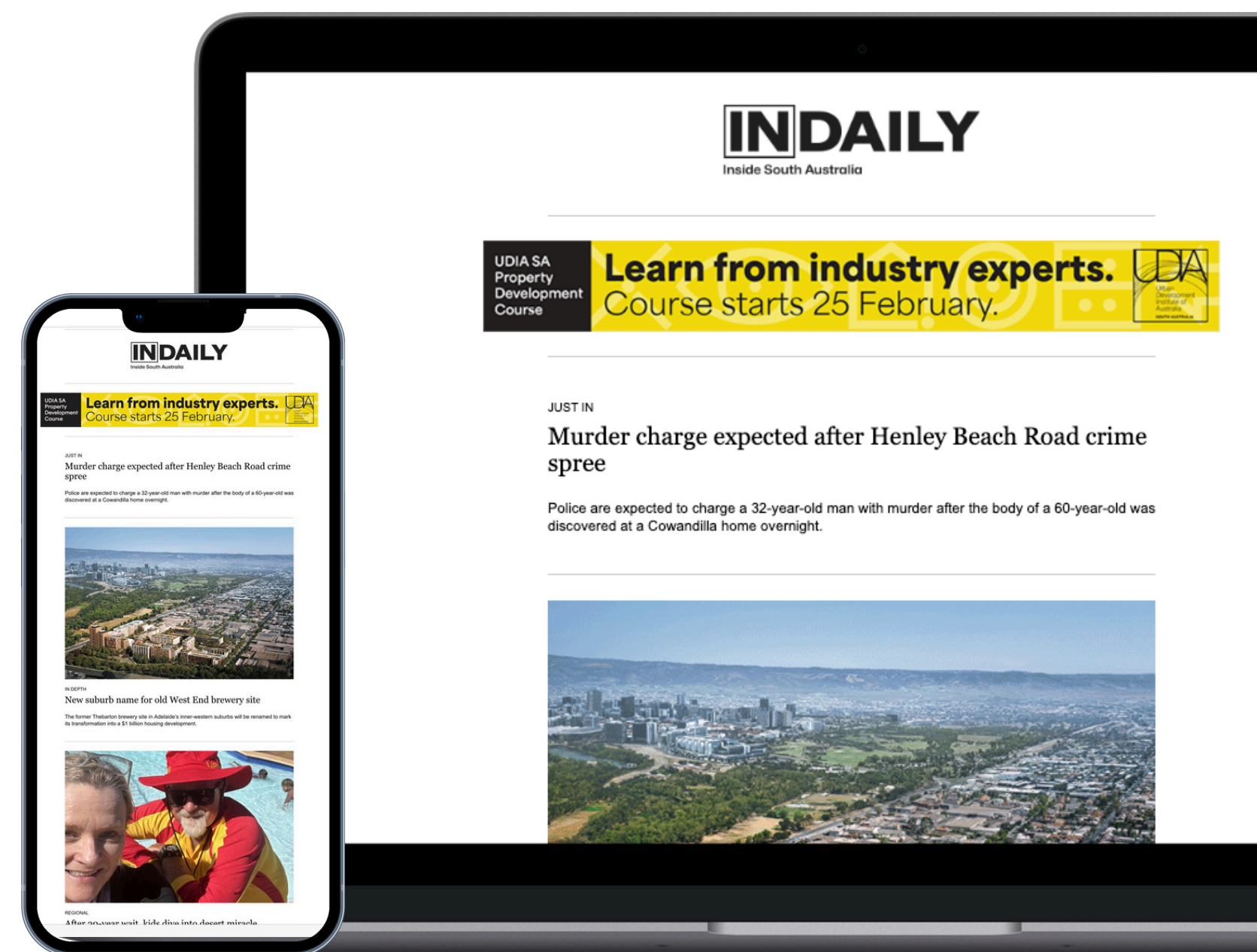


# Lunchtime eDM

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.

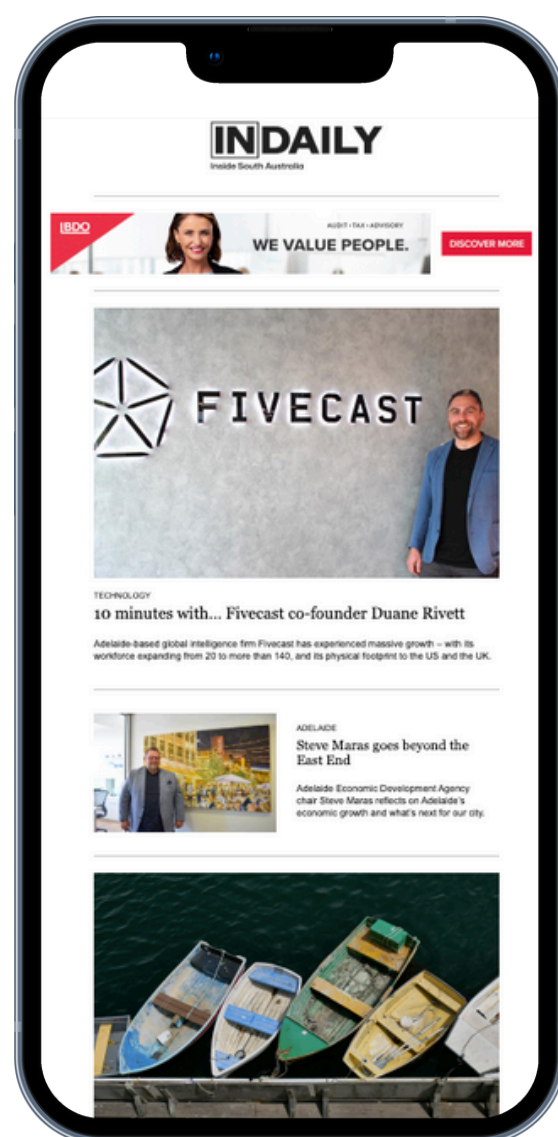
 **56k**  
Subscribers

 **47%**  
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.

**32k**

Subscribers

**48%**

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.

**37k**

Subscribers

**51%**

Open Rate

# Monthly eDM Products



## Regional News

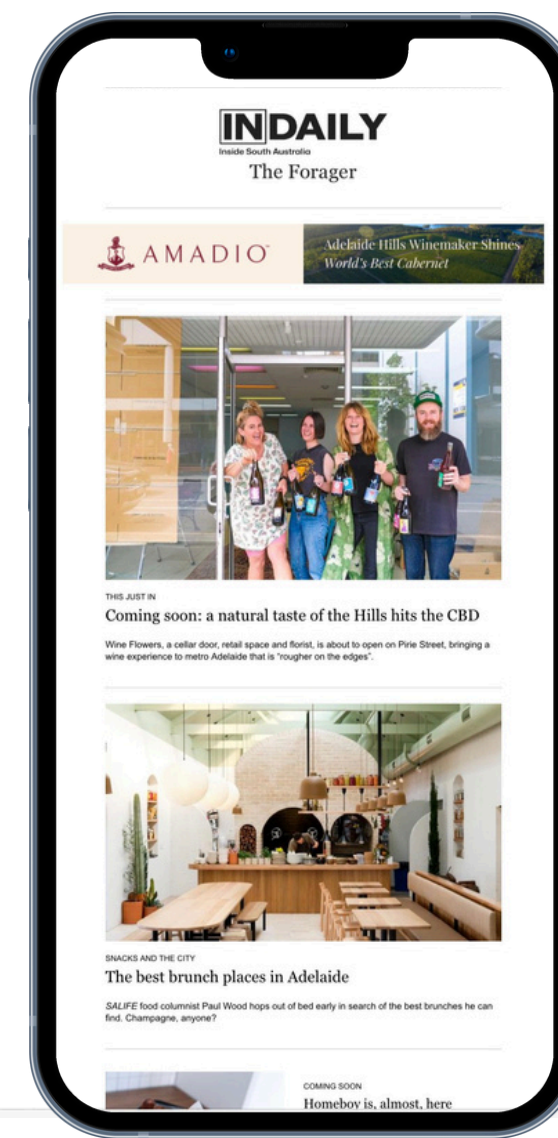
Delivered at 10am on the second Wednesday of each month and featuring a selection of the best regional news stories from the Regional Showcase program and regional items from other titles, including SALIFE.

**36k**

Subscribers

**50%**

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.

**32k**

Subscribers

**58%**

Open Rate



# Social Media

InDaily SA 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

26k

Facebook

16k

Instagram

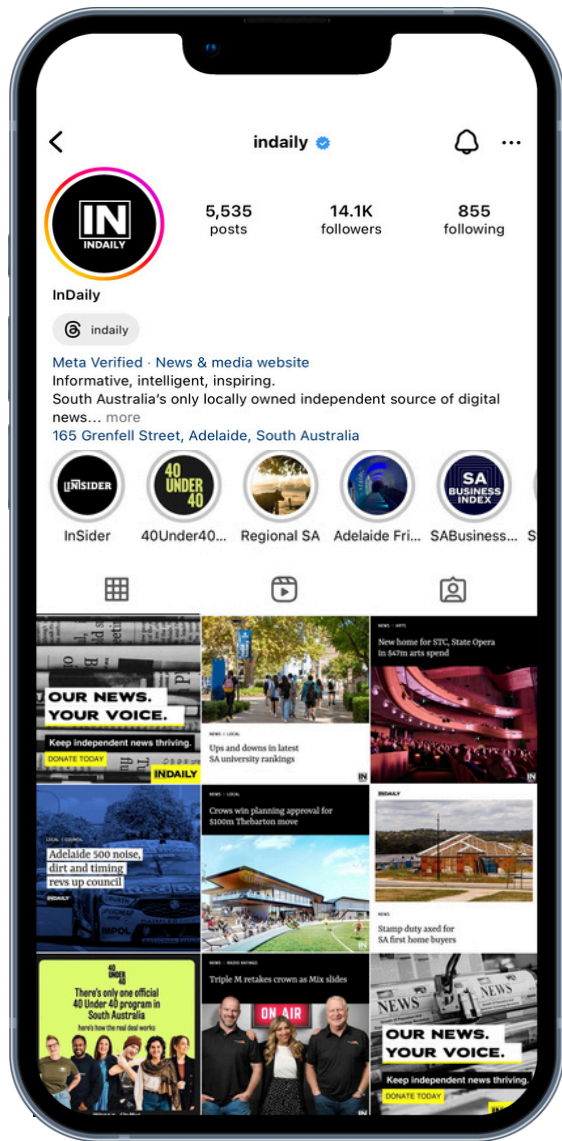
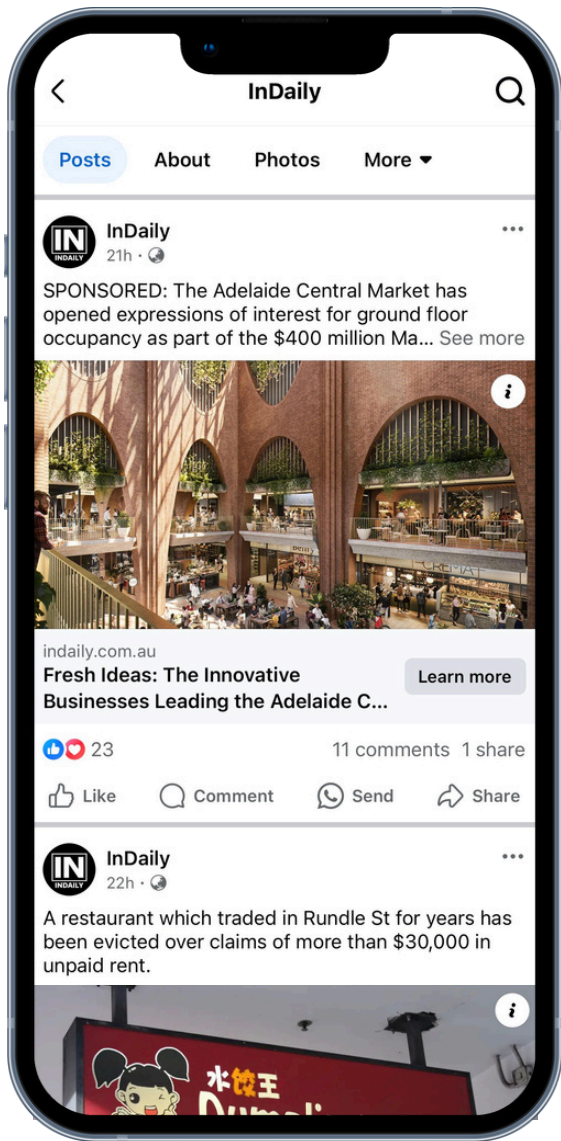
17k

X (Twitter)

8k

LinkedIn

Sources:  
Facebook, Instagram, X (Twitter), LinkedIn August 2025

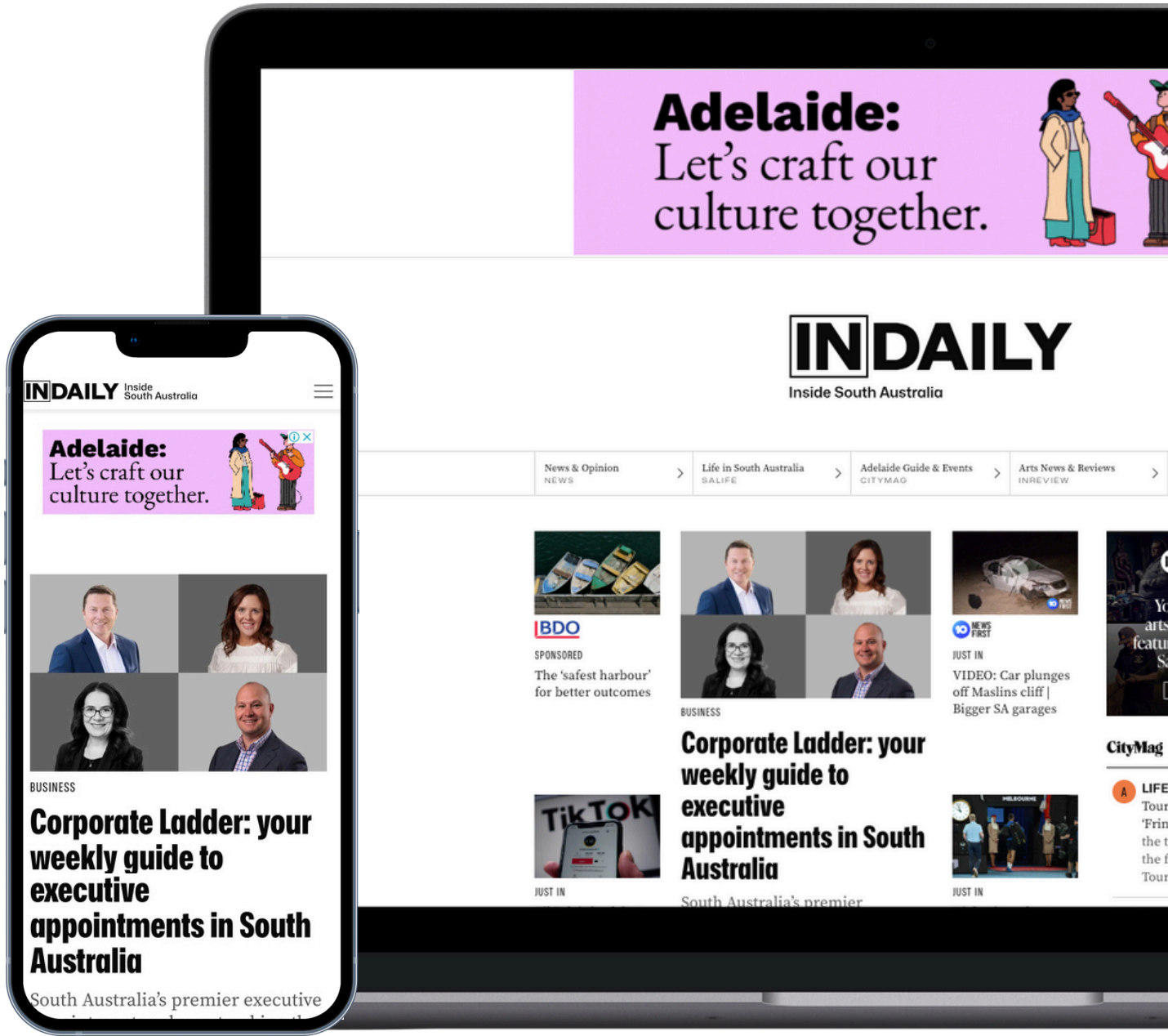




# Website Advertising

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	
Side Skins	323w x 1050h	
High Impact Display	Scroller/Carousel/Flow/Cinemagraph/Social Extension	
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**

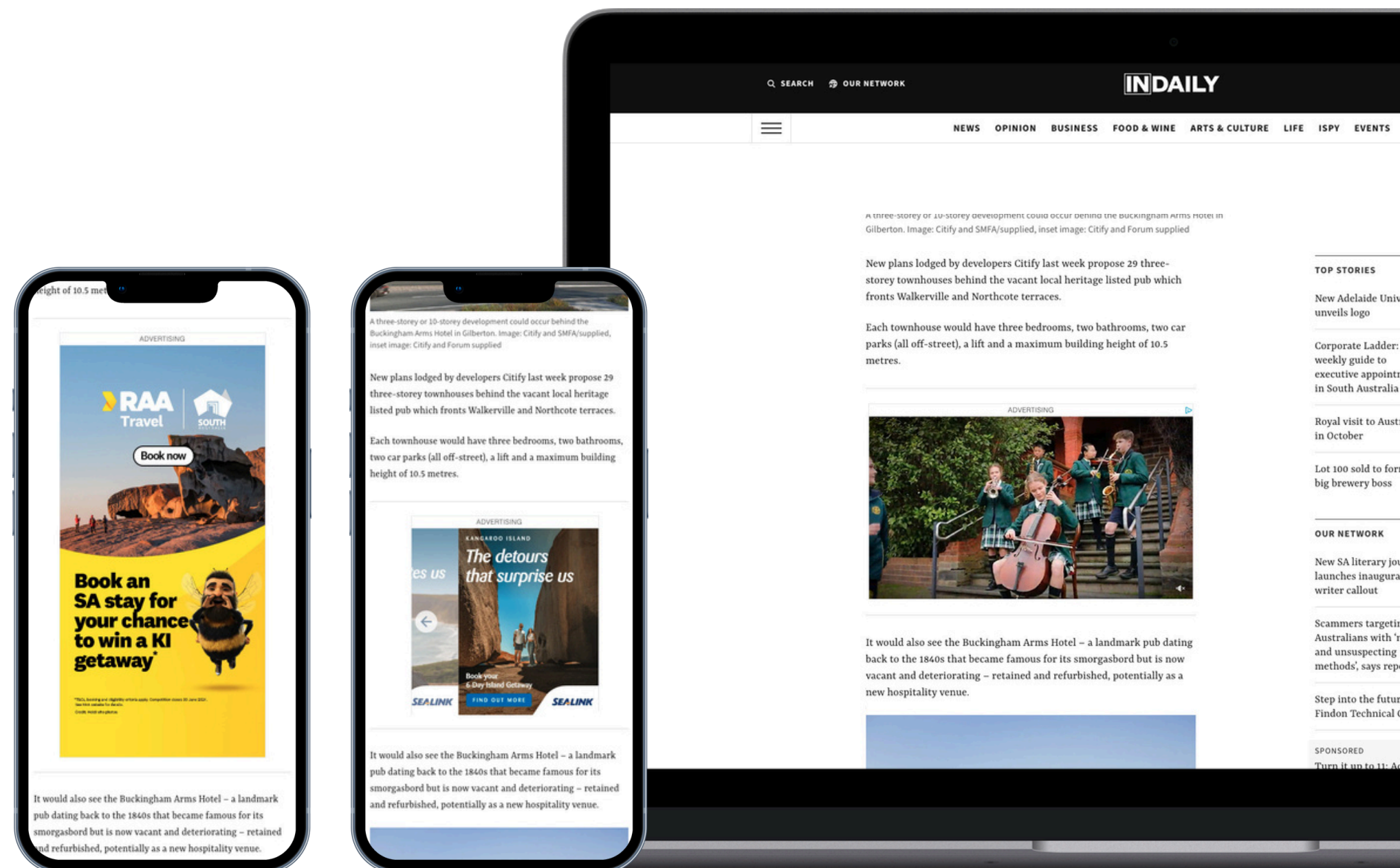
**Flow**

**Carousel**

**Cinemagraph**

**Social Extension**

**View Specs**



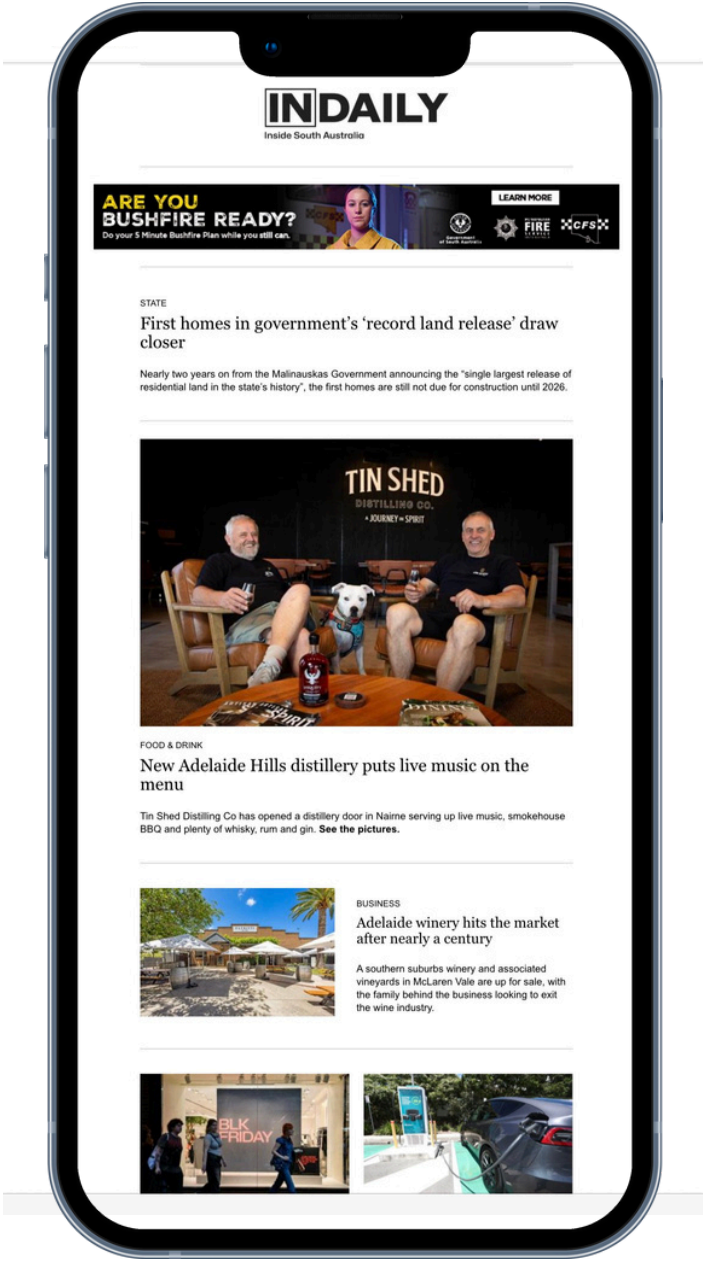
Scroller

Carousel

Outstream video

# eDM Advertising

Ad Product (pixels)	InDaily SA	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.



52k

Subscribers



42%

Open Rate

View Specs

Source:  
Campaign Monitor August 2025

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



# Sponsored Content

The digital landscape is crowded with branded content, and only the most relevant stories cut through. That's why organisations with something to say need more than just content creators – they need a trusted publisher who can connect them with the right audience and spark real engagement.

Our commercial content team specialises in producing editorial-style stories that bring your brand to life. Sponsored content can be supplied directly or created in partnership with us, with articles published online and featured in at least one edition of an editorial eDM to maximise reach.

For clients seeking even greater visibility, premium options are available to guarantee views through additional off-network amplification. The result is commercial content that not only builds awareness but drives meaningful impact long after the campaign goes live.

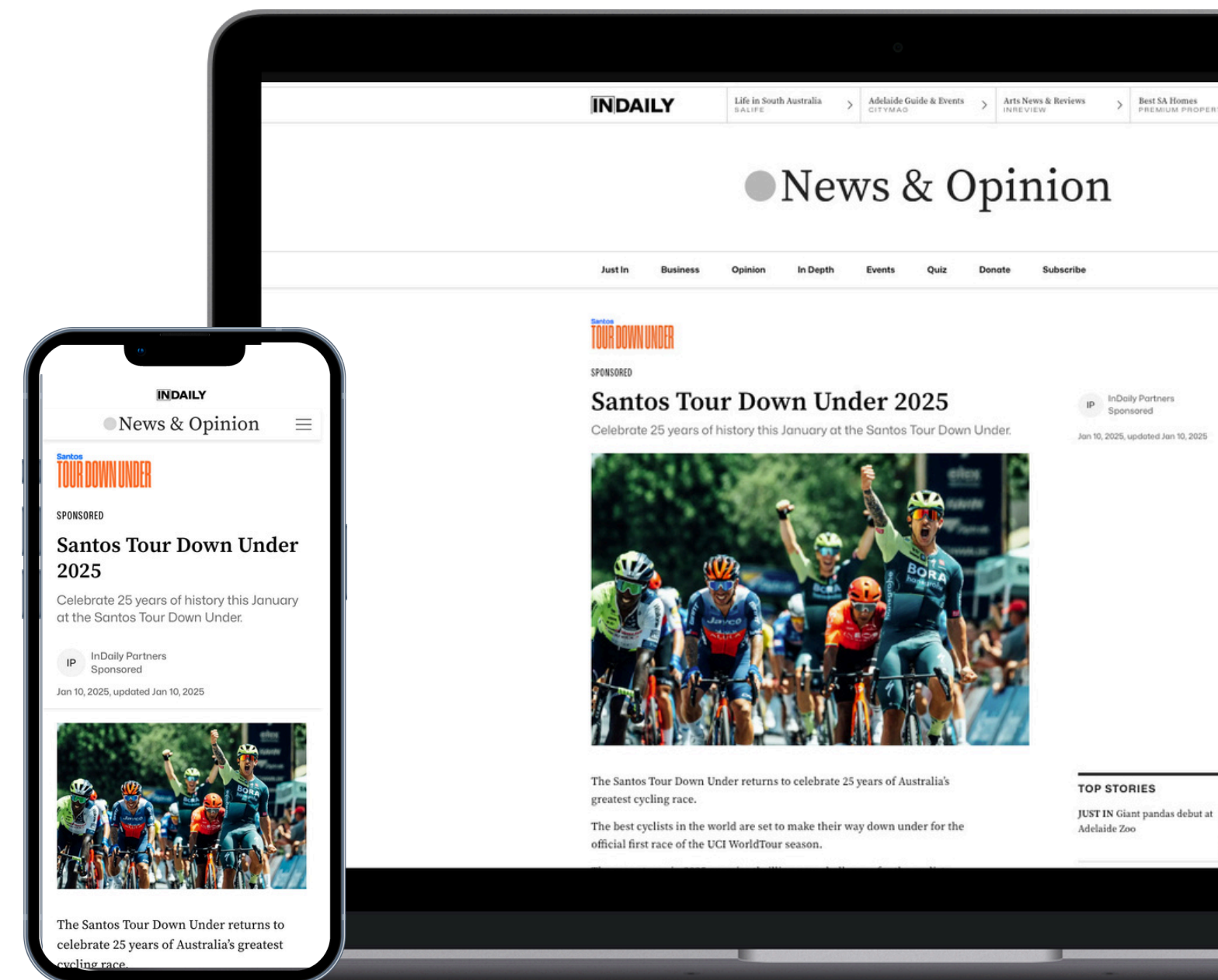
**42s**

Average engagement time

**500+**

Page views

Source:  
Google Analytics July 2025



# Social Media

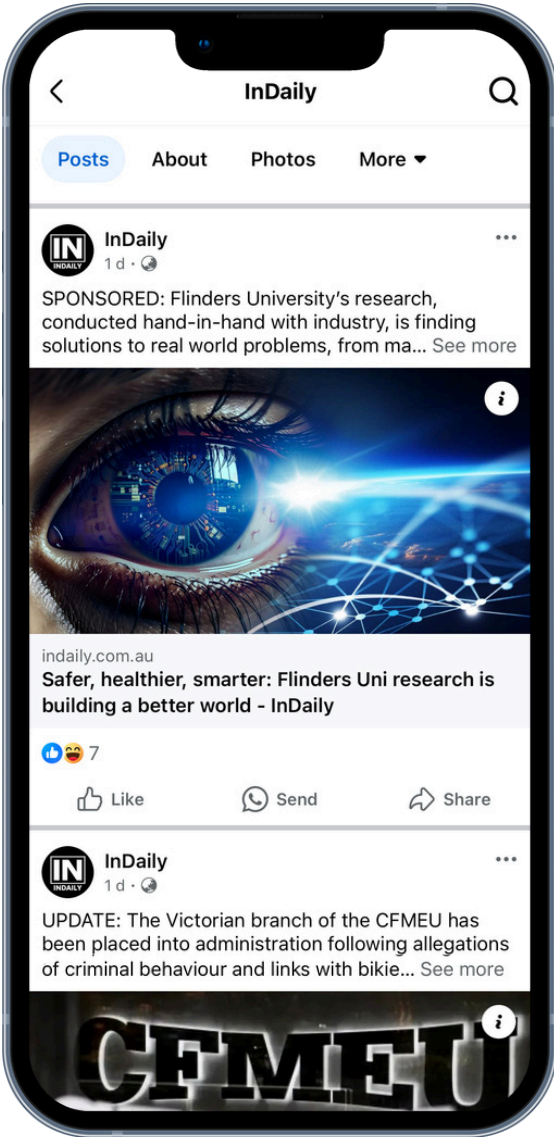
## Sponsored post

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

Shared with InDaily SA 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**

## 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, with business networking, accompanying analysis and insight.

# Event Programs



## 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  

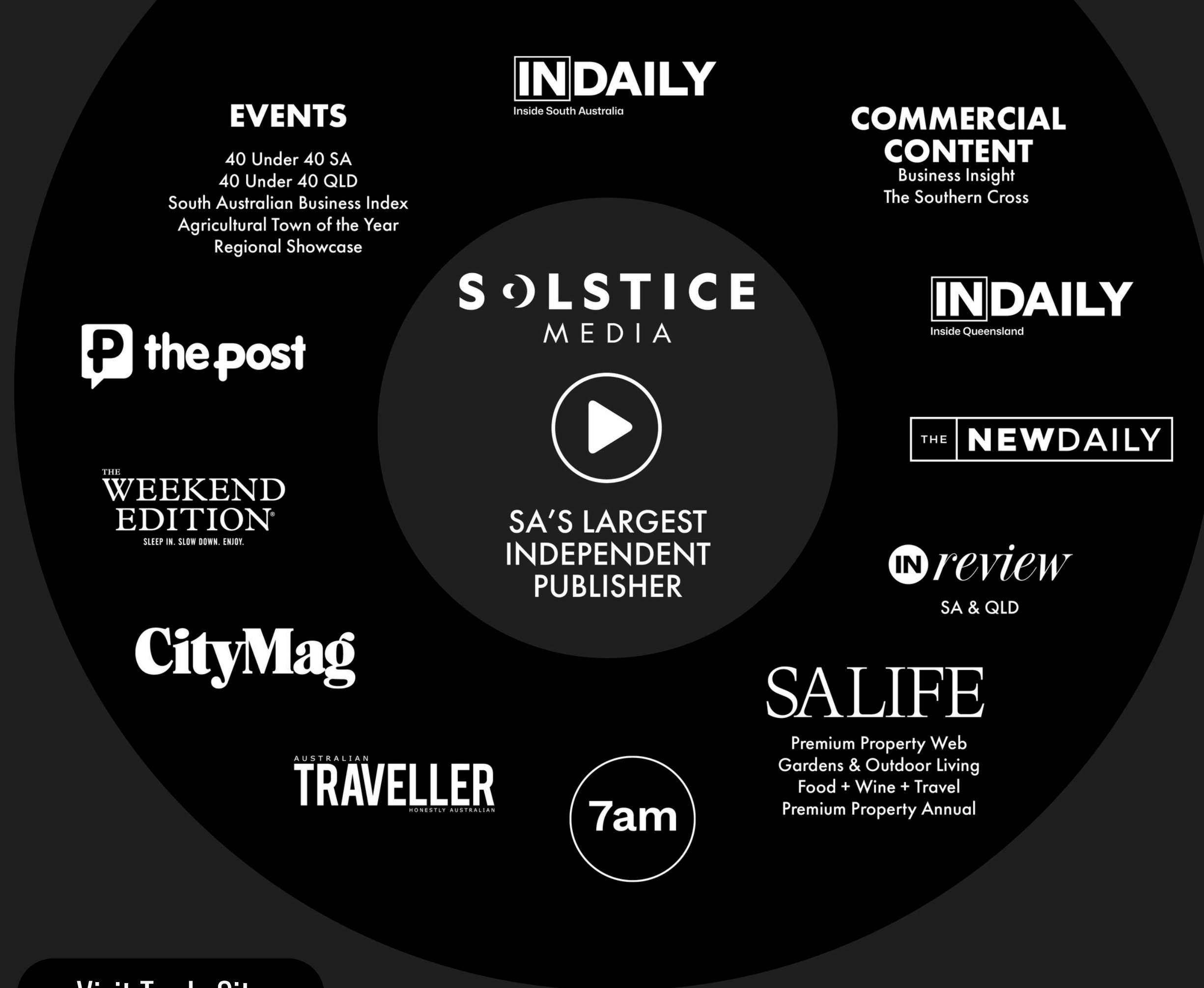
**Government of South Australia**  
 Department of Primary Industries  
 and Regions

Delivered in partnership with  


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.





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 SA team.



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