Domain

MARKETING PACKAGE

STONNINGTON & BOROONDARA

YOUR COMPREHENSIVE PROPERTY MARKETING SOLUTION

Target more buyers using Domain's comprehensive multi-platform marketing solution in conjunction with your Platinum listing.

Drive more enquiries and achieve the best result for your property by combining magazine, digital and social advertising; allowing you to reach active and passive buyers living locally and abroad.

domain.com.au

Domain

MULTI-CHANNEL BUYER JOURNEY

Connect with buyers across multiple stages of their property search with Domain's multi-channel campaigns. Delivering on average more than **double the enquiries** than a Platinum only listing, multi-channel campaigns help to sell your property faster and for more[1].

HELP SELL YOUR PROPERTY FASTER

13 DAYS less on market for listings using Domain's multi-channel campaigns compared to Platinum only listings[1]

EXCLUSIVE AUDIENCE

8,240,000

Includes Domain Digital, theage.com.au, nine.com.au (VIC), 9news.com.au (VIC), Domain in Saturday's *The Age* plus Friday's *The AFR* and *Domain Review*[2]

BE SEEN

5x

More views on average for listings using Domain's multi-channel campaigns compared to Platinum only listings[1]

Source: 1. Domain residential listings only, sourced via internal Domain data. Compares VIC Platinum sale listings paired with a Marketing Package (Platinum, Print Ads, Dreamhomes and Social Boost) to all other Platinum only sale listings in VIC. 6 months ending Jan 2019. Data as at Mar 2019. 2. emma™ conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Oct 2018. Unique audience for Domain, theage.com.au, nine.com.au (VIC), Domain in *The Australian Financial Review* (Fri), Domain in *The Age* (Sat), *Domain Review* Stonnington & Boroondara.

DOMAIN IN *THE AGE* AND *THE AFR*

Inspire active and passive buyers

Published in metropolitan copies of Saturday's *The Age* plus Friday's *The Australian Financial Review*, grab the attention of over 1 million Australians each month[3] in Domain's weekly magazine covering the best in Melbourne property and lifestyle.

DOMAIN REVIEW

Captivate a targeted local audience

Showcase the lifestyle that your property offers to a targeted local audience of 93,757 homes in the Stonnington and Boroondara area[4].

DREAM HOMES

Showcase your property to a larger audience

Domain Dream Homes is an effective way to reach a potential audience of 7.8m Australians each month[5] by featuring your property on **domain.com.au**, **theage.com.au**, **nine.com.au** (VIC) and **9news.com.au** (VIC) homepages.

SOCIAL BOOST

Boost your marketing campaign with Facebook

Social Boost places your property into the Facebook newsfeed of buyers who we know are actively searching and enquiring in your area – generating more views, enquiries and engagement.

With **84% of Domain sale enquiries coming from out-of-area[6]**, Social Boost helps to ensure your property is viewed by local, national and international buyers.

Source: 3. emma™ conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018. 4. Source: Audited Media Association of Australia; CAB Total Distribution Audit, Sept 2018. 5. emma™ conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Oct 2018. Combined audience for Domain (national), theage.com.au (national), nine.com.au (VIC). 6. Domain Group Internal data, Oct 2018 (excludes international enquiries).

Save up to **50%**

MARKETING PACKAGE ELEMENTS

Stonnington & Boroondara

Value: $18,854 incl. GST
Investment: $9,372 incl. GST

Domain in *The Age* and *The AFR* 1/4 page ad X 3 WEEKS + *Domain Review* Full page x 1 WEEK + 1/2 page ad X 2 WEEKS + Social Boost X 7 DAYS + Dream Homes X 7 DAYS

UPSIZE YOUR CAMPAIGN	EXTEND YOUR CAMPAIGN
Domain in *The Age* and *The AFR* To a half page ad X 1 WEEK *$990 incl. GST* *Full page and DPS options also available* Save 40%	**Domain in *The Age* and *The AFR*** 1/4 page, half page, full page and DPS options available *Refer to rate card for pricing* Save 50%
Domain Review To a full page ad X 1 WEEK *$1,100 incl. GST* *DPS option also available* Save 17%	***Domain Review*** 1/4 page, half page, full page and DPS options available *Refer to rate card for pricing* Save 20%
Domain Prestige in *The AFR* Add a half page, full page or DPS ad *Refer to rate card for pricing* Save 20%	**Dream Homes** Additional X 7 DAYS *$2,200 incl. GST* Save 33%
Domain Review* Editorial Add House of the Week in *Domain Review* – Stonnington & Boroondara *$3,850 incl. GST*	**Social Boost** Additional X 7 DAYS *$825 incl. GST*

Cancellation of any portion of the VIC Marketing Package that occurs after the first insertion / appearance date of any of the products outlined in the booking agreement will be billed at the total cost of the Package. VIC Marketing Packages are subject to availability and only available with a Platinum listing. Online advertising terms and conditions: domain.com.au/group/agent-centre. Magazine advertising terms and conditions: adcentre.com.au/terms-conditions. Rates are for single resale properties only at the discretion of Domain and are not available for multiple dwelling buildings, projects or developments. Prices are inclusive of GST and subject to change without notice. Agency commission is not payable on advertising for residential real estate agencies. House of the Week offer is only available in conjunction with purchase of corresponding VIC Marketing Package. *Editorial inclusion is subject to Editor approval.

Domain delivers buyers. Contact your real estate agent today.