



Domain MAGAZINE SOLUTIONS

BOOST YOUR CAMPAIGN IN MAGAZINE

Take advantage of Domain's publications and showcase your property to a highly engaged audience.

With 78% of Australian home buyers using print as a part of their property search¹, magazine advertising remains a powerful tool in your property marketing campaign.



OUT-OF-SUBURB BUYERS

86%

of Domain's searches are from out-of-suburb¹

INSPIRE NEW AUDIENCES

Buyers and investors are increasingly searching for properties outside of their suburb or state.

Magazines allow you to reach property seekers across Australia, driving more enquiries to your property.

LEVERAGE DOMAIN'S EDITORIAL EXPERTISE

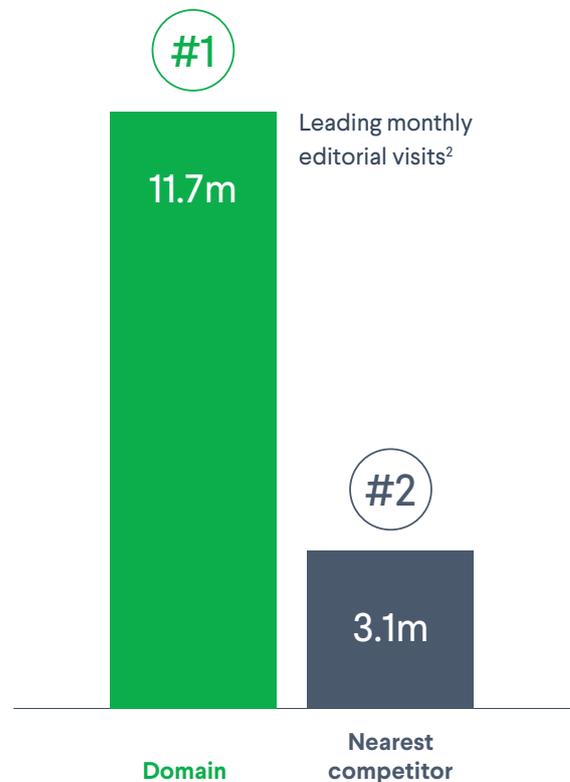
Domain is Australia's leading publisher of property journalism².

Amplifying your listing in Domain's trusted magazines is an effective way to boost your market exposure and connect with more buyers.

THE POWER OF MAGAZINES

78%

of Australian home buyers use print in their property search³



Source: 1. Domain Group Internal data, Spring 2017 (excludes international enquiries). 2. Visits to News & Advice on Domain.com.au & Allhomes (Google Analytics, October 2017) vs REA News & Lifestyle (REA Media Kit August 2017). 3. GfK Home Buyer and Vendor Insights, Jun 2017.

DOMAIN IN THE AGE AND THE AFR

Reach qualified and informed buyers

Published in metropolitan copies of Saturday's *The Age* plus Friday's *The Australian Financial Review**, Domain's weekly magazine covers the best in Melbourne property and lifestyle.

Grab the attention of **1,110,000 property seekers each month**² with engaging editorial and a captivating design and reach more high net worth individuals who are ready to buy or invest.



Captivate Domain's highly engaged audience and inspire the passive buyer



Flip-book layout ensuring exclusive focus on residential property



Features by influential contributors including Darren Palmer and Rebecca Judd



Your property will be displayed in the Domain Magazine to a digital audience on *The Age* iPad app

BOOST YOUR EXPOSURE

1,110,000

Unique property seekers read Domain in Saturday's *The Age* and Friday's *The AFR* each month²

ACTIVE BUYERS

57%

more likely to buy property in the next 12 months³

INVESTOR POTENTIAL

\$684k

average value of investments²

Source: 1. GfK Home Buyer and Vendor Insights, Jun 2017. 2. emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Oct 2017. Nielsen Digital Ratings (Monthly) Oct 2017, people 14+ only. 3. Compared to the average Australian. emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Oct 2017. Nielsen Digital Ratings (Monthly) Oct 2017, people 14+ only.

DOMAIN PRESTIGE

Australia's premiere property magazine

Nationally inserted into metropolitan copies of *The Australian Financial Review* each Wednesday*, Domain Prestige showcases the best in luxury Australian property and editorial.

Featuring industry insights and trends, influential contributors and a weekly focus on Australia's established and emerging markets; Domain Prestige places a new lens on luxury real estate.



Readers of *The AFR* have the highest average income of any Australian newspaper²



Drive more competition for your property by targeting high-net-worth buyers



Leverage *The AFR's* national circulation to target interstate buyers not currently looking in your area



Your property will be displayed in the Domain Prestige Magazine to a digital audience on *The AFR* app

UNMATCHED AUDIENCE

293,000

Unique property seekers read Domain Prestige monthly²

DECISION MAKERS

2.4x

more likely to be senior business executives³

HIGH-NET-WORTH

\$977k

average value of investments²



STAR WEEKLY

Your local property guide

With six magazines and a total circulation of more than 260,000⁴, target buyers in Melbourne's western and northern suburbs in the *Star Weekly*.



THE WEEKLY REVIEW

Captivate a targeted local audience

The Weekly Review celebrates the best of Melbourne across six urban footprints.

Target buyers by area and showcase the lifestyle that your property offers to a highly engaged local audience.

-  Target buyers in one or all six magazines in Victoria
-  Promote the lifestyle that comes with your property
-  Delivered free to an engaged local audience each week

HIGH VISIBILITY

387,070

Combined circulation of *The Weekly Review* publications⁴

HIGHLY ENGAGED

1.83

readers per copy⁵

PROPERTY SAVVY

69%

own or mortgage their home⁵

Source: 4. Circulation numbers audited by AMMA Independent auditors. 5. *The Weekly Review* readers survey, 2017.



ADVERTISING OPTIONS



DOUBLE PAGE SPREAD



FULL PAGE



HALF PAGE



QUARTER PAGE BLOCK



QUARTER PAGE HORIZONTAL



1/8 PAGE

	DOUBLE PAGE SPREAD	FULL PAGE	HALF PAGE	QUARTER PAGE BLOCK	QUARTER PAGE HORIZONTAL	1/8 PAGE
<i>DOMAIN MAGAZINE</i>	✓	✓	✓	✓		✓
<i>DOMAIN PRESTIGE</i>	✓	✓	✓			
<i>THE WEEKLY REVIEW</i>	✓	✓	✓	✓		✓
<i>STAR WEEKLY</i>	✓	✓	✓	✓	✓	✓

1/8 pages can only be booked as part of a 1/4 page. *Some suburb exclusions may apply.

Domain delivers buyers. Contact your real agent today.