

Media release

New Domain Chinese launches

Monday, 22 October 2012: Domain has launched Domain Chinese, the first property magazine for the Sydney Chinese community that not only features listings, but also editorial content as well as statistics and tools for the property investor.

Domain Chinese is a free weekly magazine and properties featured in the magazine will have the opportunity to be featured on Chinatown.com.au, one of Australia's leading Chinese websites.

An online presence for Domain Chinese is currently being developed with a similar look to Domain.com.au and will be launched next year.

Domain Chinese will publish quarterly property awards and host an annual awards program with categories such as best project campaign award and best designed house award, to recognise the best examples of real estate marketing targeting the Sydney Chinese community.

"Domain Chinese is an important addition to Domain's suite of print, web and mobile products. The ability to directly target Sydney's Chinese community is an exciting prospect for many of our real estate agent and vendor clients," said Matt Siddons, Marketing Director, Real Estate, for Fairfax Marketplaces.

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For further information or to arrange an interview contact:

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About Domain

Domain is one of Australia's leading real estate destinations and offers an integrated multi-platform solution that spans online, print and mobile for the real estate industry, as well as homebuyers, sellers and renters. With the most suburb specific details, a world-leading 'radar' search functionality, convenient home alerts, sold property listings, sales histories and Australia's leading property search mobile apps, Domain offers the easiest and most informative search experience. Domain is available through more than 200 metropolitan, regional and community newspapers, domain.com.au and through an extensive suite of mobile apps.