



Print packs a punch in multi-channel property marketing



19 million newspapers are bought by Australians every week¹



83% of Australians read a newspaper every week¹



93% of Australians consume newspapers combined with online when looking to buy or build a property³



13% of tablet users are already paying to read digital versions of newspapers²



more people read a newspaper every week than use the internet every month¹



80% of Australians planning to buy or build a property within 12 months read a paper in the last 7 days³

Reach and audience

Only with Fairfax can you reach the most relevant, engaged and affluent AB audience.

The Sydney Morning Herald - Mid Week



649,000 readers³

64% market share of the AB demographic³

51,000 intend to buy or build property in the next 12 months³

The Sydney Morning Herald - Saturday



Around **1 million** readers³

75% market share of the AB demographic³

73,000 intend to buy or build property in the next 12 months³

2% increase in readership of Domain from June 2011 to June 2012⁴

15.1 minutes spent reading the Domain (increased from 12.4 minutes year on year)⁴

The Sun-Herald - Sunday



Around **1 million** readers³

57% market share of the AB demographic³

93,000 intend to buy or build property in the next 12 months³

5% increase in readership of Domain from June 2011 to June 2012⁴

10.3 minutes spent reading the Domain (increased from 9 minutes year on year)⁴

Print complements online



Reach

- Fairfax newspapers reach a large engaged and affluent AB audience³
- Print reaches 'active' and 'out of market' buyers and sellers from a wider geography, cost effectively⁵
- Print complements online - drives web traffic



Impact

- Print creates greater visual impact and recall for your brand and properties⁵
- Large space print ads showcase premium properties and increase the sale price⁶
- Greater creative options with print



Credibility

- Print is the most respected, influential and trusted of any main stream media⁵
- Informative editorial helps buyers, sellers, renters and investors make decisions⁵

All bases covered



Print

Over **3.4 million** readers nationally⁷



Online

Almost **1.8 million** UA's nationally per month⁸

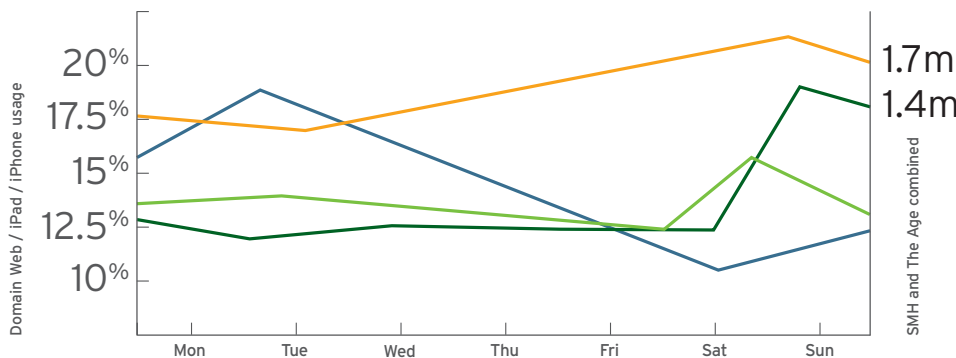
Almost **865,000** UA's in NSW per month⁸



Mobile

1.1 million iPad and smart phone app downloads⁹

Over **3.1 million** visits per month⁹



Web

Used heaviest at the start of the week⁹



iPhone iPad

Used on the weekend for 'on the go' accessibility⁹



Print

Read the most on Friday and the weekend³

1. The Newspaper Works Roy Morgan Single Source July 2010 - June 2011; 2. Newspaper Works. PwC Australian Entertainment & Media Outlook 2011 -2015; 3. Roy Morgan Research June 2012. (AB audience compared to The Daily Telegraph or Sunday Telegraph. AB demographic = professional occupation, degree qualified, earn \$130k+); 4. Readerscope June 2012; 5. Newspaper works; 6. Findings of research commissioned by Gil Davis, Australian author of Sell For more; 7. Roy Morgan Research, March 2012. Based on The Sydney Morning Herald M-F, Newcastle Herald M-F, Fairfax Community Newspapers (NSW), The Examiner M-F, The Sydney Morning Herald Sat, The Saturday Age, Canberra Times Sat, Newcastle Herald Sat, Illawarra Mercury Sat, The Sun-Herald, The Sunday Age; 8. Nielsen Online Ratings, June 2012.

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