

Media release

Domain.com.au and Telstra Media partnership goes live

Wednesday, 3 October 2012: The Domain.com.au and Telstra Media joint online partnership announced in August went live late yesterday.

The partnership will offer greater exposure to Domain agents and their clients for their property listings – the Telstra BigPond website currently averages more than 5,500,000 unique audience visitors monthly.

Fairfax Real Estate developed a co-branded version of the Domain.com.au website through Telstra BigPond, and the site will feature Domain property listings as well as real estate content for other areas of the BigPond website.

“We are very pleased that the Domain and Telstra Media site has now gone live,” said Matt Siddons, Marketing Director, Real Estate, for Fairfax Marketplaces.

“The strength and audience reach of Telstra BigPond will bring even greater value to agents and their clients, which is in addition to Domain’s web and print offerings and our award-winning range of mobile apps,” said Mr Siddons.

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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.