

Domain
Print Advertising Solutions 2016

Residential | NSW



Published in metro copies of Friday's *The Australian Financial Review* and Saturday's *The Sydney Morning Herald*, Domain's weekly liftouts cover the best in property and lifestyle.

Adding Domain print to your domain.com.au listings is an effective way to boost your market exposure, helping you sell your properties faster and for more.



Informative

Relevant and engaging editorial, data and features



Effective

Greater visual impact, stimulating more enquiries



Reach

Combined readership of over 479,000 property seekers each month



Boost your exposure with print

In NSW, adding Domain print to your domain.com.au advertising campaign boosts your exposure to 2.14 million active and engaged property seekers each month.

Combined audience

1.87m

Domain digital + Domain print monthly audience¹

Social Grade A or B



are within top 40% of Australian population²

Serious buyers

262K





intend to buy property in the next 12 months

Source: emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, Nielsen Digital Ratings June 2016, People 14+. 1. Domain and Allhomes digital refers to domain.com.au and allhomes.com.au (brand), Domain print refers to Domain in Fri AFR, Sat SMH, net 4 weeks. 2. Top 40% of the population is determined by income, education, occupation and home ownership.

Advertising options

Domain in The Sydney Morning Herald

Published in metro copies of Friday's *The Australian Financial Review* and Saturday's *The Sydney Morning Herald*.

Full page	1/2 page	1/4 page	1/8 page
			
8 modules high Code: T84 Size mm: 374x260 Colour: \$3,872 incl. GST	4 modules high Code: T44 Size mm: 186x260 Colour: \$1,936 incl. GST	4 modules high Code: T42 Size mm: 186x129 Colour: \$968 incl. GST	2 modules high Code: T22 Size mm: 92x129 Colour: \$484 incl. GST

Deadlines*

The Sydney Morning Herald – Saturday Domain	
Display bookings	12 noon Wednesday prior
Lineage bookings	Phone 5pm Wednesday prior
Material	5pm Wednesday prior
Cancellations	5pm Tuesday prior to print
Contact	Helen Killick: 02 9282 3523 domainads@fairfaxmedia.com.au

*Deadlines may vary based on creative suppliers requiring a greater lead time.

For full terms and conditions visit adcentre.com.au/fairfax-advertising-terms

Rates are for single resale properties only and are not available for multiple dwelling buildings, projects or developments. Prices are GST inclusive and subject to change without notice. Agency commission is not payable on advertising for residential real estate agencies.

To increase your exposure with print, contact your Account Manager today

1300 199 799 | domainads@fairfaxmedia.com.au

Domain

