



Domain
Print Advertising Solutions 2016

Developers | VIC



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

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



Informative

Relevant and engaging editorial, data and features



Effective

Greater visual impact, stimulating more enquiries



Reach

Readership of over 600,000 property seekers and investors each month



Boost your exposure with print

In Victoria, adding Domain print to your domain.com.au advertising campaign can boost your exposure to **1.27 million active and engaged property seekers and investors** each month.

Combined audience

1.27m

Domain digital + Domain print monthly audience¹

Social Grade A or B



are within the top 40% of Australian population²

Serious buyers

188K

intend to buy a new or investment property in the next 12 months

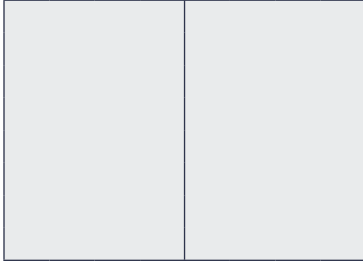
Source: emma™ conducted by Ipsos MediaCT, 12 months ending Nov 2015, Nielsen Online Ratings Nov 2015, People 14+. 1. Domain digital refers to domain.com.au and allhomes.com.au (brand), Domain print refers to Domain in Fri AFR, Sat The Age, net 4 weeks. 2. Top 40% of the population is determined by income, education, occupation, home ownership.

Advertising options

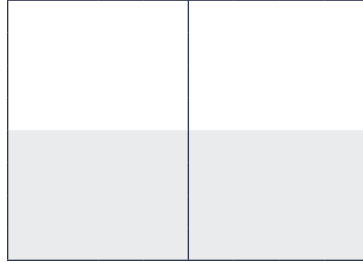
Domain in Saturday's The Age

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

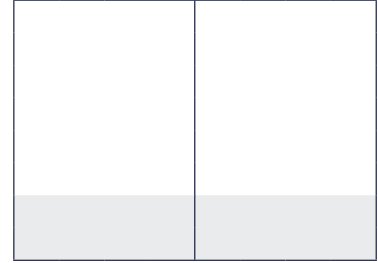
8 modules wide



8 modules high
Code: T8Pan
Size mm: 374x550
Colour: \$30,000 excl. GST



4 modules high
Code: T4Pan
Size mm: 186x550
Colour: \$15,000 excl. GST

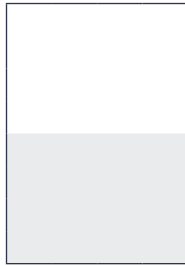


2 modules high
Code: T2Pan
Size mm: 92x550
Colour: \$5,624 excl. GST

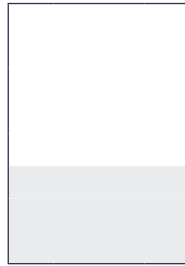
4 modules wide



8 modules high
Code: T84
Size mm: 374x260
Colour: \$15,000 excl. GST



4 modules high
Code: T44
Size mm: 186x260
Colour: \$7,500 excl. GST

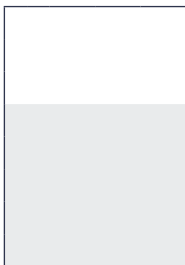


3 modules high
Code: T34
Size mm: 139x260
Colour: \$3,750 excl. GST

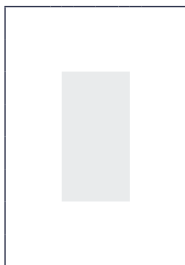


2 modules high
Code: T24
Size mm: 92x260
Colour: \$2,812 excl. GST

Development Spotlight Advertorial Open For Inspections (OFI) Houses for sale



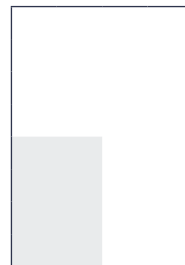
5 modules high
Code: T54
Size mm: 233x260
Colour: \$12,400 excl. GST



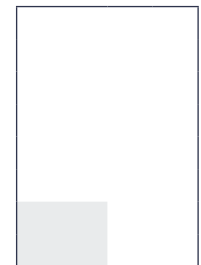
4 modules high
Code: T4
Size mm: 186x84
Colour: \$4,500 excl. GST



8 modules high
Code: T82
Size mm: 374x129
Colour: \$12,850 excl. GST



4 modules high
Code: T42
Size mm: 186x129
Colour: \$6,430 excl. GST



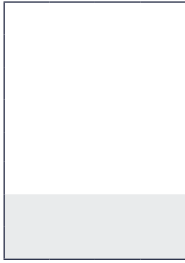
2 modules high
Code: T22
Size mm: 92x129
Colour: \$3,215 excl. GST

Advertising options

Domain in Sunday's The Age

Published in metro copies of Sunday's **The Age**.

4 modules wide

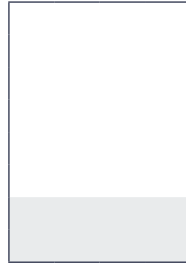


2 modules high front page

Code: T24

Size mm: 92x260

Colour: \$3,600 excl. GST

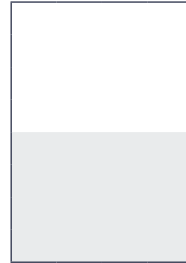


2 modules high

Code: T24

Size mm: 92x260

Colour: \$2,400 excl. GST



4 modules high

Code: T44

Size mm: 186x260

Colour: \$4,800 excl. GST

Deadlines

	Saturday's The Age	Sunday's The Age
Display bookings	Noon Wednesday prior	Noon Friday prior
Material	4pm Wednesday prior	2pm Friday prior
Cancellations	2 weeks Tuesday prior to print	2 weeks Thursday prior to print
Contact	Yvonne Callaghan: 03 9249 5297 Prue Reynolds: 03 9249 5287	newproperties@domain.com.au

Note: Deadlines may vary based on creative suppliers requiring a greater leadtime.

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

Prices are GST exclusive and subject to change without notice. Agency commission is not payable on advertising for real estate agencies.

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

03 9549 5297 | newproperties@domain.com.au

Domain

DML15026