

Domain

PRESTIGE

THE BEST IN AUSTRALIAN PROPERTY

Premium print solutions | Developers

FINANCIAL REVIEW



Australia's premier property liftout

Published nationally in *The Australian Financial Review* each Wednesday, Domain Prestige covers the best in Australia's premium real estate and editorial.

With a national audience of **303,000 affluent and engaged property seekers** each week¹, adding Domain Prestige to your Domain digital marketing campaign is a proven winning formula to help you achieve the best sales result.



Exceptional reach

National print exposure within Australia's premier property liftout, plus as a digital edition on Domain



Quality audience

Target an affluent audience of qualified decision makers with a high propensity to buy property



Strong visual impact

Large, vivid property imagery to capture buyer attention and drive greater interest



Compelling editorial

Editorial features appealing to the high-end buyer and investor markets across Australia

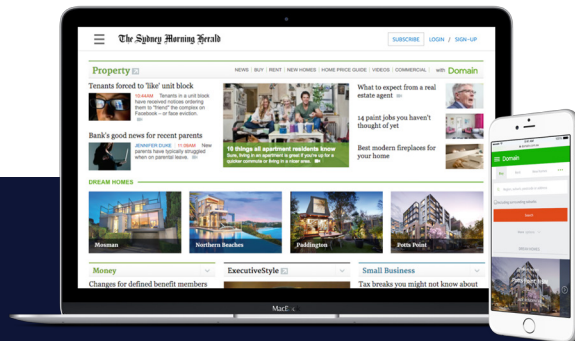


Reach a qualified buying audience

Showcase your premier project to *The Australian Financial Review's* highly engaged executive audience.

The Australian Financial Review - Wednesday¹

<p>SOCIAL GRADE A OR B</p> <p>83%</p> <p>of readers are within the top 40% of the Australian population</p>	<p>SERIOUS BUYERS</p> <p>20%</p> <p>of readers intend to buy a property within 12 months</p>	<p>PRINT DELIVERS BUYERS</p> <p>68%</p> <p>of Australian home buyers use print during their path to purchase²</p>
<p>HIGH NET WORTH</p>  <p>AFR readers have the highest average income of any newspaper in Australia</p>	<p>PROPERTY INVESTORS</p> <p>2X</p> <p>readers are twice as likely to buy an investment property*</p>	<p>KEY DECISION MAKERS</p> <p>52%</p> <p>of Australia's executive real estate decision makers read The AFR weekly³</p>



Add extraordinary reach with Domain Dream Homes

Packaging Domain Prestige with Dream Homes gives your project unprecedented homepage exposure to buyers across Australia and abroad.

Dream Homes features Australia's most beautiful homes on the homepage of Fairfax Media's leading digital news sites, plus on the Domain homepage in your chosen state.

UNMATCHED EXPOSURE

4.5m

more potential views weekly by featuring your project on a Fairfax Media news homepage⁴

OUT OF AREA BUYERS

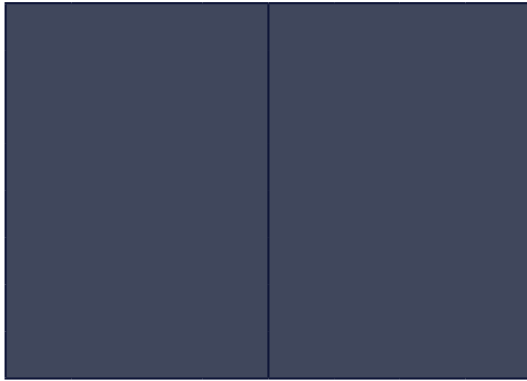
30%

are located interstate or overseas⁵

Source: 1. Emma™ conducted by Ipsos MediaCT, 12 months ending Apr 2016, Nielsen Online Ratings Apr 2016, People 14+. 2. GFK Home Buyer Research Oct 2015: Surveys conducted via 20min online survey using an external panel provider. Survey ran from 25 Sep to 19 Oct 2015. Sample: 2007 Australian 1st owner occupier, 2nd + owner occupier or investor home seekers (have purchased past 12 months or intend to purchase in the next 12 months) representative in age, gender and location, plus boost of 502 nationally representative consumers for benchmarking. 3. Business Elite AU Survey, 2014. 4. Adobe Analytics, Jul 2016. 5. Google analytics Jun 2016. *More likely than the average Australian.

Material and deadlines

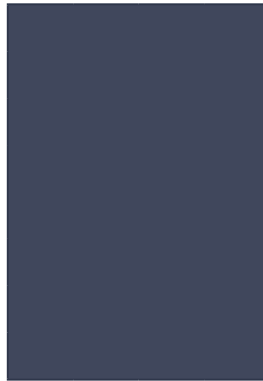
Capture buyer attention in the high-end market with Domain Prestige's impactful ad sizes.



Double page spread

Type area: 335 x 536mm
Trim size: 355 x 556mm
Bleed: 365 x 566mm

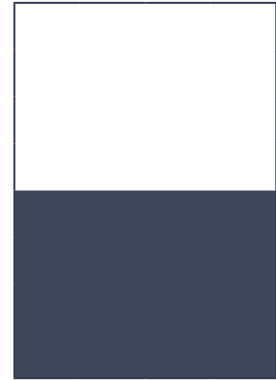
Cost: \$10,000 + GST



Full page

Type area: 335 x 258mm
Trim size: 355 x 278mm
Bleed: 365 x 288mm

Cost: \$6,000 + GST



Half page

Type area: 153 x 258mm
Trim size: 173 x 278mm
Bleed: 183 x 288mm

Cost: \$4,000 + GST

Publication date	Wednesday
Booking deadline*	3pm AEST Tuesday week prior
Cancellation deadline*	12 noon AEST Monday week prior
Material deadline*	5pm AEST Tuesday week prior
Editorial contact	jen.melocco@domain.com.au



Domain Prestige specifications differ from other Domain print publications. Rates are for multiple dwelling buildings, projects, developments or commercial offers. All prices exclude GST. Add 20% load to the rates to guarantee position. *Deadlines stated move to AEDT accordingly.

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