

Domain

# NAT PLATINUM PACKAGE

Unprecedented exposure for your premier property



FINANCIAL REVIEW

The Sydney Morning Herald

THE  AGE









## NATIONAL PLATINUM PACKAGE

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For the first time, Domain offers sellers the ultimate package – The cover of Domain Prestige in *The Australian Financial Review*, magazine advertising across Domain in *The Sydney Morning Herald* and *The Age*, domain.com.au editorial exposure, a homepage feature on Fairfax Media’s leading news sites and extensive amplification through Domain’s influential social media for your premier property.

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### NATIONAL PLATINUM PACKAGE ELEMENTS

#### Editorial

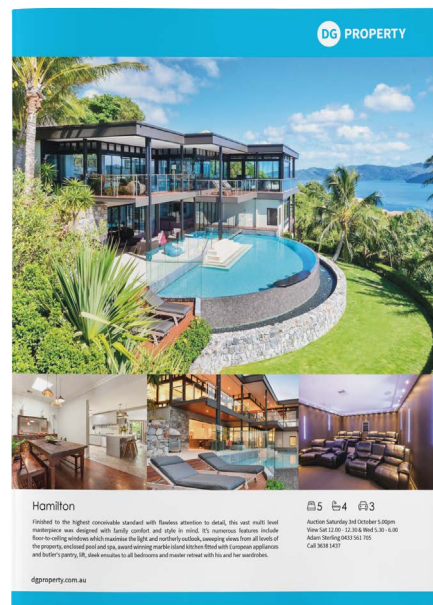
- The cover of Domain Prestige in Wednesday’s *The AFR*, plus cover story
- Domain digital editorial article
- Targeted Domain editorial eBrochure
- Listing showcased via Domain Facebook, Instagram and Twitter

#### Advertising

- Domain Prestige full page advertisement x 3 weeks
- Domain in Saturday’s *The SMH* and *The Age*, plus Friday’s *The AFR* full page advertisements x 2 weeks
- Domain Dream Homes on smh.com.au, theage.com.au, brisbanetimes.com.au, watoday.com.au and canberratimes.com.au
- Domain Social Boost x 4 weeks

INVESTMENT: \$40,070 GST inclusive

Cancellation of any portion of the National Platinum Package that occurs after the first insertion / appearance date of any of the products outlined in the booking agreement will be billed at the total cost of the bundle. National Platinum Packages are subject to availability. Editorial inclusion is subject to Editor approval. Online advertising terms and conditions: [domain.com.au/group/agent-centre](https://domain.com.au/group/agent-centre). Magazine advertising terms and conditions: [adcentre.com.au/terms-conditions](https://adcentre.com.au/terms-conditions). Rates are for single resale properties only at the discretion of Domain and are not available for multiple dwelling buildings, projects or developments. Prices are subject to change without notice. Agency commission is not payable on advertising for residential real estate agencies.



**THE COVER OF DOMAIN PRESTIGE IN THE AFR, PLUS COVER STORY**  
Australia's premier property liftout

Published in Wednesday's *The Australian Financial Review*, Domain Prestige showcases the best in luxury Australian property and editorial.

With a national audience of **312,000 affluent and engaged property seekers each Wednesday<sup>1</sup>**, advertising in Domain Prestige gives you unparalleled access to senior business executives across Australia.

Capture buyer attention by featuring your premier property on the cover of Domain Prestige. Plus, tell your property's story with a double page cover story and three weeks of full page advertising.

DECISION MAKERS<sup>2</sup>

**52%**

of Australia's executive real estate decision makers read *The AFR* weekly

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ULTRA HIGH NET WORTH<sup>1</sup>

**22%**

of Australia's ultra high net worth individuals read *The AFR* each Wednesday

COMBINED READERSHIP<sup>1</sup>

**1.7m**

Domain in Saturday's *The SMH* and *The Age*, Friday's *The AFR* and Domain Prestige every month

Source: 1. emma™ conducted by Ipsos MediaCT, People 14+, for the 12 months ending Mar 2017, Nielsen Digital Ratings Monthly Mar 2017, ultra high net worth individuals are those who earn over \$300k annually. 2. Business Elite Australia survey, 2014.





## DOMAIN IN *THE SMH* & *THE AGE* Reach qualified and informed buyers

Attract more active buyers with Domain's leading property magazines in Sydney and Melbourne. Published in metropolitan copies of Saturday's *The Sydney Morning Herald* and *The Age*, plus Friday's *The Australian Financial Review*, Domain's weekly magazines cover the best in Australian living.

Connect your property to **1.5 million property seekers each month<sup>1</sup>** with two weeks of full page advertising per magazine.



**2.5X MORE LIKELY TO EARN AN ANNUAL INCOME OVER \$300K+<sup>1</sup>**



**179K INTEND TO BUY PROPERTY WITHIN 12 MONTHS<sup>1</sup>**

## DOMAIN.COM.AU EDITORIAL ARTICLE AND TARGETED EBROCHURE

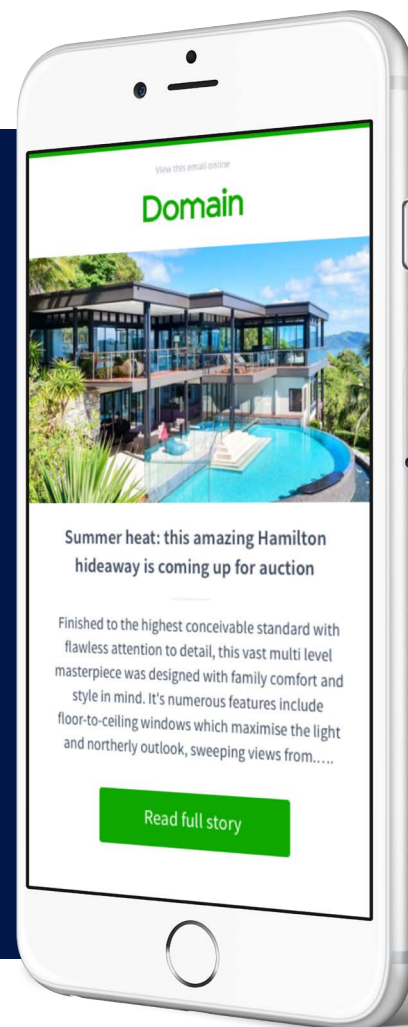
Tell your property's story with a digital editorial article on domain.com.au.

Amplified through the Fairfax Media network, Domain is Australia's leading site for property news and editorial.

Your property's feature will then be broadcast via a targeted email to Domain News subscribers, highlighting your property's appeal to buyers looking in the prestige market.



**2.1M VISITS WEEKLY<sup>3</sup>**



Source: 3. Average weekly sessions to editorial pages of domain.com.au, averaged over 4 weeks ending 26 Mar 2017. Sourced via Google Analytics, desktop and mobile websites (excl. apps).



## DOMAIN DREAM HOMES

Exceptional homepage positioning on Fairfax Media's leading news sites

Dream Homes features Australia's most prestigious properties on the homepage of Fairfax Media's leading news sites plus the homepage of domain.com.au, boosting your reach to over **7.3 million potential buyers every month**<sup>1</sup>.

The extended reach and audience calibre delivered by Dream Homes boosts your exposure to both active and passive property seekers across Australia and abroad.



11.7 MILLION VISITS WEEKLY<sup>2</sup>

UNMATCHED AUDIENCE<sup>1</sup>

**7.3m**

Domain digital + smh.com.au, theage.com.au, brisbanetimes.com.au, watoday.com.au and canberratimes.com.au each month

BUYER ENQUIRY<sup>3</sup>

**2X**

more enquiries than the week prior or after

OUT OF AREA BUYERS<sup>4</sup>

**24%**

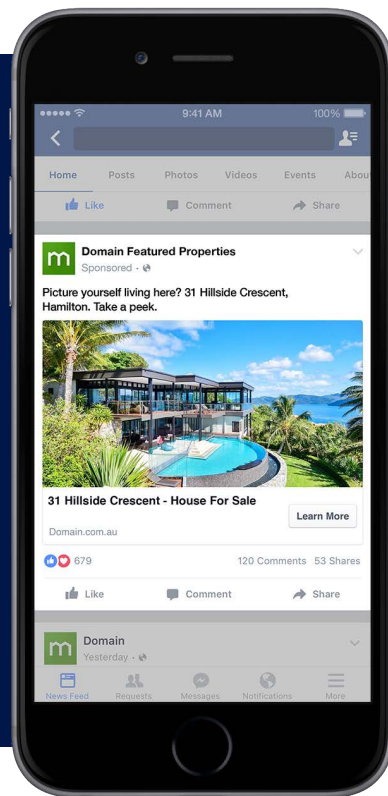
are located interstate or overseas

Source: 1. emma™ conducted by Ipsos MediaCT, People 14+, for the 12 months ending Mar 2017, Nielsen Digital Ratings Monthly Mar 2017. 2. Site Catalyst average of 4 weeks to 11 Dec 2016, masthead publications only. 3. Average uplift in events during the week of Dream Homes campaigns compared to weeks before and after the campaign. Sourced from internal Domain data, Feb 2017 – Apr 2017. Enquiries include agent profile views and number views, calls to agent from mobile, completed rental applications, leads and saved inspection times. 4. Google Analytics, desktop and mobile web (excl. Apps), Apr 2017.

## DOMAIN SOCIAL BOOST

Showcase your property as a Domain sponsored post on Facebook.

Combining Domain's powerful search insights with Facebook's extensive reach, Social Boost presents your property to active property seekers within your local area via their Facebook news feed.



## DOMAIN FACEBOOK, INSTAGRAM AND TWITTER SOCIAL POST

Leverage Domain's social leadership

Amplify your premier property via the **#1 most followed property brand in Australia and #2 in the world on social media<sup>5</sup>**, capturing active and passive buyers when they're most engaged.

With a **combined social following of 1.25 million<sup>6</sup>**, Domain's Facebook, Instagram and Twitter pages boost your property's exposure to an international buying audience.



SOCIAL LEADERSHIP<sup>5</sup>

#1

most followed property brand in Australia and #2 in the world on social media

TOTAL REACH<sup>6</sup>

1.25m

Domain's combined social media following

ENGAGEMENT<sup>5</sup>

3X

stronger engagement on Facebook compared to AU industry average

Source: 5. Facebook Insights Jan 2017. 6. Combined followers (Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Google+), Apr 2017.

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To feature your property contact your  
real estate agent today