



Domain

## MARKETING PACKAGE

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QUEENSLAND

## YOUR COMPLETE PROPERTY MARKETING SOLUTION

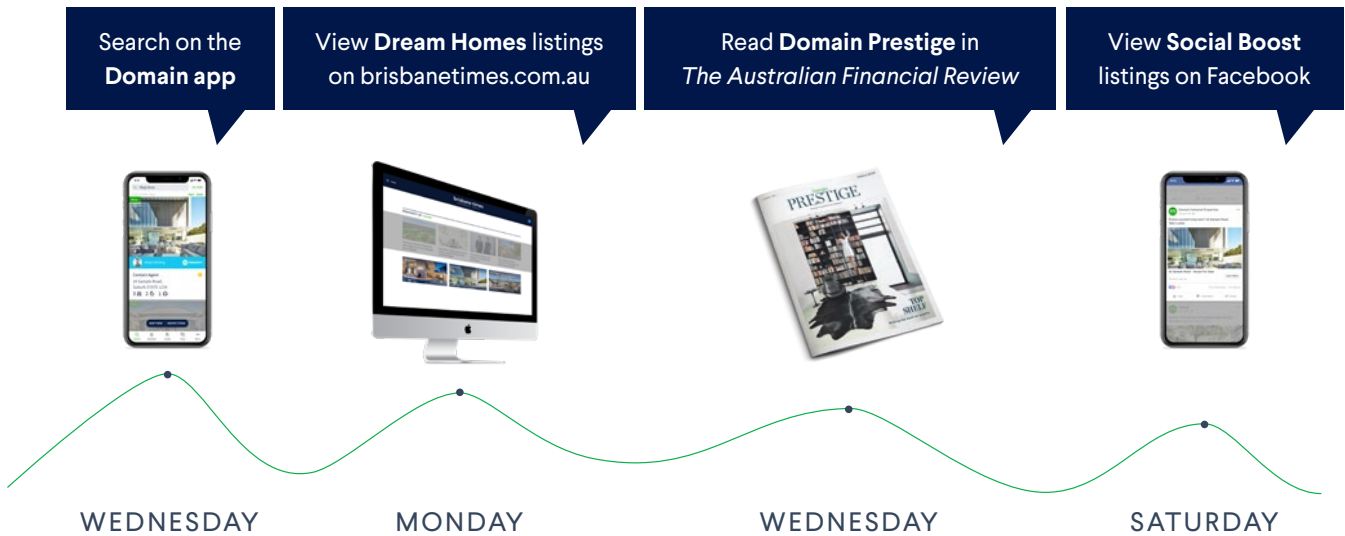
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Target more qualified buyers using Domain's comprehensive multi-platform marketing solutions, in conjunction with your Platinum listing.

Drive more enquiries and achieve the best result for your property by combining magazine, digital and social advertising; allowing you to reach active and passive buyers living locally and abroad.

## MULTI-CHANNEL BUYER JOURNEY

Connect with buyers at all stages of their property search



UNMATCHED AUDIENCE

**4,080,000**

Includes Domain digital, [brisbanetimes.com.au](http://brisbanetimes.com.au) and Domain Prestige in Wednesday's *The AFR*<sup>1</sup>

SERIOUS BUYERS

**540k**

intend to buy a property in the next 12 months<sup>1</sup>

POWER OF MAGAZINE

**78%**

of home buyers use print in their property search<sup>2</sup>

## DOMAIN PRESTIGE IN THE AFR

Australia's premiere property magazine

Nationally inserted into *The Australian Financial Review* each Wednesday, Domain Prestige showcases the best in luxury Australian property and editorial.

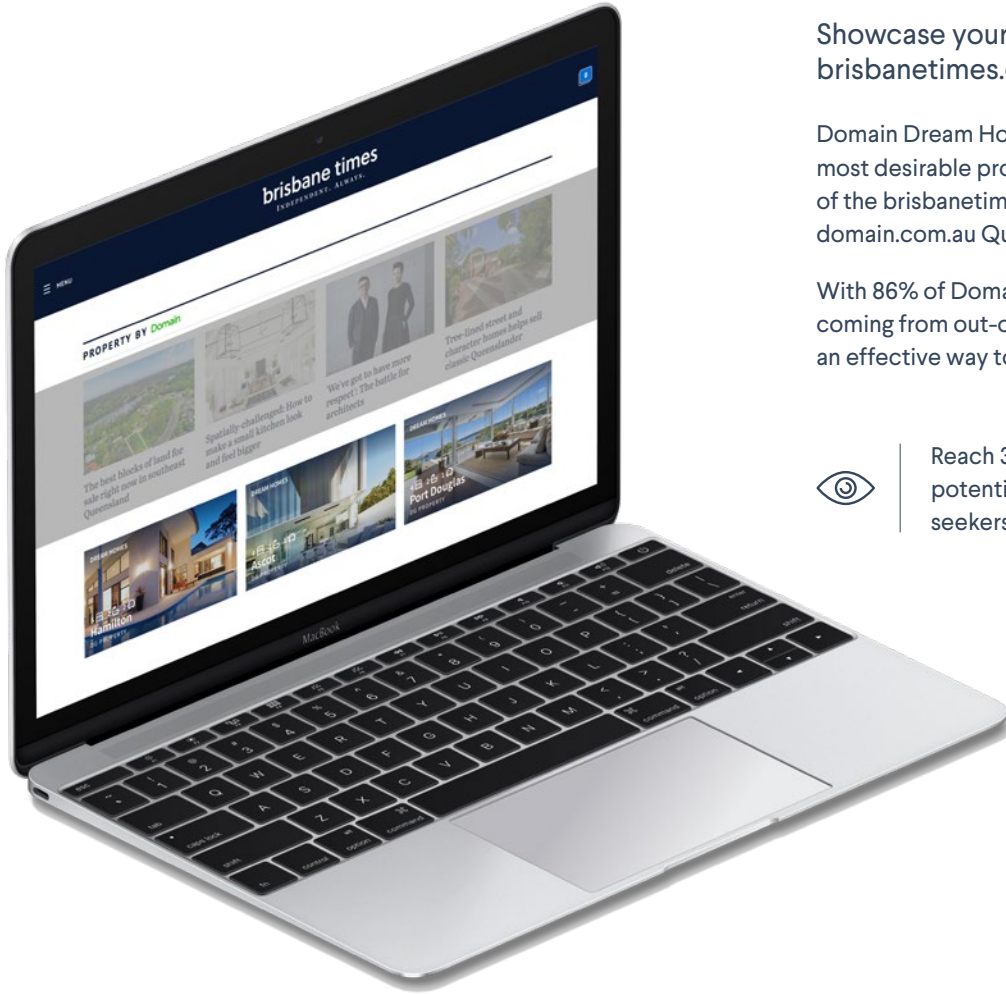
Reaching **293,000 property seekers each month**<sup>1</sup>, advertising in Domain Prestige gives you unparalleled access to *The AFR*'s affluent executive audience.



Readers of *The AFR* have the highest average income of any Australian newspaper<sup>1</sup>



Source: 1. emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Oct 2017. Nielsen Digital Ratings (Monthly) Oct 2017, people 14+ only. 2. Property Insights Report, GFK research, Jun 2017.



## DREAM HOMES

Showcase your property on the [brisbanetimes.com.au](http://brisbanetimes.com.au) homepage

Domain Dream Homes features Queensland's most desirable properties on the homepages of the [brisbanetimes.com.au](http://brisbanetimes.com.au) and [domain.com.au](http://domain.com.au) Queensland.

With 86% of Domain searches for property coming from out-of-suburb<sup>1</sup>, Dream Homes is an effective way to inspire new audiences.



Reach 3.9 million potential property seekers monthly<sup>1</sup>

## SOCIAL BOOST

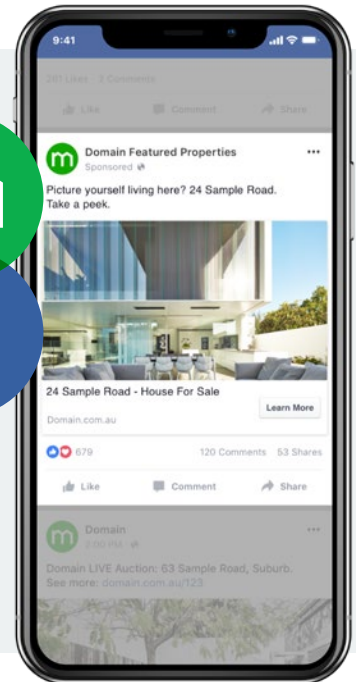
Boost your marketing campaign with Facebook

Domain Social Boost showcases your property as a Domain sponsored post on Facebook.

Using intelligent targeting, Social Boost amplifies your listing to buyers actively searching in your area to help you sell your property faster and for more.



80% of millennial home buyers in Australia use social media in their property search<sup>2</sup>





## MARKETING PACKAGE ELEMENTS

Value: \$7,502 incl. GST  
Investment: \$4,345 incl. GST








Domain Prestige in *The AFR* half page  
X 3 WEEKS



Dream Homes  
X 7 DAYS



Social Boost  
X 7 DAYS

UPSIZING YOUR CAMPAIGN	EXTENDING YOUR CAMPAIGN
<p><b>Domain Prestige</b> To a full page ad X 1 WEEK \$550 incl. GST <i>DPS option also available</i></p> 	<p><b>Domain Prestige</b> Additional half page ad X 1 WEEK <i>Refer to rate card for pricing</i> <i>Full page and DPS options also available</i></p> 
<p><b>Domain in <i>The SMH</i> and <i>The AFR</i></b> Add 1/4 page ad X 1 WEEK \$550 incl. GST <i>Half page, full page and DPS options also available</i></p> 	<p><b>Dream Homes</b> Additional X 7 DAYS \$550 incl. GST</p> 
	<p><b>Social Boost</b> Additional X 7 DAYS <i>Refer to rate card for pricing</i></p> 

Cancellation of any portion of the QLD Marketing 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 Package. QLD Marketing Packages are subject to availability and only available with a Platinum listing. Online advertising terms and conditions: [domain.com.au/group/agent-centre](http://domain.com.au/group/agent-centre). Magazine advertising terms and conditions: [adcentre.com.au/terms-conditions](http://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 inclusive of GST and subject to change without notice. Agency commission is not payable on advertising for residential real estate agencies.

Domain delivers buyers. Contact your real estate agent today.