



Domain MAGAZINE SOLUTIONS

REACH NEW BUYERS WITH DOMAIN MAGAZINES

Leveraging Domain's editorial leadership as Australia's leading publisher of property journalism¹, Domain Magazines help you connect with and engage a large local and national audience of active and passive property seekers.

Stunning photography and compelling stories will bring your home to life across the pages of these well known and established publications, connecting you to the right kind of buyers.

DOMAIN PRESTIGE

Australia's luxury property magazine

Nationally inserted into copies of *The Australian Financial Review* each Wednesday[^], Domain Prestige features the best luxury homes around the country.

Catering for the discerning high-end buyer with articles on architecture, design and the latest in elite residential trends, Domain Prestige places a new lens on luxury real estate.

UNMATCHED AUDIENCE

315k

Australians read Domain Prestige each month²



Your property will be displayed in the Domain Prestige magazine to a digital audience on *The AFR* app



SHOWCASE YOUR PROPERTY TO HIGH-NET-WORTH BUYERS AND INVESTORS

1 in 2

of Australia's high net worth individuals (\$300k) read *The AFR* Monthly²

73%

of *The AFR* readers are social grade A or B²

72%

The AFR readers are 72% more likely to have investments over \$500k^{**}

Source: 1. Australia's leading publisher of property journalism based on visits to News & Advice on domain.com.au & Allhomes (Google Analytics, Oct 2018) vs REA News & Lifestyle (REA Media Kit Oct 2018). 2. emma™ conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018. *Percentage more likely compared to the average Australian aged 14+. ^Some suburb exclusions may apply.

DOMAIN IN THE AGE AND THE AFR

Inspire active and passive buyers

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

Grab the attention of Domain's highly affluent audience and inspire the passive buyer with engaging editorial and a captivating design, while reaching more high net worth individuals who are ready to buy or invest.

BOOST YOUR EXPOSURE

1.01m

Australians read Saturday's *The Age* and Friday's *The AFR* each month²



Your property will be displayed in the Domain Magazine to a digital audience on *The Age* iPad app



CONNECT WITH A PROFESSIONAL AND AFFLUENT AUDIENCE

67%

of *The AFR* and *The Age* readers are social grade A or B²

1 in 5

of the Domain Magazine (in *The AFR* and *The Age*) readers have investments valued at over \$500k²

DOMAIN REVIEW

Captivate a targeted local audience

Domain Review celebrates the best of Melbourne across five urban footprints.

Target buyers by area and showcase the lifestyle that your property offers to a highly engaged audience.



Five magazines in Victoria to target local buyers by area



Celebrate the best of Melbourne and promote the lifestyle that comes with your property



Delivered free each week to an engaged and local audience



DOMAIN REVIEW CIRCULATION³

Stonnington & Boroondara

93,757 homes in the Stonnington and Boroondara suburbs.

Bayside & Port Phillip

39,598 homes in the Bayside suburbs.

Eastern

39,973 homes in the Eastern suburbs.

Melbourne Times

43,753 homes in the Northern suburbs.

Moonee Valley

40,750 homes in the North Western suburbs.



Source: 3. Audited Media Association of Australia; CAB Total Distribution Audit, Sept 2018.

EXTEND YOUR EXPOSURE

By combining your digital exposure with Domain Magazines, you have the potential to reach over **7.2 million Australians**⁴.

HELP SELL YOUR PROPERTY FASTER

27
DAYS

less on market for listings featured in Domain Magazines⁵



REACH MORE PEOPLE THAN EVER BEFORE

2.02m

Domain's digital and print audience in Victoria⁶

86%

of Domain sale enquiries in Victoria come from out-of-area⁷

43%

Domain reaches almost half of all Victorians aged 14+⁶

Source: 4. emma™ conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Oct 2018. Total Domain Print and Digital, Includes *Domain Review*, *Allhomes* and *Allhomes.com.au* in *The Canberra Times*. 5. Domain residential sale listings only, sourced via internal Domain data. Average reduction in days on market for all listings in Victoria paired with an advertisement in one of Domain's Magazines vs all other listings in Victoria on Domain. 6 months ending Dec 2018. Data as at Jan 2019. 6. emma™ conducted by Ipsos Australia, people 14+ for the 12 months ending Oct 2018. 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings 2018. Includes *Domain Review*. 7. Domain Group internal data, Oct 2018 (excludes international enquiries).



ADVERTISING OPTIONS



DOUBLE PAGE SPREAD



FULL PAGE



HALF PAGE



QUARTER PAGE BLOCK



1/8 PAGE*

	DOUBLE PAGE SPREAD	FULL PAGE	HALF PAGE	QUARTER PAGE BLOCK	1/8 PAGE*
DOMAIN PRESTIGE	✓	✓	✓		
DOMAIN MAGAZINE	✓	✓	✓	✓	✓
DOMAIN REVIEW	✓	✓	✓	✓	✓

*1/8 pages can only be booked as part of a 1/4 page.

Domain delivers buyers. Contact your real estate agent today.