

*“It’s the reason I buy The Advertiser. I like that it is a magazine and glossy. Love flipping the pages. If something piques my interest I will then go to the internet for more information. If it were not for the magazine, I would not have purchased my current home as it was in a suburb I never knew existed.”*

*From reader comment, from February 2017 survey.*

The Advertiser

# realestate Magazine

INSPIRING **BUYERS** | PROMOTING **VENDORS**

*News Corp* Australia

The Advertiser

Messenger

The Advertiser  
 realestate  
Magazine

Advertiser.com.au

news **Xtend**



**BILL DIMOU**  
Manager - Real Estate

"You cannot sell a secret." What does that statement mean?

It simply means that you are more likely to get a great result for vendors by reaching the maximum number of buyers.

That's where we come in.

Your local *Messenger* is an excellent environment for buyers to check properties in their local area.

Our **Real Estate Magazine** draws in Saturday readers with South Australia's most impressive homes, and presents the best features of properties with high resolution imagery on gloss.

And the state's top 100 properties are featured online on [advertiser.com.au/top100homes](http://advertiser.com.au/top100homes).

Collectively, our real estate solutions aim to inspire buyers, exceed vendor expectations, and increase agents' visibility.



**TOM BOWDEN**  
Real Estate Editor, Advertiser/Sunday Mail

*The Advertiser's Real Estate Magazine* has always been something of a barometer of agent quality in the eyes of many South Australians.

I often ask vendors why they chose their agent and get the response: "they've got a lot of properties in the Real Estate Magazine". It's clear a presence in this space has benefits.

Advertising in the Real Estate Magazine also has massive advantages for your vendors, and allows you to place your clients' properties squarely under the eyes of a stack of passive lifestyle buyers who would otherwise probably not have seen it in a restrictive, suburb-specific online search.

These buyers are emotive, and may be prepared to pay top dollar for your clients' homes. Plus, there's the magazine's longevity.

With analysis and commentary on the latest market activity and trends; financial advice and lifestyle features, and with *SAWeekend* on the back of the magazine as a flipbook, this special publication stays in homes and on coffee tables longer, which greatly increases your chance of finding a buyer.

We're fiercely proud of it and look forward to you being a part of it.

# PRINT MEDIA WORKS

Combining print media with online listings improves Adelaide real estate sales campaign results, compared to using online only.

**HIGHER SALE PRICES**  
**\$84,499 more**  
for Adelaide properties, on average

**QUICKER SALES**  
**20 days less**  
on the market

**MORE SUCCESS**  
**67% success rate**  
compared with 58% using online only

Average Adelaide Property Sales Price

-by advertising medium<sup>1</sup>

Property Type	Online Only	Online & Print
All Properties	\$388,454	\$472,953
Houses	\$473,583	\$529,365

Print increases online audiences & open inspection attendance

...compared to using online only:<sup>2</sup>

**28%** more page views for advertised property

**42%** more visitors to open inspections

**QUESTION**

WHY ARE PROPERTY CAMPAIGNS QUICKER AND MORE EFFECTIVE WHEN PRINT IS COMBINED WITH ONLINE MEDIA?

**ANSWER**

Reach is extended to a larger audience. This results in more genuine buyers, and increases the competition between them.

Print can accelerate passive browsers to active buyers, among those who discover what could be their dream home in the **Real Estate Magazine**.

Sources: <sup>1</sup>Core Logic, January 2017. <sup>2</sup>Ipsos MediaCT Real Estate Campaign Effectiveness Study, August 2015, sample of 436 properties.



# THE ADVERTISER ON SATURDAY

An iconic South Australian brand.

It sets the news agenda through the week, and on Saturday serves content for people when their focus turns away from work.

Busy people just need to get stuff done on Saturday, so businesses have an opportunity for visibility, enquiries, and trading.

The Advertiser on Saturday hosts the big decision sections – **Careers**, **Cars Guide**, and the **Real Estate Magazine** with **SA Weekend**.

Our weekend sections benefit advertisers because they deliver audiences that are on a path - somewhere between consideration and commitment.

Our Saturday liftouts are designed to inspire readers into action.



# REAL ESTATE MAGAZINE

Real estate never looked so good.

In 2016 we created our flagship weekend liftout by joining **SA Weekend** to the **Real Estate Magazine**.

In doing so we demonstrated our commitment to premium property advertising.

SA Weekend readers naturally browse the real estate content, adding to the audience mass, and creating more positive exposure opportunities for vendors and agents.

It is impossible for Saturday readers to ignore.

The gloss pages accommodate the high resolution imagery fundamental to generating interest and stirring buyer emotions.

This is how dream homes are presented.

And this is one way Adelaide's most confident agents present themselves every Saturday.





# SOUTH AUSTRALIAN BUSINESS JOURNAL

Published Tuesdays in *The Advertiser*, The Journal covers news, issues, and themes pertinent to the South Australian business community.

- Strategically important influential audience of decision makers.
- Focus on traditional South Australian pillars and emerging sectors.
- Business to business advertising environment.
- Smaller businesses for sale, partnerships, tenders, and franchise opportunities.

The **SA Business Journal** is a focal point for commercial property sales and leasing opportunities, targeting investors, and business owner/operators.

Commercial agents utilise images to highlight their portfolio's best assets to generate enquiries.

We give value to readers, so there are editorial opportunities for advertisers.

From large displays to smaller classified listings, the commercial property section accommodates all budgets, creating a complete commercial property marketplace.

**Average weekly readership: 68,000**



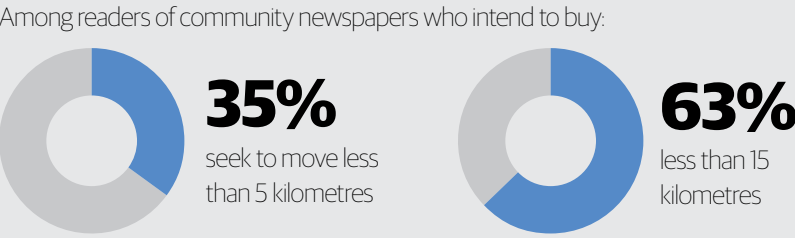
Source: emma, Ipsos MediaCT, 12 months ending December 2016.

# MESSENGER NEWSPAPERS – REAL ESTATE CLOSE TO HOME

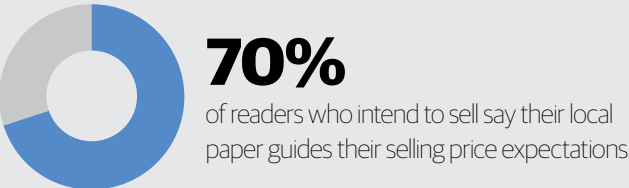
Messenger's real estate sections play a key role.

## For Buyers

House hunters often seek properties close to their current address.



## For Vendors



## For Agents

Messenger gives agents a strong local presence.



Source: Know The Locals Property Survey March 2015. n = 733. Buyers, n = 210. Sellers, n = 114





# DIGITAL MARKETING FOR CONNECTED REAL ESTATE AGENTS

We have a full suite of digital marketing solutions.

## Advertiser.com.au

South Australia's #1 news site.

Breaking news, business, entertainment, lifestyle and sport stories of the moment.

A go to source of essential information, timely updates, and welcome distractions through the working day.

327,000 Facebook followers, 120,000 Twitter followers, 17,000 Instagrammers, and 117,000 daily e-edition subscribers<sup>(1)</sup> - all contribute to a Unique Audience of 910,000 a month<sup>(2)</sup>, across multiple platforms.

Display advertising is available on a buy-out or cost per thousand basis. Own the day, or build a presence throughout a month or two.

## Top 100 Homes

Every Friday, Saturday and Sunday our homepage showcases South Australia's Top 100 homes from the latest edition of the **Real Estate Magazine**.

Large format properties featured in the Magazine will be given preference for inclusion.

The publisher reserves the right to exclude properties deemed not suitable.



News website of the Year  
2015 2014 2013 2010

Source: 1. Adobe Analytics, December 2016, 2. Nielsen Digital Ratings Monthly, February 2017

Inside and outside the News Corp digital network, we can reach your target through search, social, and advanced targeting capabilities.



BE FOUND ON GOOGLE, AND TALKED ABOUT ON FACEBOOK

News Xtend offers search marketing, social, display, video, email and landing page development - to generate vendor leads.

- Search Engine Marketing**  
Reach vendors when they're searching Google.
- Social Media**  
Helping you create content to engage Facebook audiences.
- Re-targeting**  
Target customers based on what content they read, and bring them back to your site.



USING DATA TO FIND YOUR CUSTOMERS

- Combining what people watch and read, with what they buy, allowing you to reach future customers with great precision.
- Improve reach, scale and accuracy of targeting campaigns.
- Unrivalled targeting underpinned by the purchase behaviours and product preferences of Australians.

## Ads That Do More

Beyond the standard banner ad, our rich media ad units demand attention, almost leaping off the screen.

### ASK US

- Side Skins
- Super Side Skins
- Scrolling Side Skins
- Parallax Side Skins
- RMX
- Mobile RMX Snippet
- Billboard
- Standard Off The Page
- Full Page, Off The Page
- Lumberjack
- Trailer Royale
- Spot Expander



## Target South Australian audiences with News Corp Australia's Digital Network.

News Corp Australia's digital network has a monthly unique audience of 11.6 million.<sup>(2)</sup>



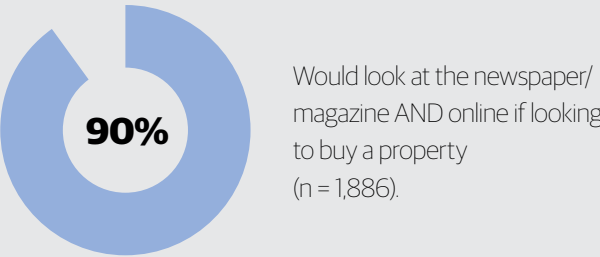
# READERS LOVE REAL ESTATE

Our products are always under review.

We gather market intelligence and fine tune our publications, websites, and advertising solutions accordingly.

In February 2017 we surveyed 2,637 people to measure their attitudes and preferences regarding the **Real Estate Magazine**

## Readers use the magazine



## Regular Readers

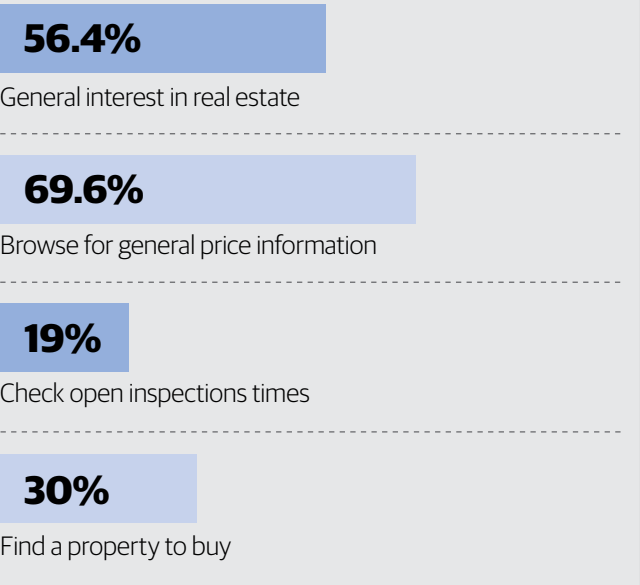
**65.3%** read 3 or 4 editions out of 4.

**55.5%** read 4 out of 4 (n = 2,052)



## Multiple Reasons To Read

Percentage of people nominating the following reasons to read. (n = 2,376)



Indicates a large audience passively interested in property. The Magazine is an awareness and credibility builder, benefiting agents when browsers become vendors.

# WE ASKED READERS:

“If there are agent’s advertisements that stand out to you, what makes them stand out?”

“ Looks upmarket and great photos. ”	“ Presentation, colour, clear information, company name or trusted agents I have met. ”	“ Full page, large photos, interesting descriptions of houses. ”
“ Prestige homes and eye catching pages. ”	“ There are ads that look particularly vibrant and well designed. ”	“ Bright and glossy. ”
“ Colour and vibrancy of the ad and quality of the many homes featured. ”	“ Position, photography, size, clarity. ”	“ Colourful, luxury advertisements. ”
“ They are beautifully photographed, often larger photos, showcasing amazing properties. ”	“ Bigger and glossier. ”	“ Larger print presence, nicer fonts, good looking homes. ”

# OUR AUDIENCE, YOUR MARKET

News Corp offers campaigns on any scale, digital or print, mobile or magazine, motivating audiences from mass to niche.

Our local brands reach 1.37 million people a month, including 76% of South Australians.\*

There’s diversity in an audience of that size.

**PASSIVE BROWSERS**

- Interested but not yet committed
- Discover properties in print
- Compelling discoveries can upgrade browsers from passive to active.

**ACTIVE SEARCHERS**

- Committed, but vary from urgent to considered and long term
- Use print AND online to purposefully search
- More likely to attend open inspections than the passives.

We unearth these buyers:

**RATIONAL**

- Evaluate their options based on financial and pragmatic criteria
- Investors are entirely rational, without emotional influence.

**EMOTIONAL**

- Motivated to secure ‘dream home’, they’ll make big offers
- Likely to be owner occupiers.

**LOCAL**

- Focused on a specific set of suburbs
- Suited to Messenger Newspapers real estate section.

**REGIONAL**

- We reach \*248,000 regional South Australians
- Could invest in metropolitan Adelaide property.

Source: emma, Ipsos MediaCT, 12 months ending December 2016, aged 14+, Nielsen Digital Ratings Monthly, December 2016.

# MASS MATTERS

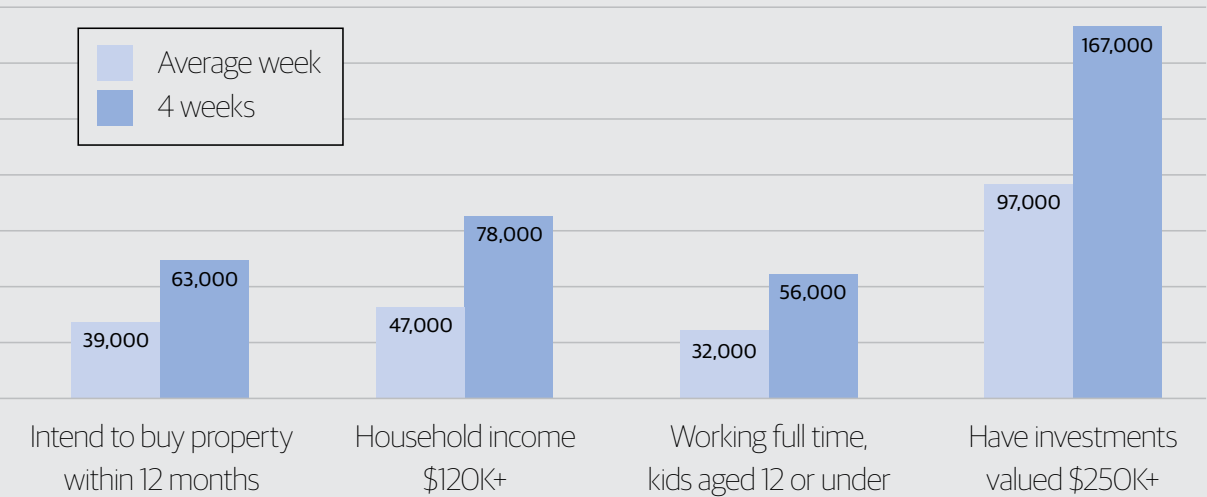
Big audiences, comprised of all buyer types.

Our Saturday Print Readers

	AVERAGE WEEK	4 WEEK REACH
The Advertiser on Saturday	405,000	600,000
Real Estate Magazine / SA Weekend	310,000	547,000
South Australian Business Journal (Tues)	68,000	125,000

## Who Is Reading?

Real Estate Magazine / SA Weekend reader groups



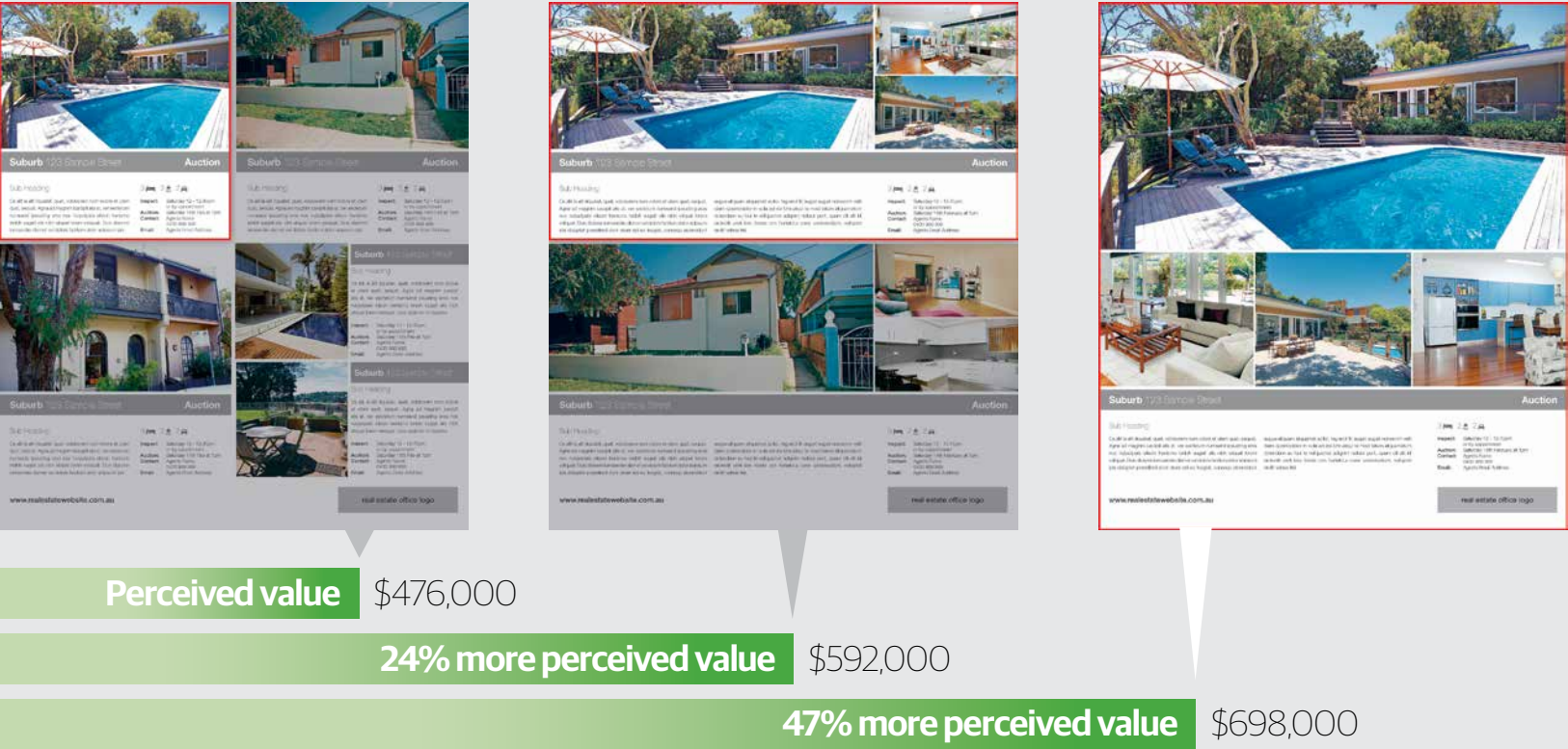
\* emma, Ipsos MediaCT, 12 months ending December 2016, aged 14+



SIZE MATTERS

We put the same house in three different advertisements, and asked, "If this property was in your area, how much would it be worth?"

Bigger advertisements create bigger impressions, and allow space for more images and richer descriptions. The images and descriptions stimulate emotional buyer responses, and buyer competition.



Source: May 2011 online survey of 196 Australian adults who report they have bought a property in Australia in the last three years (n = 139) or are actively looking now (n = 57).

THE ADVERTISER - AD SIZES | REAL ESTATE MAGAZINE

General Real Estate

AD SIZE NAME (ALL SIZES IN MM)	TYPE DEPTH	TYPE WIDTH	TRIM DEPTH	TRIM WIDTH	BLEED DEPTH	BLEED WIDTH
M12x6 (Full page)	337	262	350	278	360	289
M6x6 (Half page horizontal)	167	262	180	278	190	289
M4x6 (Large strip)	110	262	123	278	133	289
M3x6 (Medium strip)	82	262	95	278	105	289
M2x6 (Small strip)	53	262	66	278	76	289
M12x4 (Dominant)	337	174	350	190	360	201
M9x4 (Portrait)	251	174	264	190	274	201
M3x4	82	174	95	190	105	201
M12x3 (Half page vertical)	337	129	350	145	360	156
M6x3 (Quarter)	167	129	180	145	190	156
M5x3	138	129	151	145	161	156
M4x3	110	129	123	145	133	156
M3x3	82	129	95	145	105	156
M12x2 (Third page vertical)	337	85	350	101	360	112
M6x2	167	85	180	101	190	112
M5x2	138	85	151	101	161	112
M4x2	110	85	123	101	133	112
M3x2	82	85	95	101	105	112
M2x2	53	85	66	101	76	112



Classifieds Available for booking in the following main classifications: • Open For Inspection • Houses for Sale • Auctions • Retirement, Aged Care & Special Needs • Commercial Property • Apartments For Rent • Houses For Rent • Business Opportunities • Land • Hills & Country Properties

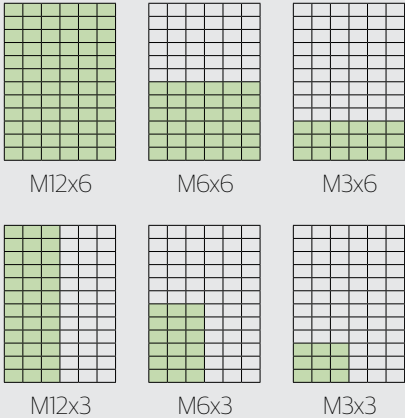
COLUMNS	1	2	3	4	5	6	7	8	AVAILABLE COLUMN HEIGHTS
Width (mm)	30	63	97	130	163	196	230	263	40mm to 260mm, or 310mm max. height



MESSENGER - AD SIZES | ADVERTISING MODULES

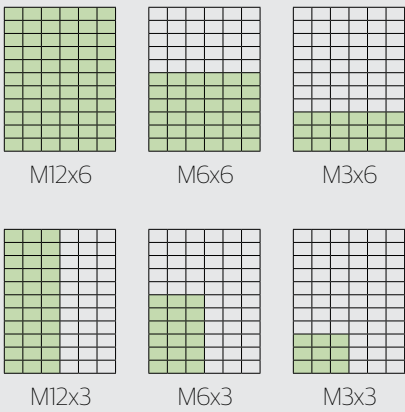
Tabloid

AD SIZE NAME (ALL SIZES IN MM)	TYPE DEPTH	TYPE WIDTH	TRIM DEPTH	TRIM WIDTH	BLEED DEPTH	BLEED WIDTH
M12x6 (Full page)	380	262	350	278	360	289
M6x6 (Half page horizontal)	188	262	180	278	190	289
M3x6 (Medium strip)	92	262	95	278	105	289
M12x3 (Half page vertical)	380	129	350	145	360	156
M6x3 (Quarter)	188	129	180	145	190	156
M3x3	82	129	95	145	105	156



Newspaper Magazine (Eastern Courier)

AD SIZE NAME (ALL SIZES IN MM)	TYPE DEPTH	TYPE WIDTH	TRIM DEPTH	TRIM WIDTH	BLEED DEPTH	BLEED WIDTH
M12x6 (Full page)	337	262	350	278	360	289
M6x6 (Half page horizontal)	167	262	180	278	190	289
M3x6 (Medium strip)	82	262	95	278	105	289
M12x3 (Half page vertical)	337	129	350	145	360	156
M6x3 (Quarter)	167	129	180	145	190	156
M3x3	82	129	95	145	105	156



DEADLINES

The Advertiser Real Estate Magazine

Business Journal

SECTION	BOOKING DEADLINE	MATERIAL DEADLINE
General Real Estate	Wednesday - 12noon	Wednesday - 4pm
Classified Display	Wednesday - 12noon	Wednesday - 3:30pm
Classified Lineage	Wednesday - 3:30pm	N / A

SECTION	BOOKING DEADLINE	MATERIAL DEADLINE
Classified Display	Monday - 11am	Monday - 3:30pm
Classified Lineage	Monday - 3:30pm	N / A

Messenger

Please note: Display booking deadlines are final and no bookings will be accepted after these times.

PAPER	DISPLAY ADS BOOKINGS CLOSE	FINAL COPY TO AD DESIGN/CREATIVE	CLASSIFIED BOOKINGS CLOSE	PRESS READY MATERIAL
CITY NORTH WEEKLY	Thursday - 11am	Wednesday - 1pm	Friday - 12noon	Friday - 12noon
EAST TORRENS WEEKLY	Thursday - 12noon	Wednesday - 2pm	Friday - 2pm	Friday - 2pm
EASTERN COURIER	Thursday - 1pm	Wednesday - 11am	Friday - 2pm	Friday - 2pm
COAST CITY/HILLS VALLEY	Thursday - 3pm	Wednesday - 12noon	Friday - 5pm	Friday - 5pm
SOUTHERN TIMES	Friday - 2pm	Thursday - 5pm	Monday - 3pm	Monday - 3pm
THE CITY	Friday - 2.30pm	Thursday - 3pm	Monday - 4pm	Monday - 4pm
NORTHERN WEEKLY	Friday - 3pm	Thursday - 5pm	Monday - 4pm	Monday - 4pm
LEADER WEEKLY	Monday - 11am	Friday - 11am	Tuesday - 9am	Tuesday - 9am
WESTSIDE WEEKLY	Monday - 2pm	Friday - 2pm	Tuesday - 2pm	Tuesday - 2pm
PORTSIDE WEEKLY	Monday - 2.30pm	Friday - 2pm	Tuesday - 4pm	Tuesday - 4pm

# PRODUCTION SPECIFICATIONS

## THE ADVERTISER REAL ESTATE MAGAZINE

### TECHNICAL SPECIFICATIONS

#### Type

- All fonts to be embedded.
- Single colour type to be no smaller than 8 points.
- Reverse and multi colour type to be no smaller than 10pt bold.
- Black type smaller than 24 points to be made up of Black only and set to overprint.
- Type with extremely thin serifs should be avoided.

#### Thin lines

- Solid (100%) Black thin lines to be a minimum thickness of 0.08mm.
- Reverse, multi colour and tinted thin lines to be a minimum thickness of 0.25mm.
- Thin lines should be made up of single colour only to avoid misregistration.

#### Images and colour

- Images to be separated using the ICC profile for the chosen print colour standard.
- No embedded ICC Profiles.
- Images resolution to be 300dpi at 100% scale.
- All Images to be supplied CMYK, no RGB or LAB colour.
- No Pantone or spot colours.
- Ink Weight - 290%
- Separation Type - UCR
- Black Ink Limit - 90% (recommended)
- Dot Gain - 20%
- Solid Black panels should also contain a 50% tint of cyan to ensure a rich black.
- White elements to be set to knockout.

#### Spreads

Leave 5mm text free either side of centre.

#### PDFs

- PDFs to be created to the ISO PDF/X-1a:2003 standard as specified in: ISO 15930-4:2003 Graphic technology – Prepress digital data exchange using PDF – Part 4: Complete exchange of CMYK and spot colour printing data using PDF 1.4 (PDF/X-1a).
- Single page press ready PDF file for each page. No multi page PDFs.
- All PDFs must be CMYK, supplied to the correct dimensions, no printers marks.
- Alterations will not be made to supplied PDFs.
- Replacement material must be supplied.

#### Ad Delivery

Press-ready ads can be delivered via Adstream and Adsend.  
All delivered ads require correct ad number.

#### Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements.

### ENQUIRIES

#### Eproof enquiries

Telephone **1300 557 418 (option 1)**.

#### Additional enquiries

Contact Media Support on **1300 557 418 (option 1)**

#### Specifications enquiries

Contact Quality Control on **1300 557 418 (option 2)** or email: **qc.support@news.com.au**

### OTHER PUBLICATIONS

For other publication specifications, please refer **www.newscorpaustralia.com/ad-specs**

# EDITORIAL SUBMISSIONS

### THE ADVERTISER

Properties first to market are preferable, however editorials will also be considered for properties within the first 14 days of being on the market.

Properties valued under \$1 million must be supplied with a price/price guide. For properties over \$1 million, while a price/price guide is preferable, consideration will also be given to those where a price cannot be revealed.

Preference will be given to properties where the vendors are willing to be interviewed and named however this is flexible for properties that require confidentiality.

Send to: **property@theadvertiser.com.au** with high-resolution photographs and floor plans.

### REQUIRED INFORMATION

- Property address
- Price Guide
- Open inspection day and times
- Agency name and landline number
- Agent name, RLA and mobile number
- Type of home (e.g. brick, sandstone, villa, two-story)
- Land size (must include)
- Number of beds (please add one to two-sentence description, including such features as fireplaces, built-in robes, bay windows, modern neutral design, carpeted, etc.)
- Number of baths (one to two sentence description of features, from tiling to ensuite, etc.)
- Kitchen (one to two-sentence description of features, from benches, appliances, décor, etc.)
- Entertainment areas (one to two sentence description of open plan, tiled, carpeted, separate or open plan, etc.)
- Undercover car parks (include description)
- Form of sale (Auction / Private Treaty. Please include auction time and date if possible)
- Date listed by agent
- Date last sold
- Special/key features (add one to two sentences about any other features of the property, from gardens to pergolas, pools, sheds, flooring, character features, etc.)
- Vendor's contact details (for checking details)

**Please note:** There is no guarantee that all submissions will appear as an editorial. It is at the Real Estate editor's discretion which properties will be published.

### MESSENGER

Please submit 4 high resolution photos and property address in the subject line of your editorial submission.

Editorials can be submitted for consideration direct to these email addresses:

East Torrens – **easttorrensrealestate@mng.newsltd.com.au**  
City North – **citynorthrealestate@mng.newsltd.com.au**  
CoastCity Weekly – **coastcityrealestate@news.com.au**  
Hills Valley – **mitchamhillsrealestate@mng.newsltd.com.au**  
Southern Times – **southerntimesrealestate@mng.newsltd.com.au**  
Northern – **newsreviewrealestate@mng.newsltd.com.au**  
Leader – **leaderrealestate@mng.newsltd.com.au**  
Westside Weekly – **westsideweeklyrealestate@news.com.au**  
Portside – **portsiderealestate@mng.newsltd.com.au**  
City – **cityrealestate@mng.newsltd.com.au**  
Eastern Courier – **easternrealestate@mng.newsltd.com.au**