



Domain

## MARKETING PACKAGES

NEW SOUTH WALES

### YOUR COMPREHENSIVE PROPERTY MARKETING SOLUTION

Target more buyers using Domain's comprehensive multi-platform marketing solution 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.

[domain.com.au](https://domain.com.au)

Domain

## MULTI-CHANNEL BUYER JOURNEY

Connect with buyers at multiple stages of their property search with Domain's multi-channel campaigns. Delivering on average four times the enquiries than a Platinum only listing, multi-channel campaigns help to sell your property faster and for more<sup>1</sup>.

## HELP SELL YOUR PROPERTY FASTER

4x

more enquiries on average for listings using Domain's multi-channel campaigns compared to Platinum only listing<sup>1</sup>



### EXTENSIVE AUDIENCE

10,506,000

Includes Domain Digital, smh.com.au, nine.com.au (NSW), 9news.com.au (NSW), Domain in Saturday's *The Sydney Morning Herald* plus Friday's *The AFR*<sup>2</sup>

### BE SEEN

4.9x

More views on average for listings using Domain's multi-channel campaigns compared to Platinum only listings<sup>1</sup>

Source: 1. Domain residential listings only, sourced via internal Domain data. Compares NSW Platinum sale listings paired with a Marketing Package (Platinum, Print Ads, Dreamhomes and Social Boost) to all other Platinum only sale listings in NSW. 6 months ending Jan 2019. Data as at Mar 2019. 2. 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. Unique audience for Domain, smh.com.au, nine.com.au (NSW), Domain in *The Australian Financial Review* (Fri), Domain in *The Sydney Morning Herald* (Sat).

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## DOMAIN IN THE SMH AND THE AFR

### Inspire active and passive buyers

Published in metropolitan copies of Saturday's *The Sydney Morning Herald* plus Friday's *The Australian Financial Review*, reach over one million Australians<sup>3</sup> in Domain's weekly magazine covers the best in Sydney property and lifestyle.

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



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## DREAM HOMES

### Showcase your property to a larger audience

Domain Dream Homes is an effective way to reach a potential audience of 10.2m Australians each month<sup>4</sup> by featuring your property on [domain.com.au](https://www.domain.com.au), [smh.com.au](https://www.smh.com.au), [nine.com.au](https://www.nine.com.au) (NSW) and [9news.com.au](https://www.9news.com.au) (NSW) homepages.

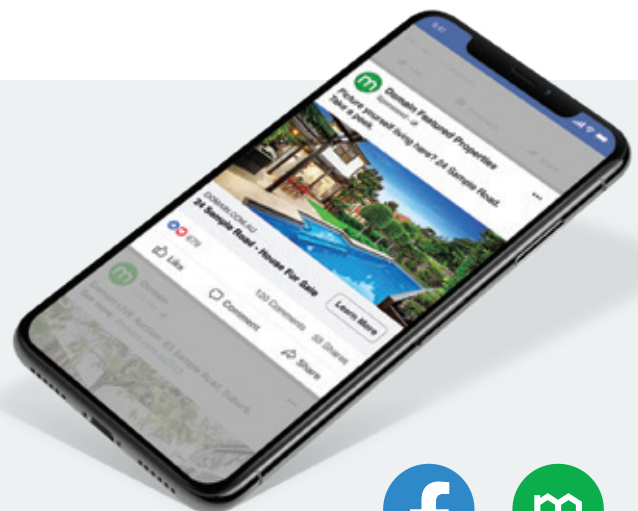
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## SOCIAL BOOST

### Boost your marketing campaign with Facebook

Social Boost places your property into the Facebook newsfeed of buyers who we know are actively searching and enquiring in your area – generating more views, enquiries and engagement.

Social Boost helps to ensure your property is viewed by local, national and international buyers.












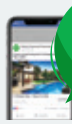
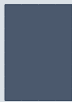


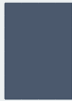







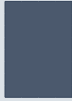


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Source: 3. emma™ conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018. 4. emma™ conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Oct 2018. Combined audience for Domain (national), theage.com.au (national), nine.com.au (VIC).



## MARKETING PACKAGES

	DOMAIN MAGAZINE IN THE AFR (FRIDAY)	DOMAIN MAGAZINE IN THE SMH (SATURDAY)	DOMAIN PRESTIGE IN THE AFR (NATIONAL PUBLICATION)	DREAM HOMES	SOCIAL BOOST
QUARTER PAGE PACKAGE Investment: \$5,445 incl. GST					 <div>Save 23%</div>
HALF PAGE PACKAGE Investment: \$7,095 incl. GST					 <div>Save 30%</div>
FULL PAGE PACKAGE Investment: \$10,395 incl. GST					 <div>Save 36%</div>
ADD A DOMAIN PRESTIGE FULL PAGE AD to any package and save 20%					
	DOMAIN MAGAZINE IN THE AFR (FRIDAY)	DOMAIN MAGAZINE IN THE SMH (SATURDAY)	DOMAIN PRESTIGE IN THE AFR (NATIONAL PUBLICATION)	DREAM HOMES	EDITORIAL & DIGITAL AMPLIFICATION
EXCLUSIVE PACKAGE Investment: \$16,990 incl. GST					 <div>including House of the Week</div>
DELUXE PACKAGE Investment: \$35,200 incl. GST					 <div>including Cover Story</div>
ADD A DOMAIN PRESTIGE FULL PAGE AD to any package and save 20%					

Cancellation of any portion of the NSW 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. NSW Marketing Packages are subject to availability and only available with a Platinum listing. Online and magazine advertising Terms and Conditions: [domain.com.au/group/agent-centre](https://domain.com.au/group/agent-centre). 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. \*Some suburb exclusions may apply.

Domain delivers buyers. Contact your real estate agent today.