



# Media Kit

2025

DomainMedia

# Domain Media

Provides access to the millions of Australians who buy, rent and sell every year through advertising solutions that drive results.

With our extensive behavioural data and audience insights, we help brands make meaningful connections with their target customers during their property journey.

# Seamless and innovative solutions that capture the attention of your customers at every phase of their property journey.



- Starting university
- Getting your first job
- Getting married and starting a family
- Receiving an inheritance
- Promotion
- Making a treechange
- Expanding the family
- Divorce
- Retirement

# Impactful solutions for every industry

We work with partners across a variety of industries to create authentic, engaging content that drives meaningful connections with our audiences. Here are just a few examples of industries making an impact.



## Automotive

Domain audiences will often purchase and upgrade their car when considering a new home.



## Banking & Finance

We have the right audiences to target for finance needs, whether it's home buyers, investors, or downsizers.



## Insurance

With a deep understanding of the consumer journey, we can accurately target people at the right stage for their insurance needs.



## Renovating

Providing tailored solutions and inspiration through effective content and channels to address project challenges and aspirations.



## Retail

Homewares and furnishings are often selected after securing a property, and we offer inspiration to support that.



## Telecom

Providing key information at crucial stages of the home buying journey to inform purchasing decisions.



## Utilities

With a deep understanding of the consumer journey, we can target people at the right stage for their utility needs.

Domain  
Connect with  
our audience

7M


Visited Domain Group  
websites on average  
each month in 2024<sup>1</sup>

Nine

And access  
Nine's audience

11M

Total monthly average across  
print & digital<sup>2</sup>

FINANCIAL REVIEW THE  AGE

The Sydney Morning Herald WAtoday

Brisbane  
Times

Domain App

1.1M

Average number of people  
visiting the Domain app  
in 2024<sup>3</sup>

Print

1.2M

Australians read Domain  
Magazine (SMH, The Age & The  
AFR) and Domain Prestige  
(SMH, The Age & The AFR)<sup>4</sup>

Social

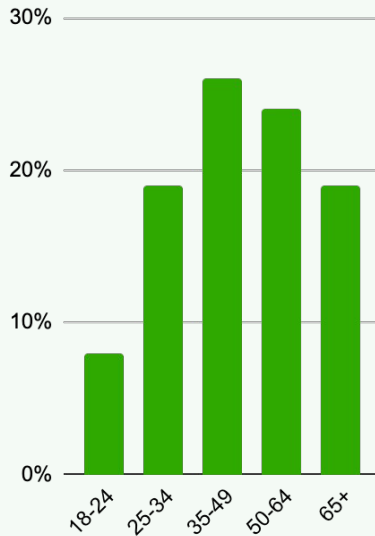
1.7M

followers make up Australia's  
largest social media  
community for a Property  
Technology business<sup>5</sup>

Sources: 1. Ipsos iris Online Audience Measurement Service, Jan 24 - Dec 24 average, Age 14+, PC/laptop/smartphone/tablet, Domain Group (includes Domain, CRE, Allhomes, Nine property pages) Unique Audience (000's)  
2. Roy Morgan, Projected Population of Australia 14+, 4-week Cross-Platform (Print and Digital) and 4-week website audience. Jan 24 - Dec 24, Financial Review OR The AGE OR SMH OR Brisbane Times digital OR WA Today digital.  
3. Ipsos iris Online Audience Measurement Service Jan 24 to Dec 24, Age 14+, smartphone/tablet, Text only, Domain Brand Group, Homes and Property Category, Visits (000's).  
4. Roy Morgan Single Source, Domain Group Print (L4W), Survey Period Jan 24 - Dec 24.  
5. Hootsuite, Total Following for Domain Group (Domain, Domain Featured Properties, Allhomes, Agent, Commercial Real Estate) across Facebook, Instagram, LinkedIn, Twitter and TikTok as of August 2024.

# Domain Digital audience profile

## Age breakdown



## Family

**30%**

have children under 18 years old at home, 14% higher than the general population

## Goal achievers

**+19%**

more likely to have \$500k+ in savings\*

## Highly educated

**54%**

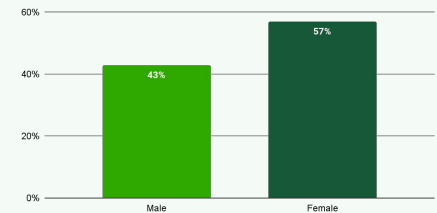
hold a Diploma or Degree, 14% higher than the general population

## Household income

**\$147k**

4% higher than the general population

## Gender



# Capture the attention of an audience primed for action

Domain's audience are more likely to purchase property in the next 12 months and have \$500K+ in savings and investments than our nearest competitor.

**"I intend to sell in the next 12 months"**

26%

6%

**"I'm looking to buy in the next 12 months"**

24%

15%

**\$500k+ in savings and investments**

21%

6%

% more likely than the national average

■ Domain  
■ Nearest competitor



Domain exclusively reaches

**1 million+**

people a month who aren't using  
our nearest competitor<sup>1</sup>

Source: Ipsos iris Online Audience Measurement Service Feb 24 to Jan 25 average, National, Age 14+, PC/laptop/smartphone/tablet, Text only, Domain Brand Group including Nine property pages, Realestate.com.au Brand Group, Homes and Property Category, Exclusive Audience (000's)





Audience segments

DomainMedia

# Connect with your target customers on their property journey through a range of audience segments like these and many more



Active buyers



Buyers



DINKs or SINKs



Downsizers



First home buyers



High net wealth



Investors



Movers



Refinancers



Renters



Renovators



Retirees



Upsizers



Young families

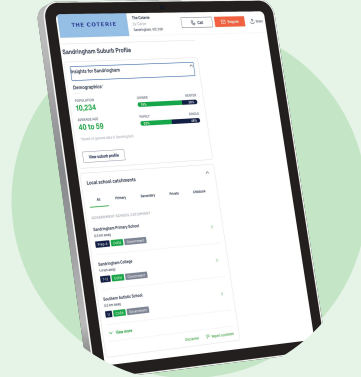
# How our segments are built



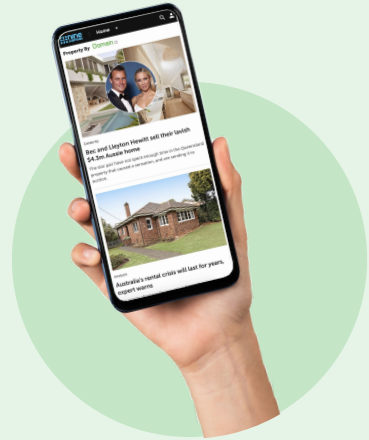
Content and keywords



Search and browsing



Interactions



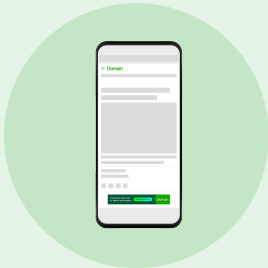
2nd party data partnership

A modern living room interior featuring a light-colored sofa with a green cushion, a green armchair, a round coffee table with a vase of dried plants, and a tall floor lamp with four spherical lights. The room is decorated with a light-colored rug and a window with vertical blinds and a small plant.

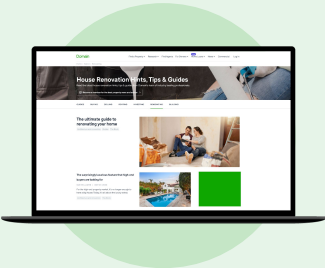
Domain Media  
solutions

DomainMedia

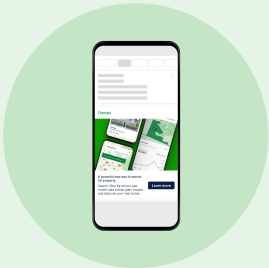
# Domain Media on-site digital solutions



Digital Display



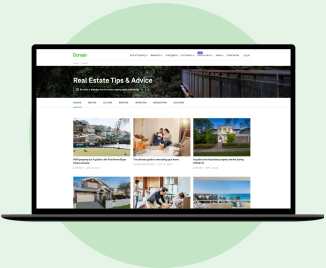
Section Sponsorship



Native Ads



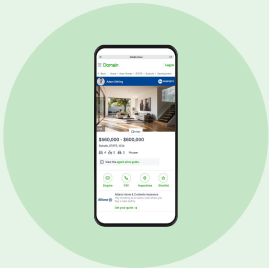
Video



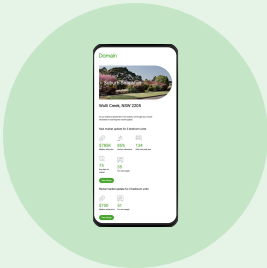
Guides



Rich Media



Product Integration



eDMs

# Rich media

These dynamic executions open a world of possibilities to deliver your message in impactful and unforgettable ways. From eye-catching visuals to interactive experiences, Domain offers a versatile range of rich media options to elevate your campaigns and engage your audience.

Explore the possibilities:



Homepage takeover



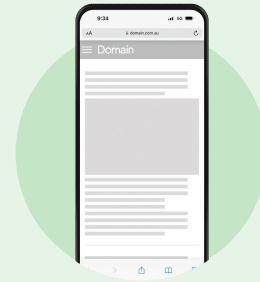
Search portal



Bonzai swipe ad



Bonzai rotating ad

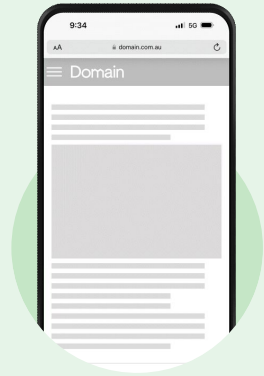


Mobile ScrollIX

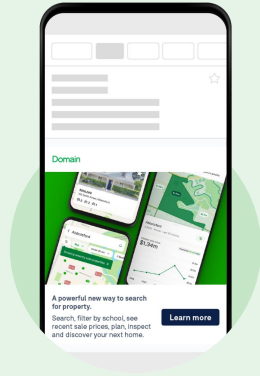
# Video ad units on Domain

Captivate your audience with powerful video ad units designed to grab attention, amplify your message, and drive meaningful action. With a focus on enhancing your brand's impact, our video advertising options deliver higher engagement and conversion rates across Domain's trusted platforms.

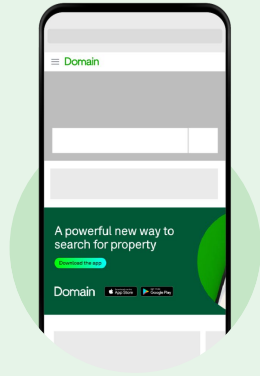
Discover the video ad opportunities that set your campaigns apart:



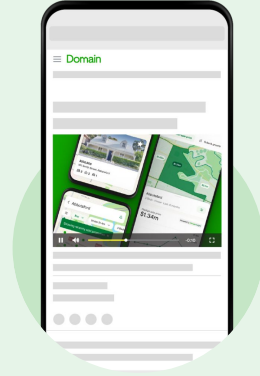
Mobile ScrollX



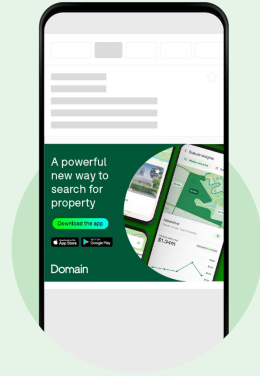
Native ads



Homepage takeover



Video pre-roll



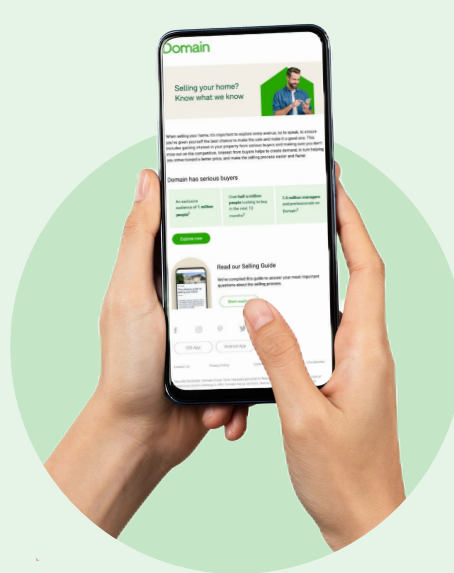
Search portal

# Domain Media Personalised Marketing Solutions

Personalise your outreach to our audience using demographics, various channels, and data-driven insights



eDM feature banners



Solus eDM



Push and in app messages





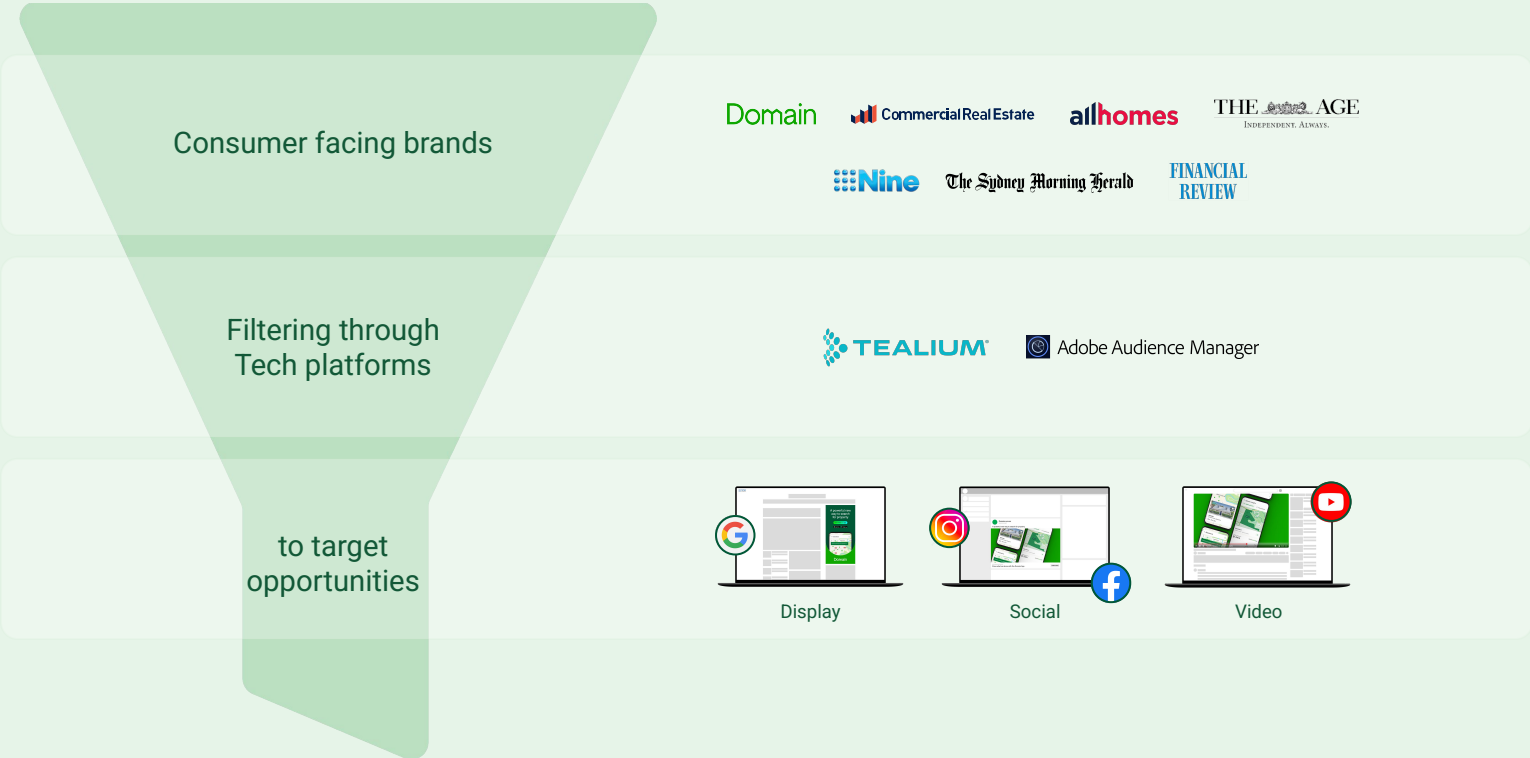
# Audience Extension

Display, social, video

**DomainMedia**

# Exclusive re-targeting

Follow Domain's premium audiences off-network, delivering maximum reach and results through our amplification network



# Audience extension

Highly targeted advertising solutions






Domain's Audience Extension (AudX) solution allows advertisers to target Domain's premium audiences off-network as they browse outside of the Domain network and beyond, extending reach to where your customers are active.

Leverage Domain's extensive network of brand-safe partner sites and advanced audience segmentation capabilities to retarget users as they visit their favourite sites.

Enhance your campaign's impact by retargeting Domain users based on demographics, affinity segments, custom interests or similarities.

Execute campaigns with confidence across our trusted partner sites, utilising display or video ads, and extend your reach further with placements on Google or Meta's Facebook &/or Instagram.

-  **Highly targeting premium audiences**
-  **Extend campaigns reach beyond property search portal**
-  **Options available for tracking engagement and leads**



# Domain programmatic

Evolve your media buying

**DomainMedia**

# Programmatic partners

Flexible pathways to Domain's inventory



Index7 Exchange

Magnite



amazon advertising

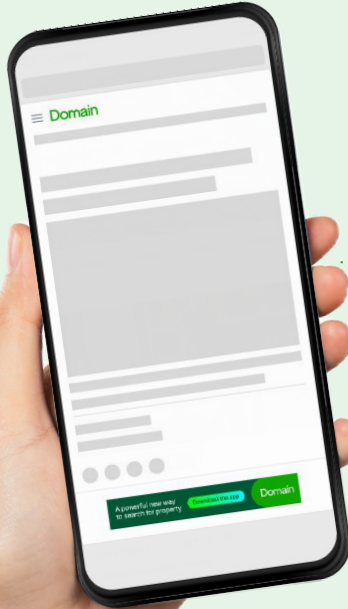
CRITEO

AD YOU LIKE.

	Google Ad Manager	Index7 Exchange	Magnite	xandr	PubMatic	triplelift	amazon advertising	CRITEO	AD YOU LIKE.
Programmatic Guaranteed	✓	✓ PG Beta							
Private Marketplace Deal	✓	✓	✓	✓	✓	✓			
Audience Targeting	✓	✓	✓	✓	✓	✓			
Open Marketplace	✓	✓	✓	✓	✓	✓	✓	✓	✓
IAB Standard Display	✓	✓	✓	✓	✓	✓	✓	✓	✓
15-30s Pre-Roll Video	✓	✓	✓						

# Domains DSP Partners

We're able to amplify your media through all of the major DSP players





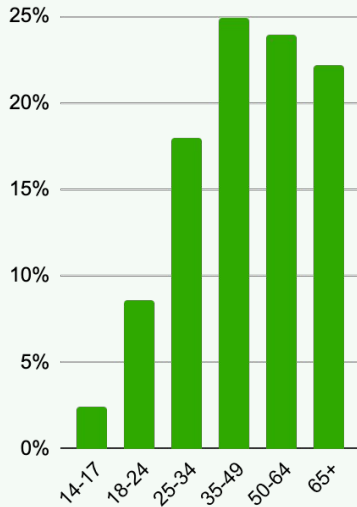
Domain print  
Home of the #1 Property  
Magazines in Australia

**DomainMedia**

Source: Based on Roy Morgan Readership of Real Estate newspaper inserted magazines. 12 months to June 2024 (All pple 14+), includes Domain Magazine, Domain Prestige, Mansion, Allhomes.

# Domain Print audience profile

## Age breakdown



## Family

**30%**

have children under 18 years old at home, 12% higher than the general population

## Goal achievers

**+47%**

more likely to have \$500k+ in savings\*

## Highly educated

**61%**

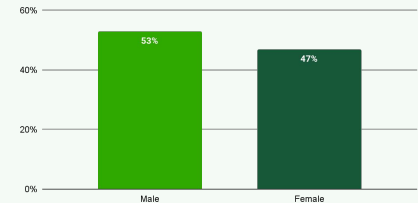
hold a Diploma or Degree, 27% higher than the general population

## Household income

**\$159k**

11% higher than the general population

## Gender





# Domain Media print solutions

Integrating Domain's print offerings into your online strategy is a smart way to expand your reach and connect with a highly engaged and premium audience.



## Domain Magazine

in The Age and The Australian Financial Review



## Domain Magazine

in The Sydney Morning Herald



## Domain Prestige National

in The Australian Financial Review



## Domain Prestige Victoria

in The Age and The Australian Financial Review

Domain

Domain  
PRESTIGE

THE AGE  
INDEPENDENT. ALWAYS.

The Sydney Morning Herald

FINANCIAL REVIEW

A modern outdoor living space featuring a wooden deck, a large glass door leading to an indoor living area, and various plants. The indoor area is furnished with a sofa and a coffee table, and has a warm, ambient lighting. The outdoor area has a wooden deck, a large potted plant, and a lounge chair.

# Content Partnerships

DomainMedia |

# Content marketing is an essential part of any effective marketing strategy

**Domain's content partnerships** are designed to distribute valuable, relevant, and consistent messaging that attracts and engages.

The ultimate goal is to **drive awareness and consideration for brands.**

By providing valuable information and entertainment to Domain's audiences and a brand's prospective customers, content helps to establish a connection, foster trust, and promote "word-of-mouth" style brand awareness.

**It is a strategic approach that helps engage Domain audiences and build lasting relationships with customers.**

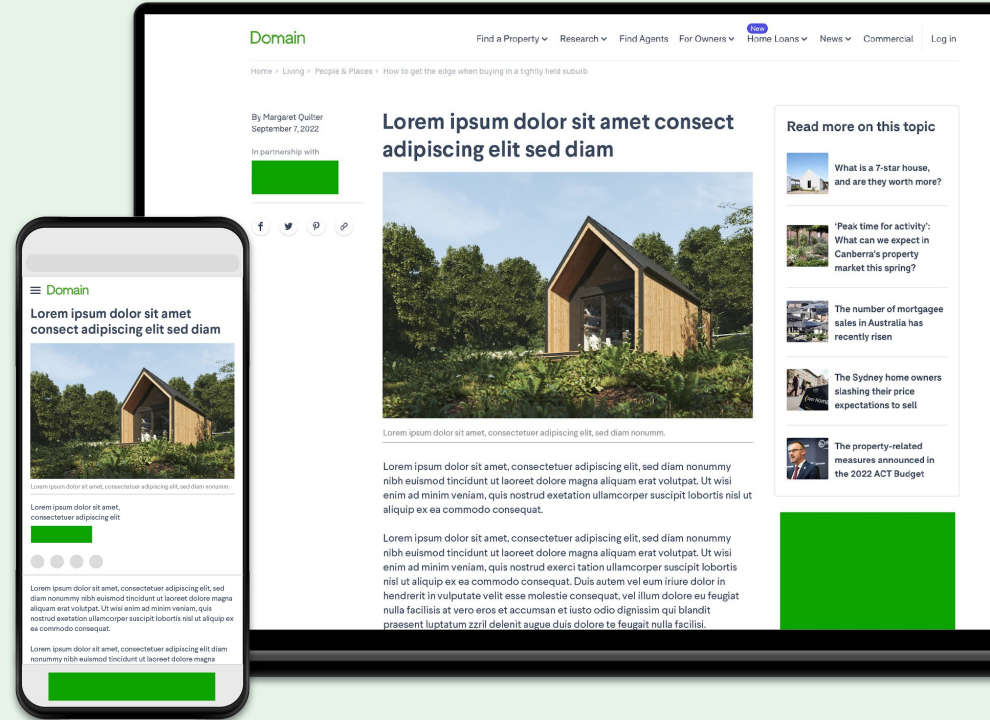
# Commercial content

## Online

The Content Partnerships Team at Domain expertly weave client messaging into engaging articles, seamlessly delivering the advertising message within a natural context.

Domain will produce a compelling article tailored to our highly engaged audience of property enthusiasts. Development of this content will be informed by audience insights and based on the specific requirements of your brief, aligning it with your wider Domain campaign.

Each article will have a unique integration style, ensuring that it effectively connects with the intended audience, and include client logo, 100% SOV display and online amplification.



# Video opportunities

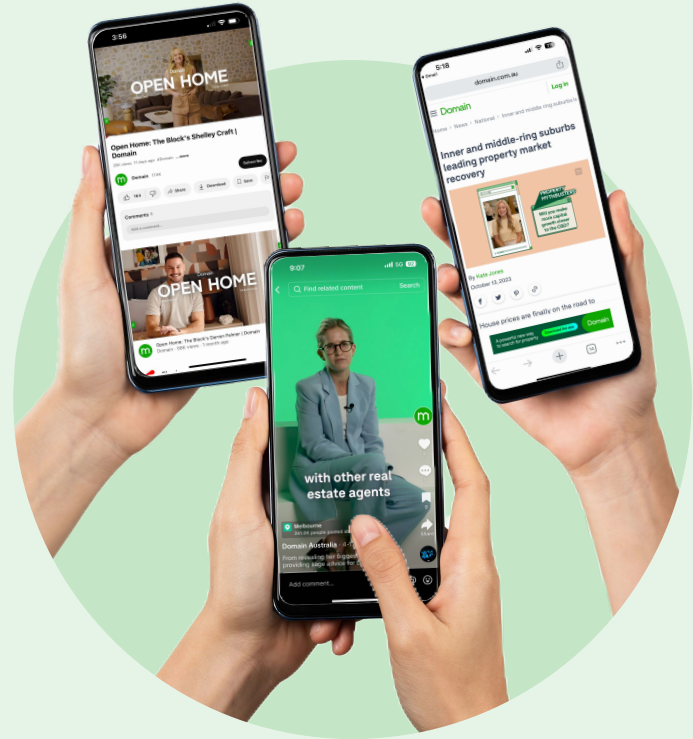
## Additional engagement

Domain has a number of video formats that can be utilised to create engaging video content for your client, following a brief to the Content Partnerships team.

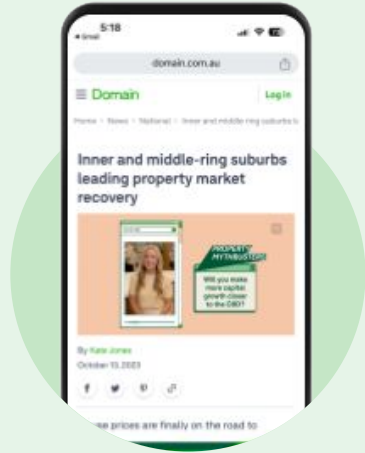
These opportunities will be identified at the campaign development stage, with further information to be provided in your campaign response from the Content Partnerships team.

One option is our short video extensions designed to summarise client articles and drive further engagement with the brand.

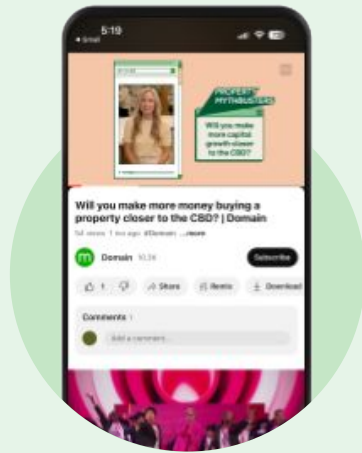
Examples of Domain's editorial video content and style can be found [here](#).



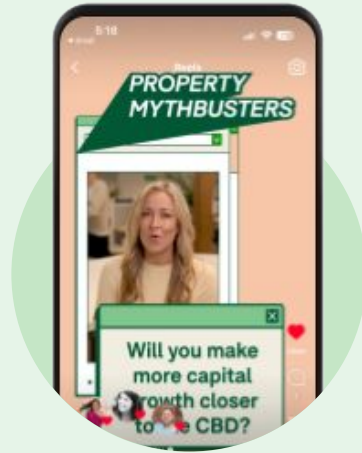
# Example of video delivery



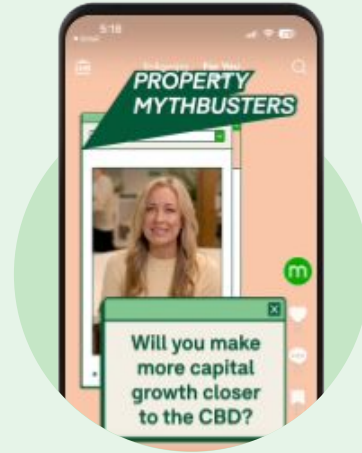
Embedded in on-site sponsored article



Youtube



Facebook and Instagram reels



TikTok

# Reaching the right audiences, with the content they want to see

Delivering a maximum reach and results through our amplification network



- ✓ Domain socials
- ✓ 'Latest News' on Domain homepage and inclusion on 'Living' vertical
- ✓ Domain eDM
- ✓ Audience targeting and retargeting
- ✓ Social sharing through Meta, Pinterest and the Google network
- ✓ Nine platforms



We are passionate about the  
Australian property market.

**To know what we know,  
talk to us.**

**DomainMedia**