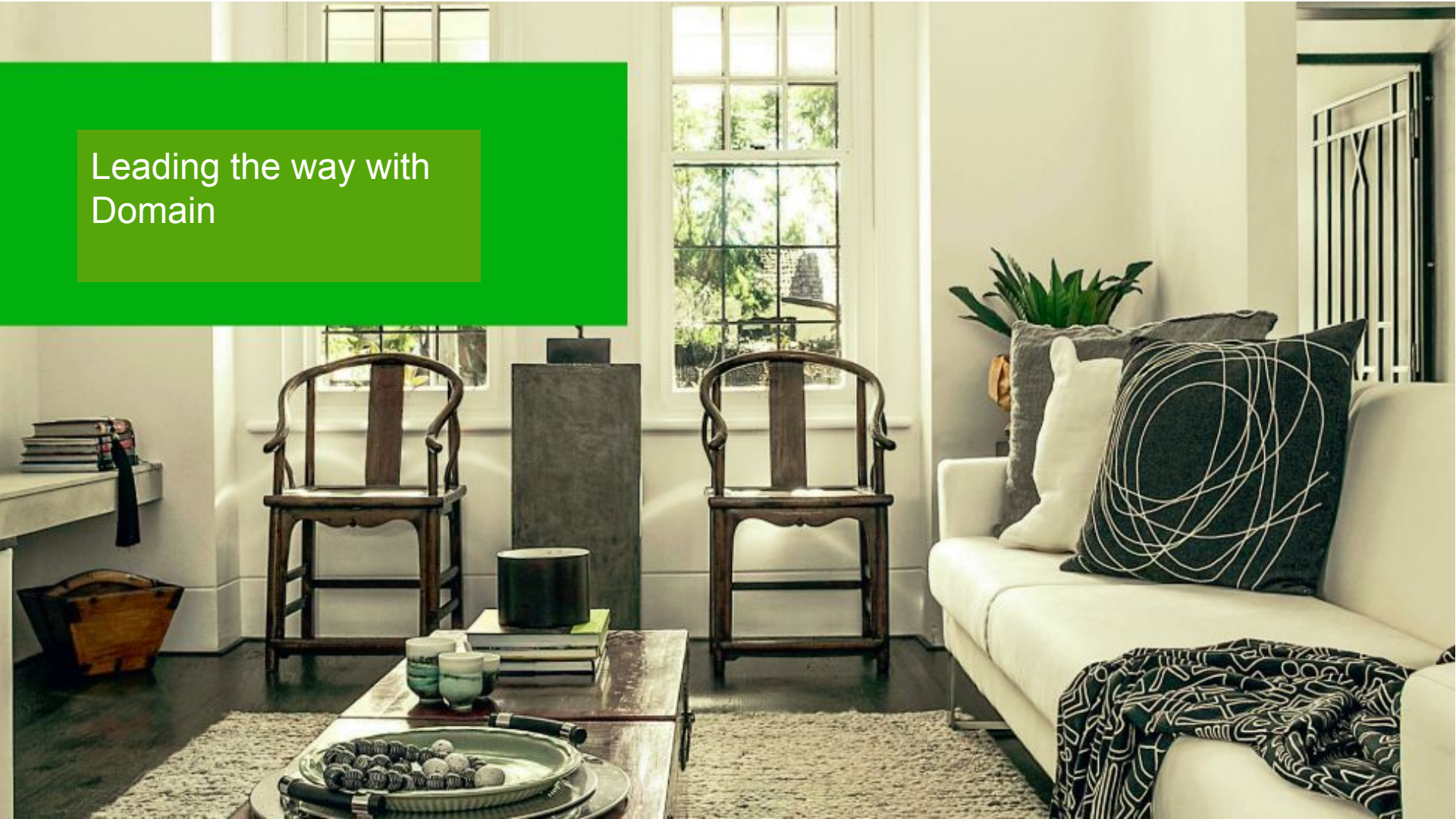


Leading the way with
Domain



National reach

5.8 MILLION

Audience - digital¹

27%

Domain exclusive audience - digital²

Sources: 1. Nielsen Digital Content Ratings (Monthly Total), Unique Audience, October 2018, P2+, PC, Smartphone and Tablet, Text. 2. Exclusive Digital Audience via emma™ conducted by Ipsos Australia, People 14+ for the 12 months ending October 2018, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings October 2018, Domain/Allhomes users who did not use competitor (realestate.com.au)

We are a property newsroom with incredible reach...

The Sydney Morning Herald

THE  AGE

The Canberra Times

WAtoday

brisbane times

 **nine**
com.au

 **NEWS**



**FINANCIAL
REVIEW**

**AUSTRALIAN
COMMUNITY
MEDIA**



Domain to be Nine's trusted source of property news, data and analysis

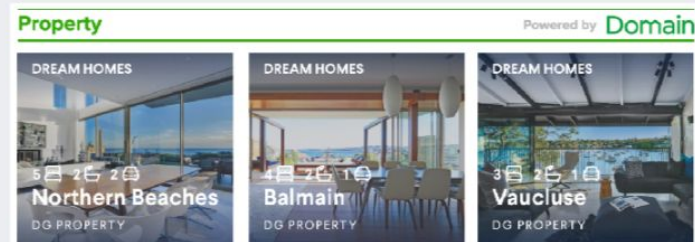
Domain's partnership with Nine allows us to reach new national audiences.

Access to nine.com.au and
9news.com.au's extensive
national audience

Dream Homes integration on
the nine.com.au and
9news.com.au homepages

Exclusive advertising
opportunities

Quality content sharing



Source: I emms™ 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. Includes audience across total Domain print and digital, Domain Review, Allhomes, Allhomes.com.au in The Canberra Times and the Dream Homes partnership network including the Nine digital metro mastheads, canbernatimes.com.au and nine.com.au. Data based on people intending to buy a new or existing home to live in or as an investment within the next 12 months. *Percentage more likely compared to the average Australian aged 14+.

Domain returns as a major partner of The Block owning key property moments in the program

All Block properties will be exclusively listed on Domain



Maximise Your
Exposure with Market
Insights



Social Boost

\$495 inc GST per week

Boost your marketing campaign with Facebook



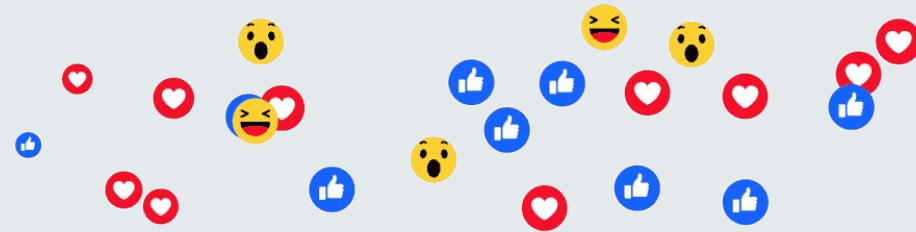
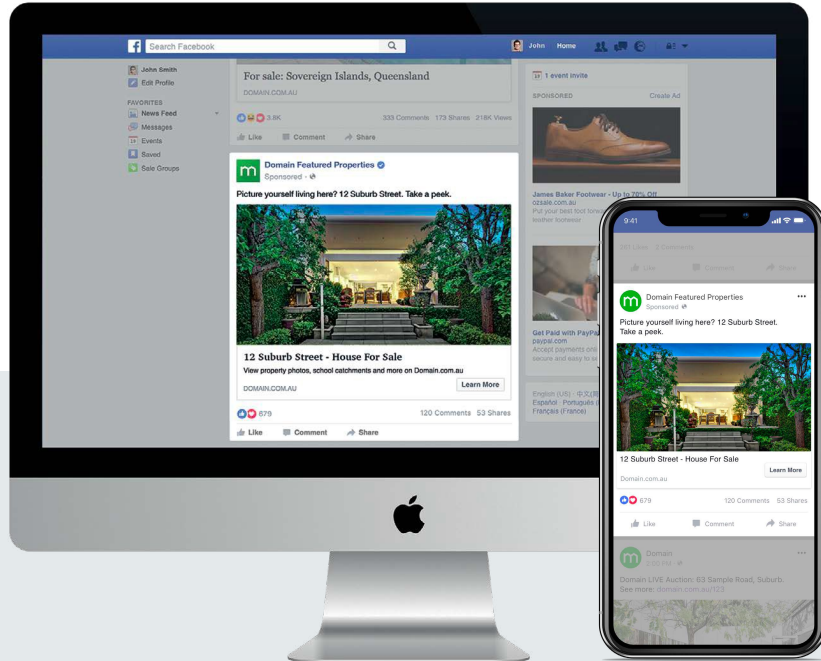
Using powerful search insights and outstanding reach, Social Boost showcases your property as a Domain sponsored post on Facebook.



Pair Domain's powerful insights with Facebook's reach to target active buyers



Leverage Domain's social media credibility for maximum engagement



Available to Platinum clients, as determined by Domain.

Domain

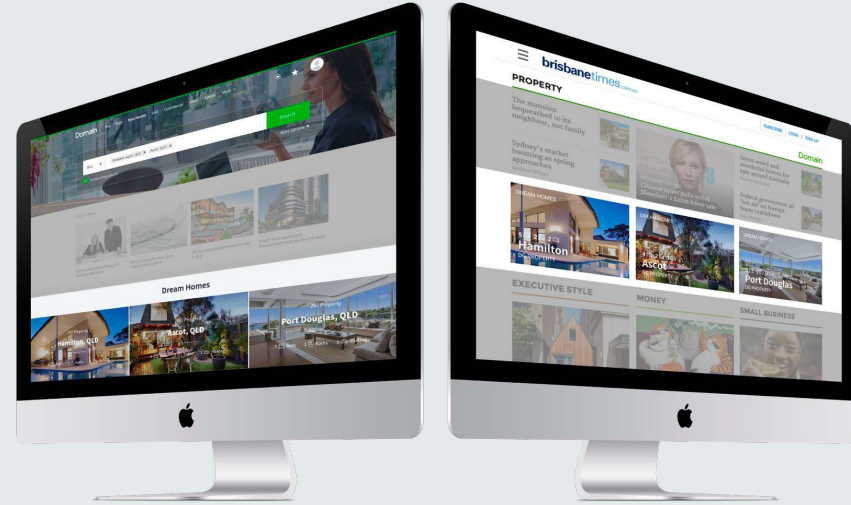
Dream Homes

Homepage positioning on [brisbanetimes.com.au](https://www.brisbanetimes.com.au),
[nine.com.au](https://www.nine.com.au) and [domain.com.au](https://www.domain.com.au) QLD

★ | Reach Domain and The Brisbane Time's readers to capture a large, quality audience

👁️ | Additional positioning on [nine.com.au](https://www.nine.com.au)'s homepage to extend your reach

✉️ | Link directly to your Platinum listing page for easy and fast enquiry



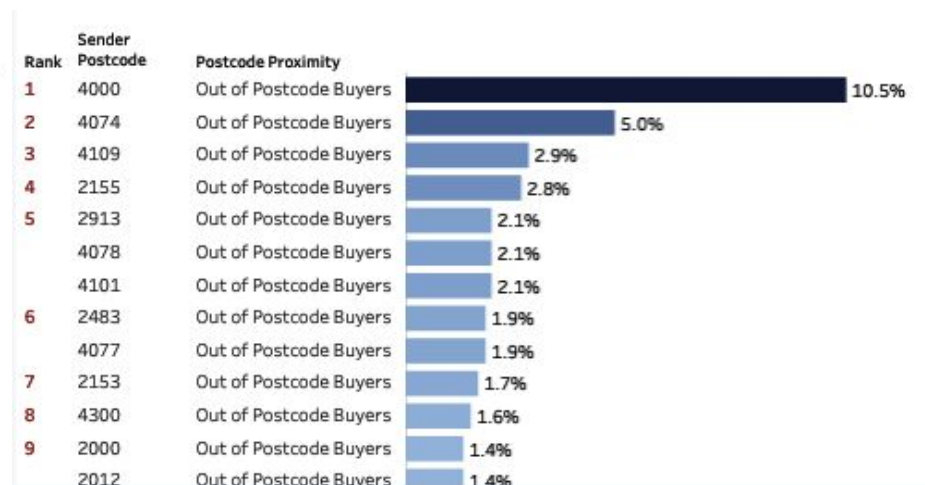
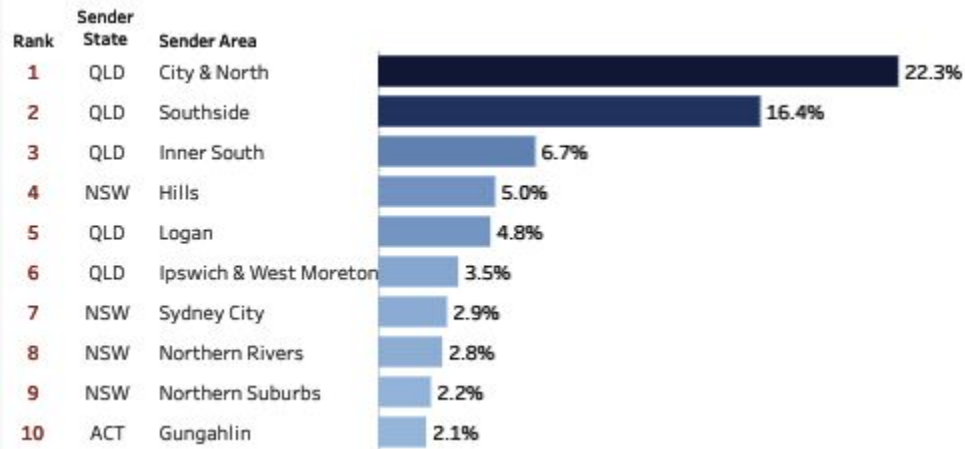
4.5M

| Unique people visit Domain digital, [brisbanetimes.com.au](https://www.brisbanetimes.com.au) and [nine.com.au](https://www.nine.com.au) QLD each month¹

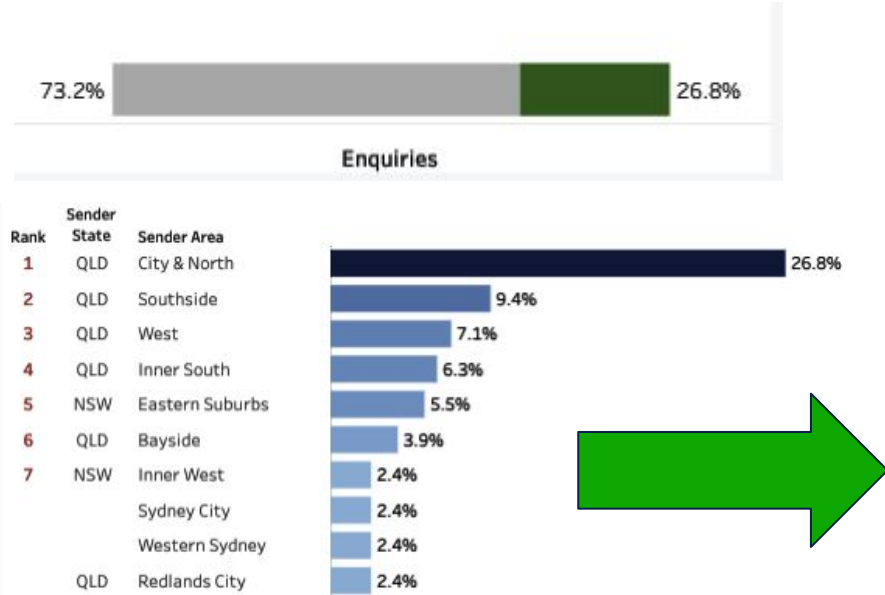
Source: 1. emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending July 2018. Nielsen Digital Ratings (Monthly) July 2018, people 14+ only.



Where Buyers are coming from...

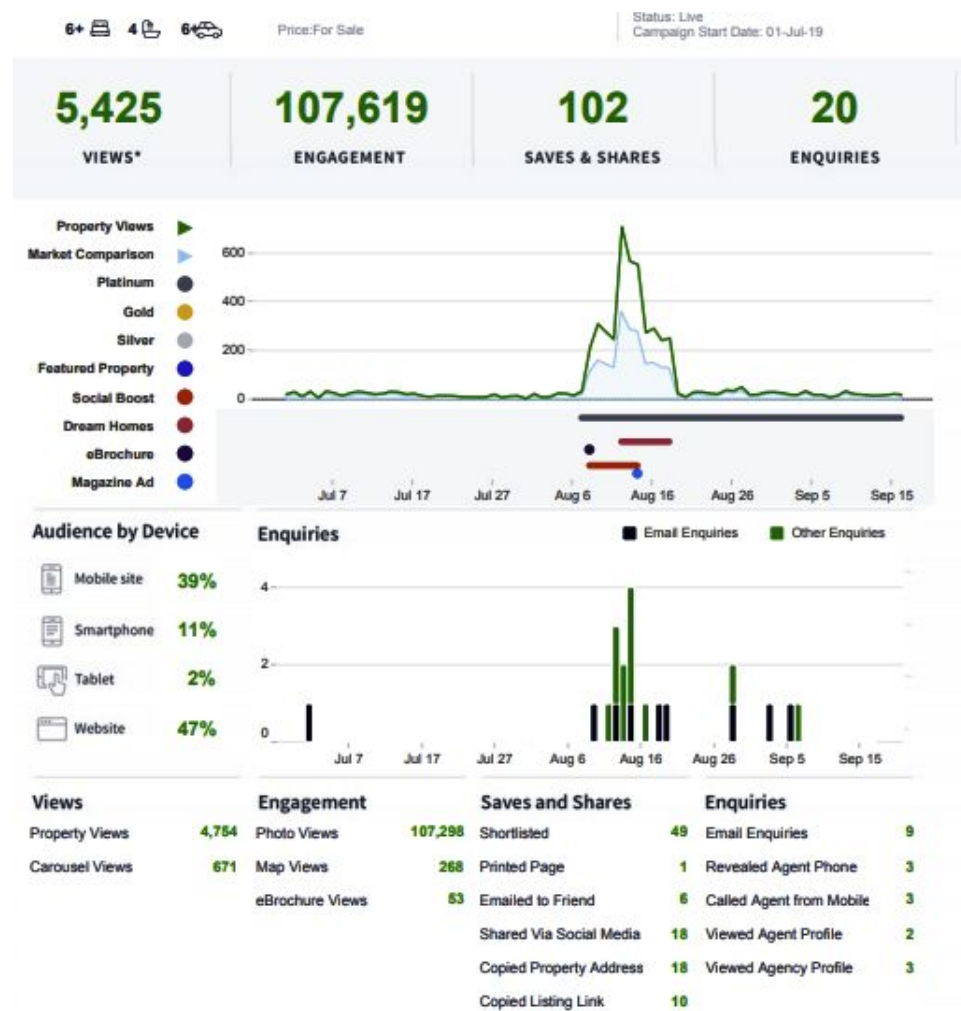


Revive Custom Campaign :



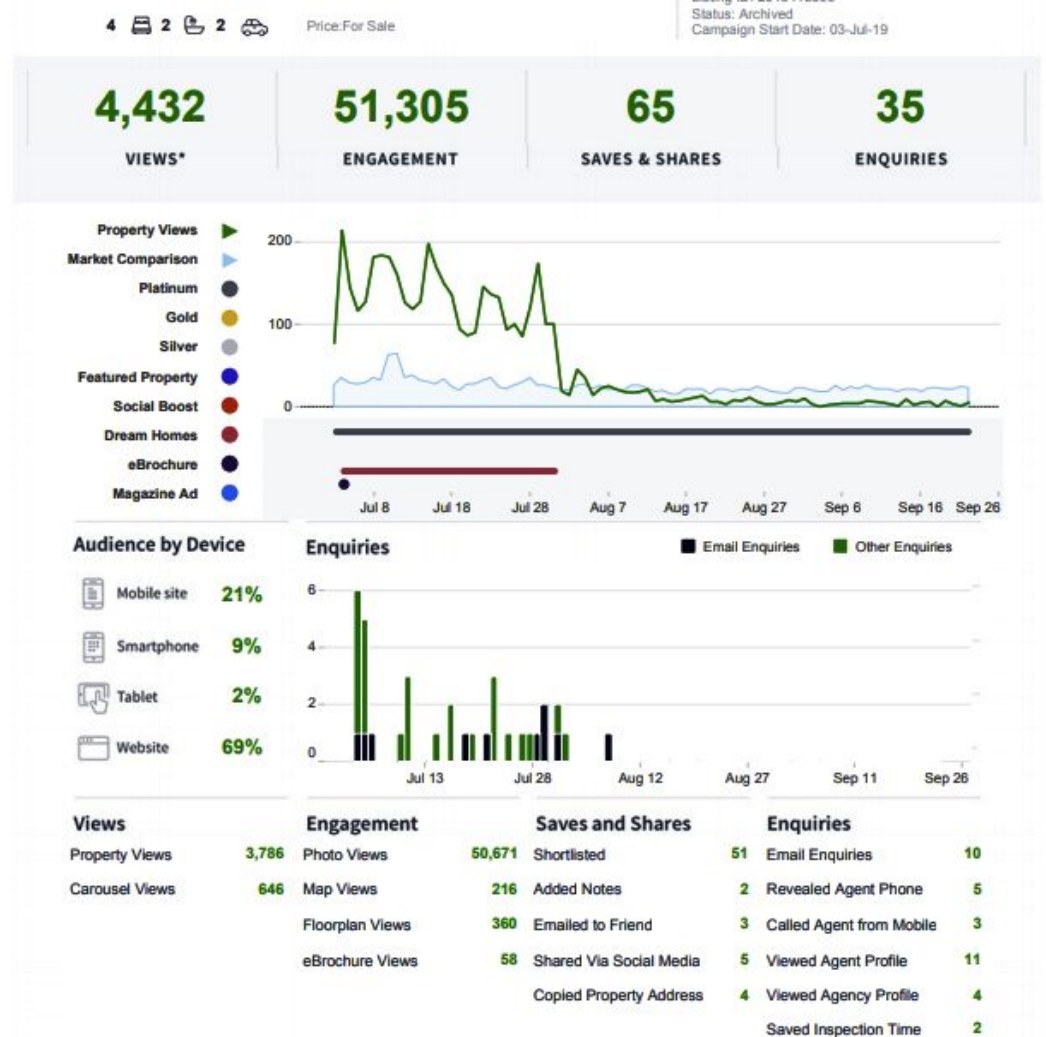
Using our Insights, we are able to design campaigns that target buyers we know are already looking and increase interest resulting in a faster sale. Even for older listings!

Total Spend \$1045



The Power of Dream Homes

- Platinum 60 Day listing
- Dream Homes QLD
- Platinum eBrochure



Total Spend \$550

Oxbridge Revive Offers:

1 week - Dream Homes QLD + 1 week Social Boost - \$1,045

Includes complimentary Platinum Upgrade

Total value = \$2,795

Total coverage:

*1 week - Dream Homes QLD + 1 week Social Boost + 1 week Dream Homes
NSW - \$2695*

Includes complimentary Platinum Upgrade

Total value = \$3,895

**Thank
You**