

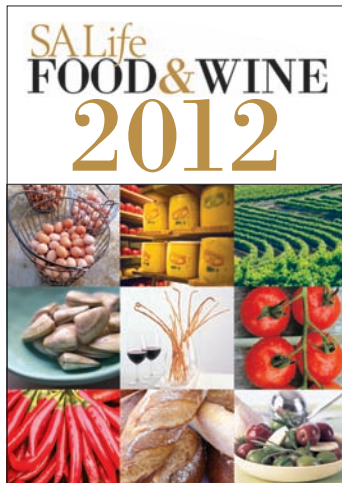
SALife FOOD & WINE™

2012



AN SALIFE PUBLICATION
47 FULLARTON ROAD KENT TOWN SA 5067
P: 08 8132 8900 E: ADMIN@SALIFE.COM.AU

about us



SALife Food & Wine 2012

SALife Food & Wine 2012 follows the sell-out of the inaugural issue in 2010 and comes from the publishers of *SALife*, South Australia's highest selling magazine.

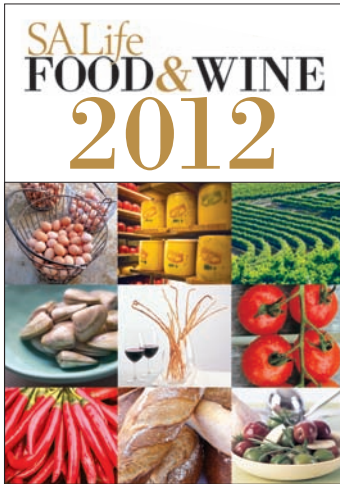
SALife Food & Wine 2012 will be published on April 18 to coincide with the 2012 Tasting Australia food and wine festival in Adelaide – the Mecca for food and wine lovers from all over the nation. We know from experience that tourists will like this magazine – our first issue sold hundreds (until they were all sold out) at airport newsagencies.

SALife Food & Wine 2012 will be a magazine of gourmet experiences. Our editorial team is led by award-winning journalist, Contributing Editor David Sly. As in our incredibly successful inaugural issue their stories will offer readers an in-depth and personal account of our State's epicurean delights. We'll look at seafood, olives and oil, fruit and vegetables, breads and bakeries, beef, pork and lamb, poultry and game, beer and cider. We'll be taking readers on day trips for gourmands. And of course we'll be looking closely and extensively at the magnificent wines of South Australia. *SALife Food & Wine 2012* readers will be real foodies... the type of people always looking to find a new favourite producer or somewhere to go with friends or family. What should they visit? Where do they eat? What should they drink?

SALife Food & Wine will be their own personal guide in the car, and at home.



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- *SALife Food & Wine 2012* will be a full gloss annual magazine published in April 2012
- It will have the finest stock for the cover and text pages to ensure beautiful reproduction
- **The print run has been increased from 8000 to 10,000 copies**
- It will be heavily promoted on television and radio as well as through *SALife*, South Australia's biggest selling magazine
- It will be sold in newsagencies Statewide and selected outlets in Melbourne and Sydney

Targeted communications are more persuasive and effective

When it comes to engaging with your audience, magazines such as *SALife Food & Wine 2012* (and *SALife*) are already one step ahead because magazines establish a strong and intimate relationship between readers and their chosen publication. Faced with overwhelming choice, people are naturally drawn to magazines to which they feel a strong connection.

Magazines engage their readers one-on-one.

Both editorial and advertising content is relevant

Niche magazines such as *SALife Food & Wine 2012* also have the advantage of delivering content that is relevant to the connoisseur. Our readers are at the forefront of our thoughts at every editorial meeting.



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