



# SA Life

The best of Adelaide and South Australia



SOUTH AUSTRALIA'S BIGGEST SELLING LIFESTYLE MAGAZINE

[www.salife.com.au](http://www.salife.com.au)



*SALife* is a highly sophisticated magazine that showcases the incredible talent in South Australia; talent that ranges across a wide arena: designers, artists, entrepreneurs, business people, chefs, winemakers ... the list is almost endless.

Our aim is as we say on our cover each issue: to present "The best of Adelaide and South Australia".

**DAVID SMITH**  
Publisher

Whether the reader is a parochial South Australian or visiting for the first time, *SALife* is an essential guide to what to see, where to go and who's who throughout the State. There are many wonderful and interesting stories across South Australia and we have writers and photographers out there finding them.

#### Features

##### **Luxury homes and gardens**

*SALife* offers readers the opportunity to visit private properties for inspiration in design and style. Our high quality photographs reflect the luxury lifestyles enjoyed in these homes and gardens.

##### **Food and wine**

Each issue features a restaurant, chef and recipe, wine reviews and local produce. Our recipe pages allow readers the option of dining in style at home.

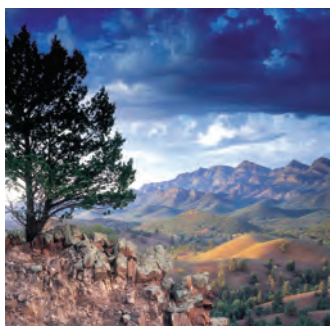
##### **Creative arts**

Regular features on the State's vibrant arts culture keep readers up to date with what's on, established artists and performers, and newcomers to watch.

##### **People and places**

Readers like to know who's doing what and where. Each issue of *SALife* features interesting South Australians and we take readers to places they may be thinking of visiting, and some they've never heard of.

**JACQUI HARBISON**  
Editor



South Australia's biggest selling lifestyle magazine  
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## about us

- First published December 3, 2003, and monthly thereafter except January
- Minimum 13,500 copies printed per issue
- We only use the finest stock for the cover and text pages, ensuring beautiful reproduction
- Sold through nearly 300 newsagencies Statewide (plus Sydney, Melbourne, Canberra and Alice Springs)
- Found in guest rooms in four and five star hotels in Adelaide
- Available in the Qantas and Virgin Blue Lounges at Adelaide and Melbourne airports
- Seen in beauty salons, doctors' rooms, dental surgeries and bed and breakfast accommodation
- Most frequently requested magazine by black tie ball organising committees for the "goodie bag" gifts on the night
- We have more than 4500 subscribers Statewide, national and international. Many subscriptions are purchased as gifts.
- We have a community conscience: Donations to the Flinders Medical Centre Foundation and the Queen Elizabeth Hospital Research Foundation, sponsorship of art events, plus many magazine subscriptions for school and community fundraisers.

## SALife readers are most likely ...

- Women aged 30+ who see themselves in the higher financial earnings bracket or who have a partner who is
- Men who, after looking at the boys' toys advertisements for desirable cars or big boats, turn to the social pages (true!)
- White collar professionals
- Very interested in real estate, either as a residence owner/buyer/seller or as an investor
- To drive luxury cars
- To be very aware of fashion and well being
- To visit the theatre, the movies, or attend a concert
- To eat out, cheap and cheerful through to gourmet dining
- To support a charity



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# why advertise in *SALife*?

Australia's, even South Australia's, media landscape is very competitive. The array of choice for the advertiser is vast. You have made the decision to advertise, but where should you advertise?

## **Targeted communications are more persuasive and effective**

When it comes to engaging with your target audience, magazines such as *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* also have another advantage: we deliver content that tends to be more relevant to the reader than other media. We know our target audience very well and they are at the forefront of our minds at every editorial meeting.

"Unarguably magazines provide a deep level of engagement that is the envy of many other media channels."

**Gary Hardwich, managing partner**  
**Ikon Communications, 2007**  
[www.magazinesgetcloser.com.au](http://www.magazinesgetcloser.com.au)

"No other medium knows its audience like magazines which are written and created to meet specific interests and needs of readers."

**Quality of magazine reader study, 2007**

"... for building brands, new media has the edge because consumers go back to it again and again. It's called being 'sticky'..."

"Magazines are the original sticky medium. That's because people have a genuine love affair with magazines. So strong is it, in fact, that they buy them, subscribe to them, even beg, borrow and steal them. Then, when they're at their most relaxed and receptive, they read them from cover to cover, trusting the opinions of the writers, the advice of the style makers and, consequently, the quality of the products and services that appear in the pages. And then, not surprisingly, when the next issue comes out, they carry out the same beautiful ritual, all over again. **No medium gets closer than a magazine.**"

**Media Agency Business Director**  
[www.magazinesgetcloser.com.au](http://www.magazinesgetcloser.com.au)



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# AdNews

Australia's leading advertising, marketing & media magazine. Founded in 1928.

JOB OF THE WEEK  
PAGE >39

## Life goes on television

SOUTH AUSTRALIANS LOVE THE GOOD THINGS IN LIFE, SO IT'S NO SURPRISE THAT POPULAR LIFESTYLE MAGAZINE SA LIFE IS ABOUT TO BECOME A TELEVISION SHOW.

Channel 7 in Adelaide is set to launch a new lifestyle program adapting a South Australian magazine to the screen.

The half-hour television program *SA Life*, which will premiere on Saturday 7 May at 5.30pm, is an adaptation of the magazine which has become something of an institution in South Australia.

Launched eight years ago by Canongate owner and publisher, David Smith, the magazine's mission statement, "To present the best of Adelaide and South Australia", and has clearly struck a chord with its target market.

Last year, Smith was approached by Channel 7 to adapt the brand for TV with his son Matthew Smith, general manager of Canongate Partners, will also serve as associate producer of the program.

The show will feature similar elements to its magazine counterpart, with segments on travel, lifestyle, art, history and food. Popular SA television personality Leigh Clusky has been lured back to the network to host the show.

The genesis of *SA Life* lies in Smith's view that South Australians are "proud, but not showy people".

Observing a demand in the market and having lived and worked there previously, Smith wanted to launch a magazine that would capture the "quiet confidence and generous" culture of the state.

The magazine targets an up-market demographic, attracting advertisers such as Porsche, BMW, Audi and high-priced real estate. The magazine prints 13,500 copies every month, except for its double Christmas issue which has a print run of 16,500.

MediaCom SA managing director Krystyna Wielgosz says, "It's very targeted, the production quality is excellent, it's got great editorial, and anyone looking at the upper end of the market should include it in their schedules."

"It's a very good product if you're targeting the affluent South Australian because *SA Life* knows exactly who they're talking to."

The *SA Life* brand has also



successfully expanded into annual spin-off publications, including *SA Homes*, *SA Food & Wine* and *SA Gardens*, which will hit the news

stands bi-annually, as of later this year, in response to increased demand from advertisers. <

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# Australian Newsagency Blog

A blog on issues affecting Australia's small business newsagents, media and small business generally.

February 17, 2007

## SA Life magazine makes newsagents happy



I'm in Adelaide and every newsagent I visit here tells me that SA Life is the best magazine they have. Since its launch, sales have been strong, especially in more affluent demographics. Here's a locally published magazine aimed only at the local market and it's outselling all other monthlies. Mention SA Life and newsagents here smile: great sales, good cover price and, most important, local. Parochial sells.

SA Life (distributed by NDD) is a great story beyond its own success in some newsagencies where they use the title as a 'magnet' to draw attention to other titles and try and grow the category.

Even though it's not national, its stellar success demands SA Life is considered for the newsagent voted magazine of the year awards.

SA Life has a sister publication: Highlife Magazine in Bowral, NSW.

Posted by mark at February 17, 2007 09:56 AM [www.towersystems.com.au/fhn\\_blog/](http://www.towersystems.com.au/fhn_blog/)

COMPANIES I'M INVOLVED IN



December 17, 2008

*"I have seen a copy of the 5th Anniversary issue of SALife and I wanted to congratulate you and the team on this wonderful achievement.*

*In my job, one of the joys is that I see many publications and the **production qualities of this issue are up there with the best in the world.***

*At NDD and Impact we are all very proud to have had the opportunity to support the publication over the years and we look forward to doing so in the future. It's interesting to see how you and your team's passion for SALife passes on to our team and particularly those in SA."*

Mark Darton  
General Manager NDD

## Advertising Deadlines 2012

<b>Issue on sale</b>	<b>Last bookings</b>	<b>Last copy</b>
February 1	January 6	January 11
March 7	February 3	February 8
April 4	March 9	March 13
May 2	April 5	April 10
June 6	May 4	May 8
July 4	June 8	June 13
August 1	July 6	July 11
September 5	August 10	August 15
October 3	September 7	September 12
November 7	October 12	October 17
December 5	November 9	November 14