

Sunshine Coast Newspaper Company

Do ain

Incorporating **PROPERTYWeek**

September 2011



Do  ain
Incorporating **PROPERTYWeek**



- 1a Share and Involve you in an exciting new development with the improvements to our real estate portfolio on the Sunshine Coast.
- 1a Provide a compelling value proposition that will drive increased listings for you in the run home to December and beyond
- 1a To demonstrate our commitment to you as valued partner.

- We live in interesting times
- Trusted brands
- We need to create a more compelling value proposition for Agents and their vendors
- Create the most comprehensive real estate destination across all platforms
- Maintain and build our premium real estate Saturday product
- Opportunity to leverage the deep relationship that exists with the loyal readers of our community titles for our advertisers
- We have to make it simple for both agents and vendors
- Invest for the long term



- 15 Provide the most unique and compelling value proposition that cuts through an increasingly fragmented media landscape by leveraging our trusted Saturday premium brand across our community portfolio
- 16 Grow the relevance of our Saturday premium product by increasing listing and attracting new agents through a proactive and collaborative approach with the real estate community
- 17 Launch an improved quality first to market mid week real estate platform which increases the frequency and reach of a vendors campaign that will increase response and allow them to harness the deep connection with local communities.
- 18 Create an opportunity for our agents to build their brands, listings, sales and profitability with new markets through a simple vendor marketing solution
- 19 Invest aggressively to build a long term future in our products and client partnerships

Sunshine Coast Daily Domain

With readership¹ of 72K from Gympie to Brisbane, we are committed to maintaining SCD Domain as the premier real estate publication on the Sunshine Coast

Product Development

- 1. **Property Editorials** – increased number and quality of property editorials written by the Domain editorial team
- 2. **Property Management** – editorial feature and display advertising focusing on rental properties
- 3. **Suburb Profiles**– review of a suburb through the eyes of a buyer supported with real estate statistics from APM.



1 YEAR
RECORDING
YEAR



Newspaper preference for Real Estate Buying Decisions



Real Estate

Source: Morgan December 2010. Sunshine Coast to Brisbane. Includes Gympie and Fraser Coast. Excludes Brisbane and Gold Coast.

Domain
Sunshine Coast Daily
Special Agent 3rd
Selling. Buying. Renting.

BUILDING A Dream
Design flexibility and experience in everything when it comes to home building. From \$

Domain Total Market Coverage

We are providing a total market coverage solution for you and your vendors by combining the power of our premium product with the coverage and local relevance of our Community Titles



Saturday

- **Brand recognition** – driving your marketing campaigns into households coast wide twice a week
- **Distribution**– combined distribution of over 104K²
- **Readership** – audited readership of over 168K¹
- **Ease of Use** – simple combined offering and no change to deadlines

¹ Readership based on Morgan March 2011: APN total distribution area
² Distribution based on CAB October 2010 to March 2011

Sunshine Coast Mid-Week Domain

Our new product Mid-Week Domain enables you to reach over 74K² households across the Sunshine Coast through a single product

- 1) **Lift Only** - only advertising in SCD Domain can be lifted into Mid-Week Domain³
- 1) **Timing** – delivered to the home every Thursday providing a great lead into the weekend
- 1) **Format** – high quality newsprint tabloid product inserted into each Community Title
- 1) **Open Homes** – comprehensive open home information enabling property seekers to plan their way to your listing
- 1) **Front Cover Package** – the front cover package in Mid Week Domain includes the front cover and a full page editorial for \$900 inc. GST.



Buderim Chronicle
Maroochy Weekly **Kawana Weekly**
Caloundra Weekly **Nambour Weekly**

¹ Readership based on Morgan March 2011; APN total distribution area

² Distribution based on CAB October 2010 to March 2011

³ Except for the front cover package



Local Relevance & Household Penetration

Mid-Week Domain will provide extensive reach for your marketing

Caloundra Weekly



Kawana Weekly



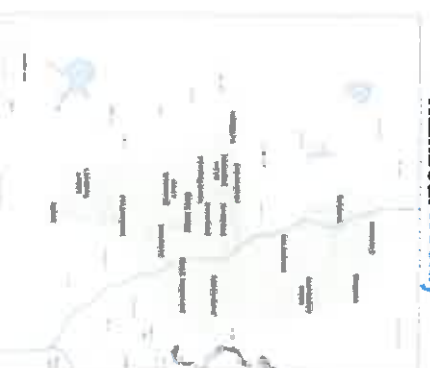
Maroochy Weekly



Buderim Chronicle



Nambour Weekly



CIRCULATION AREAS AND POSTCODES

Aroona	4551
Battery Hill	4551
Beeburum	4517
Beerwah	4519
Bells Creek	4551
Caloundra	4551
Currumundi	4551
Diary Beach	4551
Glass House Mountains	4518
Golden Beach	4551
Kings Beach	4551
Landsborough	4550
Little Mountain	4551
Meridan Plains	4551
Moffat Beach	4551
Mooloolah	4553
Pelican Waters	4551
Shelly Beach	4551

CIRCULATION AREAS AND POSTCODES

Birtinya	4575
Bokarra	4575
Buddina	4575
Currumundi	4551
Meridan Plains	4551
Minyama	4575
Parraira	4575
Warana	4575
Wurulla	4575

CIRCULATION AREAS AND POSTCODES

Alexandra Headland	4572
Bli Bli	4560
Diddillibah	4559
Kulun	4558
Maroochydore	4558
Mooloolaba	4557

CIRCULATION AREAS AND POSTCODES

Budenn	4556
Chevallum	4555
Forest Glen	4556
Ilkley	4554
Kunda Park	4556
Mons	4556
Mountain Creek	4557
Palmtree	4553
Sippy Downs	4556
Tanawha	4556

CIRCULATION AREAS AND POSTCODES

Coes Creek	4560
Eudlo	4554
Kia's Mountain	4559
Kureelpa	4560
Landers Shoot	4555
Nambour	4560
Ninderry	4561
Palmywoods	4555
Perwillowen	4560
Rosemount	4560
West Woombye	4559
Woombye	4559
Yandina	4561

Distribution²

Readership¹

Maroochy Weekly	11,794	18,000
Kawana Weekly	10,842	N/A
Caloundra Weekly	22,719	33,000
Nambour Weekly	11,261	17,000
Buderim Chronicle	17,863	N/A
TOTAL	74,479	96,705

¹ Readership based on Morgan March 2011; APN total distribution area
² Distribution based on CAB October 2010 to March 2011

Domain – Rates Example

The value proposition to your vendor for Domain print advertising provides overwhelming market coverage at incredible value.

New Offering



+



Thursday
Delivered to your home every Thursday

Saturday

1/2 page in both @ \$1017.50*

Total Distribution of +104K

🏠 Increased exposure

+ 100%

🏠 Increased distribution

+ 350%

🏠 Additional readership

+233%

All For 10% Investment

* Rates are inc of GST, example is based on Casual rate

New Offering, Domain – Rates Structure

In response to market feedback we have changed the structure of the transparent rate card to provide great incentives for our clients to grow their volume

SCD Domain & Mid-Week Domain Rate Structure

Rate Level & SCD Domain Weekly Page Volume	Full Page	Half Page	1/4 Page	1/8 Page	1/16 Page
SCD Casual Rate	\$2,035	\$1,017.50	\$508.75	\$254.38	\$127.19
Level 1 SCD ½ page pw	\$1,980	\$990	\$495	\$247.50	\$123.75
Level 2 SCD 2 pages pw	\$1,925	\$962.50	\$481.25	\$240.63	\$120.31
Level 3 SCD 4 pages pw	\$1,815	\$907.50	\$453.75	\$226.88	\$113.44
Level 4 SCD 8 pages pw	\$1,705	\$852.50	\$426.25	\$213.13	\$106.56
Level 5 SCD 12 pages pw	\$1,650	\$825	\$412.50	\$206.25	\$103.13
Level 6 SCD 16 pages pw	\$1,595	\$797.50	\$398.75	\$199.38	\$99.69
Level 7 SCD 24 pages pw	\$1,540	\$770	\$385	\$192.50	\$96.25

- **Rate Commitment:** APN commit to limit rate changes for SCD Domain for the next 3 years to no more than CPI, and that the first change in rates will not be before July 2012.



www.sunshinecoastdaily.com.au



APN
REGIONAL MEDIA

Domain Mid-Week Rotation

The rotation of advertisers in Mid-Week Domain will be linked to the volume performance of advertisers in SCD Domain

- 1) **Rotation Group 1** - includes advertisers with 12 pages or more in SCD Domain, agencies rotated weekly
- 2) **Rotation Group 2** - includes advertisers with between 4 and 12 pages in SCD Domain, agencies rotated weekly
- 3) **Group 3** – no rotation in the group, layout will be based on that weeks volume in Mid-Week Domain
- 4) **Volume Tracking Period** – rate level tracking in SCD Domain is based on 3 month periods



Domain Mid-Week Rotation

Based on the current volume performance of our regular advertisers in Domain, the SCD Domain positioning and Mid-Week Domain groups are as follows.

Client	Previous Quarter Wkly. Avg.	Current Running Wkly. Avg.	SCD Domain Rate Level	SCD Domain Position	Mid-Week Domain Rotation Group
Ray White	24.3	21.2	6	1	Group 1
Amber Werchon	7.5	6.4	3	2	Group 2
Century 21	5.3	4.0	3	3	Group 2
Elders	2.1	2.3	2	4	Group 3
Ken Guy	3.7	1.8	2	5	Group 3
Stewart Tandy	2.9	1.6	1	6	Group 3
Place	2.5	1.5	1	7	Group 3
Beachside Northshore Realty	#N/A	0.7	1	8	Group 3
Colliers	0.3	0.6	1	9	Group 3
Mountain Creek Realty	0.9	0.5	1	10	Group 3
Henzells	0.2	0.2	Casual	12	Group 3
Raine & Horne	0.2	0.2	Casual	11	Group 3
David Millar Real Estate	0.6	0.1	Casual	13	Group 3
LJ Hooker	0.8	0.1	Casual	14	Group 3
PRD	0.5	0.0	Casual	15	Group 3

Above the Line Marketing

Investing heavily in marketing throughout the Sunshine Coast region through TV, Radio and Print
Ongoing cross channel marketing campaign promoting Domain print and online to vendors

Vendor Focus

Sales Collateral - Targeted, high quality sales collateral to assist agents in gaining VPA.
Vendor Promotions - provide compelling incentives for vendors to advertise their property with you

Office Level Support

In-Room Auctions – direct support with venues, promotional marketing support for events, editorial coverage pre and post campaign.
Awards Events – direct support for venue and awards at quarterly and half yearly awards.
Agent Incentives – direct support through individual office incentive programs to help drive more business and reward individual agents, property managers and sales support.

- 📍 **Maximum reach for your vendors marketing campaigns**
- 📍 **Opportunity for maximum time in market (Thursday & Saturday)**
- 📍 **Commitment to cross channel marketing campaign driving your business**
- 📍 **Ongoing marketing support for your offices and your agents through structured incentive programs and marketing support**

Do**Y**ain

Incorporating **PROPERTY Week**

QUESTIONS WELCOME