

A photograph of two women standing in front of a weathered brick wall. The woman on the left is wearing a green long-sleeved top, and the woman on the right is wearing a dark blue long-sleeved top. Both are smiling. A large green semi-circle is overlaid on the bottom left of the image, containing text.

Domain | 

AGENT BRANDING PACKAGE

Domain: *Open for Inspection*

Be a part of Domain's brand-new TV show on Channel 9 and get national exposure

Build your reputation as a market expert for audiences across Australia

Coming Autumn 2026 | 22-minute episodes | Weekly on Saturdays | Channel 9 & 9Now

Build your brand on national television



Channel 9 and Domain Partnership

Trusted names in Property + Broadcast



Watched by over 300,000 people

Projected cumulative audience per episode*



Exceptional reach across Property + Lifestyle audiences

Direct access to a large audience for maximum impact



Premium production on a national stage

Professionally produced and presented by acclaimed hosts



Awareness that extends beyond TV

Each segment is repurposed through Domain's channels, delivering huge exposure with the right audience

Package inclusions:

- ✓ **4-minute "Listing Sold Story" TV segment**
Behind the scenes walkthrough of a sold property, featuring your brand
- ✓ **1-minute "Agent's Corner" spotlight**
Your moment to shine as a local market expert
- ✓ **Prominent on-screen brand integration**
Branded overlays with QR codes linking directly to your sold Domain listing or agent profile
- ✓ **Domain.com.au editorial article**
Dedicated article profiling your sold success story amplified via content
- ✓ **Domain social promotion**
Video on Facebook, Instagram, TikTok & Youtube and article on Facebook



You'll be given the option to appear in the segment alongside show hosts



You'll be tagged in Domain's video social posts for maximum reach and exposure



You'll receive the segment files for your own marketing usage

Only 7 Agent Branding Packages nationally

\$18,000 incl. GST

Meet the hosts

Join our hosts as they step inside some of the most interesting homes across the east coast of Australia, with packages designed to promote your listings and showcase your expertise as an agent.

Alice Stolz

Domain Property Editor & Open for Inspection Host



Jessica Lydka-Morris

TV Presenter at Drive.com.au & Open for Inspection Host



Josephine Huynh

Domain Magazine Editor



Ellen Lutton

Domain Property Editor



All packages are subject to a final Customer Agreement. Prices include GST. Broadcast dates are estimates only and subject to change. All content requires Domain's final approval.

*Audience figures refer to the projected cumulative reach (premiere broadcast plus encore screenings) across Channel 9 and 9Now nationally, accumulated over a 6-month period from the initial broadcast. While every effort is made to achieve these targets, actual viewership may vary and is not guaranteed.



Watch the trailer

Contact your account partner to book

domain.com.au