

# Domain

## Explore our digital subscriptions

We've built more value than ever before into our sales packages. Choose from our flexible range of subscriptions designed to put your campaign, and brand, in front of our growing audience.

## Why Domain?

### Platinum Edge listings now powered by our Matterport Suite<sup>1</sup>

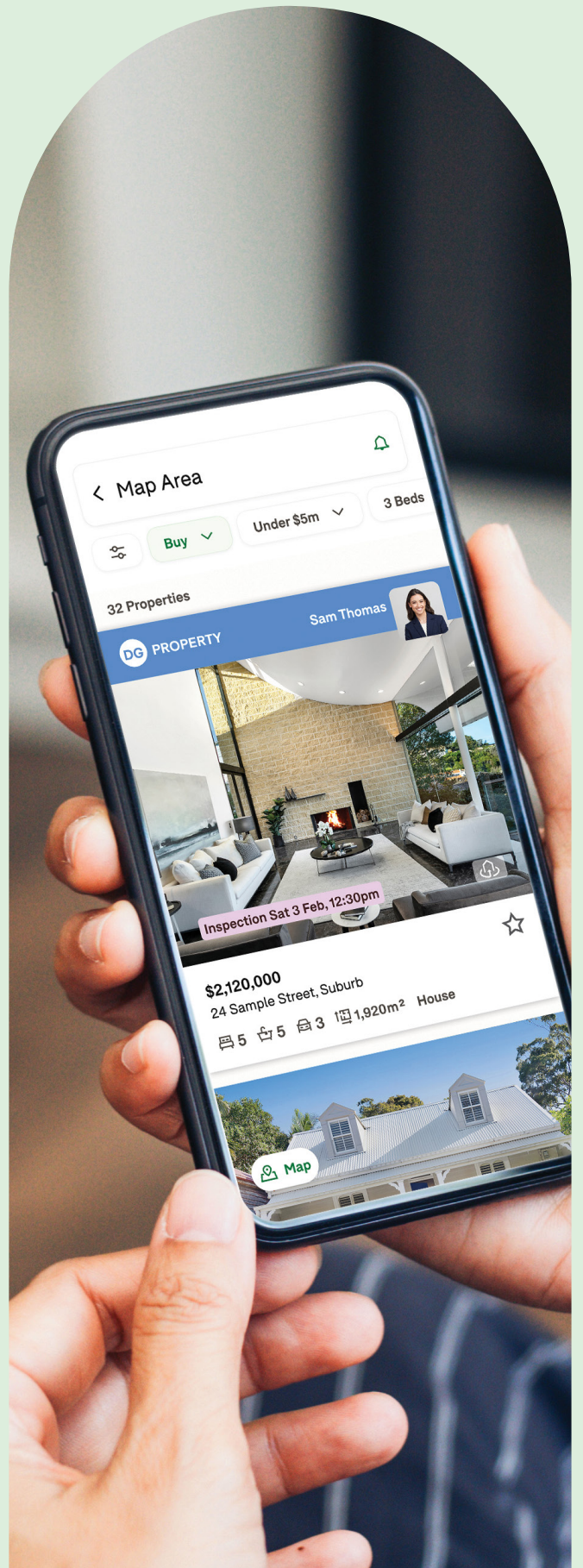
Elevate your campaigns with immersive experiences and assets designed to bring your Domain listings to life, at no additional cost.

### Don't miss exclusive property seekers

Reach 1.2 million property seekers<sup>2</sup> a month on average who aren't using our nearest competitor, with 7.7 million total average monthly users on Domain.<sup>3</sup>

### Capture more views for your listings

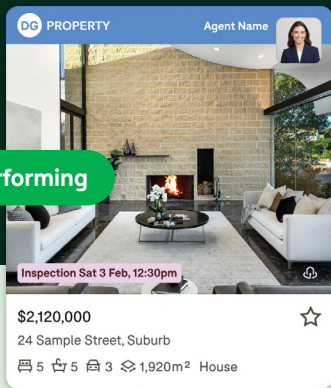
Put your listings in front of a more engaged pool of property seekers, with listing views on Domain up 26% YoY.<sup>4</sup>



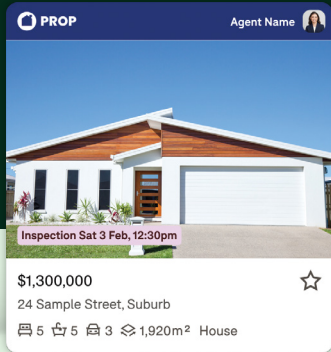
Source: 1. Matterport is available to Platinum Edge subscription customers from 1 July 2026. Bookings are available only on eligible Platinum Edge residential sale listings in supported metro areas, subject to applicable eligibility criteria and conditions. Listing exclusions apply. A photography fee will be charged where eligibility is not met or maintained. Matterport is not a standalone product and is not sold separately. 2. Ipsos iris Online Audience Measurement Service Sept 25 to Feb 26 average, Age 14+, PC/laptop/smartphone/tablet, Text only, Homes & Property Category, Domain Brand Group, RealEstate.com.au Brand Group, Exclusive Audience (000's). 3. Ipsos iris Online Audience Measurement Service, Sept 25 to Feb 26 average, Age 14+, PC/laptop/smartphone/tablet, Text only, Homes & Property Category, Domain Brand Group, Audience (000s). 4. Domain internal data. Based on total 'Sale' and 'Rent' listing views, excluding New Developments, February 2025 vs February 2026. Future performance is not guaranteed.

# New listing features

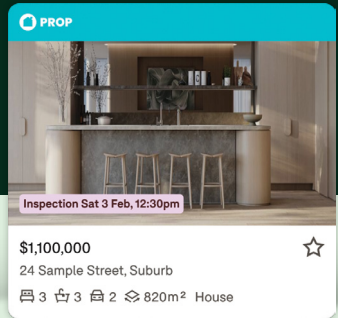
Top Performing







**\$2,120,000**  
 24 Sample Street, Suburb  
 5 ☆ 5 🏠 3 📏 1,920m<sup>2</sup> House



**\$1,300,000**  
 24 Sample Street, Suburb  
 5 ☆ 5 🏠 3 📏 1,920m<sup>2</sup> House



**\$1,100,000**  
 24 Sample Street, Suburb  
 3 ☆ 3 🏠 2 📏 820m<sup>2</sup> House

	Platinum Edge	Gold	Silver
<b>Showcase your property</b>	<ul style="list-style-type: none"> <li>✓ #1 Rank<sup>1</sup></li> <li>✓ Unlimited listing duration</li> <li>✓ <b>NEW</b> No junk ads on your listings</li> </ul>	<ul style="list-style-type: none"> <li>✓ #2 Rank<sup>1</sup></li> <li>✓ 90 day listing duration</li> <li>✓ <b>NEW</b> No junk ads on your listings</li> </ul>	<ul style="list-style-type: none"> <li>✓ #3 Rank<sup>1</sup></li> <li>✓ 30 or 90 day listing duration</li> <li>✓ <b>NEW</b> No junk ads on your listings</li> </ul>
<b>Reach more buyers</b>	<ul style="list-style-type: none"> <li>✓ Automatically on social for 5 days<sup>2</sup> </li> <li>✓ Video assets on Meta</li> </ul>	<ul style="list-style-type: none"> <li>✓ Automatically on social for 3 days<sup>2</sup> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Automatically on social for 1-2 days<sup>2</sup> </li> </ul>
<b>Domain Skylight</b> <b>Track and optimise</b>	<ul style="list-style-type: none"> <li>✓ Listing performance data</li> <li>✓ View comparable properties</li> <li>✓ Early Access</li> <li>✓ Listing bump</li> <li>✓ 2x Premium eBrochures</li> <li>✓ Monthly Market Insight eDM</li> </ul>	<ul style="list-style-type: none"> <li>✓ Listing performance data</li> <li>✓ View comparable properties</li> <li>✓ 1x Standard eBrochures</li> </ul>	<ul style="list-style-type: none"> <li>✓ Listing performance data</li> <li>✓ View comparable properties</li> </ul>
<b>Build your brand</b>	<ul style="list-style-type: none"> <li>✓ <b>NEW</b> Larger Agent + Agency branding</li> <li>✓ 2 days on Google &amp; Meta</li> <li>✓ Permanent Branding on Sold listings</li> <li>✓ Agency branding on weekly auction results<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>NEW</b> More prominent Agent + Agency branding</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>NEW</b> More prominent Agency branding</li> </ul>
 <b>Matterport</b> <b>NEW</b> <sup>4</sup> <b>Immersive experiences &amp; assets</b>	<ul style="list-style-type: none"> <li>✓ Matterport 3D tour</li> <li>✓ 3D Exterior</li> <li>✓ Professional photography</li> <li>✓ Floorplans</li> </ul>		

1. Based on subscription ranking only, excludes Top Spot. 2. Listing exclusions apply. Duration on individual platforms may vary. 3. Only available for Syd, Bris, Melb, Adel and Canb metropolitan areas. 4. Matterport is available to Platinum Edge subscription customers from 1 July 2026. Bookings are available only on eligible Platinum Edge residential sale listings in supported metro areas, subject to applicable eligibility criteria and conditions. Listing exclusions apply. A photography fee will be charged where eligibility is not met or maintained. Matterport is not a standalone product and is not sold separately.

CPTV4757

Chat to your Account Partner about our subscriptions and get your brand in front of more serious buyers and sellers today.

Discover more [domain.com.au](https://domain.com.au)

