

Dream Homes VIC

It's time to put your home in front of millions

Give your home the top-tier treatment when selling, combining the power of Domain and the reach of Nine with our ultimate listing: Dream Homes.

Your property will be in the spotlight across the homepages of:

Domain | **9NEWS**

9 com.au | THE **AGE**

Your property
could have

9x

more engagement
with Dream Homes¹

Your property will reach a
potential audience of

12.6m

people²



Domain

It's time to supercharge your campaign

Be seen by more people

5.7x more views¹

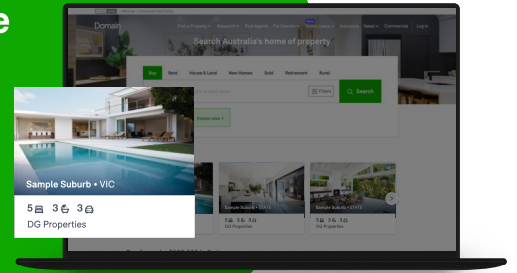
for your property with Dream Homes

regular campaign

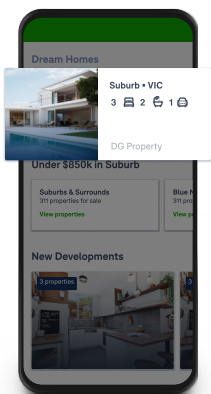
Connect with active seekers fast

Your property will be featured on Domain's homepage, connecting seekers to your property with just one click.

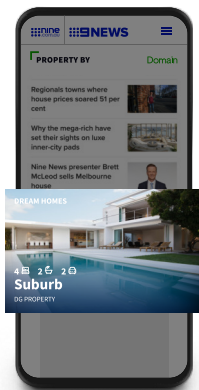
Homepage of Domain



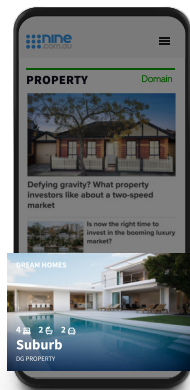
Access a wider-than-ever search network, power up your listing with Nine.



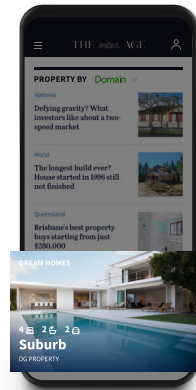
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Reach a network of **67%** of VIC³

Domain

9NEWS

nine.com.au

THE AGE

85% of buy enquiries in VIC come from outside your local area.⁴ Make sure you're reaching these seekers.

Your home will be seen across the homepages of **Nine, 9News** and **The Age**. This enables you to create interest in your home by capturing people who aren't even on the property hunt yet.

Don't miss your chance to reach our biggest ever audience

domain.com.au

Source: 1. Domain Residential Sale listings only, sourced via internal Domain Group data. Uplift compares All Platinum listings in VIC paired with Domain Marketing Products (Dreamhomes) with all other Platinum listings in VIC. July 2021 - May 2022. Only Dream Homes (Print and Social boost excluded); 2. Nielsen Digital Content Planning, July 2021 - April 2022, 18+, Digital C/M, Text, Domain Media, Nine.com.au, theage.com.au, de-duplicated Unique Audience, monthly average; 3. Nielsen Digital Content Planning, July 2021 - April 2022, 18+, VIC, Digital C/M, Text, Domain, Nine.com.au, theage.com.au, Active Reach %; 4. Domain internal data for 1 June 2021 - 4 July 2022 (excludes international enquiries) local area defined by postcode.