

Dream Homes QLD

# 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** | **9NEWS** com.au | **brisbane times**  
INDEPENDENT. ALWAYS.

Your property  
could have

## 7.2x

more engagement  
with Dream Homes<sup>1</sup>

Your property will reach a  
potential audience of

## 12.2m

people<sup>2</sup>



Domain

# It's time to supercharge your campaign

Be seen by more people

**3.8x** more views<sup>1</sup>

for your property with Dream Homes

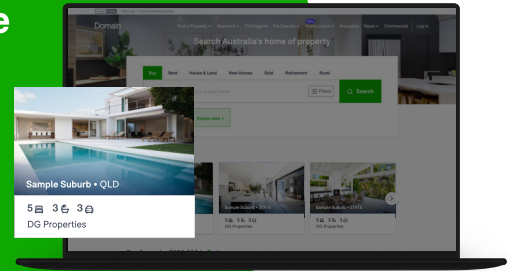
regular campaign



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.

87% of buy enquiries in QLD come from **outside your local area**.<sup>3</sup> Make sure you're reaching these seekers.

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



Capture buyers south of the border with Dream Homes NSW and VIC.\*

Don't pass on the 29% of people from interstate searching for their home in Queensland.<sup>5</sup>

Dream Homes NSW Audience

13 million<sup>6</sup>

NSW Reach:  
domain.com.au, nine.com.au,  
9news.com.au, smh.com.au

Dream Homes VIC Audience

12.6 million<sup>7</sup>

VIC Reach:  
domain.com.au, nine.com.au,  
9news.com.au, theage.com.au

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

[domain.com.au](https://www.domain.com.au)

Source: 1. Domain Residential Sale listings only, sourced via internal Domain Group data. Uplift compares All Platinum listings in QLD paired with Domain Marketing Products (Dreamhomes) with all other Platinum listings in QLD. 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, brisbanetimes.com.au, de-duplicated Unique Audience, monthly average; 3. Domain internal data for 1 June 2021 - 4 July 2022 (excludes international enquiries) local area defined by postcode; 4. Nielsen Digital Content Planning, July 2021 - April 2022, 18+, QLD, Digital C/M, Text, Domain, Nine.com.au, brisbanetimes.com.au, Active Reach %; 5. Domain internal data. Searches for properties in QLD from interstate locations, Desktop and mobile web (excl. Apps), July 2021 - June 2022; 6. Nielsen Digital Content Planning, July 2021 - April 2022, 18+, Digital C/M, Text, Domain Media, Nine.com.au, SMH.com.au, de-duplicated Unique Audience, monthly average; 7. 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; \*Dream Homes for QLD, NSW and VIC are all sold separately. Rates applicable for each state apply.