

A woman with blonde hair, wearing a white and grey striped shirt and white trousers, is lifting a young girl with long blonde hair. The girl is wearing a white long-sleeved shirt and pink patterned pants. They are in a modern kitchen with white cabinetry and a wooden countertop. A large green house-shaped graphic is overlaid on the left side of the image.

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** | **nine**.com.au | **brisbane times**  
INDEPENDENT. ALWAYS.

Your property  
could have

**8.8x**

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

Your property will reach a  
combined network of

**9.9m**

people<sup>2</sup>

Domain

# It's time to supercharge your campaign

Be seen by  
more people

**5.1x** more  
views<sup>1</sup>

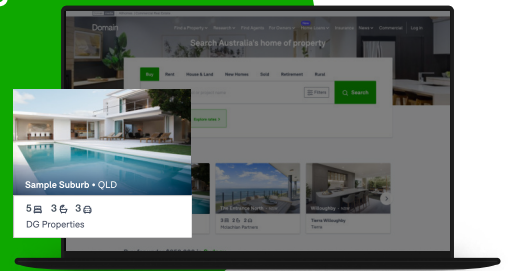
for your property  
with Dream Homes

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.

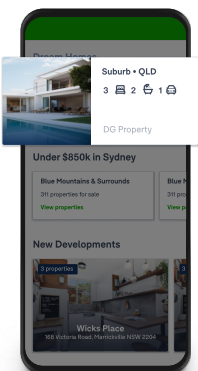
Homepage of Domain



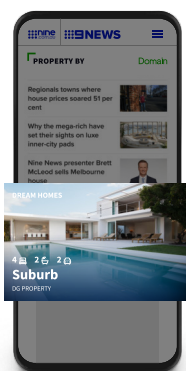
## Access a wider-than-ever search network, power up your listing with Nine.

84% of buy enquiries in QLD come from **outside your local area**.<sup>3</sup> Make sure you're reaching these seekers.

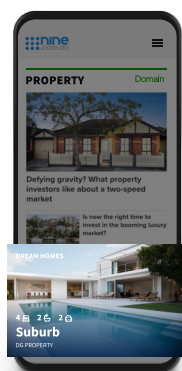
Your home will be seen across the homepages of **Nine**, **9News** and the **Brisbane Times**. This enables you to create interest in your home by capturing people who aren't even on the property hunt yet.



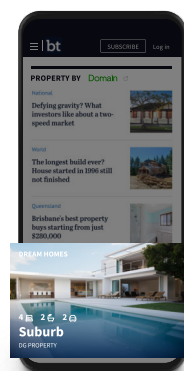
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Reach a  
network of  
**67%**  
of QLD<sup>4</sup>

Domain

9NEWS

nine.com.au

brisbane times  
INDEPENDENT. ALWAYS.

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

Don't pass on the 27% of people from interstate  
searching for their home in Queensland.<sup>5</sup>

Dream Homes  
NSW Audience

**12,089,000**<sup>6</sup>

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

Dream Homes  
VIC Audience

**10,584,000**<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

Source: 1. Domain internal data, uplift compares Residential Sale Platinum listings in QLD paired with Dream Homes with all other Residential Sale Platinum listings in QLD for 12 months ending Mar 21. 2. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending Mar 21, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Mar 21, Dream Homes QLD audience based on combination of domain.com.au, brisbanetimes.com.au & nine.com.au (QLD), Data for National. 3. Domain internal data for 12 months ending Mar 21 (excludes international enquiries) local area defined by postcode. 4. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending Mar 21, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Mar 21, Dream Homes QLD audience based on combination of domain.com.au, brisbanetimes.com.au & nine.com.au (QLD), Data for National. 5. Domain internal data, Google Analytics, Searches for properties in QLD from interstate locations, Desktop and mobile web (excl. Apps), July 2020 - June 2021. 6. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending Mar 21, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Mar 21, Dream Homes NSW audience based on combination of domain.com.au, smh.com.au & nine.com.au (NSW), Data for National. 7. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending Mar 21, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Mar 21, Dream Homes VIC audience based on combination of domain.com.au, TheAge.com.au & nine.com.au (VIC), Data for National. \*Dream Homes for QLD, NSW and VIC are all sold separately. Rates applicable for each state apply.

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