

# Why sell with Domain?

**Reach millions of  
property seekers  
searching on  
Domain**

Our audience is growing with a digital  
and print monthly audience of

**9.4m Australians<sup>1</sup>**

Take advantage of this increasing  
number of eyes and put your property in  
front of them.



**Domain**

# Reach a growing and more connected audience



**8.7m**

Nationally, Domain reached a record number of Australians in March 2021 - that's up 24% from the beginning of the year.<sup>2</sup>



**19.2m**

launches of the Domain App in March 2021. With app launches in January - March 2021 up 65% year-on-year.<sup>3</sup>



**54%**

of Domain app users do not use the nearest competitor's property app.<sup>4</sup>

## Find your buyer - SA



**517k**

people in SA are reading and looking on Domain.<sup>5</sup> Why not make sure they'll see your home?



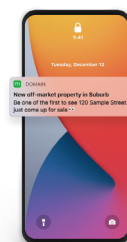
**16%**

of Domain's audience in SA are serious home buyers. That's over eighty thousand buyers actively looking for a home right now.<sup>5</sup>

## Build early interest and demand for your property, even before it's listed.

Reach some of the most high-intent buyers in the marketplace, even before your property is listed. Domain now gives high-intent buyers early access to your home via off-market property alerts.

Get an early, competitive edge with Early Access.



## About 3 in 5 of SA Domain website searches in the past 12 months don't go past the 1st page.<sup>6</sup>

### Platinum

Maximise your reach with the highest position in search results\*



### Gold

Stand out from the crowd with a large listing card in search results.



### Silver

Take a big first step towards standing out in search results.



Source: 1. 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, Domain audience based on Domain (digital) & Print (Domain Magazines in the SMH, The Age & AFR, Prestige & Domain Review). Data for National. 2. Nielsen Digital Media Ratings, Monthly Tagged, Jan-Mar 21, P2+, Digital (C/M), Text, Domain, Unique Audience. 3. Nielsen Digital Media Ratings, Monthly Tagged, Jan-Mar 21, P2+, Digital (C/M), Text, Domain, Average Monthly App launches; Nielsen Digital Content Ratings, Monthly Tagged, Jan - Mar 20, P2+, Digital (C/M), Text, Domain, Average Monthly App launches. 4. Domain app audience who do not use our closest competitor App, iPhone and Android phone average, App Annie, Avg of Apr 20 - Mar 21, Australia. 5. 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, Domain audience based on Domain digital & Print (Domain Magazines in the AFR & Prestige, L4W Net), Serious Home Buyers based on those who intend to buy a home in the N12M, Data for SA. 6. Domain internal data. SA, website searches for Sale listings in the 12 months to Jun 21. \*Excludes Top Spot.

Put your property in the spotlight

CRTV-1140  
**Domain.com.au**