



The #1 site downsizing professionals trust

More professionals list with **downsizing.com.au** than anywhere else

Media Kit
2024

downsizing.com.au

Our Value

Australia's Biggest Retirement Audience



1.1M

Website users

Monthly website traffic
over 200,000



29K

Facebook followers

Over 30,000 social media
followers on Facebook



53K

Subscribers

Combined database of
over 40,000 subscribers

Unparalleled and highly targeted approach to reaching the over 50's market in Australia.



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The Downsizing difference

We are a niche retirement property portal providing a rich consumer experience for downsizers and retirees.

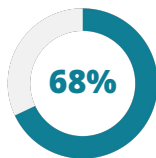
With more retirement listings than anywhere else in Australia.



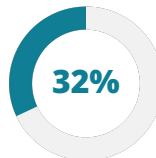
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Customer Engagement



68% of users
55 and over



32% of users transitioning
to retirement or looking on
behalf of a friend or relative

Website	1.1 million Visitors over 12 month period	100,000 Monthly users	300,000+ Monthly listing views
Enquiries	60,000 Yearly enquiries through listings	52,000+ Subscription database	
Social	30,000 Facebook followers		
Engagement	6 minutes Avg. time spent on site		

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Downsizers are willing to inspect and buy online

68%

Use an internet search engine daily

40%

Use Facebook daily

34%

Of over 60s are now 'more confident'
with technology since the COVID-19
pandemic

46%

Have said their confidence had not
increased, because they were 'already
confident'

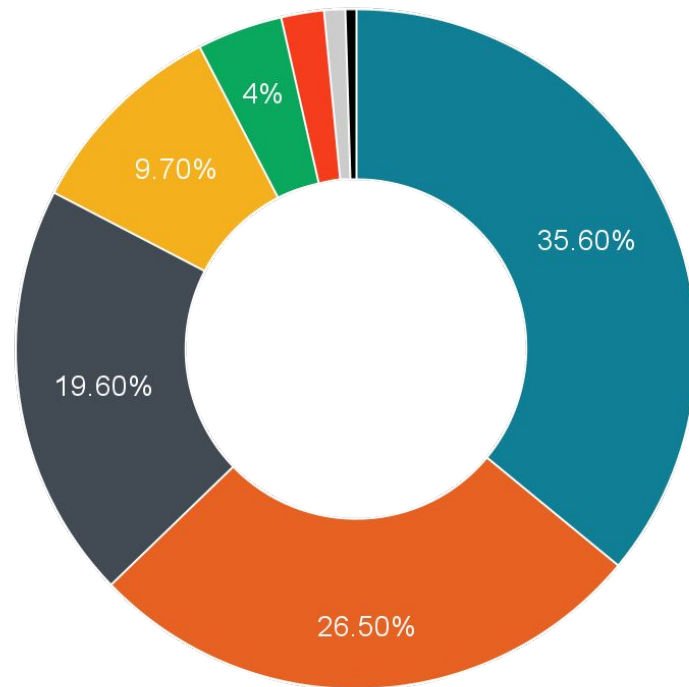
23%

Have used a technology for the first time

Our Audience

Our audience is predominantly based in our eastern states and we are seeing fast growth in South Australia & Western Australia.

New South Wales	South Australia
Queensland	Australian Capital Territory
Victoria	Tasmania
Western Australia	Northern Territory



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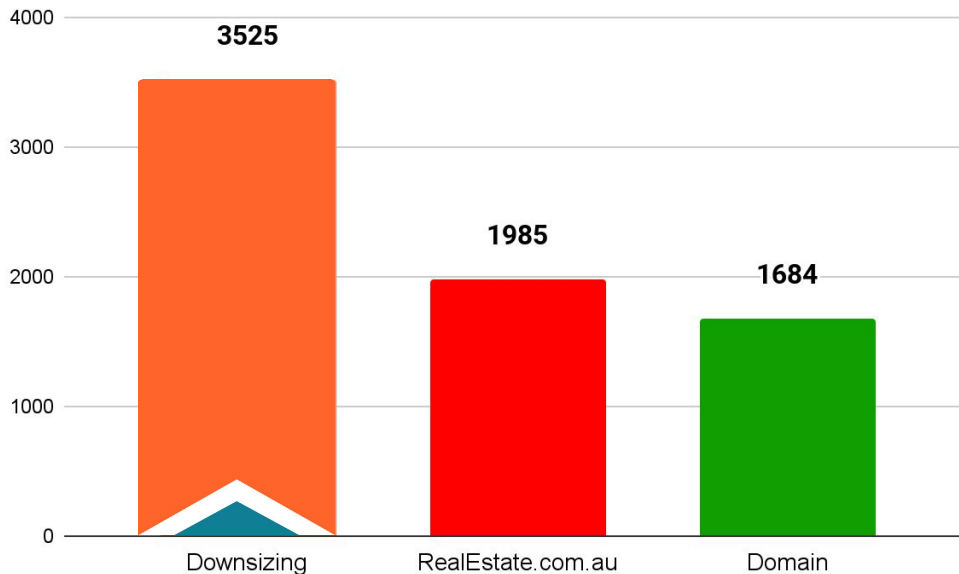
Listing share

How we compare

We are very proud to announce that we are now the #1 site in Australia for retirement listings.

Recent research across the main real estate portals demonstrate that more real estate professionals in Australia place their valued assets in the hands of Downsizing.com.au.

Please see the corresponding graph that compares **paid** listings in the buy section for the retirement sector.



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How seniors consume media has changed

Over-55s are keen media consumers, and they've been gradually shifting their media consumption to modern mediums. More than 90% of under-70s are now confident in their use of the internet, and this generation is increasingly moving away from paywalled newspapers and Foxtel subscriptions, preferring Netflix, Stan and free digital media.



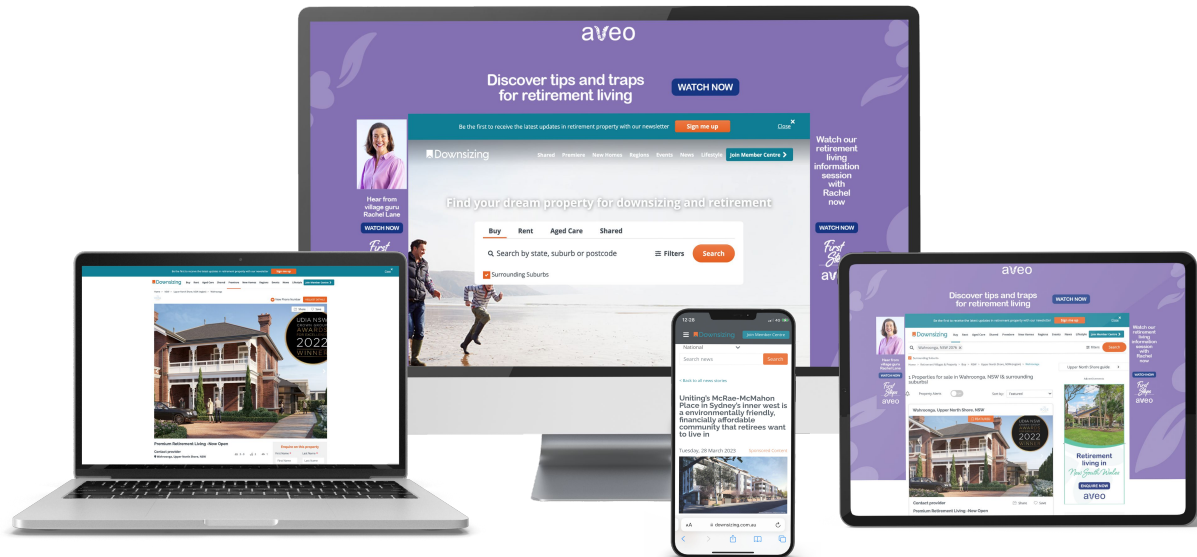
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What's new for 2024

Product innovation

- New Land Lease section
- Upgrade to display advertisements
- Technical solutions to improve listing performance
- Premiere TV
- Upgrade to sponsored content



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Upgrading our display advertisements

Upgrade to display advertisements - introducing 'sticky skyscrapers'

Downsizing offers our retirement clients a wide range of display ad placements that target our large, engaged audience.

- Ad units can be targeted to specific site sections
- Sticky ad units maintain viewability and engagement
- Page takeovers allow brands to maximise their presence across all ad units

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Your guide to great retirement living in

New South Wales

[View our 17 villages](#) **aveo**

The advertisement features a woman in a white shirt and dark trousers holding a brochure that shows two people sitting on a bench. The background is a city skyline. The text is white on a dark blue background. At the bottom, there is a red button with white text and the 'aveo' logo. A decorative border of colorful leaves and flowers is at the very bottom.

Upgrading our content

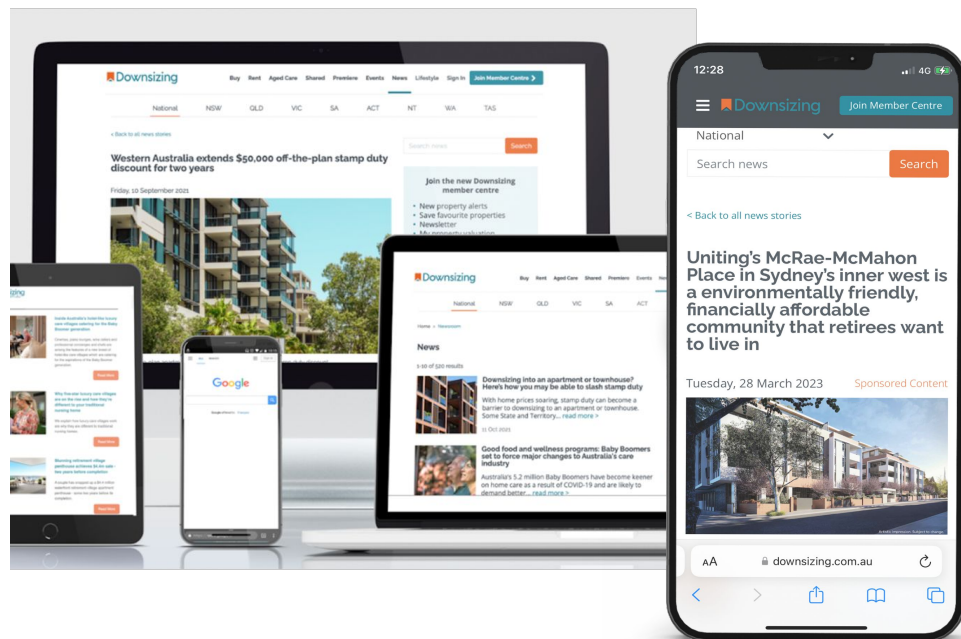
Sponsored Content - improved layout to increase lead generation

Downsizing property seekers consume content within our news section and distributed to our subscriber database.

Partnering with a trusted publisher allows you to amplify your brand, enhance brand recall and build credibility with these consumers.

Our content team can provide brands with sponsored content opportunities across image galleries and written editorial.

With Sponsored Content, brands can leverage the trust and credibility of these experts in a contextually relevant environment.



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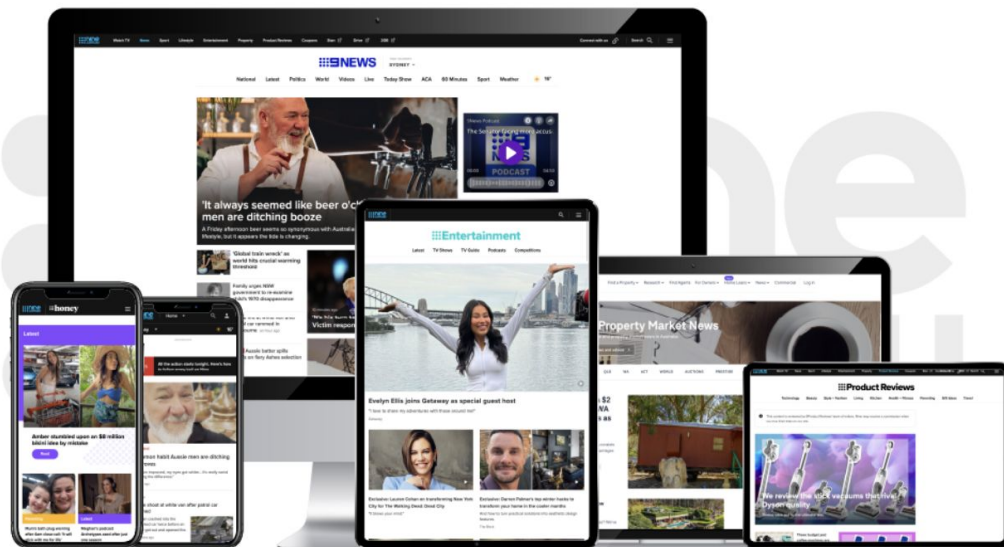
Premiere TV

Bringing the power of television to your listing

Couple your premiere listing with brand amplification across Australia's leading streaming platforms:

- Nine Now
- Ten Play
- Seven Plus and
- YouTube

With Television Audience Extension, customers can extend the reach of their campaigns by taking advantage of our engaged, property-seeking audience once they've moved on from downsizing.com.au.



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Land Lease section launch

April 2024

Our brand new section launched in April which creates a better experience when searching for 'types of properties'.

Land Lease has become a very popular choice for our consumers. Over 70% of our consumers when surveyed have put forward that Land Lease is now part of their selection as they research the next stage of their property journey.


Downsizing.com.au will become the first real estate portal in Australia to be able to offer a section purely dedicated to Land Lease properties with an easy to navigate user experience.



Live on the fairway at Eden Gardens Lifestyle Estate!


📍 Eden, South Coast NSW, NSW


 LINCOLN PLACE
Part of home.



Savour every minute at Mudgee Spring Lifestyle Estate!


📍 Mudgee, Central West, NSW


 MUDGEE SPRING LIFESTYLE ESTATE
by LINCOLN PLACE



Picturesque beaches, lagoons and scenery at arms length at Northern Rivers Lifestyle Estate


📍 Gulmarrad, North Coast, NSW

 NORTHERN RIVERS LIFESTYLE ESTATE
by LINCOLN PLACE



Welcome to Griffith Hill Lifestyle Estate, the perfect solution for over 55s seeking an active downsizing lifestyle in the picturesque Riverina region.

📍 Griffith, Riverina, NSW

 GRIFFITH HILL LIFESTYLE ESTATE
by LINCOLN PLACE

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Our product suite

Listing & Display opportunities

- Subscriptions
- Premiere Listings
- Display campaigns
- Sponsored content
- Database campaigns

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Subscription options

All our subscriptions give you access to our platform features. You just choose the level!

- Search Engine Optimisation
- Automatic subscriber alerts for new listings
- Fully automated listings management using Standard Real Estate format
- XML Feed/Bulk uploader
- Up to 10 images including Virtual Tours and videos
- Unlimited text in description



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Platinum
The largest listing so you stand out within your suburb & area
Generate up to 6x more viewings and enquiries than standard listings
Display top of the search results
Designed to increase exposure and engagement
Access to additional products to attract buyers and renters across multiple channels
Gold
The second largest listing and product position
Generate up to 3x more viewings and enquires than standard listings
Access to additional products to attract buyers and renters across multiple channels
Standard
Third highest product position in search results
Includes logo and branding

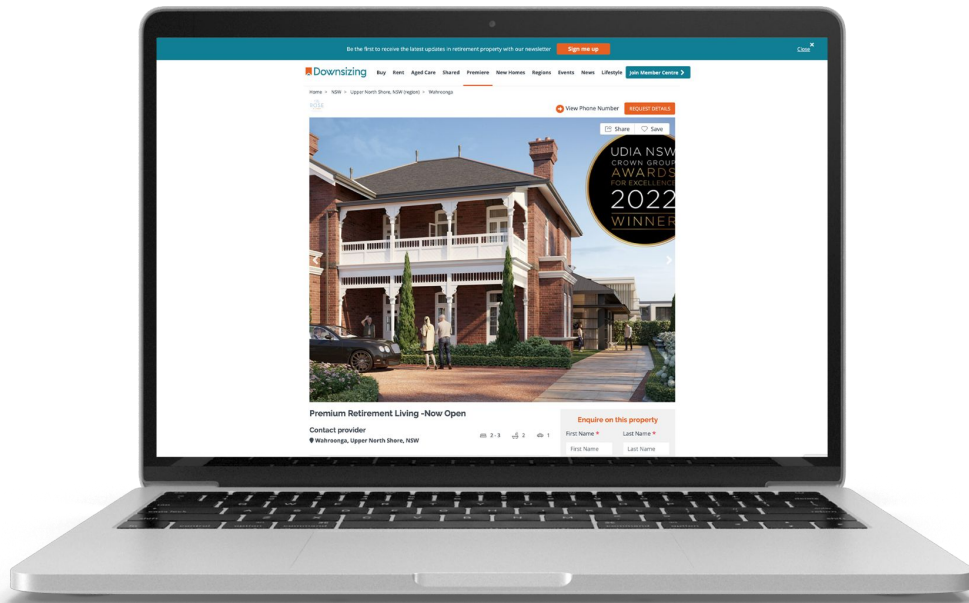
Premiere Listings

Add performance marketing to your campaign

Combine Downsizings' data with the powerful search insights of Google and Facebook to connect your property to the right buyers. With Premiere, your properties appear at the top of Google search and Facebook. With 90% of consumers using Google to research, your project will follow your buyers as they move about their business on Google, Facebook and Australia's favourite sites.

► Maximise your exposure to reach more active buyers

We're ensuring that your project is targeting buyers while they're off site - so whether they're looking for properties or looking for fishing spots - users are driven back to your listing on Downsizing.



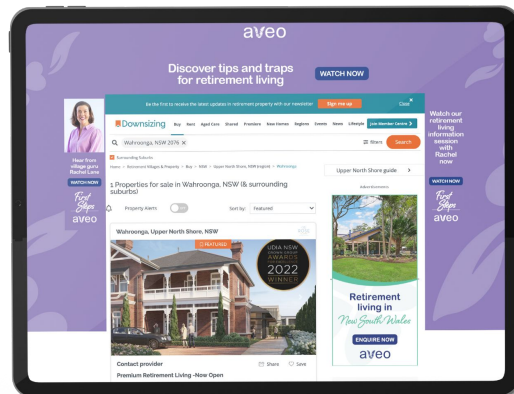
Premiere Matrix

Choose your Premiere program

Premiere matrix	Premiere All	Premiere Single (custom)	Premiere Extend
Amplification			
Facebook	Yes	Yes	Yes
Instagram	No	Yes	Yes
Google Extend	No	No	Yes
Tik Tok	No	Yes	No
Stream TV (\$60/000 impressions)			Yes
Minimum lead expectation	10	15	

Maximise your exposure to reach more active buyers

Featuring above all other listing types, your Premiere will refresh to be at the beginning of a suburb search every 8 days. You'll also feature in our Premiere Projects page plus have a Skyscraper banner on the side of each listing for more branding awareness. Complete with a branding strip to match your style guide, logo and helpful icons, Premiere is our premium product for attracting buyers.



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Display Ads

Display your ads on the Homepage or on the Search Results pages with any of our Display Ads. Target users by State or Nationally

Homepage Skyscraper

Create a seamless integration for your brand and send users to a listing, landing page, website or news room.



Specification	
160 x 600 px	JPEG,PNG or GIF

Native Advertising

Create a seamless integration for your brand and send users to a listing, landing page, website or news room.

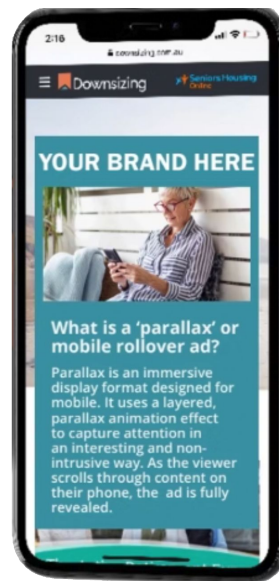


Specifications	Format	File Size
720x400 px	JPEG, PNG, GIF or video	2 MB

Parallax

Parallax is an immersive display format designed for mobile. It uses a layered, parallax animation effect to capture attention in an interesting and non-intrusive way. As the viewer scrolls through content on their phone, the ad is fully revealed.

Secure your exclusive branding for 6 months with a once-off fee.



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Display Ads

Display your ads on the Homepage or on the Search Results Pages with any of our Display Ads. Target users by State or Nationally.

Sticky Skyscraper



Specification

160 x 600 px JPEG,PNG or GIF

300 x 600 px JPEG,PNG or GIF

MREC



Specification

300 x 250 px JPEG,PNG or GIF

Leaderboard



Specification

580 x 200 px JPEG,PNG or GIF

728 x 90 px JPEG,PNG or GIF

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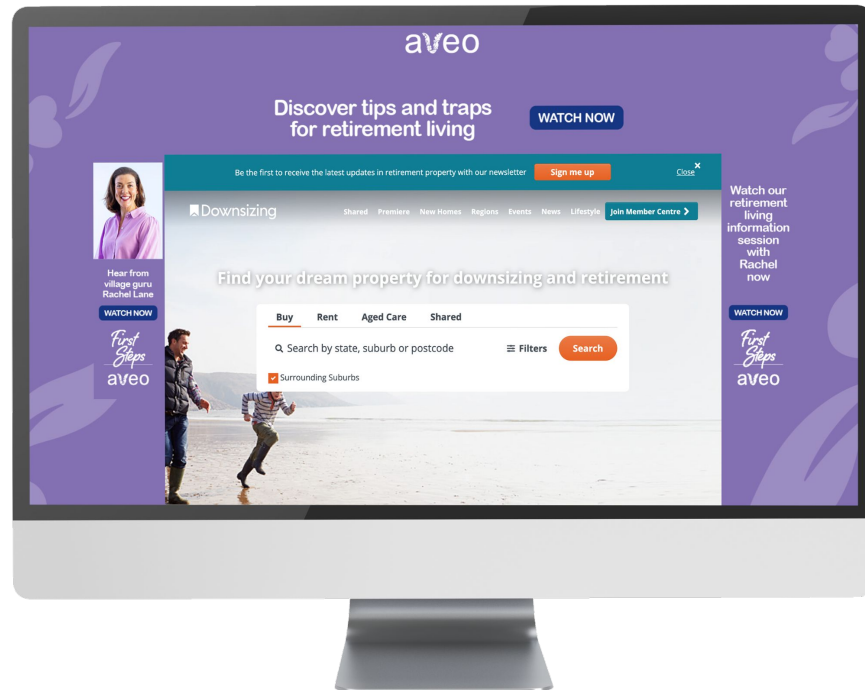
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Homepage Takeover - Desktop Truskin

Home page + Listing Search results page

A full-screen, rich media advertising product that frames page content through a header, footer and sticky side skins.

Build awareness with your customers by delivering a comprehensive, impactful, brand message over a long duration while they scroll through a page.

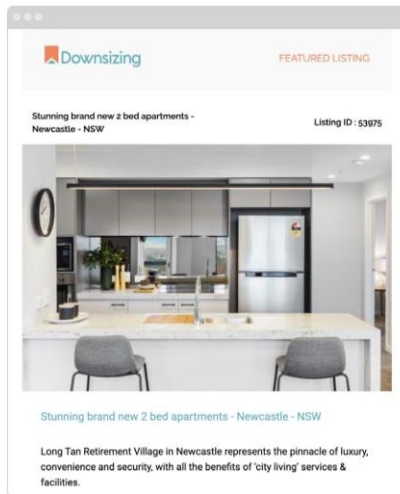


Electronic Direct Mail

Target our audience and subscribers who are actively searching for properties in a particular region, state or nationally.

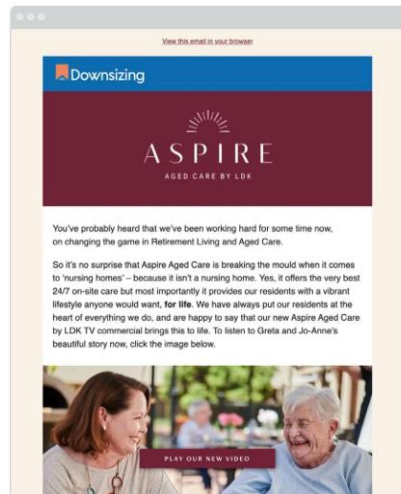
eBrochure

Send an exclusive one page Brochure via email featuring a listing of your choosing. Sent directly to those people who are actively searching in the local area. No artwork needed.



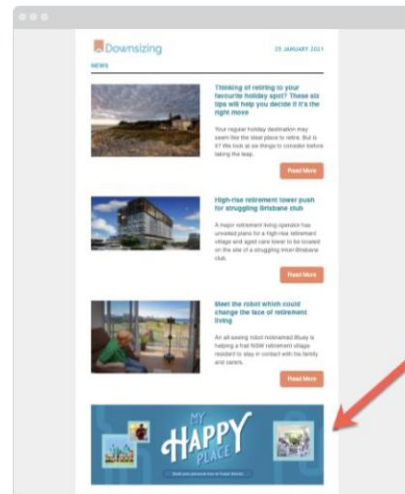
Solus eDM

Target our national and state audiences. Solus eDM includes your own content, creative leaderboard and two feature properties.



Newsletter Sponsorship

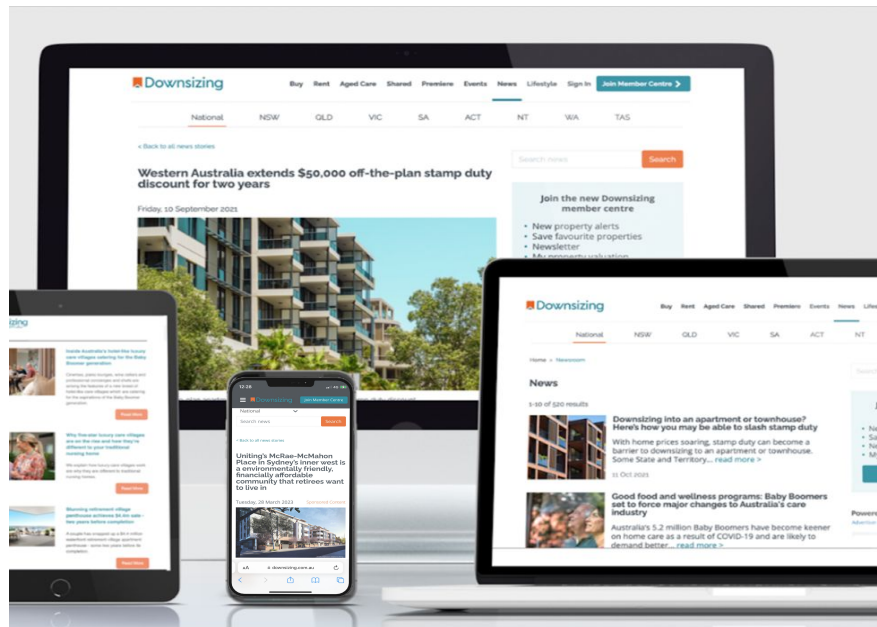
Sponsor our weekly newsletter and target the highly engaged buyers in your state. Sponsorship includes your own creative leaderboard and two feature properties.



Sponsored Content

Let's give your campaign a complete 360° story to fully engage buyers at every touchpoint

Our editor will work with you on crafting the angles specific to the campaign option you select. With over 70% of consumers 50+ years of age saying they'd rather learn about a product or service through content rather than advertising; there's never been a better time to communicate with this demographic, in this way.



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Who we work with



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Contact

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