

# PRIMO LIFE

LIFESTYLE • IDEAS • PROPERTY

## PRIMOLife MAGAZINE ADDS MAJOR LEAGUE PARTNER [DOMAIN.COM.AU](http://domain.com.au) TO ITS PAGES

**PRIMOLife** magazine, the monthly lifestyle and property customer magazine published on behalf of WA's Peard Real Estate Group, is pleased to announce an important new partnership with Domain, a leading supplier of multi-platform property marketing and search solutions.

The partnership, which kicks off with the November issue of **PRIMOLife** and continues over the next year, reflects the position the magazine has created for itself in just 10 short months since its inception.

**PRIMOLife** magazine was launched in late 2013 and since then has quickly established itself as a leading lifestyle, entertainment and travel magazine, which also happens to include every month over 200 Peard Real Estate listings.

Distributed through the Peard Real Estate Office network from Karratha to Rockingham as well as Stocker Preston's Margaret River regional offices, the magazine has become a firm favourite locally for its carefully curated collection of original, high quality features and exclusives.

"We wanted **PRIMOLife** to be a magazine which was of interest to customers not only as a source for all our most recent listings and company news, but also of value thanks to its well-written lifestyle content," said Peter Peard, CEO of the Peard Real Estate Group.

As a result, the magazine has helped garner Peard Real Estate several communication and marketing-based industry awards in 2014 and is a **finalist in the Publishers Australia Excellence Awards for Custom Magazine of the Year**.

With regular advertising spots within each issue as well as editorial features and branding across all of the Peard Real Estate listing pages in the magazine, the match up between **PRIMOLife** and [domain.com.au](http://domain.com.au) promises to be a symbiotic one.

"Joining forces with **PRIMOLife** magazine and the Peard Real Estate Group is a win-win," said Tony Blamey, Chief Operating Officer, Domain Group.

"The WA market is important to us and what Peard have been doing with their business and the magazine is outstanding. The Domain team will be working closely with the Peard team on a range of marketing opportunities over the coming months."

As the creative team behind **PRIMOLife** looks forward to another busy year of producing the magazine, adding such a significant advertising partner to the pages is a natural next step for a publication which already regularly attracts high profile brands.

"Domain.com.au is the perfect real estate portal advertising partner for **PRIMOLife**," said Aisha Iscel, publisher of Premium Publishers.

"Peard Real Estate has already established itself as a leading real estate agency in WA, and with the added power of [domain.com.au](http://domain.com.au) on board complementing the property listings and content offering, **PRIMOLife**, will become a one-stop shop or readers keen to make their next property move."

For more information and high res images, please contact Gabi Mills  
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Visit [primolife.com.au](http://primolife.com.au) or see the November issue here:  
[http://issuu.com/premiumpublishers/docs/primolife\\_november\\_2014](http://issuu.com/premiumpublishers/docs/primolife_november_2014)



Domain

