

## **ACM continues to drive audience growth for realestateview.com.au across the regions.**

THURSDAY, NOVEMBER 4, 2021 - ACM has released data that shows the dramatic rise in audiences seeking property related content from across the ACM's suite of assets with a 43% jump in readers consuming property content since August.

While some ACM mastheads have delivered growth in referral traffic to realestateview.com.au of over 183% since August.

This comes as ACM, led by Executive Chairman Antony Catalano, continues to invest in the property sector following securing a controlling interest in realestateview.com.au, the creation of a dedicated property editorial team led by former Domain Editor Jen Melocco and investment in property data business Propic.

"Regional audiences are engaging with property like never before and the stories that are hitting the mark are those that talk directly to them" said ACM & realestateview.com.au National Property News Director Jen Melocco.

"Within three months of having a dedicated team of property reporters in major regional centres around the country, we have seen growing audience numbers across our ACM titles that are in turn referring traffic to realestateview.com.au"

"As spring hit and restrictions were being lifted, we have seen our audience grow with a 43% rise month on month for September. We are creating unique content and telling stories that affect property buyers in regional areas.

"For example, one of our top advice stories looked at rentvesting in the regions and the success that regional buyers have had with this tactic."

"We are also breaking exclusive regional property news stories, such as the \$10 million sale of a beachfront home in Mollmook on the NSW South Coast, which attracted a large audience across our titles."

These audiences are converting into large increases in referral traffic to realestateview.com.au.

ACM & realestateview.com.au Chief Marketing Officer Paul Tyrrell said "this shows the power of the ACM network and the role it can play in driving quality engaged property audiences to realestateview.com.au to help connect vendors with buyers across the regions."

"We've seen significant growth in referral traffic from all our key mastheads as we make our way out of COVID. Leading the pack has been the Ballarat Courier with 183% growth in referral traffic, while the Bendigo Advertiser at 119% growth, the Newcastle Herald at 80% growth and the Border Mail at 59% growth are all performing strongly."

"This has in turn converted into more searching in regional centres on realestateview.com.au with search volume up in all key markets with Tasmanian property searches up 20% since July and searches for Albury/Wodonga properties up 18%." Tyrrell said.

realestateview.com.au's recently launched [Property ReView](#) has also delivered strong results as buyers seek more address-level detail on their future dream home via a detailed downloadable document with stats, data and insights on the property.

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