



# HIA Hunter Building News 2012 Media Kit

HIA Hunter Building News - a great way to promote your business

# HIA HUNTER BUILDING NEWS 2012

## Build your business!

Circulation >> 2,000

Frequency >> 5 times a year

### Are you reaching decision-makers?

More than 2,000 HIA members look for industry trends, information and new ideas in Building News magazine.

These members are Australia's most active builders and trade contractors and they specify products and guide their customer's choices both in the new home and renovation markets.

### Are you reaching small businesses?

The home building and renovation industry has more small businesses than any other industry. Building News is a credible magazine that small businesses know and trust.

### Are you reaching the whole industry?

Many small business partners are women who influence customer choice. They also read Building News. Only Building News covers both on-site and off-site issues with an Hunter / Central Coast focus. Only through Building News can you speak to the whole Hunter / Central Coast housing industry.

### The building industry's largest association

HIA members are responsible for 80 per cent of building activity in the housing industry. Building News offers you the credibility of HIA – the industry's largest and most influential national association.

### Trade background of HIA members

The graph at right gives an indication of the 10 most common trade backgrounds.

### Hunter / Central Coast members – a huge market

Housing is a massive market. The Hunter / Central Coast industry generates \$billions in sales revenue each year. Historically, consumers spend as much as 20 per cent of their income on their home. Building News showcases your product to the specifiers and decision-makers in this lucrative market.

### A leading reference

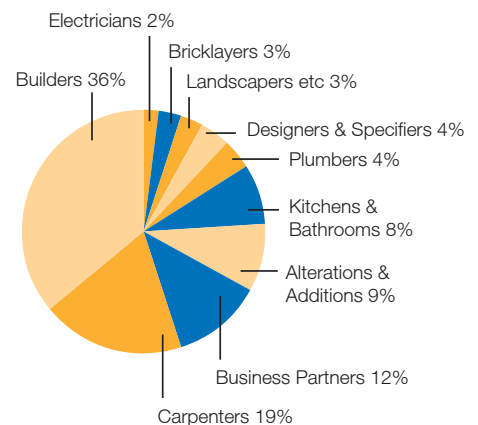
The majority of HIA members say that they are most interested in information on new products, materials and ideas. It is the standard reference for building industry professionals, who archive the magazine and refer to it again and again. This means your advertising dollar keeps on working.

### Target your communication

Building News magazine is provided as a service to HIA members. We know exactly where our magazine goes and who reads it. Our database is updated daily and this means that you can be confident that your message is always reaching the industry's real decision-makers.

### Speak to a receptive audience

Building News is written and produced by HIA for our members. We know what they want and the best way to provide it. Readers appreciate that Building News speaks with an industry voice.



**contact**

Editorial and Advertising Enquiries

Jenna Chapman T 02 4014 2000 F 02 4014 2020 E j.chapman@hia.com.au

# HIA HUNTER BUILDING NEWS - rates and deadlines for 2012

## Advertising rates

Ad size	Casual	x 3 issues	x 5 issues
Inside front cover	\$ 1,355.00	\$ 1,084.00	\$ 948.50
Back cover	\$ 1,355.00	\$ 1,084.00	\$ 948.50
Inside back cover	\$ 1,355.00	\$ 1,084.00	\$ 948.50
Full page	\$ 1,250.00	\$ 998.00	\$ 875.00
Half page	\$ 795.00	\$ 636.00	\$ 556.50
Quarter page	\$ 525.00	\$ 420.00	\$ 367.50

### Inserts

A4 single sheet	\$ 550.00
-----------------	-----------

[Prices include GST. Effective January 2012]

## Booking and Material Deadlines

Issue date	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5
Advertising Booking deadline	27 Jan	29 Mar	15 June	24 Aug	2 Nov
Advertising Material deadline	3 Feb	5 Apr	22 Jun	31 Aug	9 Nov
Distribution	2 Mar	4 May	20 July	28 Sep	7 Dec

**contact**

Editorial and Advertising Enquiries

Jenna Chapman **T** 02 4014 2000 **F** 02 4014 2020 **E** [j.chapman@hia.com.au](mailto:j.chapman@hia.com.au)

# HIA HUNTER BUILDING NEWS - artwork requirements

## Artwork requirements

We produce Building News using InDesign and accept the following file formats from advertisers. Artwork not supplied to the following specs will be rejected.

Colour Proofs of artwork MUST be supplied with emailed files/mailed disk files. We will not take responsibility for the final output of any ad supplied without a proof.

## We accept the following:

- > **High Resolution PDF** - this is our preferred file format, supplied in high (press) resolution. PDFs must contain 5mm bleed (where applicable) and be accompanied by a proof. Please ensure any crop marks are outside the bleed area and fonts are embedded.
- > **Photoshop files** - minimum resolution of 300dpi - these can include jpeg, eps, tiff and psd files.
- > **Illustrator, Freehand & Corel Draw files** - All to be (eps) - all images linked, all fonts converted to outlines and all spot colours converted to CMYK.
- > **High resolution tiff or jpeg** - must be supplied 300dpi, CMYK and at 100%.

NB: Each disk should be clearly marked with the advertiser's details, supplied on disk (DVD or CD).

## We DO NOT accept:

- > Quark Express, Microsoft Word, Microsoft PowerPoint or Microsoft Publisher files.

## General:

- > Fonts - screen and printer fonts to be supplied. PC fonts are not acceptable, nor are computer system fonts. We reserve the right to use our closest equivalent font if incorrect or unusable fonts are supplied.
- > All scans to be CMYK, high resolution and placed. Please ensure images are as close to 100% as possible.
- > The cost of transforming material supplied in any other form than digitally will be charged to the advertiser at trade rates.

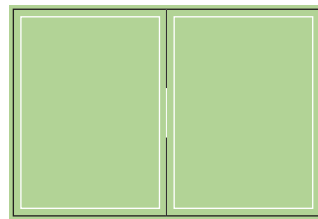
## Printing specifications

Building News is printed at a screen ruling of 150#, in four-colour process. PMS colours will be converted to CMYK automatically.

## Delivering artwork

All artwork is to be sent to:

Building News Coordinator, Jenna Chapman  
17 Murray Dwyer Circuit, MAYFIELD WEST NSW 2304  
P 02 4014 2000

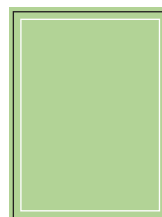


### DOUBLE PAGE SPREAD (DPS)

Type area: 380 x 277 mm for each page

Trim size: 420 x 297 mm

Page Bleed: 5 mm on outer edges

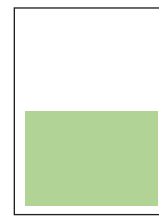


### FULL PAGE

Type area: 190 x 277 mm

Trim size: 210 x 297 mm

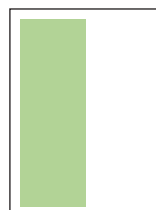
Page Bleed: 5 mm



### HALF PAGE HORIZONTAL

Area: 185 x 131.5 mm

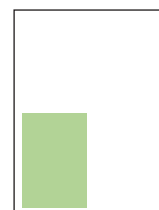
No Bleed.



### HALF PAGE VERTICAL

Area: 89 x 270 mm

No Bleed.



### QUARTER PAGE HORIZONTAL

Area: 89 x 131.5 mm

No Bleed.

**contact**

Editorial and Advertising Enquiries

Jenna Chapman T 02 4014 2000 F 02 4014 2020 E j.chapman@hia.com.au

# HIA HUNTER BUILDING NEWS - booking confirmation

TO GUARANTEE YOUR BOOKING PLEASE SIGN AND FAX THIS FORM TO:

Building News Coordinator, Jenna Chapman  
HIA, 17 Murray Dwyer Circuit, Mayfield West, NSW, 2304  
Tel: [02] 4014 2000 Fax: [02] 4014 2020

## CONTACT/INVOICING DETAILS

NAME OF BUSINESS

ADDRESS OF BUSINESS

POSTCODE

PHONE

FAX

EMAIL

CONTACT PERSON

SIGNATURE

DATE

AD SIZE REQUIRED (Price per issue and includes GST, effective January 2012)

	Casual	x 3 issues	x 5 issues
<input type="checkbox"/> Inside front cover	\$ 1,355.00	\$ 1,084.00	\$ 948.50
<input type="checkbox"/> Back cover	\$ 1,355.00	\$ 1,084.00	\$ 948.50
<input type="checkbox"/> Inside back cover	\$ 1,355.00	\$ 1,084.00	\$ 948.50
<input type="checkbox"/> Full page	\$ 1,250.00	\$ 998.00	\$ 875.00
<input type="checkbox"/> Half page	\$ 795.00	\$ 636.00	\$ 556.50
<input type="checkbox"/> Quarter page	\$ 525.00	\$ 420.00	\$ 367.50

## INSERTS

A4 single sheet \$ 550.00

## ISSUES 2012

Issue 1/12     Issue 2/12     Issue 3/12     Issue 4/12     Issue 5/12

## CONFIRMATION OF BOOKING

Please accept this application as my booking for advertising in the HIA Hunter Region Building News magazine. I have read and agree to the Advertising Acceptance Policy and Warranty. I will forward a payment for 100% of the advertising cost within 14 days of receipt of invoice. I understand that my advertisement will be withdrawn from print if payment is not received within the specified time.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Total cost payable within 14 days of receipt of invoice: \$ \_\_\_\_\_

*Please make cheques payable to HIA Limited.*

## OFFICE USE ONLY

Received \_\_\_\_\_ Date \_\_\_\_\_

## GENERAL CONDITIONS/WARRANTY

1. All advertisements and content are subject to the approval of HIA and the publisher, who reserves the right to reject any advertising material.
2. Position of advertisements is entirely the option of the publisher, unless otherwise indicated on booking.
3. The advertiser and their advertising agency, if any, each indemnifies the publisher to the extent permissible by law against all costs, expenses, claims, demands and loss of any kind attributable to or arising out of acceptance or publication of any advertising material.
4. The advertiser and their advertising agency, if any, each warrants to the publisher that nothing in the advertising material infringe Federal or State law or the rights of any other person.
5. All advertising material must be shipped direct to HIA prepaid by the advertiser or advertising agency. HIA will return material to the advertiser by mail only if requested on supply.
6. The publisher shall not be liable for any loss or damage to material.
7. All advertising material as specified on the publisher's rate card must be supplied to the publisher by the stated deadline. When material is overdue, and artwork deadline missed, the publisher reserves the right to charge the advertiser or his agent for the booked space.
8. Print errors, casual displacement or omission does not invalidate the order. The publisher shall not be liable for any loss occasioned by the future of any advertisement or any part thereof to appear, or for any changes made after deadline date.
9. Credit terms are strictly 14 days from invoice date.
10. Requests for cancellation must be in writing, addressed to HIA and forwarded by prepaid mail before close of advertising. Requests for cancellation will be subject to surcharge, being equivalent to 50% of the cost of booking after this date. Any such request is an implied acceptance of this surcharge.
11. Each advertisement is accepted for publication on the basis that the advertiser, and/or advertising agent preparing the advertising, warrant to HIA that the advertisement and its contents are true and correct in all respects, are in no way misleading and contain no representations or statements prohibited by Section 53 of the Trade Practices Act and that publication of such advertisement by HIA will not amount to misleading or deceptive conduct prohibited by Section 52 of the Trade Practices Act or otherwise contravene any other provisions of the Act.
12. All rates are quoted inclusive of Goods & Services Tax (GST).