

NEW SOUTH WALES

# BUILDING NEWS

HOUSING INDUSTRY ASSOCIATION

2012 MEDIA KIT



success  
by association



Book your 2012 ad now & double your exposure: **BONUS** online version now uploaded to [www.hia.com.au](http://www.hia.com.au)

# Build your business!

Readership >> 23,500

Frequency >> 5 times a year

## Are you reaching decision-makers?

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. With a total readership of around 23,500, can you afford not to be in Building News?

## 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 a NSW focus. Only through Building News can you speak to the whole NSW 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.

## HIA NSW members – a \$14.4 billion+ market

Housing is a massive market. The NSW industry generates around \$14.4 billion in sales revenue each year. Historically, NSW consumers spend around 20 per cent of their annual 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

### Advertising Enquiries

**Brigitte Letzbor** T 02 9978 3326 F 02 9888 6677 E [b.letzbor@hia.com.au](mailto:b.letzbor@hia.com.au)

### Editorial/Production Enquiries

**Monica Cram** T 0405 601 770 E [m.cram@hia.com.au](mailto:m.cram@hia.com.au)

HIA PO Box 884 North Ryde BC NSW 1670

\* **Note:** distribution excludes Hunter region & Southern NSW.

## Member Advertising Rates

Ad size	Casual	x 3 issues	x 5 issues
Inside front cover	\$3,900	\$3,500	\$3,200
Back cover	\$4,200	\$3,800	\$3,500
Inside back cover	\$3,700	\$3,300	\$3,100
Full page	\$3,400	\$3,000	\$2,800
Half page	\$1,900	\$1,793	\$1,600
Quarter page	\$1,000	\$900	\$850
Business card size	\$320		
Front & back cover	Price on application		
Other specified pages	+ 10%		
Double page spread	\$5,500		

### Inserts

A4 single sheet	\$1,650	4 page A4 booklet	\$2,200
A5 single sheet	\$808	+4 page booklet	POA
4 page A5 booklet	POA	CD Insert	\$2,500
CD on front cover	\$3,630		

Please note: All prices include GST (and as such provide a GST input tax credit)

Non-member rates +10% on the above rates.

Membership enquiries please contact 1300 650 620 or [enquiry@hia.com.au](mailto:enquiry@hia.com.au)

## Booking and Material Deadlines

Issue	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5
Advertising booking deadline	3 Feb	9 March	27 April	20 July	12 Oct
Advertising artwork due	10 Feb	30 March	18 May	10 Aug	2 Nov
Inserts to mailhouse*	9 Mar	20 April	15 June	7 Sept	30 Nov
Distribution	23 Mar	5 May	2 July	21 Sept	14 Dec

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## Artwork requirements

We produce NSW Building News in InDesign in IBM format 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:

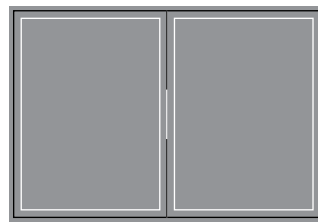
- Quark Xpress, Microsoft Word, Microsoft PowerPoint or Microsoft Publisher files.

### General:

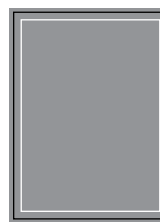
- Fonts - screen and printer fonts to be supplied. PC fonts are not acceptable, nor are computer system fonts. We reserve the right to use our closest equivalent font if incorrect or unusable fonts are supplied.
- All scans to be CMYK, high resolution and placed. Please ensure images are as close to 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

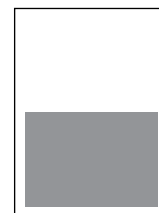
Building News is printed at a screen ruling of 150#, in four-colour process. PMS colours will be converted to CMYK automatically. HIA takes no responsibility for any colour shifts in files that have spot or RGB colours specified.



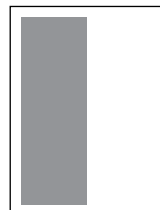
**DOUBLE PAGE SPREAD (DPS)**  
Type area: 380 x 277 mm for each page  
Trim size: 420 x 297 mm  
Page Bleed: 5 mm on outer edges



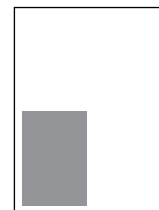
**FULL PAGE**  
Type area: 190 x 277 mm  
Trim size: 210x 297 mm  
Page Bleed: 5 mm



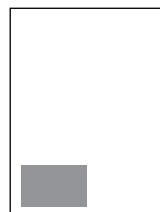
**HALF PAGE HORIZONTAL**  
Area: 185 x 131.5 mm  
No Bleed.



**HALF PAGE VERTICAL**  
Area: 89 x 270 mm  
No Bleed.



**QUARTER PAGE**  
Area: 89 x 131.5 mm  
No Bleed.



**BUSINESS CARD SIZE**  
Area: 89 x 55 mm  
No Bleed.

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HIA PO Box 884 North Ryde BC NSW 1670

# NEW SOUTH WALES HIA BUILDING NEWS – booking confirmation

To guarantee your booking please sign and fax this form to:  
 Brigitte Letzbor, HIA, 4 Byfield Street, North Ryde, NSW, 2113  
 Tel [02] 9978 3326 Fax [02] 03 9888 6677

## CONTACT/INVOICING DETAILS

Name of business	
Member number	
Address of business	
	Postcode
Phone	Fax
Email	Website
Contact Person	
Signature	

## AD SIZE REQUIRED [Price per issue and includes GST, effective 1/1/12]

Casual	x 3 issues	x 5 issues
<input type="checkbox"/> Inside front cover	\$3,900 \$3,500	\$3,200
<input type="checkbox"/> Back cover	\$4,200 \$3,800	\$3,500
<input type="checkbox"/> Inside back cover	\$3,700 \$3,300	\$3,100
<input type="checkbox"/> Full page	\$3,400 \$3,000	\$2,800
<input type="checkbox"/> Half page	\$1,900 \$1,793	\$1,600
<input type="checkbox"/> Quarter page	\$1,000 \$900	\$850
<input type="checkbox"/> Business card size	\$320	
<input type="checkbox"/> Front & back cover	Price on application	
<input type="checkbox"/> Other specified pages	+ 10%	
<input type="checkbox"/> Double page spread	\$5,500	

## INSERTS

<input type="checkbox"/> A4 single sheet	\$1,650	<input type="checkbox"/> 4 page A4	\$2,200
<input type="checkbox"/> A5 single sheet	\$880	<input type="checkbox"/> +4 page booklet	POA
<input type="checkbox"/> 4 page A5	POA	<input type="checkbox"/> CD Insert	\$2,500
<input type="checkbox"/> CD on front cover	\$3,630		

Please note: All prices include GST (and as such provide a GST input tax credit)  
 Non-member rates +10% on the above rates.

## ISSUES

Issue 1/2012  Issue 2/2012  Issue 3/2012  Issue 4/2012  Issue 5/2012

## CONFIRMATION OF BOOKING

Please accept this application as my booking for advertising in the HIA NSW Building News magazine. I have read and agree to the Advertising Acceptance Policy and Warranty. I will forward a payment for 100% of 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
Sub total of Advertising cost:	\$
Non member add 10%	\$
Total cost payable within 14 days of receipt of invoice	\$

Please make cheques payable to HIA Limited.

Membership enquiries: Please contact 1300 650 620 or enquiry@hia.com.au

## OFFICE USE ONLY

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

## GENERAL CONDITIONS/WARRANTY

- All advertisements and content are subject to the approval of HIA and the publisher, who reserves the right to reject any advertising material.
- Position of advertisements is entirely the option of the publisher, unless otherwise indicated on booking.
- 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.
- 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.
- 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.
- The publisher shall not be liable for any loss or damage to material.
- 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.
- Print errors, casual displacement or omission does not invalidate the order. The publisher shall not be liable for any loss occasioned by the failure of any advertisement or any part thereof to appear, or for any changes made after deadline date.
- Credit terms are strictly 14 days from invoice date.
- 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 a surcharge, being equivalent to 50% of the cost of booking after this date. Any such request is an implied acceptance of this surcharge.
- 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.
- All rates are quoted inclusive of Goods & Services Tax (GST).