

HIA QUEENSLAND BUILDING NEWS 2012

Build your business!

Circulation >> 5,000 posted and placed on HIA website

Readership >> 12,500 direct and web visitors

Frequency >> 5 times a year



Are you reaching decision-makers?

More than 5,000 HIA members in Queensland receive **Building News** via post five times per year. 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.

This magazine is also placed on the HIA website for viewing by building professionals who are not members of HIA, the general public and anyone else who looks for industry trends, information and new ideas pertinent to the building industry. There are 85,000 visitors a month using the HIA website, with over 10,000 unique visitors to the HIA Queensland home page in the last year. With a potential readership like this, 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 in Australia. **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 QLD focus. Only through Building News can you speak to the QLD housing industry. *

The building industry's largest association

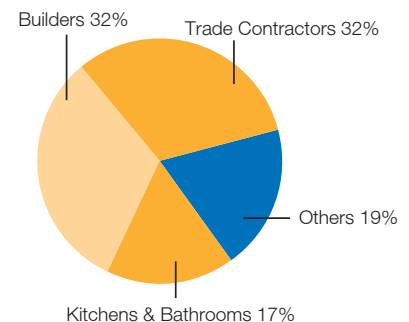
HIA members are responsible for 80 per cent of building activity in the housing industry. **Building News** offers you the credibility of HIA – the industry's largest and most influential national association.

Trade background of HIA members

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

HIA QLD members – a \$16 billion market

Housing is a massive market. The QLD industry generates around \$16 billion in sales revenue each year. Historically, QLD 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 from Coolangatta in the south to Cape York in the north.



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

Katrina Edwards T 07 3846 1298 F 07 3846 3794 E k.edwards@hia.com.au

Helen Cooper T 03 9280 8252 F 03 9280 8205 E h.cooper@hia.com.au

HIA QUEENSLAND BUILDING NEWS - rates and deadlines for 2012

Advertising rates

Ad size	Casual	x 3 issues	x 5 issues	Non-member rate
Inside front cover	\$ 2,020	\$ 1,845	\$ 1,657	\$ 2,335
Back cover	\$ 2,105	\$ 1,910	\$ 1,730	\$ 2,422
Inside back cover	\$ 1,930	\$ 1,755	\$ 1,590	\$ 2,250
Double page spread	\$ 2,960	\$ 2,665	\$ 2,510	\$ 3,430
Full page	\$ 1,755	\$ 1,660	\$ 1,440	\$ 2,070
Half page	\$ 1,300	\$ 1,185	\$ 1,060	\$ 1,500
Quarter page	\$ 750	\$ 690	\$ 620	\$ 890
Eighth page	\$ 397	\$ 357	\$ 325	\$ 460
Front & back	Price on application			
Other specified pages	add 10% to the above price			
Inserts	Member rate	Non-member rate		
A4 single sheet	\$ 1,880	\$ 2,295		
4 page A4	\$ 2,820	\$ 3,240		
DL sized card	\$ 1,295	\$ 1,590		

[Prices include GST. Effective 1/1/12]

Booking and Material Deadlines

Issue date	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5
Advertising Booking and Editorial Deadline	25 Jan	4 April	13 June	22 Aug	7 Nov
Advertising Artwork Deadline	1 Feb	11 April	20 June	29 Aug	14 Nov
Insert(s) due at Mailhouse*	15 Feb	25 April	4 July	12 Sept	28 Nov
Distribution					
Date (approx)	22 Feb	2 May	11 July	19 Sept	5 Dec

*Please contact Katrina Edwards on (07) 3846 1298 or email k.edwards@hia.com.au for address of Mailhouse



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HIA QUEENSLAND BUILDING NEWS - artwork requirements

We produce QLD Building News in Macintosh 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

- > 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.
- > Other files must be supplied in Macintosh-based format – preferably Quark Express or Adobe Illustrator.
- > If the advertisement is to be supplied as a complete highresolution TIF or JPEG file, please ensure the resolution is 300dpi and saved as CMYK rather than RGB and at 100%.
- > Colour Proofs or artwork MUST be supplied with each disk. We will not take responsibility for the final output of any ad supplied without a proof.

NB: Each disk should be clearly marked with the advertiser's details, supplied on disk (DVD or CD). Ads will also be accepted via email.

We DO NOT accept

- > Files created in Microsoft Word, Microsoft PowerPoint or Microsoft Publisher. InDesign files not accepted without prior consultation – please provide a high-res pdf.

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:

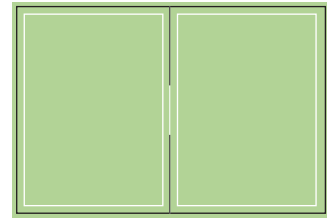
Katrina Edwards

HIA Queensland

14 Edmondstone Street, South Brisbane QLD 4101

T 07 3846 1298

E k.edwards@hia.com.au

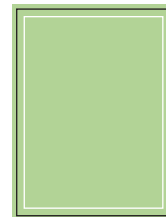


DOUBLE PAGE SPREAD (DPS)

Type area: 380 x 277 mm for each page

Trim size: 420 x 297 mm

Page Bleed: 5 mm on outer edges

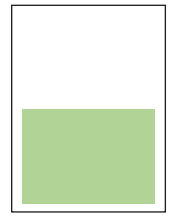


FULL PAGE

Type area: 190 x 277 mm

Trim size: 210x 297 mm

Page Bleed: 5 mm



HALF PAGE HORIZONTAL

Area: 182 x 131.5 mm

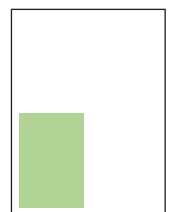
No Bleed.



HALF PAGE VERTICAL

Area: 87 x 272 mm

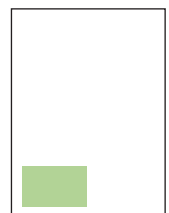
No Bleed.



QUARTER PAGE HORIZONTAL

Area: 89 x 131.5 mm

No Bleed.



EIGHTH PAGE HORIZONTAL

Area: 87 x 62 mm

No Bleed.



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HIA QUEENSLAND BUILDING NEWS - booking confirmation

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

Katrina Edwards, HIA
 14 Edmondstone Street, South Brisbane QLD 4101
 Tel: [07] 3846 1298 Fax: [07] 3846 3794 Email: k.edwards@hia.com.au

CONTACT/INVOICING DETAILS

NAME OF BUSINESS

ADDRESS OF BUSINESS

POSTCODE HIA MEMBER NO.

PHONE FAX

EMAIL

CONTACT PERSON

SIGNATURE DATE

AD SIZE REQUIRED (Price per issue and includes GST, effective 1/1/12)

	Casual	x 3 issues	x 5 issues	Non-member rate
<input type="checkbox"/> Inside front cover	\$ 2,020	\$ 1,845	\$ 1,657	\$ 2,335
<input type="checkbox"/> Back cover	\$ 2,105	\$ 1,910	\$ 1,730	\$ 2,422
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<input type="checkbox"/> Eighth page	\$ 397	\$ 357	\$ 325	\$ 460
<input type="checkbox"/> Front & back	Price on application			
<input type="checkbox"/> Other specified pages	add 10% to the above price			

INSERTS Member rate Non-member rate

<input type="checkbox"/> A4 single sheet	\$ 1,880	\$ 2,295
<input type="checkbox"/> 4 page A4	\$ 2,820	\$ 3,240
<input type="checkbox"/> DL sized card	\$ 1,295	\$ 1,590

ISSUES

22 Feb 12 2 May 12 11 July 12 19 Sept 12 5 Dec 12

CONFIRMATION OF BOOKING

Please accept this application as my booking for advertising in the HIA QLD 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

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

- All advertisements and content are subject to the approval of HIA and the publisher, who reserve the right to reject any advertising material.
- Position of advertisements is entirely the option of the publisher, unless otherwise indicated on booking.
- The advertisers 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 advertisers and their advertising agency, if any, each warrants to the publisher that nothing in the advertising material infringes 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 the close of advertising date for the issue in which the ad was to appear. 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).

HIA QUEENSLAND - what's new regional eNewsletters

What's new regional eNewsletters

The Queensland eNewsletter is emailed to all members fortnightly on a Friday and promotes advertisers directly to HIA members.

You have the opportunity to advertise your business by placing a tile in the eNewsletter, positioned under the banner 'Proudly Supported By...'

Tiles can be linked to your website or PDF document of your choice.

Take advantage of reaching HIA members directly for just \$450 per issue or book 2-5 editions for a 10% discount and 6-10 for a 15% discount.

Contact Katrina Edwards on 07 3846 1298 or k.edwards@hia.com.au, to book your space today!

Tile specifications:

Dimensions: 157(w) x 84(h) px to maximum
157(w) x 100(h) px

1 issue	2-5 issues	6+ issues
\$450.00	\$405.00	\$382.50