

VICTORIA BUILDING NEWS



2009 media kit

HIA members
the best in the business



Build your business!

Circulation >> 11,300
Readership >> 20,000
Frequency >> 5 times a year

Are you reaching decision-makers?

More than 11,300 HIA members in Victoria look for industry trends, information and new ideas in *Building News*. 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 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. *Building News* is a credible publication 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 Victorian focus. Only through *Building News* can you speak to the Victorian 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 most common trade backgrounds.

HIA Victorian members – a \$13 billion + market

Housing is a massive market. The Victorian industry generates around \$13 billion in sales revenue each year. Historically, Victorian 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

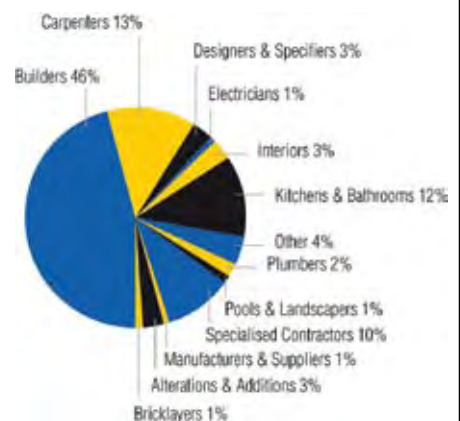
The majority of HIA members say that they are most interested in information on new products, materials and ideas. It is the standard reference for building industry professionals, who archive the publication and refer to it again and again. This means your advertising dollar keeps on working.

Target your communication

Building News is provided as a service to HIA members. We know exactly where our publication 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.



2009 special features

March	Sustainability
May	Water Saving
July	Heating and Insulation
October	Termite Proof products
December	Tools of the Trade

Call Helen Cooper now to enquire about advertising in one of these great features.

Member Advertising Rates

BUILDING NEWS

Ad size	Casual	x 3 issues	x 5 issues
Quarter page*	\$900	\$822	\$743
Half page*	\$1,462	\$1,349	\$1,237
Full page	\$2,586	\$2,361	\$2,137
DPS	\$4,600	\$4,400	\$4,200b

COSTING GUIDE

Ad size	Casual	x 3 issues	x 5 issues
Quarter page*	\$900	\$822	\$743
Half page*	\$1,462	\$1,349	\$1,237
Full page	\$2,586	\$2,361	\$2,137

*horizontal or vertical

INSERTS

Single A4 sheet	\$2,083
4 page quarto (205mm x 275mm)	\$2,924

*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*

COSTING GUIDE LINEAGE!

All HIA members who advertise their product or service in *Building News* or *Costing Guide* can receive a FREE 10 line listing in Costing Guide.

BOOKING AND MATERIAL DEADLINES 2009

	Issue 1 (Mar)	Issue 2 (May)	Issue 3 (July)	Issue 4 (Oct)	Issue 5 (Dec)
Booking deadline	Jan 27	Mar 30	May 25	Aug 24	Oct 26
Advertising artwork due	Feb 5	Apr 16	June 4	Sept 10	Nov 12
Inserts due at mailhouse*	Feb 16	Apr 27	June 15	Sept 21	Nov 23
Despatch from mailhouse	Mar 2	May 11	June 29	Oct 5	Dec 7

* Mailhouse address: Attention Shane Meerkotter, VEGA Press, 274 Ferntree Gully Road, Notting Hill, VIC, 3168.



contact

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Advertising Inquiries
Helen Cooper T 03 9280 8252 F 03 9280 8205 E h.cooper@hia.com.au
Design Inquiries
Michelle Dunner E michelle@artofwords.com.au

To guarantee your booking, please sign and fax this form to :

Helen Cooper, HIA, 70 Jolimont Street, Jolimont, VIC, 3002. Tel [03] 9280 8252 Fax [03] 9280 8205

CONTACT/INVOICING DETAILS

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

AD SIZE REQUIRED – BUILDING NEWS

Ad Size	Casual	x 3 issues	x 5 issues
<input type="checkbox"/> ¼ page vertical	\$900	\$822	\$743
<input type="checkbox"/> ¼ page horizontal	\$900	\$822	\$743
<input type="checkbox"/> ½ page horizontal	\$1,462	\$1,349	\$1,237
<input type="checkbox"/> ½ page vertical	\$1,462	\$1,349	\$1,237
<input type="checkbox"/> full page	\$2,586	\$2,361	\$2,137
<input type="checkbox"/> DPS	\$4,600	\$4,400	\$4,200

COSTING GUIDE

<input type="checkbox"/> ¼ page horizontal	\$ 900	\$ 822	\$ 743
<input type="checkbox"/> ¼ page vertical	\$ 900	\$ 822	\$ 743
<input type="checkbox"/> ½ page horizontal	\$ 1,462	\$ 1,349	\$ 1,237
<input type="checkbox"/> ½ page vertical	\$ 1,462	\$ 1,349	\$ 1,237
<input type="checkbox"/> full page	\$ 2,586	\$ 2,361	\$ 2,137

INSERTS

<input type="checkbox"/> Single A4 sheet	\$ 2,083
<input type="checkbox"/> 4 page quarto (205mm x 275mm)	\$ 2,924
<input type="checkbox"/> Other sizes	POA

All prices are inclusive of GST

ISSUES 2009

<input type="checkbox"/> Issue 1 February	<input type="checkbox"/> Issue 2 April	<input type="checkbox"/> Issue 3 July	<input type="checkbox"/> Issue 4 Sept	<input type="checkbox"/> Issue 5 Dec
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CONFIRMATION OF BOOKING

Please accept this application as my booking for advertising in the HIA Victoria Building News publication. I have read and agree to the General Conditions 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
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Total cost payable within 14 days of receipt of invoice:	\$
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Please make cheques payable to HIA Limited.

**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).

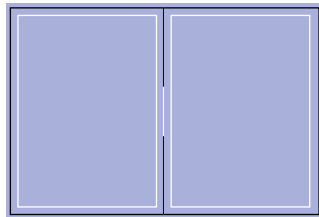
Please note: all files must be supplied in Macintosh format.

Building News and Costing Guide are printed in four-colour process.

- We accept files in the following formats: Quark Xpress (up to version 5. If using Quark Xpress version 6, please save your files at the lower option offered), Adobe Illustrator, Adobe InDesign, Adobe Photoshop (including Adobe Creative Suite files).
- All files, pictures and fonts must be supplied on CD.
- All pictures MUST be scanned at high resolution (300dpi) and supplied as CMYK TIFF or EPS files. They must be placed within ad layouts. Please do not send positional (low resolution) scans or digital files.
- All colours used MUST be CMYK – please convert all spot colours (ie. Pantone colours) to CMYK. If you use Pantone colours, they will be converted to CMYK before output and we can accept no responsibility for any colour shifts as a result. Please ensure you do not have any RGB colours in your document.
- All fonts MUST be postscript and supplied where applicable. TrueType fonts are not supported unless converted to outlines (Illustrator/InDesign) or rasterized (Photoshop).
- In Photoshop files – please rasterize type layers before flattening.
- In Illustrator files – please convert all type to outlines.
- If using Quark Xpress, please do not use the bold, italic, underline etc buttons within the program for your text. These options will be lost when reopening files and we can take no responsibility if your text appears differently. Please contact us if you have any queries.
- Artwork supplied in PDF format is accepted subject to the following conditions:
 - > PDFs generated from Microsoft Word or other Office applications are not postscript and therefore cannot be accepted.
 - > Please output all PDFs at the print optimized setting in your distiller. Please do not send screen optimized PDF files.
- No advertising can be accepted without a COLOUR PROOF. If you are e-mailing PDF files, you must send a colour proof to HIA by mail.

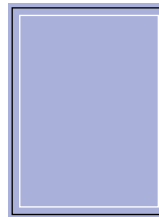
Please contact Art of Words on 03 96467620 or michelle@artofwords.com.au for all other queries regarding artwork.

BUILDING NEWS AD SIZES



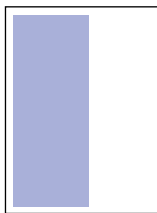
DOUBLE PAGE SPREAD (DPS)

Type area: 380mm x 277 mm for each page
Trim size: 420 x 297 mm
Page Bleed: 5 mm on outer edges



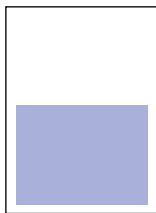
FULL PAGE

210mm x 297mm
Bleed 5mm all edges



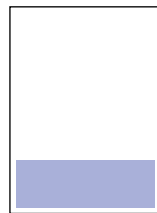
HALF PAGE VERTICAL

89mm x 270mm
No Bleed



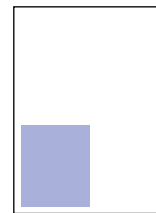
HALF PAGE HORIZONTAL

185mm x 131.5mm
No Bleed



QUARTER PAGE HORIZONTAL

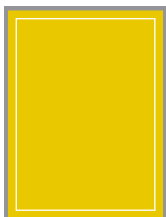
187mm x 63.5mm
No Bleed



QUARTER PAGE VERTICAL

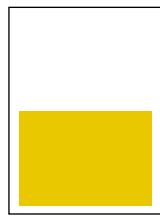
89mm x 131.5mm
No Bleed

COSTING GUIDE AD SIZES



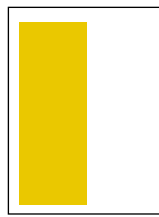
FULL PAGE

205mm wide x 275mm deep
Bleed 5mm all edges



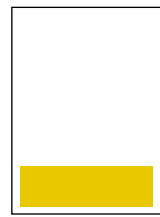
HALF PAGE HORIZONTAL

175mm x 122mm
No Bleed



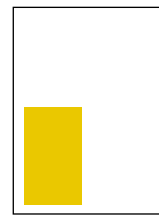
HALF PAGE VERTICAL

83mm x 255mm
No Bleed



QUARTER PAGE HORIZONTAL

175mm x 60mm
No Bleed



QUARTER PAGE VERTICAL

83mm x 122mm
No Bleed

DELIVERING ARTWORK

All artwork is to be sent to: Helen Cooper, HIA Victoria, 70 Jolimont Street, Jolimont, VIC, 3002 (GPO Box 1614, Melbourne, VIC, 3001). Or email h.cooper@hia.com.au or michelle@artofwords.com.au (colour proof must be mailed to HIA).