Who are we?
The Housing Industry Association (HIA) is the voice of the Australian residential construction industry, with an extensive membership that supports builders, trade contractors, developers, design professionals, kitchen and bathroom specialists, manufacturers and suppliers.

HOUSING is HIA’s national flagship magazine and Australia’s most respected industry publication, showcasing innovation in design and construction, inspiring housing projects, the latest product technologies, and future trends, five times a year.
### Advertising data

**2020 EDITORIAL FEATURES:**

**MARCH**
- Innovative Products
- Business Technology

**MAY**
- Efficient Heating and Cooling
- Sustainable Surfaces

**JULY**
- Captivating Kitchens
- Blissful Bathrooms

**SEPTEMBER**
- Stylish Street Appeal
- Building Essentials (building basics and lightweight construction)

**NOVEMBER**
- Kitchen Upgrades
- Outdoor Living (bbqs, bi-fold doors and paving)

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### ADVERTISING RATES*

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<tr>
<th></th>
<th>Full page</th>
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<th>Half page</th>
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* all rates exclude agency commission.

### SPECIAL POSITIONS * GST inclusive

- DPS: $10875*
- 4-page gatefold: $18220*
- On Trend: $1860*
- Colour Palette: $500*

### LOADINGS

- Inside front cover: 15%
- Back cover: 20%
- Inside back cover: 10%
- Other specified pages: 10%
- Inside front cover DPS: nil

### DEADLINES*

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<td>20 Mar</td>
<td>15 May</td>
<td>17 Jul</td>
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<td>13 Jan</td>
<td>1 Apr</td>
<td>25 May</td>
<td>27 Jul</td>
<td>28 Sep</td>
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<td>20 Jan</td>
<td>8 Apr</td>
<td>2 Jun</td>
<td>4 Aug</td>
<td>6 Oct</td>
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<tr>
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<td>4 May</td>
<td>29 Jun</td>
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<td>2 Jun</td>
<td>13 Jul</td>
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<td>9 Nov</td>
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*subject to change

### NATIONAL INSERTS

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* GST inclusive

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With the launch of HOUSING Online, we can offer the benefit of sharing our inspirational and informative stories to a wider audience of HIA members and the public alike.

Our platform will also feature articles, news and updates especially created for our digital platform, allowing us to connect between editions of HOUSING magazine.

With enhanced navigation and easy-to-share articles, why don’t you speak to our HIA sales representatives today about incorporating HOUSING Online into your next advertising package.
FAST FACTS

• Key decision-makers from large and small businesses look to HOUSING for industry trends, information and new ideas. They specify products and guide their customers’ choices both in the new home and renovation markets, and are Australia’s most active builders and trade contractors.

• The Australian residential construction industry is worth more than $100 billion per annum, with Australians spending a substantial proportion of their annual income on their home.

‘Printed matter gives a real sense of permanence and credibility to the stories the company is telling...the magazine can be shared by hosts with their guests; it is a tangible item that we want to last weeks, months, and years in homes’

Andrew Schapiro, Airbnb head of brand creative
ACRS Executive Director Philip Sanders

'ACRS has advertised through HOUSING magazine since 2008. We have found it to be an effective channel for providing residential builders with the latest information on steel compliance to Australian Standards. With so many publications available it is important that we maximise our investment and effectiveness and deal only with reputable publications with a strong readership amongst our target audience. HOUSING magazine delivers and because of this we will continue to use this publication.'
Artwork requirements (printed magazine)

- High resolution PDFs are the preferred format. Fonts must be embedded, and all images should be 300dpi. Full page ads must have 5mm bleed on all sides and trim marks. Please ensure any crop marks are outside the bleed area.
- *HOUSING* is printed at a screen ruling of 150#, in four-colour process. Please convert all spot colors to CMYK.
- All URLs must be embedded for the online magazine.
- We do not accept files created in Microsoft Word, Microsoft PowerPoint or Microsoft Publisher. Adobe Illustrator files are acceptable, provided all image and fonts are included with artwork.
- If the advertisement is to be supplied as a complete high-res .tif or .jpg file, please ensure the resolution is 300dpi.
- Fonts – screen and printer fonts to be supplied if not embedded into your artwork. 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.

Artwork requirements (online magazine)

Banner ads to be supplied in all three formats to ensure responsiveness:
- Desktop Banner – 728x90px (.jpeg, .gif, .png or HTML5 files)
- MREC banner – 300x250px (.jpeg, .gif, .png or HTML5 files)
- Mobile banner – 300x50px (.jpeg, .gif, .png or HTML5 files)

Delivering artwork

Print magazine artwork is to be sent to design@lahlee.com
Banner ads for the online version are to be sent to a.leben@hia.com.au

For full page and double page spread ads, please keep all text and logos at least 15mm from sides of page to ensure nothing is lost in the perfect binding

**DOUBLE PAGE SPREAD**

| Trim size: | 460 x 285 mm |
| Type area (each page): | 200 x 255 mm |
| Page bleed: | 5 mm |

**HALF DOUBLE PAGE SPREAD**

| Trim size: | 460 x 135 mm |
| Type area (each page): | 200 x 120 mm |
| Page bleed: | 5 mm |

**FULL PAGE**

| Trim size: | 230 x 285 mm |
| Type area: | 200 x 255 mm |
| Page bleed: | 5 mm |

**HALF PAGE**

| Area: | 195 x 120 mm |
| No bleed: | 5 mm |

QR codes

QR (Quick Response) codes are barcodes included on print advertising, designed to help take prospective clients directly from your ad to your website. No fussy URLs required. All readers need to do is download a free app (eg. ScanLife), and scan the code with their phone. For more information contact Angie Leben.
I write in relation to HIA’s Standard Terms and Conditions for Advertising between HIA and advertisers placing orders for advertising in HIA publications (see page 8).

In particular, HIA draws your attention to Clause 8 – Responsibility for Advertisements and Content. HIA is mindful of its obligations as a publisher and disseminator of information to the housing and construction industry and to the public.

Consequently, where any advertising material includes data or makes representations (including claims concerning technical attributes or performance of the subject matter of the advertisement) the advertiser must comply in every particular with the matters set out in Clause 8.

Severe penalties apply to persons engaged in misleading and deceptive conduct under Australian Consumer Law and to those persons knowingly concerned in a contravention of the Law. In addition, fraudulent conduct carries severe penalties under both the criminal and civil law.

HIA, as a publisher, has a duty of care to ensure that all material it places in its publications complies with all statutory laws and the common law.

HIA therefore advises that where any advertising material does not comply with the requirements of Clause 8, HIA will not accept the advertising material for publication. Where advertising material contains claims concerning a product’s performance, and those claims may be disputed, the material should be accompanied by independent third party verification from a technical agency acceptable to HIA, or equivalent supporting evidence for the claims.

HIA is pleased to discuss the requirements of Clause 8 in addition to the other terms and conditions contained in the agreement.

Yours sincerely

Laura Valic
Editor, HOUSING
1. ORDERS FOR ADVERTISEMENTS OR CONTENT INTEGRATION
All broadcast or other orders for the purposes of advertising or for advertisement or content integration are governed by these Standard Terms and Conditions for Advertisers. The order is confirmed by the Publisher from time to time or by the Publisher at the Publisher’s absolute discretion, may repeat copy on hand, proceed without the copy, insert or material as the case may be, or delay publication. Any cost incurred by the Publisher as a result of such delay shall be a debt due and payable by the Advertiser to the Publisher on demand. Changes of copy must be in the hands of the Publisher as per copy deadlines on Rate Card, otherwise standing advertisement will be cancelled. If any copy, insert or other material is late published, in its absolute discretion, may repeat copy on hand, proceed without the insert or advertisement, or delay publication. Any cost incurred by the Publisher as a result of such delay shall be a debt due and payable by the Advertiser to the Publisher. If the publication proceeds without the copy, insert or material as the case may be, the Advertiser remains liable to the Publisher for all amounts payable under the Advertising Agreement. Advertising matter must be collected by the Advertiser immediately after use. The Publisher will not be liable for the non-supply or improper supply or the non-supply or improper supply of any of its goods or services, or (f) the payment of the cost of having the goods repaired. In the case of services supplied or offered by the Publisher, to either (a) the payment of the costs incurred or (b) the repair of the goods supplied or offered by the Publisher, to (c) the replacement of the goods or the supply of equivalent goods, or (d) the repair of such goods, or (e) the payment of the cost of replacing the goods or acquiring equivalent goods, or (f) the payment of the cost of having the goods repaired. 12. AUSTRALIAN CONSUMER WARRANTIES
If this Agreement constitutes a supply of goods or services to a consumer as defined in the Australian Trade Practices Act 1974 or relevant legislation in force in Australia in States or Territories (the Advertiser) is in the provision of the relevant Australia Act or any other relevant Act, modifies any condition, warranty, right or remedy pursuant to which the Acts are applicable or is conferred on the Advertiser where to do so is unlawful, in which event the Publisher’s lien or the liability of any of its affiliates for any breach of this Agreement, including any liability for consequential loss which the Advertiser may suffer or incur shall be limited as the Publisher may elect in its sole discretion, in the case of services supplied or offered by the Publisher, to either (a) the supply of the services again; or (b) the payment of the cost of having the services supplied again or, in the case of goods supplied or offered by the Publisher, (c) the replacement of the goods or the supply of equivalent goods, (d) the repair of such goods, (e) the payment of the cost of replacing the goods or acquiring equivalent goods, or (f) the payment of the cost of having the goods repaired.

13. GENERAL PROVISIONS
These Standard Terms and Conditions for Advertisers embody the entire agreement between the parties and supersede all prior and contemporaneous agreements, arrangements and understandings between the parties with respect to its subject matter. All existing advertising agreements between the parties (if any) are by agreement of the parties hereby terminated and of no further legal effect except for any provisions in such agreements which are expressed to survive termination or expiration. These Standard Terms and Conditions for Advertisers are governed by the laws of the Australian Capital Territory. The Advertiser consents to the non-exclusive jurisdiction and venue of courts of the Australian Capital Territory for all disputes arising out of or relating to this Agreement. This agreement does not create a joint venture, partnership, employment, or agency relationship between the Publisher and the Advertiser. The Publisher will not be taken to have waived or modified any term of this Agreement or the express written statement in a document signed by the Managing Director or Editor of the Publisher. Visual is a selling agent of the Publisher. Any right of the Publisher or Editor referred to in these terms and conditions cannot be exercised, varied, modified or waived by an agent of the Publisher. The Publisher may not assign any of its rights in this Advertising Agreement without the prior express written consent of the Publisher. This Agreement is intended only of any of the Publisher’s rights or obligations under it may be assigned by the Publisher on notice to the Advertiser, provided that the relevant assignment requires performers of all the Publisher’s obligations or rights hereunder. If any provision of these Standard Terms and Conditions for Advertisers is found invalid or unenforceable pursuant to judicial decision or decision, the remaining provisions will remain valid and enforceable, and the unenforceable provisions will be taken to be modified to the extent necessary to make them enforceable. The Publisher may send electronic mail to the Advertiser for any notices or documents. All notices to the Publisher relating to any legal claims or matters must be made in writing to the Managing Director of the Publisher at 79 Constitution Ave Canberra ACT.
HIA's flagship publication *HOUSING* magazine is now available online. Featuring informative and inspiring articles from *HOUSING* magazine, *HOUSING* Online is the premier digital platform providing inspiration to Australia’s building professionals.

**Product Name** | **Description** | **Rate (inc GST)**
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Home Page Banner Top | A Home Page Banner provides the opportunity to brand your business to all traffic. 3 options are available located top, middle and bottom of the home page. | POA (3 months)
Home Page Banner Mid |  | POA (3 months)
Home Page Banner Bottom |  | POA (3 months)
Section Sponsor | Section sponsorship sees your banner not only located at the top of the section page but also accompanying all articles within the sponsored section. | POA (3 months)

**UNIQUE MONTHLY VISITS = 60,008***

**PAGE VIEWS PER MONTH = 72,501***

*Google analytics may-sept 2018*