

2024



HOUSING INDUSTRY ASSOCIATION

MEDIA KIT

# Who are we?



## Industry

The residential building industry constructs 173,000 homes on average each year, contributing billions to the Australian economy and creating employment for a large portion of Australia's workforce.

\$106 billion market

1.3 million workers

Residential building activity accounts for nearly 7.2% of expenditure in the Australian economy\*

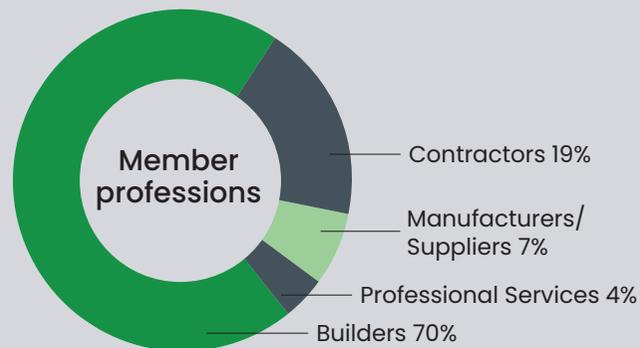
\*Source: Figures based on Australian Bureau of Statistics data and HIA research



## Members

23,000 member businesses.

We reach decision-makers from small to large businesses.



## HIA

Since 1945, the Housing Industry Association (HIA) has been the voice of the Australian residential building industry, supporting a growing membership of builders, developers, trades, contractors, manufacturers, specialists and suppliers.

Largest national association for the housing industry

80% of new homes are built by HIA members

the 100 largest builders in 2022 were HIA members\*

\*Source: HIA-COLORBOND steel Housing 100 report 2022/23

# A trusted source of information



Events | Awards Sponsorship | Digital | Social Media | Print

In an industry of changes and challenges, HIA provides information, support and advice to our member businesses. We regularly communicate and engage with members across Australia. This gives brands the opportunity to reach our audiences from multiple platforms.

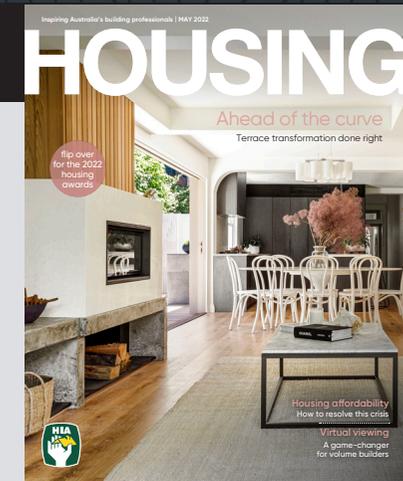
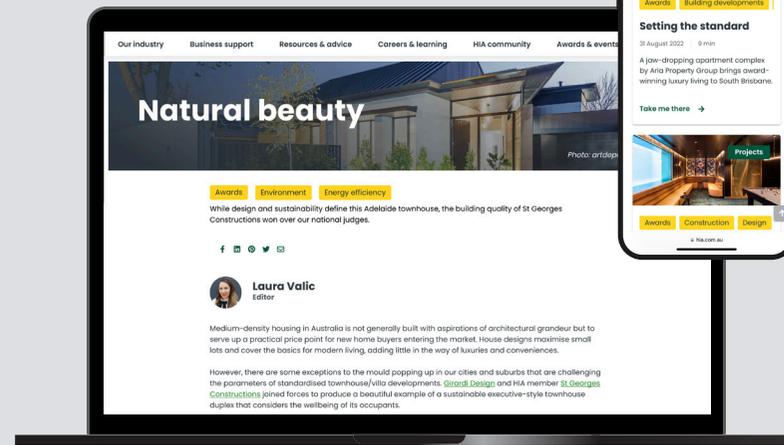


## Events and Awards Sponsorship

- HIA National Conference / HIA Australian Housing Awards
- HIA GreenSmart Symposium / HIA Australian GreenSmart Awards
- State and regional HIA Housing Awards
- Technical trade nights, roadshow seminars, charity events, golf days, HIA Economics events and more.

## Digital Content

- Reach segments of the industry with our targeted eDMs, which include Kitchens & Bathrooms, Housing, sustainability, regional eNews and more
- Digital content creation featured on [www.hia.com.au/housing](http://www.hia.com.au/housing) and shared via the Housing eDM
- Social shares available for multi-branded content.



## Print

- HIA's national flagship *Housing* magazine reaches more than 23,000 magazine subscribers
- 82 per cent\* of readers find innovative products to be the most useful content
- 69 per cent\* of readers look for inspiring housing projects
- 1 in 5 members\* have followed up on print advertising at least once.

\*Source: HIA Member and Advertiser Survey, November 2020

# Print and digital advertising



We create solutions to help brands grow and reach new customers. We offer a range of packages to target our audience. We can also work with you to craft your brand's message into content, so our members can instantly relate and respond to your business.

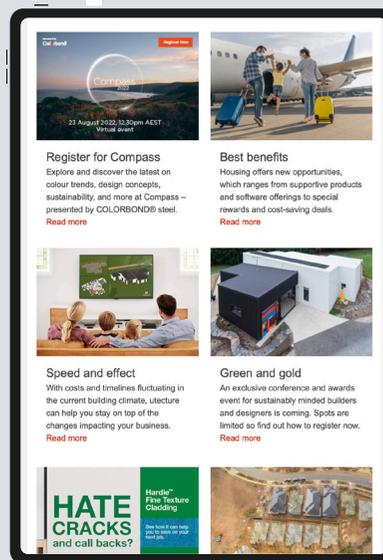


## Print and Digital Package

- 1 of 12 products or offers in the upfront On Trend section of *Housing* magazine
- Full page advertisement
- eDM and social post share of On Trend article

Print/Digital combo: \$5450

Print/Digital combo with DPS: \$7950



## Housing eDM

The Housing eDM is distributed monthly to more than 53,000 subscribers, with an average open rate of 44 per cent:

Banner above masthead: \$4950

Banner below masthead: \$4450

Story tile: \$4450

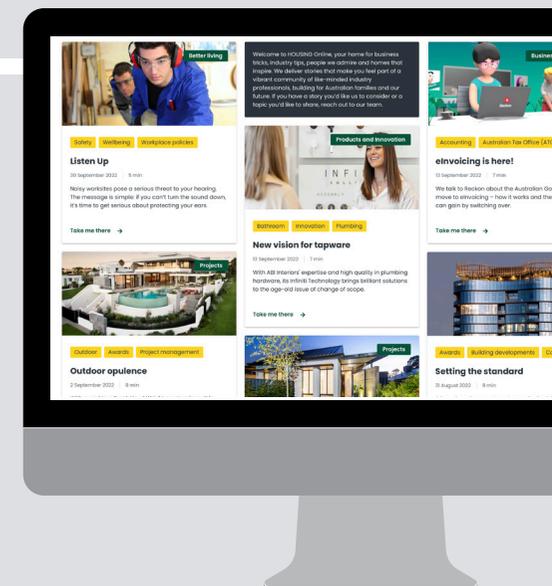
All prices are per eDM. Niche targeted eDMs are also available. Pricing varies.

## Digital Content Package

Published on [www.hia.com.au/housing](http://www.hia.com.au/housing)

- 500+ word article (video asset optional) published on HIA's Housing home page
- eDM share of article

Price: \$6950



113,560 unique website visitors per month



23,000 average net print distribution



113,000 social followers



53,000+ verified email subscribers

44% unique open rate

# Print and digital advertising



## Housing magazine

### Advertising rates

Full page	Half page	DPS	Onsert
\$5575	\$2890	\$10875	\$5570

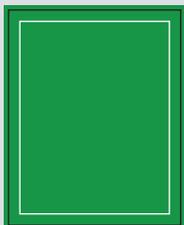
### Deadlines

	Feb 24	May 24	Aug 24	Nov 24
Booking	19 Dec	21 Mar	12 June	18 Sep
Advertising editorial/artwork	9 Jan	27 Mar	19 June	27 Sep
Distribution	28 Feb	20 May	7 Aug	14 Nov

### Artwork specs

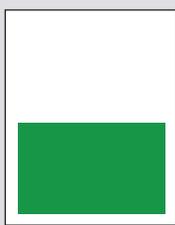
- High-resolution PDFs are the preferred format. Fonts must be imbedded, and all images should be 300dpi. Please convert all spot colours and RGB images to CMYK.
- Full page and DPS ads must have 5mm bleed on all sides and trim marks. **Keep all text and logos at least 15mm from sides of page and the gutter to ensure nothing is lost in the perfect binding.**
- If the advertisement is to be supplied as a complete high-res TIFF or JPG file, please ensure the resolution is 300dpi.

Deliver artwork and editorial to: [housing@hia.com.au](mailto:housing@hia.com.au)



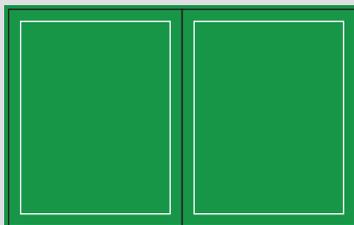
#### FULL PAGE

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



#### DOUBLE PAGE SPREAD

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

## Housing eDM

### Artwork specs

#### eDM banner ad above masthead

- Please supply destination URL
- 600x60px at 72 dpi
- Supplying a higher resolution file may result in a crisper image but it will display at 600x60px.

#### Story tile on eDM

- Please supply destination URL
- 600x400px at 72 dpi
- Supplying a higher resolution file may result in a crisper image but it will display at 300x200px
- Story tiles should include a company logo on bottom left with no text. The title sits below the image (not overlaid).

Title: 25 characters including spaces

Text: 120-200 characters

Submit images and copy to: [housing@hia.com.au](mailto:housing@hia.com.au)

View in browser

### EDM BANNER AD

**HOUSING**  
Inspiring Australia's building professionals

**MyStyle Homes (QLD): People's Choice award winner**  
North Queensland's MyStyle Homes stretched themselves to the limit to produce a luxurious tropical home, beautifully crafted and full of amenity for the entire family.

[Read more](#)

### STORY TILE ON eDM

**Have your say today**  
Run a small business? Complete this anonymous survey to unlock a tailored cyber bootcamp so you can get on top of your risks and stop cyber criminals in their tracks.  
[Read more](#)

**Building resilience**  
What does it take to be resilient? HOUSING talks to HIA members who have grown from difficult circumstances and have arisen stronger with purpose and determination.  
[Read more](#)

**Leap of faith**  
How do you take an idea to a thriving reality? For HIA members Megan and Stewart of Baulch Services it's about a unified team, expert advice and the courage to go the distance.  
[Read more](#)

**5 backyard water features**  
There are so many ways you can improve your garden to give native animals and plants a chance to thrive. Part one in our series is all about incorporating aqua into backyards.  
[Read more](#)

Member Services: Member offers, Legal services, Apprentices Hire

HIA Training (RTO 1991): View all courses, How to get a builder's licence, Training qualifications

Products: Contracts online, Tradepass, HIA products

## CURRENT PARTNERS



### ADVERTISING ENQUIRIES

Angie Leben

Email: [a.leben@hia.com.au](mailto:a.leben@hia.com.au)

Mobile: 0407 087 040

### PARTNERSHIP ENQUIRIES

Lucy Vicars

Email: [l.vicars@hia.com.au](mailto:l.vicars@hia.com.au)

Mobile: 0417 415 539

### EDITORIAL ENQUIRIES

Housing team

Email: [housing@hia.com.au](mailto:housing@hia.com.au)

# A personalised partnership

## LET'S BUILD YOUR BRAND TOGETHER

All orders and transactions are subject to HIA's Terms and Conditions for Advertising. Please click here to access the HIA advertising [terms and conditions](#).