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HIA GreenSmart Newsletter



What is GreenSmart?

Demand for environmentally responsible and sustainable housing is a rapidly expanding and exciting area of the building and construction industry. Consumers are becoming more environmentally conscious and want more from their homes and urban environments than ever before.

To meet these growing needs, HIA developed HIA GreenSmart® - Australia's first sustainable building program designed for the residential building industry.

HIA GreenSmart Newsletter

HIA GreenSmart Newsletter showcases the latest environmentally sustainable design information, the latest green products and the opportunity to connect with HIA GreenSmart® partners.



Distributed
March
June
September
December



Stats
Distribution per issue:
34,000+ members
Average Unique open rate:
11,677 per issue

ADVERTISING OPPORTUNITIES:

PRODUCT FEATURE

Your product featured in one issue of HIA GreenSmart Newsletter: **\$1,200**

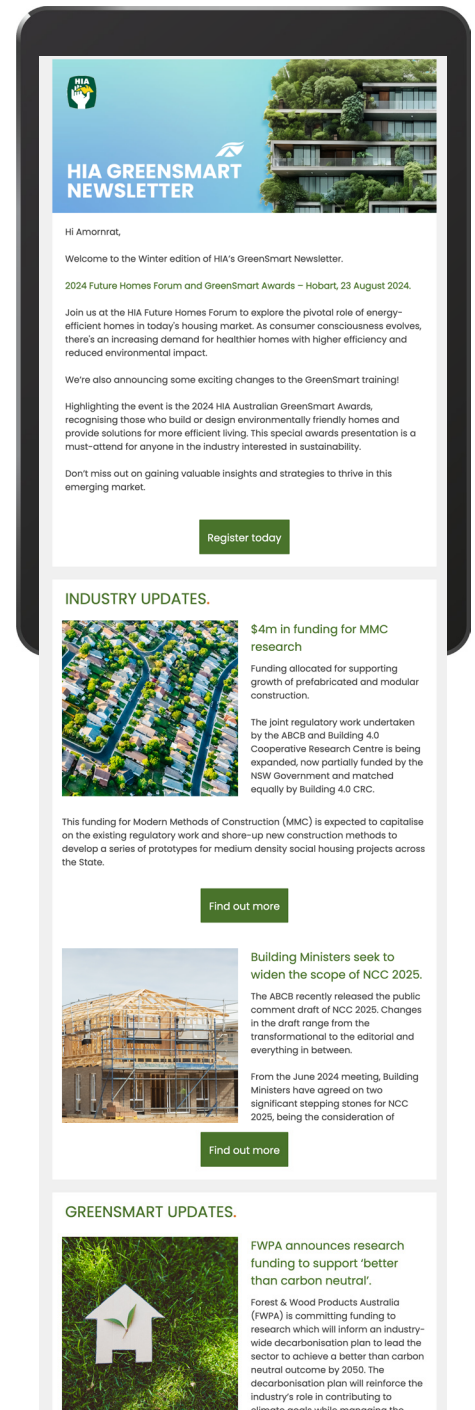
- Title: 25 characters
- Editorial: 120-200 words
- Destination URL
- Image: 600x400px at 72dpi

LOGO BRANDING

Company logo included on 4 x issues of HIA GreenSmart Newsletter: **\$900**

- Logo: high-res
- Destination URL

* All prices are GST exclusive



Advertising enquires:

Get in touch at partnerships@hia.com.au



GreenSmart®