

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*

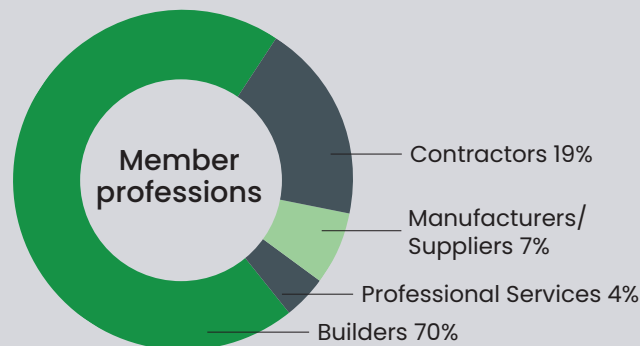
*Source: Figures based on Australian Bureau of Statistics data and HIA research



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.

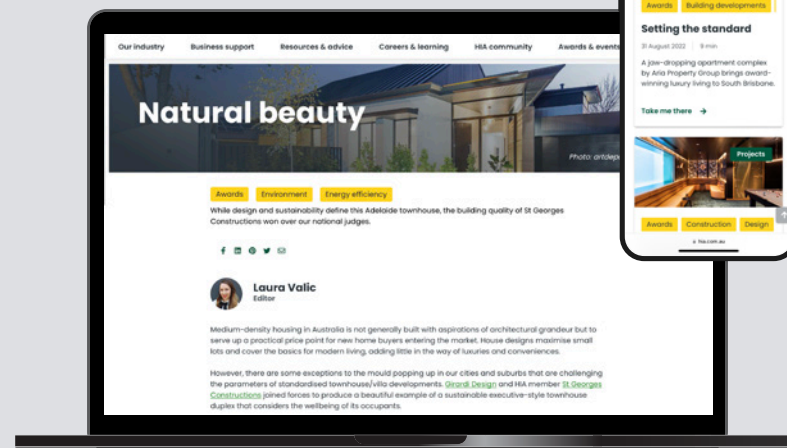


Events and Awards Sponsorship

- 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 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.

ON TREND

1 PUSHING THE BOUNDARIES
Leading manufacturer of aluminum building products and finishes DECO Australia has opened its brand new display centre. The DECO Innovation Centre is an interactive and immersive space for builders and homeowners alike. It offers visitors a unique experience to explore designs that all feature DECO's wide range of Australian-made and low-embodied carbon products and finishes, including the renowned 'OceanFlow' timber-look finish. Explore the DECO Innovation Centre or download the entire product catalogue for the full range of architectural building products and surface finishes. www.decoaustralia.com.au/innovationscentre

2 SHINING CRYSTAL
The Super pendant lamps collection by Copper Industrial Design pays homage to the exquisite geometric chandelier of nature's mineral crystallizations. These direct and symmetrical pendant lights can be hung singly or in groups, and are customizable in shape and size. The symmetrical design of the lamp shade creates a unique aesthetic in form when positioned at various angles of rotation. Various finishes are available for both the interior and exterior of the shade, while the filament and LED grids are visible since the brass interior creates warm amber light reflections. www.copperdesign.com.au

3 GOING THE EXTRA MILE
BCBA, a manufacturer of innovative building products, recently launched BCBA Professional 3D and the BCBA X Dual range. BCBA Professional 3D is a modular system featuring a removable stainless-steel extractor ring, touch-glass control knobs and a sensitive touch-operated surface with a high-definition, color LED display. The BCBA X Dual offers a design style with an on or off mode that is slightly recessed in the center of the cockpit and can be related to create various looks. The cooking extraction both use the BCBA eDPS system that allows for the filter to be changed safely and easily from the top through the on/off opening. www.bcba.com

Completed Home View
Select products to HICONS@hia.com.au

10 HOUSING MARCH 2021

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
- Please supply 100 words, CTA and 2-3 high res images

Print/Digital combo: \$5450

Print/Digital combo with DPS: \$7950

Register for Compass
Explore and discover the latest on colour trends, design concepts, sustainability, and more at Compass – presented by COLORBOND® steel. [Read more](#)

Best benefits
Housing offers new opportunities, which ranges from supportive products and software offerings to special rewards and cost-saving deals. [Read more](#)

Speed and effect
With costs and timelines fluctuating in the current building climate, *uctecture* can help you stay on top of the changes impacting your business. [Read more](#)

Green and gold
An exclusive conference and awards event for sustainably minded builders and designers is coming. Spots are limited so find out how to register now. [Read more](#)

HATE CRACKS and call backs?
Handle Your Texture Cladding

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

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

- eDM share of article

Price: \$6950

Listen Up
10 September 2022 5 min
Many workers face a serious threat to their housing. The message is simple: if you start from the ground down, it's a time to get serious about protecting your assets. [Take me there](#)

New vision for tapware
10 September 2022 7 min
With ABB's extensive expertise and high quality in plumbing hardware, its innovative technology brings brilliant solutions for the age and issue of change of design. [Take me there](#)

Outdoor splendour
10 September 2022 8 min
[Take me there](#)

enveloping is here!
10 September 2022 7 min
We talk to Markian about the Australian fire crisis in residential, trade, hotels and the can gain by switching over. [Take me there](#)

Setting the standard
10 August 2022 8 min
[Take me there](#)

* All prices are GST inclusive



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	* All prices are GST inclusive

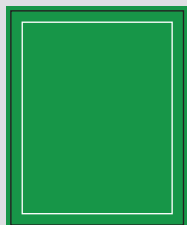
Deadlines

	Feb 24	June 24	Nov 24
Booking	19 Dec	17 Apr	18 Sep
Advertising editorial/artwork	9 Jan	30 Apr	27 Sep
Distribution	28 Feb	24 Jun	14 Nov

Artwork specs

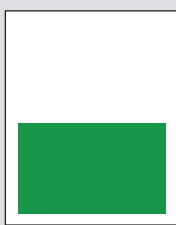
- High-resolution PDFs are the preferred format. Fonts must be imbedded, and all images should be 300dpi. Please convert all spot colours and RGB images to CMYK.
- Full page and DPS ads must have 5mm bleed on all sides and trim marks. **Keep all text and logos at least 15mm from sides of page and the 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



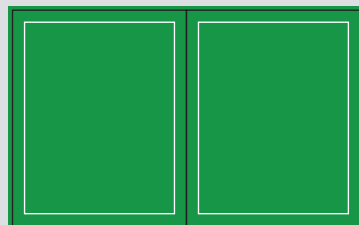
FULL PAGE

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

View in browser

EDM BANNER AD

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 Baulich 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
Apprentice Hire

HIA Training (070 1051)
View all courses
How to get a builder's licence
Training qualifications

Products
Contracts online
Tradepass
HIA products

CURRENT PARTNERS



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PARTNERSHIP ENQUIRIES

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EDITORIAL ENQUIRIES

Housing team

Email: housing@hia.com.au

A personalised partnership

LET'S BUILD YOUR BRAND TOGETHER

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