

2024-25



The 2024 HIA-CSR Australian Home of the Year, Horizon by BCM Homes



HOUSING INDUSTRY ASSOCIATION

MEDIA KIT

Who are we?



Over 80 years

HIA has become the leading voice providing advocacy and support for the businesses that are building Australian homes.

Whether it is through hands-on work on a building site or the use of materials used in construction, HIA members have input into every new home built in Australia today.

INDUSTRY



\$116 billion
in economic activity annually generated by our industry



170,000
new homes



over 1 million people
employed in our industry



1 in every \$20
spent in the Australian economy

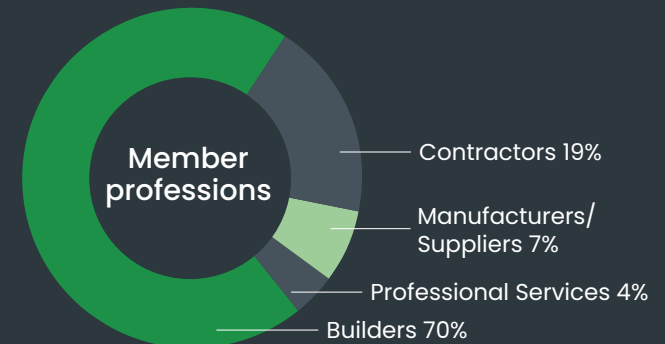
Source – based on ABS data and HIA research

MEMBERS



Membership of
60,000+

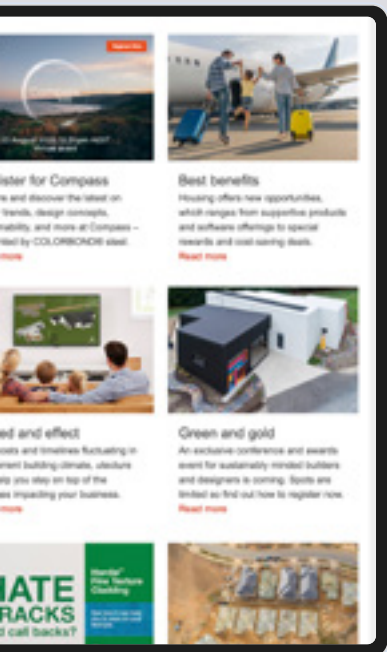
We reach decision makers from small to large size organisations.



Print and digital advertising – National



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.



Housing eDM

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

Banner above masthead: \$4950

Banner below masthead: \$4450

Story tile: \$4450

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

On Trend – Digital

Join our curated list of products shared via our Housing eDM. Available in Quarter 1 & Quarter 3.

- eDM and social post share of On Trend article
- Please supply 100 words, CTA and 2-3 high res images

Digital: \$3450

Digital with story tile: \$5450



On Trend – Print and Digital

Join our curated list of products in the upfront On Trend section of *Housing* magazine. Available in Quarter 2 & Quarter 4.

- 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

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



* 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 – National



Housing magazine

Advertising rates

Full page	Half page	Double-page	Onsert	
\$5575	\$2890	\$10875	\$5570	* All prices are GST inclusive

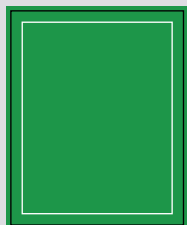
Deadlines

	Jun 24	Nov 24	Jul 25	Dec 25
Booking	17 Apr	18 Sep	27 May	14 Oct
Advertising editorial/artwork	30 Apr	27 Sep	10 Jun	28 Oct
Distribution	24 Jun	14 Nov	22 Jul	9 Dec

Artwork specs

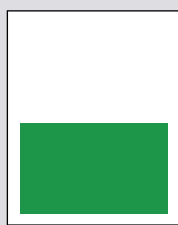
- High-resolution PDFs are the preferred format. Fonts must be embedded, and all images should be 300dpi. Please convert all spot colours and RGB images to CMYK.
- Full-page and double-page spread ads must have 5mm bleed on all sides and trim marks. **Keep all text and logos at least 15mm from the sides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



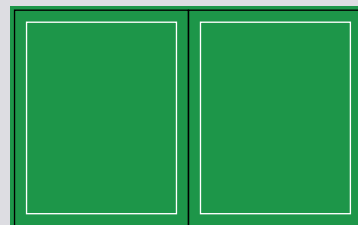
FULL PAGE

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 the 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 the 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 not include a company logo. 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

The screenshot shows an eDM banner ad for Housing magazine. The banner features a green header with 'EDM BANNER AD' and the Housing magazine masthead. Below the masthead is a large image of a modern house with a pool. The text below the image reads: '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 amenities for the entire family.' A 'Read more' button is visible below the text.

Below the banner are two story tiles. The first story tile has a green background with the text 'STORY TILE ON eDM'. The second story tile has a white background with a photo of a car and the text 'Building resilience' and 'What does it take to be resilient? HIA (QLD) talks to risk members who have grown from difficult circumstances and have arisen stronger with purpose and determination.' A 'Read more' button is visible below the text.

At the bottom of the screenshot are social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below the icons are three columns of text: 'Member Services' (Member offers, Legal services, Association file), 'HIA Training' (How to get a builder's license, Training opportunities), and 'Products' (Contracts online, Products, HIA website).

Digital advertising – Regional

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 our regions.

Our regions currently send Regional E-News and What's On eDM's.

Distribution:

1-2 emails per month. Speak to your local regional coordinator for upcoming schedules and option availability.

Average unique open rate:*

HIA eNews – 38% HIA What's on – 33.31%

* in 2022



HIA news

VICTORIA | February Edition #2

H National Marketing

The economic news this week has continued to disappoint. HIA has just released its latest **Outlook report**, and it shows that new housing starts over the next couple of years in Victoria will fall to numbers not seen since 2013. We are expecting the amount of work underway to drop in late 2023 as existing projects are completed (and) interest rates stabilise it is expected consumer confidence will limit new home sales.

Finally, a reminder that in March we will be running builder information morning sessions in Bendigo, Wodonga, Geelong, and Melbourne. These sessions provide further details about the MCC 2022 changes coming during this May and October as well as information to help you prepare for expected building regulation changes, member questions and feedback on issues of importance to our industry will be welcome at these sessions.

Keith Ryan
Yours sincerely,
Keith Ryan
Executive Director - Victoria

Latest News

NCC and regulatory update seminar series

HIA is delivering a series of workshops across metro and regional Victoria in March to help get builders up to speed on how they will be affected by the significant update to the National Construction Code. [Learn more](#)

BANNER AD

Download the latest economic reports

As an industry leader in residential building and construction forecasting, our economic reports and analysis offer insights to help you make business decisions now and in the future. [View now](#)

WoodSolutions Seminar

A special 'case study-focused' seminar will present a rich selection of the award-winning build as well as the people's choice, and the overall 2022 Australian Timber Design Award winners. [Find out more](#)

STORY TILE

LOGO TILES

What's on

March

H National Marketing

HIA Building Women Initiative goes from strength to strength.

The HIA Building Women networking events have become a very important part of our event program. For the third year running we are holding a sold-out breakfast in Launceston featuring keynote speaker Richard Downs, a renowned business and life coach, and a speaker panel comprising industry leaders and one of our own HIA female apprentices. For those that missed out on the Launceston event, HIA will be running a **Building Women's Symposium in Hobart** on 2 May where keynote speaker Susan Alberti will inspire guests followed by networking and workshops. Stay tuned for other Building Women initiatives that HIA is set to announce throughout 2023.

Susan Alberti
Yours sincerely,
Susan Collins
Executive Director - Tasmania

Highlights.

Early Bird Award Entries are now open! | March

Online

Are you ready for the 2023 HIA Housing & Kitchen & Bathroom Awards? Early bird entries are now open, so if you would like to grab a discount on entry fees then get in early this year. [View our categories and enter online today!](#)

NCC - Volume Two | March 14

Online

This course provides an overview of the changes for Class 1 and 10 buildings and structures in NCC 2022, including the new Unusable Housing Provisions and changes to relevant Australian standards. [Enrol now](#)

BANNER AD

WoodSolutions Seminar

A special 'case study-focused' seminar will present a rich selection of the award-winning build as well as the people's choice, and the overall 2022 Australian Timber Design Award winners. [Find out more](#)

STORY TILE

LOGO TILES

Digital advertising – Regional



Pricing and artwork specifications

eDM banners

- PNG file – 600x100px at 72 dpi
- Please supply the destination URL
- Supplying a higher resolution file may result in a crisper image, but it will display at 600x100px.

Price (VIC, NSW, QLD, NTH QLD, WA): \$1,320 (high position) \$1,200 (lower position)

Price (SA, NT, ACT/SNSW, TAS, Hunter): \$880 (high position) \$800 (lower position)

Story tiles

Title: 25 characters, including spaces

Text: 120-200 characters

Image:

- Story tiles include an image with no text. The title and the copy sits to the right of the image (not overlaid).
- PNG file – 1080x1080px at 72 dpi
- Supplying a higher resolution file may result in a crisper image, but it will display at 1080x1080px
- Please supply the destination URL

Price (VIC, NSW, QLD, NTH QLD, WA): \$1,700

Price (SA, NT, ACT/SNSW, TAS, Hunter): \$1,200

Logo tiles

- PNG file with transparent background, 200x100px at 72 dpi

Price (VIC, NSW, QLD, NTH QLD, WA): \$440

Price (SA, NT, ACT/SNSW, TAS, Hunter): \$220

All prices include GST.

All orders and transactions are subject to HIA's Terms and Conditions for Advertising.

Please click here to access hia.com.au/advertising-terms-conditions



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.

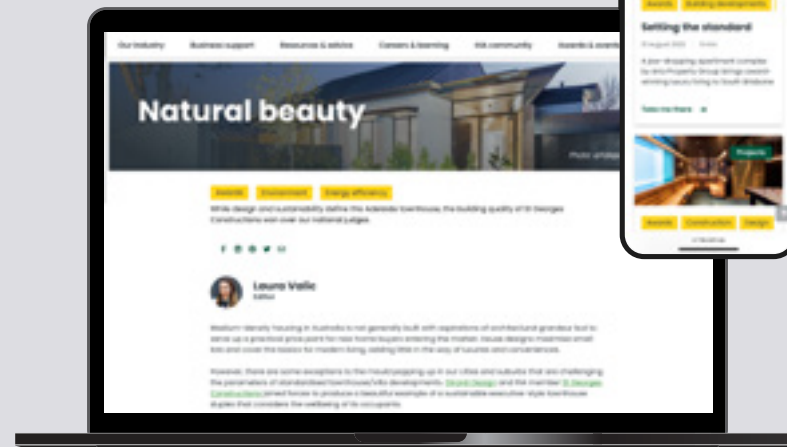


Events and Awards Sponsorship

- HIA National Conference / HIA Australian Housing Awards
- HIA Future Homes forum / 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 is featured on www.hia.com.au/housing and shared via the Housing eDM
- Social shares are available for multi-branded content.



Print

- Two bumper print issues are available for advertisers each year.
- Our mid-year edition focuses on our extraordinary award winners.
- Our end-of-year edition focuses on important moments for our industry and audience.
- Special offers and packages are available for both editions.

CURRENT PARTNERS



ADVERTISING AND PARTNERSHIP ENQUIRIES

Amanda Borg

Email: a.borg@hia.com.au

Mobile: 0416 490 802

Lucy Vicars

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Mobile: 0417 415 539

EDITORIAL ENQUIRIES

Housing team

Email: housing@hia.com.au

A personalised partnership

LET'S BUILD YOUR BRAND TOGETHER

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