



# Media kit 2023

**MASTER  
builder**

Official publication of:



*The home of building*

**THE MAGAZINE PUBLISHING COMPANY**

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Welcome to

# MASTER builder

## Profile

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*Master Builder* is the official publication of Master Builders Queensland—the peak industry association representing building and construction since 1882.

With more than 9,700 members and nine offices throughout the state, Master Builders Queensland's coverage and regional footprint is unmatched by any other industry organisation.

Master Builders Queensland membership covers builders, trade contractors, consultants, manufacturers, and apprentices from all sectors of the industry. Collectively, these members spend billions on residential,

commercial, and industrial construction throughout Queensland.

*Master Builder* gives you the ability to promote your business alongside the trusted Master Builders Queensland brand to maximise your exposure to a wide range of industry professionals, home builders and home renovators.

Whether you're promoting a new product or a branding campaign, *Master Builder* has print and digital advertising opportunities that provide cost-effective marketing solutions and can put your product or service in front of the eyes of key decision-makers.



Master Builders Queensland membership covers builders, trade contractors, consultants, manufacturers, and apprentices from all sectors of the industry.

#### Four times a year

*Master Builder* is regarded as a must-read publication for anyone in Queensland's housing and construction industry. It features the latest industry news, legislative changes, business advice, informative and entertaining profiles on members and their projects, and the latest products and services hitting the market.



#### Printed Magazines (per issue)



**9,900**  
PRINTED  
COPIES  
mailed direct

**29,700**  
READERS

#### Once a year, special edition

Master Builders Queensland's *Housing & Construction Awards Showcase* magazine celebrates members demonstrating building innovation and quality craftsmanship, promoting and showcasing excellence in Queensland's housing and construction industry. From apprentices to trade contractors and family businesses to the biggest names in the industry, the awards and magazine celebrates the full spectrum of projects in Queensland housing and construction.

In addition to our print publications, the digital version of *Master Builder* and the *Housing & Construction Awards Showcase* is sent to all members, giving them the flexibility of reading these magazines when and where they like.

#### Digital Magazine (per issue)

**13,900**  
DIGITAL  
SUBSCRIBERS



#### Monthly – every third or fourth Tuesday

*Building Insights* is Master Builders Queensland's e-newsletter, sent to all Master Builders Queensland members with a valid email address. Each edition focuses on the latest news and issues affecting members as well as forecasted information, industry analysis and a summary of upcoming training courses and events.

**13,900**  
SUBSCRIBERS



 **37%** OPEN  
RATE

#### Fives time a year

Upon the publication of each issue of *Master Builder* and the *Housing & Construction Awards Showcase*, members with a valid email address also receive a magazine eDM alerting them a new issue is available to read online.

**13,900**  
SUBSCRIBERS

 **36%** OPEN  
RATE





## Audience

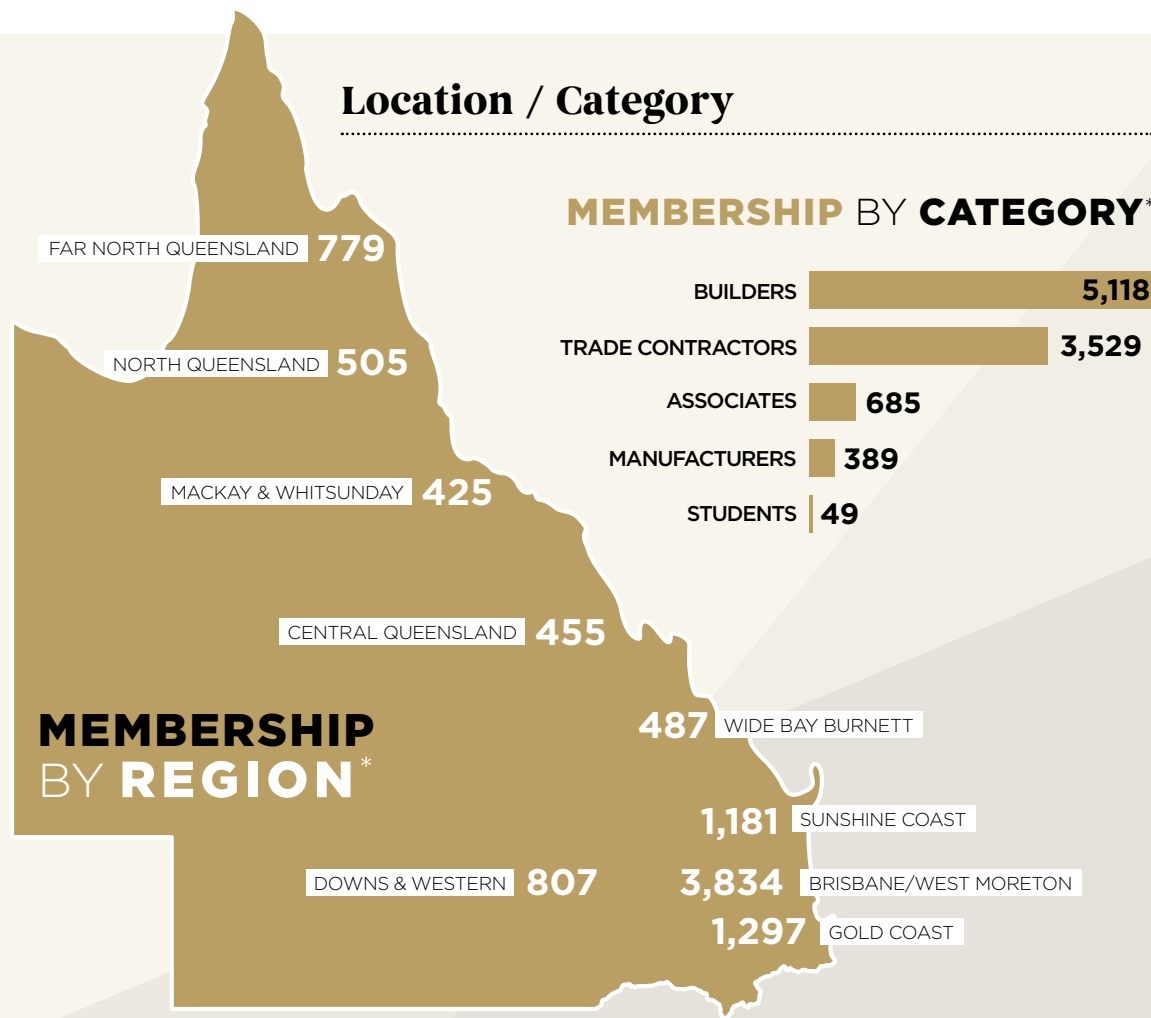
Both *Master Builder* and the *Housing & Construction Awards Showcase* magazines are distributed to the who's who of the Queensland housing and construction industry, from family-run businesses to the biggest names in building and construction. Through our print/digital magazines and e-newsletters, we provide comprehensive insights into the industry's major players, news, projects, trends, innovations, and events.

## Job role

**96%**  
OF READERS  
**INFLUENCE**  
OR **APPROVE**  
PURCHASES

**87%**  
OWNER/MANAGER  
**4%** SUPPLIER  
**9%** OTHER

## Location / Category



\* As at 30 June 2022

# Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	4 ISSUES	5 ISSUES
Double-page spread	\$6,100	5,795	\$5,490
Full page	\$3,390	\$3,220	\$3,050
Half page	\$2,320	\$2,200	\$2,085
Quarter page	\$1,390	\$1,320	\$1,250

PREFERRED POSITION	CASUAL	4 ISSUES	5 ISSUES
Inside front cover double-page spread	\$6,850	\$6,510	\$6,165
Outside back cover	\$4,400	\$4,180	\$3,960
Inside front cover	\$3,900	\$3,700	\$3,510
Other preferred positions	+10%		

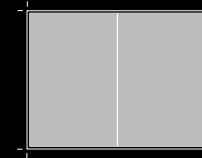
TRADE DIRECTORY	PRICE
Ad runs for 12 months at this price	
60mm x 90mm	\$2,600

INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm	
One page (2 sides)	\$2,500
Two page (4 sides)	\$2,900

## Deadlines

ISSUE	DEADLINE
JAN-MAR '23	20 DECEMBER '22
APR-JUN '23	20 MARCH '23
JUL-SEP '23	20 JUN '23
AWARDS '23	13 SEPTEMBER '23
OCT-DEC '23	20 OCTOBER '23

## Ad Dimensions



### DOUBLE PAGE SPREAD

#### TRIM SIZE:

**H 275mm x W 420mm**

+ add 5mm bleed

(Keep type & logos 10mm in from trim)



### FULL PAGE

#### TRIM SIZE:

**H 275mm x W 210mm**

+ add 5mm bleed

(Keep type & logos 10mm in from trim)



### HALF PAGE HORIZONTAL

**H 120mm x W 184mm**

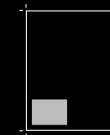
no bleed required



### QUARTER PAGE HORIZONTAL

**H 60mm x W 184mm**

no bleed required



### TRADE DIRECTORY

**H 60mm x W 90mm**

no bleed required



### INSERT

#### SIZE:

**H 275mm x W 210mm**

Maximum dimension

(Keep type & logos 10mm in from trim)

# Digital Advertising Rates & Specs

ALL PRICES ARE PER NEWSLETTER AND EXCLUDE GST

ALL NEWSLETTER ADVERTISING GIVES YOU 100% OF THE VOICE FOR EACH POSITION. EMAIL NEWSLETTERS WILL BE SENT OUT ON THE THIRD OR FOURTH TUESDAY OF EACH MONTH.

Files need to be under 50KB.  
The following formats can be accepted: .jpg .png .swf .bmp  
Make sure that you supply the URL you would like your artwork to click through to.  
No expandable files are acceptable and material can only contain user initiated sound.

ADVERTISEMENTS	SIZE (PIXELS)	COST PER NEWSLETTER
Lead Banner	100pixels (H) x 600pixels (W)	\$800
2nd Banner	100pixels (H) x 600pixels (W)	\$600

Deadlines		
EDITION	DISTRIBUTION	DEADLINE
JAN '23	24 JAN '23	17 JAN '23
FEB '23	21 FEB '23	14 FEB '23
MAR '23	21 MAR '23	14 MAR '23
APR '23	18 APR '23	11 APR '23
MAY '23	23 MAY '23	16 MAY '23
JUN '23	20 JUN '23	13 JUN '23
JUL '23	18 JUL '23	11 JUL '23
AUG '23	22 AUG '23	15 AUG '23
SEP '23	19 SEP '23	12 SEP '23
OCT '23	24 OCT '23	17 OCT '23
NOV '23	21 NOV '23	14 NOV '23
DEC '23	19 DEC '23	12 DEC '23

ADVERTISEMENTS	SIZE (PIXELS)	COST PER NEWSLETTER
Lead Banner	100pixels (H) x 600pixels (W)	\$800
2nd Banner	100pixels (H) x 600pixels (W)	\$600

Deadlines		
EDITION	DISTRIBUTION	DEADLINE
JAN-MAR '23	13 FEB '23	6 FEB '23
APR-JUN '23	20 APR '23	13 APR '23
JUL-SEP '23	20 JUL '23	13 JUL '23
AWARDS '23	16 OCT '23	9 OCT '23
OCT-DEC '23	20 NOV '23	13 NOV '23

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