



Media kit 2024

MASTER
builder

Official publication of:



The home of building

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

MASTER builder

Profile

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)



10,000
PRINTED
COPIES

mailed direct



30,000
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)

13,750
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.

13,750
SUBSCRIBERS



47.5%
OPEN RATE



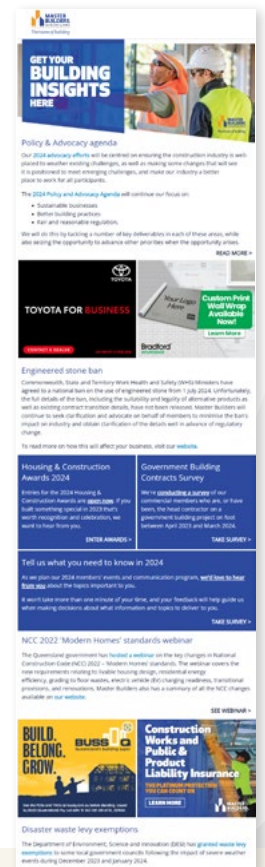
Fives time a year

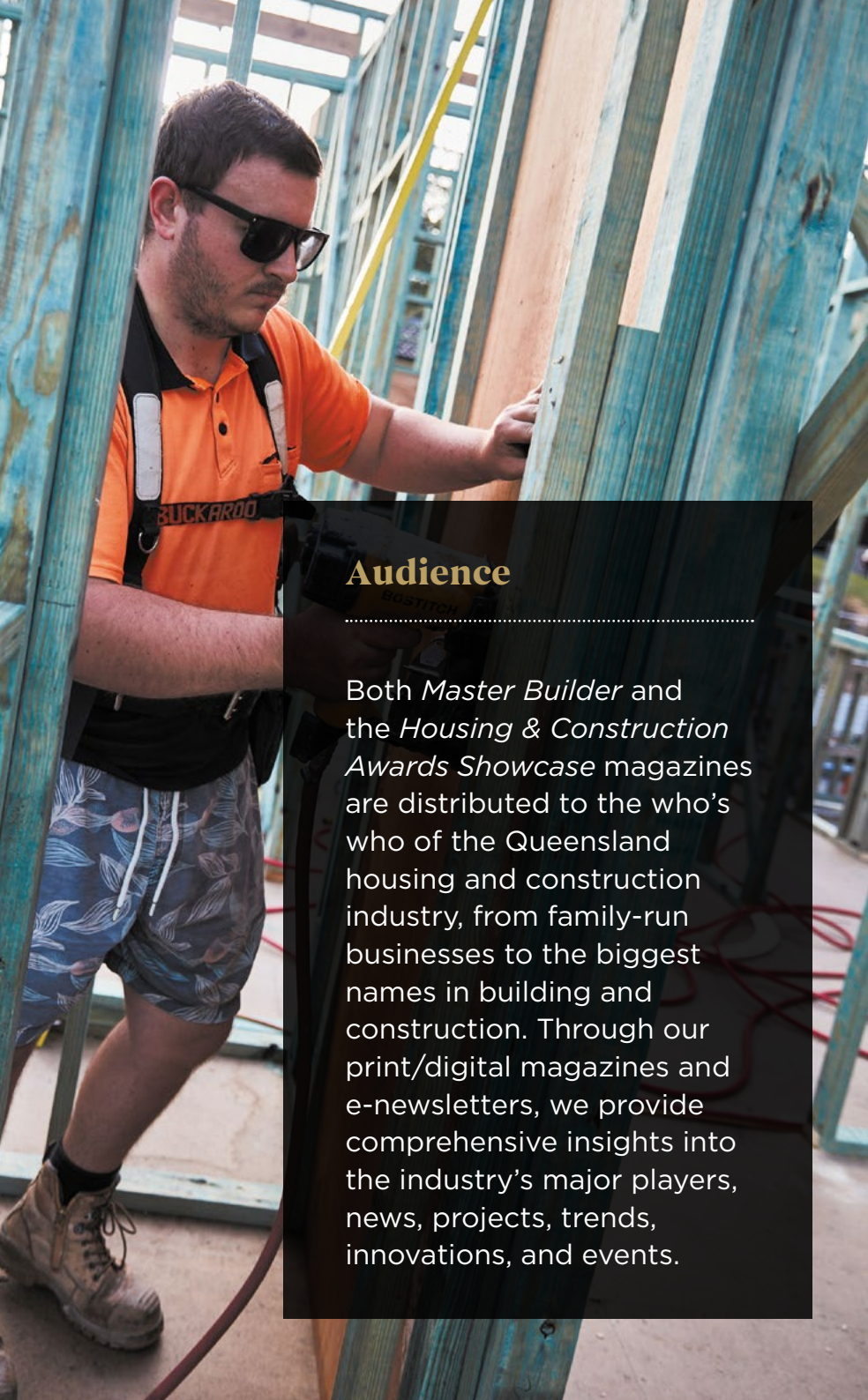
Upon the publication of each issue of *Master Builder* and the *Housing & Construction Awards Showcase*, members with a valid email address also receive a magazine eDM alerting them a new issue is available to read online.

13,750
SUBSCRIBERS



43%
OPEN RATE





Audience

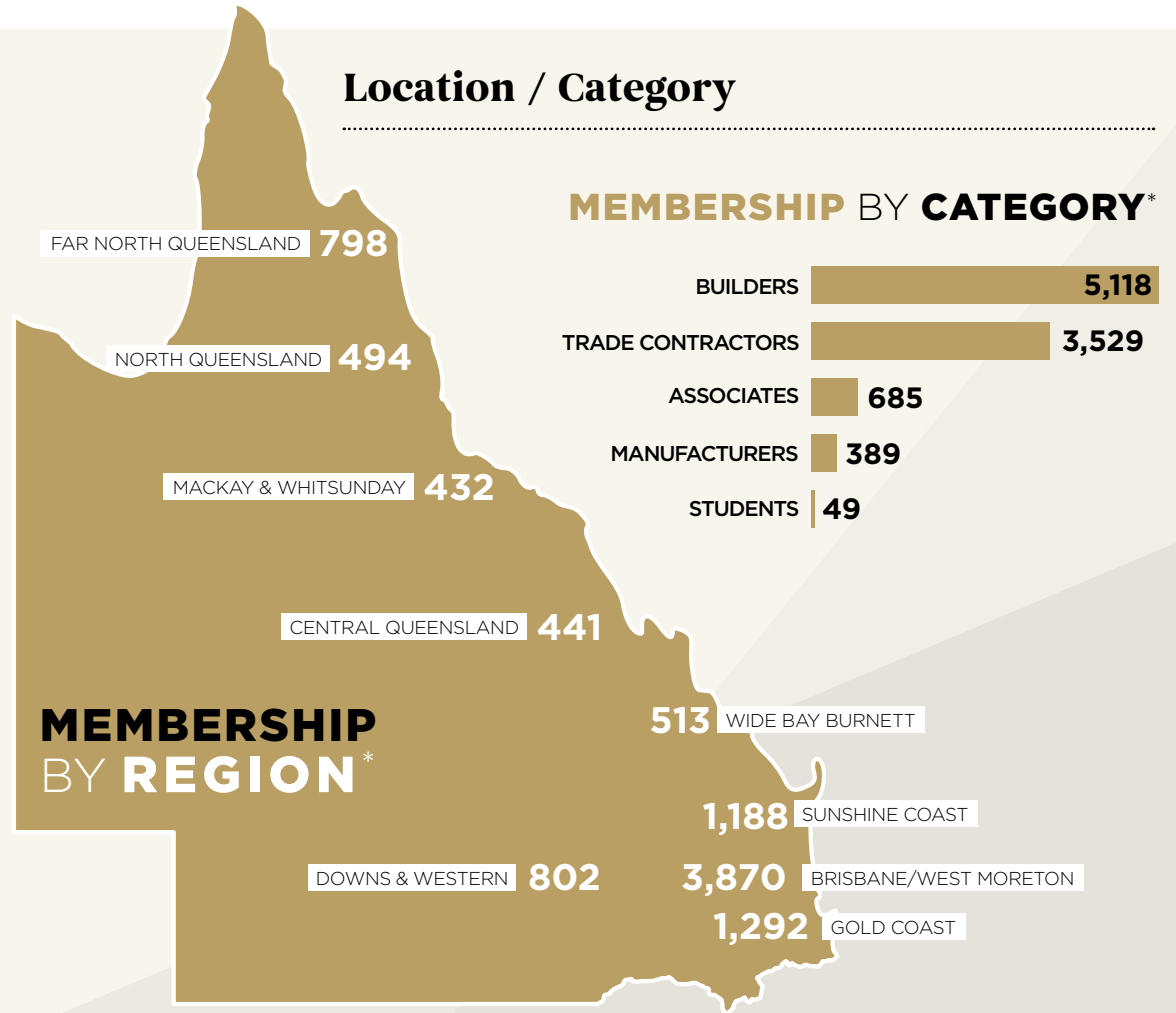
Both *Master Builder* and the *Housing & Construction Awards Showcase* magazines are distributed to the who's who of the Queensland housing and construction industry, from family-run businesses to the biggest names in building and construction. Through our print/digital magazines and e-newsletters, we 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%		

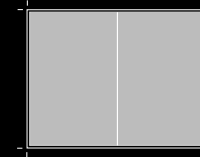
DIRECTORY	PRICE
Ad runs for 12 months at this price	
H 55mm x W 90mm	\$2,600

INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm 10,000 inserts required	
One page (2 sides)	\$2,500
Two page (4 sides)	\$2,900

Deadlines

ISSUE	DISTRIBUTION	DEADLINE
JAN-MAR '24	20 FEB '24	19 JAN '24
APR-JUN	03 MAY '24	02 APR '24
JUL-SEP	02 AUG '24	01 JUL '24
AWARDS	17 OCT '24	13 SEP '24
OCT-DEC	20 NOV '24	18 OCT '24

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)



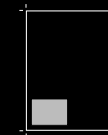
HALF PAGE HORIZONTAL

H 120mm x W 184mm
 no bleed required



QUARTER PAGE HORIZONTAL

H 60mm x W 184mm
 no bleed required



DIRECTORY

H 55mm x W 90mm
 no bleed required

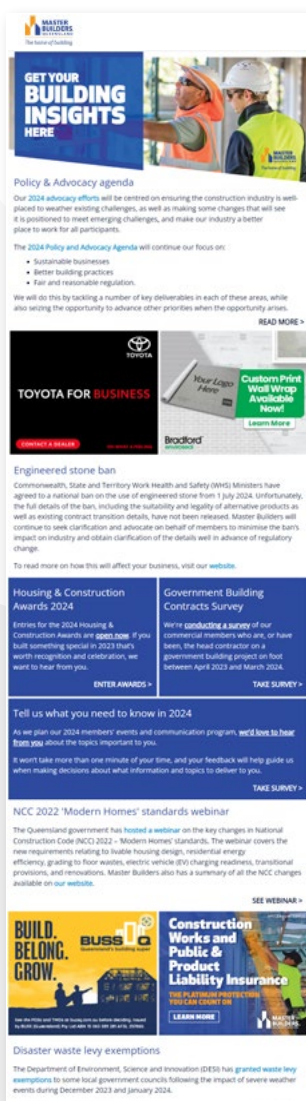


INSERT

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



ADVERTISEMENTS	SIZE (PIXELS)	COST PER NEWSLETTER
Lead MRECs	300pixels (W) x 250pixels (H)	\$800
2nd MREC	300pixels (W) x 250pixels (H)	\$600

Deadlines

EDITION	DISTRIBUTION	DEADLINE
JAN '24	23 JAN '24	9 JAN '24
FEB '24	20 FEB '24	6 FEB '24
MAR '24	19 MAR '24	5 MAR '24
APR '24	23 APR '24	9 APR '24
MAY '24	21 MAY '24	7 MAY '24
JUN '24	25 JUN '24	11 JUN '24
JUL '24	23 JUL '24	9 JUL '24
AUG '24	27 AUG '24	13 AUG '24
SEP '24	24 SEP '24	10 SEP '24
OCT '24	22 OCT '24	8 OCT '24
NOV '24	26 NOV '24	12 NOV '24
DEC '24 (XMAS ED.)	3 DEC '24	19 NOV '24
DEC '24	17 DEC '24	3 DEC '24

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 MRECs	300pixels (W) x 250pixels (H)	\$800
2nd MRECs	300pixels (W) x 250pixels (H)	\$600

Deadlines

EDITION	DISTRIBUTION	DEADLINE
JAN-MAR '24	19 FEB '24	12 FEB '24
APR-JUN '24	2 MAY '24	25 APR '24
JUL-SEP '24	2 AUG '24	26 JUL '24
AWARDS '24	22 OCT '24	15 OCT '24
OCT-DEC '24	21 NOV '24	14 NOV '24

Sponsored Content

ALL PRICES EXCLUDE GST

Double Page Spread Sponsored Content

\$6,100

Position your company as a market leader within Queensland's housing and construction sector by taking advantage of our exclusive content marketing opportunity. Sponsored content allows you to place your technical, product or company content alongside *Master Builder* editorial content, giving you valuable exposure and help position yourself as a thought leader within Queensland's housing and construction industry. Sponsored Content is a prime opportunity for leading companies to share thought-provoking and informative content in an editorial-style format. To ensure exclusivity, we only accept two sponsored content articles per issue. All you need to do is supply approximately 1,000 words of copy, high-resolution images, and a company logo—we'll do the rest.

**CLICK ON THE
BELOW IMAGES TO
SEE EXAMPLES**

Guaranteed What's Hot

\$750

Master Builder's newly created What's Hot section showcases a line-up of highly anticipated, products and services ready for Queensland's housing and construction industry. Lock your spot in this section via our guaranteed What's New offering and put your business in front of all *Master Builder* readers in both print and digital formats. All you have to do is send us 70 - 100 words of copy and a high resolution image.
