



Media kit 2025

MASTER BUILDER

Official publication of:



**Master
Builders
Association**
New South Wales

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

MASTER BUILDER

Profile

Master Builder is the official publication of Master Builders Association New South Wales.

Master Builder is the go-to information source for Master Builder Association New South Wales members, covering everything from projects and profiles to news and views. The magazine provides a voice for the industry, bringing awareness and advocacy to the highest levels of industry and government.

Established in 1873 with over 8,000 members across 28 divisions, Master Builder Association New South Wales is the premier association for the building and construction industry across the state. As a not-for-profit organisation, it aims to represent and promote the interests of the building and construction industry.

Master Builder Association New South Wales' coverage and regional footprint

is unmatched by any other industry organisation. Its members include 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 New South Wales.

Master Builder gives you the ability to promote your business alongside the trusted Master Builders Association New South Wales 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 opportunities that provide cost-effective marketing solutions, and can put your product or service in front of key decision-makers.





Master Builder Magazine

Four times a year

Master Builder is regarded as a must-read publication for anyone in New South Wales' 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)



8,000
PRINTED
COPIES
mailed direct

24,000
READERS

Distribution and Audience

Master Builder is essential reading for anyone in New South Wales' housing and construction industry. It features the latest industry news, legislative updates, business advice, member and project profiles, and the latest products and services in the market.

Master Builder's readership includes residential, commercial and industrial builders, trade contractors, consultants, manufacturers, decision makers, and apprentices from all sectors of the industry, as well as property investors and home buyers.

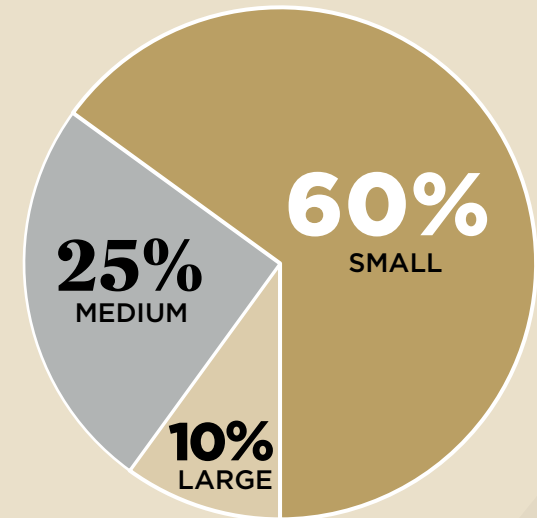




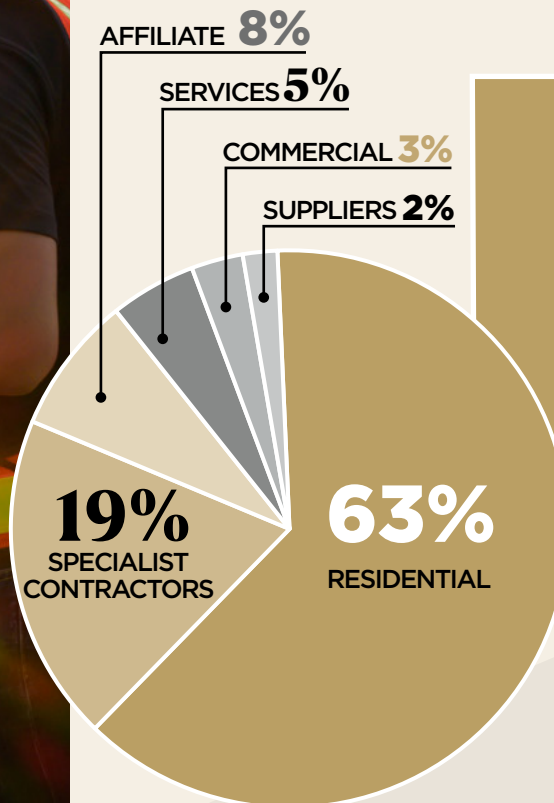
MARKET SECTOR BY AVERAGE ANNUAL REVENUE

\$519M	SUPPLIER/MANUFACTURER
\$583M	SERVICES
\$2,752M	SPECIALIST CONTRACTORS
\$7,855M	RESIDENTIAL
\$6,000M	COMMERCIAL

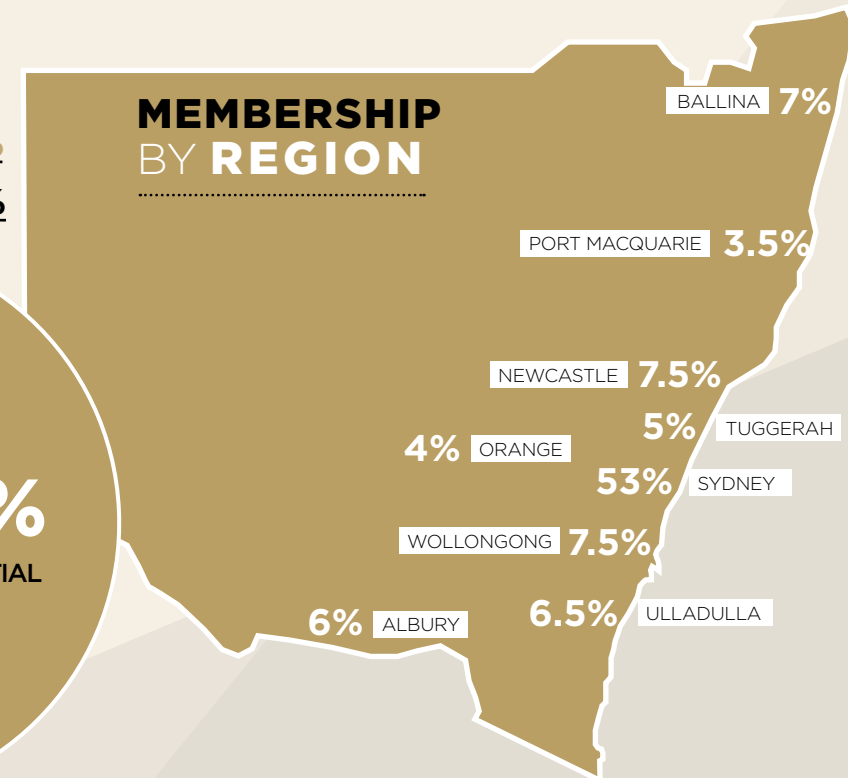
Business Size of Members



Members by Market Sector



MEMBERSHIP BY REGION



Magazine Advertising Rates & Specs



ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	4 ISSUES
Double-page spread	\$6,100	\$5,795
Full page	\$3,390	\$3,220
Half page	\$2,320	\$2,200
Quarter page	\$1,390	\$1,320
What's Hot	\$650	

PREFERRED POSITION	CASUAL	4 ISSUES
Inside front cover – Double page spread	\$6,850	\$6,510
Outside back cover	\$4,400	\$4,180
Inside front cover	\$3,900	\$3,700
Other preferred positions	+10%	
Sponsored Content (DPS)	\$6,100	

INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm 8,000 inserts required	
One page (2 sides)	\$3,390
Two page (4 sides)	\$6,100

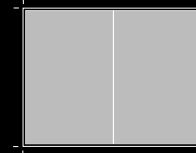


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PUBLICATIONS**

Deadlines

ISSUE	DISTRIBUTION	DEADLINE
APR-JUN '25	28 MAR '25	28 FEB '25
JUL-SEP '25	30 JUN '25	28 MAY '25
OCT-DEC '25	29 SEP '25	28 AUG '25
JAN-MAR '26	8 DEC '25	7 NOV '25

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



INSERT

SIZE:
H 275mm x W 210mm
Maximum dimension

Sponsored Content

ALL PRICES EXCLUDE GST

Double Page Spread Sponsored Content

\$6,100

Position your company as a market leader within New South Wales' 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 NSW* editorial content, giving you valuable exposure and help position yourself as a thought leader within New South Wales' 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.

SPONSORED CONTENT

MCHUGH STEEL PROVIDES YOU WITH THE CHOICE YOU NEED

McHugh Steel designs and constructs custom-designed and guaranteed residential, commercial, and industrial carports, sheds, and garages.

McHugh Steel was founded in 1992 by Brian McHugh and George Preston. McHugh is Durbach Sheds, then McHugh Construction, and eventually McHugh Steel. He has been a big part of the company evolution, as the company is Australian and family owned. Our prime goal is to provide personalised construction in Queensland that truly meets the needs of our customers. We devote special attention to individual needs by providing flexibility in design and finishing, as well as putting forward the best possible products and services. Depending on your requirements, McHugh Steel manufactures all their factory in Queensland and supplies prefabricated wall frames and trusses for delivery to your site or supplies your job in complete knock-down form for easy assembly on site.

We proudly use the ENDUROFRAME and FRAMECAD efficient framing system which produces accurate and easy-to-assemble wall frames and trusses. Manufactured for efficient installation directly onto concrete structures are ISO9001 certified and perform well in bushfire areas, giving you peace of mind that your home is built to last. Steel Frames are produced completely and will not shrink or warp with moisture changes. McHugh Steel presently holds a QCCC Quality Licence. We can provide our customers with competitive supplies and fit packages. We can supply and deliver quality custom-made BlueScope steel products for all project sizes, because we manufacture our own products.

How we operate: McHugh Steel has over 40 pieces of plant equipment within our company of which operate from our 3000m² workshop in Bundaberg. We are known for our lean manufacturing, whereby we ensure the most effective path of movement.

McHugh Steel has a fleet of over 20 vehicles, which can be used to deliver 40 tonnes of material. By saving on shipping your own fleet, we can reduce additional delivery costs.

Our Key Service Areas: As one of Queensland's largest steel manufacturers, we design, manufacture, and deliver to locations throughout Queensland such as One Stop Customer Agents: Brier, Bundaberg, Gin Gin, Harvey Bay, Mackay, Murgah, Spring, and Sunshine Coast.

Services and Products: McHugh Steel offers a range of services that we use to assist residential and commercial developments. It is our one-stop shop to meet your customer's residential, commercial and industrial needs by providing the skills and know-how for the following: Blowers, Sheds, Carports, Garages, Steel Framing, Raftering, Products, Poles, and Roofing.

Steel Framing: McHugh Steel manufactures both FRAMECAD and ENDUROFRAME building systems - a light-gauge steel framing system that's been designed for the builder. Building with steel is an investment for the future. McHugh Steel framing is ISO9001 certified.

Roofing: When you're building with these systems, you can be assured of precision manufacturing, full engineering, straight walls, and complete electrical and plumbing installation. The FRAMECAD and ENDUROFRAME systems are also fully compliant with the BCA Queensland Edition building. McHugh Steel is owned and operated by a qualified builder. First around we know what's involved in the building process. Our journey has evolved with the process and we provide in place to ensure a LEAN production available to all customers. We manufacture our own steel frames and trusses, which means that we can provide you with quick and reliable supply. We can provide frames and trusses either prefabricated, ready for installation onto your building site, or supply products as a kit of parts for your own assembly. Whatever you need, we'll give you covered. McHugh Steel is your go-to for steel framing specialists in Bundaberg and the Wide Bay.

Roofs: McHugh offers a wide range of Steels for sale, and our knowledgeable staff can help you choose the right steel for your project. We have a wide range of steel products to suit your needs. We can provide you with all your home or investment or building project needs. Get a ISO9001 custom designed engineer and manufacturer product that we can then look at outdoor living - choose from a wide range of patio styles.

Raftering: Any raftering project undertaken by our team will be done to the highest standards to ensure you get what you pay for. Our manufacturer products are in standard Colson, Luma, Durbach, and LumaSteel.

For additional information about McHugh Steel's wide range of products, visit www.mchughsteel.com.au.

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SPONSORED CONTENT

We can supply and deliver quality custom-made BlueScope steel products for all project sizes, because we manufacture our own products.

Our BlueScope can be used for wall and roof sheeting, sheds, poles, and industrial and commercial buildings. We can supply and fit new roofing as well as repair or replace existing roofing. All our frames are fully licensed, and all QCCC standards are met on each job. Our weather here in Queensland is more predictable, so working quality is the safest bet for our seasonal returns.

Roll Form: Roll forming is a process that is used to incrementally bend a metal sheet into identical grooves that can be used for such things as cladding or roofing. The benefits of this process is that it quickly and accurately produces the panels at an unlimited length. We manufacture many roll-form products such as C Purlins, Z Purlins, Slabbing, Gutters, Fascia, Fencing, and Brackets, to name a few. All our products are manufactured in our Bundaberg-based factory using state-of-the-art technology with well-trained and experienced operators.

The Roll Formed steel we manufacture is then used for our sheds and garages, ensuring that the entire build process is kept in-house. This means that our products are what we need to and are created by the quality of all our industrial sheds and garages as we've produced the material ourselves.

MCHUGH STEEL

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(Example only)

What's Hot

\$650

Master Builders NSW'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 **What's Hot** offering and put your business in front of all *Master Builder NSW* 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.

(Example only)

CLICK ON THE
BELOW IMAGES TO
SEE EXAMPLES