MASTER BUILDER
MEDIA KIT 2020

Master Builders Association
New South Wales

From the President

BOUNCING FROM BOOM TO BOOM

New South Wales has benefited more than most from lower interest rates and high house prices.

As the state with the most mortgage holders in the country, NSW has the most to gain from record low interest rates.

The housing boom has been great for the State Government coffers, with stamp duties on residential property returning record revenues and, combined with asset recycling, unlocking a big chunk of Federal Government money for new investments.

The latter is slated to unlock funding for a number of large transport and utilities infrastructure projects over the next couple of years.

A number of the underlying economic indicators for NSW are still solid.

Growth in retail trade remains above the national average, car sales are strong, and new housing finance remains high relative to the average of the past decade; suggesting people's spending power is still relatively healthy.

Construction cycles tend to follow price cycles, so recent moderation in house prices is expected to manifest in lower rates of new housing construction over the next few years.

From an expected peak in 2017-18 of just over $58 billion, the value of work done in the building and construction industry in NSW is expected to decline; supporting an outlook for a more subdued year for new housing construction in 2017-18 and beyond.

Having said that, it is worth keeping in mind that this is coming from an extraordinary boom for residential building, particularly in Sydney.

High population growth and cheap credit are anticipated to keep new housing starts well above the historical average over the next couple of years.

The pipeline of non-residential construction projects is as healthy as it has been for some time and is expected to support a more positive outlook.

With non-residential building approvals up by nearly 20% over the past year, there's plenty more to come.

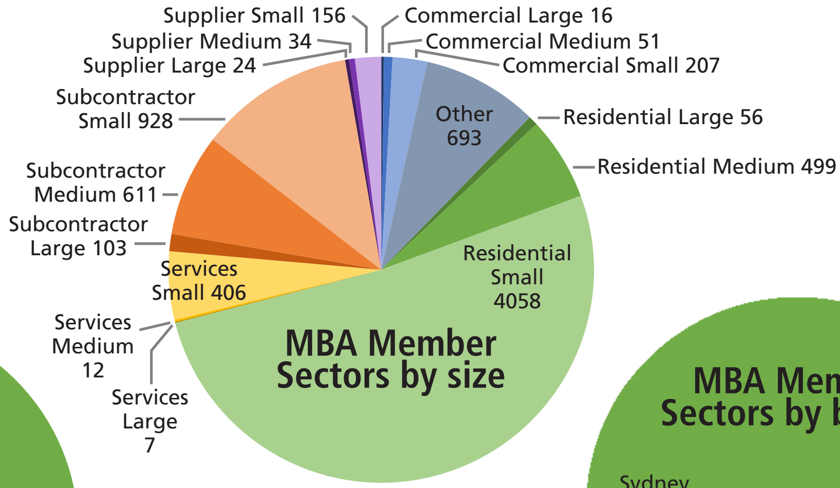
Despite showing a decline in terms of growth after 2018-19, the value of non-residential work done over the next five years is expected to be more than $10 billion higher than the previous five years – slated to support an extra 10,000 jobs in the sector.

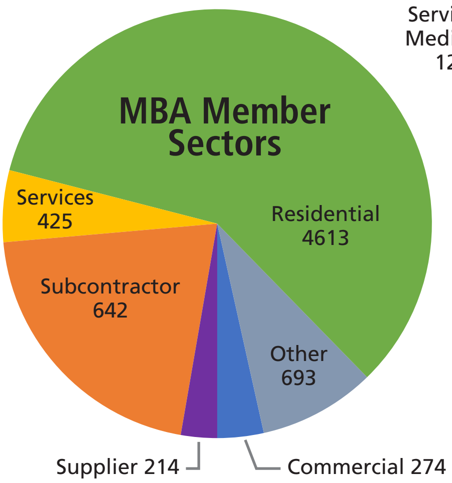
Engineering construction activity will be dominated by a number of State/Commonwealth Government funded transport projects in Sydney, led by the massive $16.8 billion Westconnex project – the largest road project in the country – plus the $8.3 billion Sydney Northwest project – the largest rail project underway in the country.

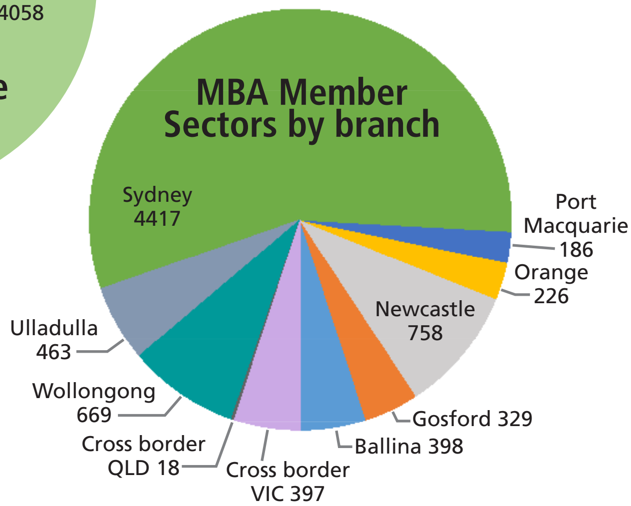
Around half of the total combined value of national transport projects under construction is currently accounted for in NSW.

A more aggressive shakeout in the housing sector remains the key downside risk in NSW, but the more likely scenario is that activity moderates over the next couple of years as the interest rates cycle turns and high population growth keeps up demand for new housing.

Martin Patience
MBA/NSW President



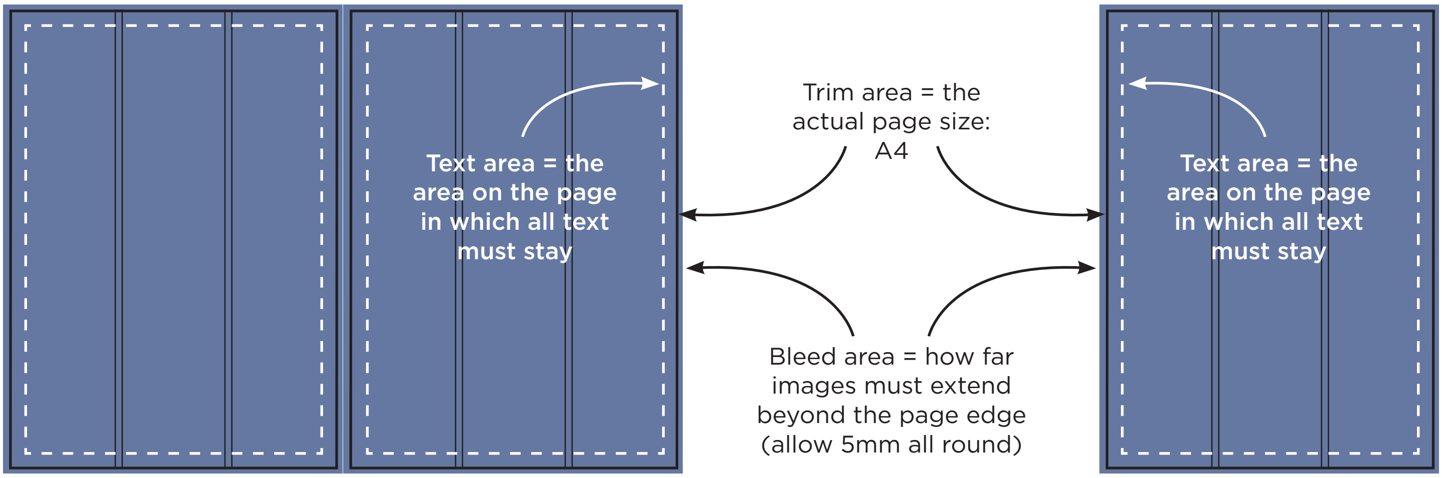




Edition	Publish Date	Booking Deadline	Material Deadline
January - March 2020	Friday, 6 March	Friday, 24 January	Friday, 31 January
April - June 2020	Friday, 26 June	Friday, 15 May	Friday, 22 May
July - September 2020	Friday, 25 September	Friday, 14 August	Friday, 21 August
October - December 2020	Friday, 11 December	Friday, 30 October	Friday, 6 November

2020 Advertising Rates & Packages

Position	Casual Rate / Single insert	2 editions	4 editions
PREMIUM POSITIONS			
Inside Front Cover	$4,150 + GST	$3,950 + GST	$3,750 + GST
Inside Back Cover	$3,650 + GST	$3,450 + GST	$3,250 + GST
Outside Back Cover	$4,500 + GST	$4,250 + GST	$4,000 + GST
STANDARD POSITIONS			
Facing table of contents	$3,800 + GST	$3,500 + GST	$3,000 + GST
Facing a foreward	$3,800 + GST	$3,500 + GST	$3,000 + GST
Double page spread	$5,950 + GST	$5,500 + GST	$5,090 + GST
Full page	$3,500 + GST	$3,000 + GST	$2,800 + GST
Half page	$2,250 + GST	$2,000 + GST	$1,750 + GST
Quarter page	$1,250 + GST	$1,000 + GST	$900 + GST
Third page (What's New)	$1,470 + GST	$1,372 + GST	$1,274 + GST
FLYSHEET			
Front half only	$1,750 + GST	$1,650 + GST	$1,500 + GST
Front half + back	$2,500 + GST	$2,375 + GST	$2,000 + GST
INSERTS			
Up to a 4pp brochure A4 (Max. weight 30 grams)	$2,250 + GST	$2,150 + GST	$1,950 + GST
CUSTOM POSITIONS			
Guaranteed right hand positioning incurrs 10% loading on above standard rates.			



Double Page Spread

Text area: 267mm h x 180mm w (per page)
Trim area: 297mm h x 420mm w
Bleed area: 307mm h x 430mm w

Full Page **(bleed available)**

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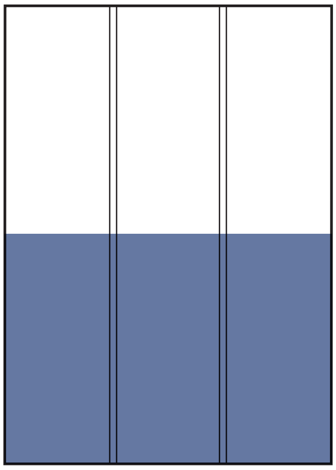
Bleed: 307mm h x 220mm w



Half Page Horizontal
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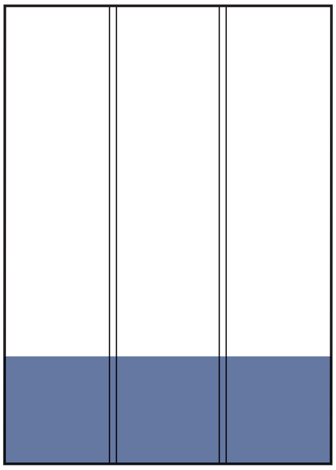

Quarter Page
Horizontal (no bleed)

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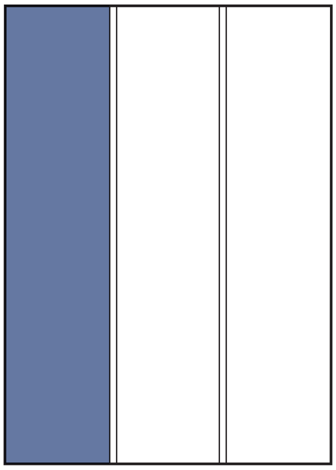

One Third Page Vertical
(no bleed)

269mm h x 60mm w

SUPPLYING MATERIAL

Final ad art should be supplied as a high-resolution PDF.

For ads with bleed, do not allow any text to extend beyond the Text Area limits.

If supplying elements for an ad to be created by our in-house production team:

- Text should be supplied as a Word Document.
- Images should be sent separately as high resolution JPEGs, set at 300dpi.
- Logos should be in either EPS or PDF format.

Email to: Lauren.Alsemgeest@newsregionalmedia.com.au

SUPPLYING INSERTS

Please mail all insert material to the following address, ensuring it is correctly labelled with the publication name and edition:

Warwick Print Site
56 Kenilworth Street
Warwick Qld 4370

CONTACT FOR MARKETING OPPORTUNITIES

Lauren Alsemgeest
Custom Publishing - Team Leader
P: 07 4690 9360
Email: Lauren.Alsemgeest@newsregionalmedia.com.au

Emily Bosman
Media Sales Consultant
P: 07 4690 9303
Email: Emily.Bosman@newsregionalmedia.com.au

Julie Marshall
Media Sales Consultant
P: 07 4690 9349
Email: Julie.Marshall@newsregionalmedia.com.au

Brittany Douglas
Media Sales Consultant
P: 07 4690 9316
Email: Brittany.Douglas@newsregionalmedia.com.au