



**Master
Builders
Association**
New South Wales

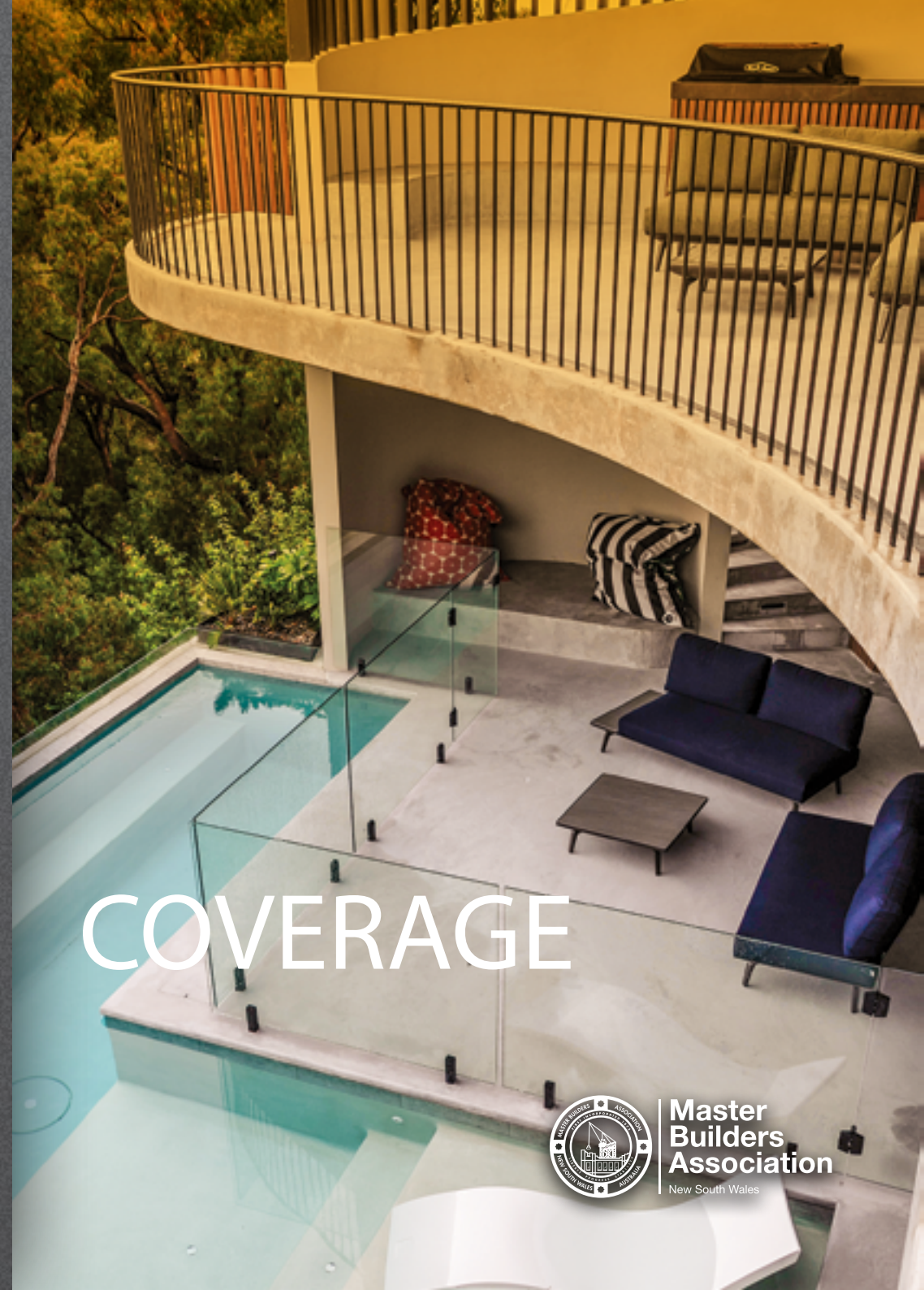
MASTER BUILDERS

MEMBER'S MAGAZINE 2023



Master Builder is the official publication of Master Builders New South Wales. Covering topics across the building and construction industry this is the go to resource for members looking to get the latest.

Established in 1873 with over 8000 members across 28 divisions, Master Builders New South Wales provides a voice for the industry from local issues right up to the highest levels of industry and government.



COVERAGE



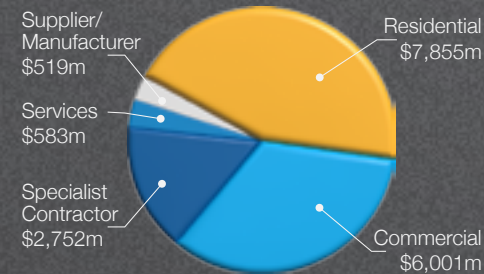
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REACH

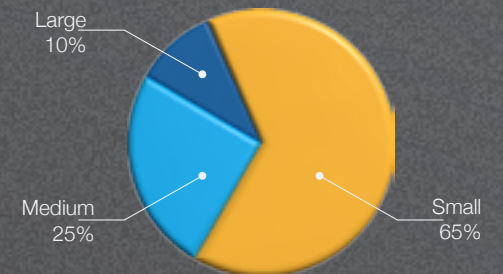
Get exclusive access to
the MBA NSW members

Newsletter Reach: 8000+
Open Rate: 52%
Print Reach: 8,500+
Digital Reach: 3000+

Market Sector by
Average Annual Revenue



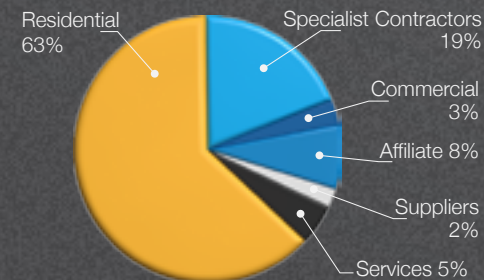
Business Size of Members



Members by Location

Sydney	53%
Newcastle	7.5%
Wollongong	7.5%
Ulladulla	6.5%
Albury	6%
Orange	4%
Tuggerah	5%
Port Macquarie	3.5%
Ballina	7%

Members by Market Sector



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Advertising Rates and Packages

Position	Rate
PREMIUM POSITIONS	
Pages 2 & 3 Double Page Spread (DPS)*	\$6,500 + GST
Outside Back Cover/ Facing Contents*	\$4,200 + GST
STANDARD POSITIONS	
Double Page Spread (DPS)*	\$5,500 + GST
Full Page^	\$3,500 + GST
Half Page^	\$2,500 + GST
Medium Strip (Horizontal Quarter Page)^	\$1,700 + GST
INSERTS & FLYSHEET	
Flysheet"	\$3,000 + GST
Insert (Up to a 4pp brochure. Max weight 30grams)"	\$3,000 + GST

CUSTOM POSITIONS

Guaranteed right hand positioning or requested positions incur a 10% loading on the standard rates.

INSERTS

Price does not include printing of inserts. Please contact your account manager for a quote.

ADVERTORIAL

Advertorial is strictly limited and subject to availability, please check with your account manager. Advertorial is charged at the same rate as standard positions. If you purchase an advertorial and advertisement it will be charged at the total space rate (Advertisement must be half page or larger).

Packages include a Targeted Digital Audience Campaign using the power of News Corp's News Connect

^ Including a \$500 + GST News Connect campaign

* Including a \$1000 + GST News Connect campaign

" Including a \$500 Digital Service fee for inclusion in the digital magazine



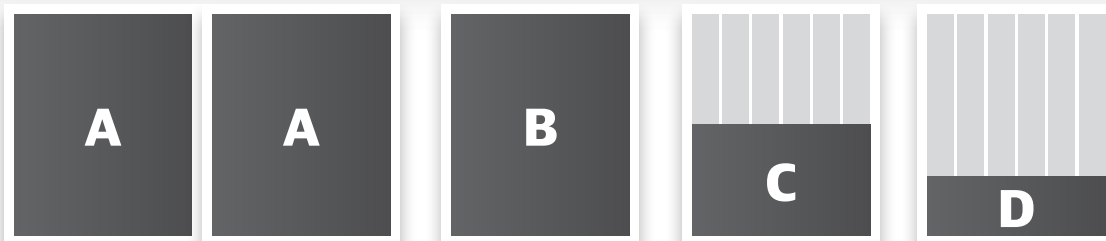
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Booking deadlines

Edition	Booking Deadline	Artwork Material Deadline	Complete Artwork Deadline	Publishing Date
Edition 1: Jan - Mar	Friday, 17th February	Tuesday, 21st February	Friday, 24th February	Friday, 31st March
Edition 2: Apr - Jun	Friday, 12th May	Tuesday, 16th May	Friday, 19th May	Friday, 23rd June
Edition 3: Jul - Sep	Friday, 11th August	Tuesday, 15th August	Friday, 18th August	Friday, 22nd September
Edition 4: Oct - Dec	Friday, 20th October	Tuesday, 24th October	Friday, 27th October	Friday, 1st December



Supplying Material



AD SIZE NAME	TYPE HEIGHT MM	TYPE WIDTH MM	TRIM HEIGHT MM	TRIM WIDTH MM	BLEED HEIGHT MM	BLEED WIDTH MM
A M12X12 (DOUBLE PAGE SPREAD)	272	398	297	420	307	430
B M12X6 (FULL PAGE)	272	188	297	210	307	220
C M6X6 (HALF PAGE HORIZONTAL)	134	188				
D M3X6 (MEDIUM STRIP)	65	188				

PDF'S

Supplied material must be Press Ready, PDF version 1.4 All PDFs must be CMYK, supplied to the correct dimensions, no printers marks. All files must be supplied before deadline. Alterations will not be made to supplied PDFs. Replacement material must be supplied.

Photoshop setup - CMYK

- Resolution - 300dpi
- Ink Weight - 290%
- Separation Type - UCR
- Black Ink Limit - 90% (recommended)
- Dot Gain - 20%
- Highlight set at a minimum of 3%

Fonts

All fonts must be embedded. 10pt minimum reverse type, sans serif. Colour type 10pt minimum.

Spreads

Leave 5mm text free either side of centre.

Ad Delivery

Press-ready ads can be delivered via Adstream & Adsend. All delivered ads require correct ad number.

Bleed setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they don't get cut off when the page is trimmed or advertisement is sitting under editorial or another advertisement.

Live Type Margins

left - 11mm top - 12.5mm
right - 11mm bottom - 12.5mm

Bleed

left - 5mm top - 5mm
right - 5mm bottom - 5mm

*NOTE: Please check your booking information to confirm if bleed is required. If you have any questions contact your News Australia representative.

Supplying Inserts

Please deliver all pre-printed inserts to Greenridge Group
4 Freighter Ave, Toowoomba Qld 4350
Ensure it is labelled with company name, number of inserts, publication name and edition.



Target Specific Audiences with the Power of News Corp



You can target Residential Builders, Commercial Builders, Industrial Builders, Decision Makers, Property Investors and Home Buyers with our first party data and partnered data such as Near, Flybuys, Qantas Frequent Flyer, Expedia and more.

Targeting the construction industry or home intenders will save you money by only showing your ad to the audience you want to reach. Be seen on News Corp sites like the Daily Telegraph, news.com.au, Vogue Living and many more. You can also have your ads served to the construction industry on websites they use. Talk to your account manager today for audience insights.

You can utilise these digital marketing tools proven to grow your audience for as little as \$500 inc gst.

TO RESERVE YOUR SPACE CONTACT:
Julie Marshall

E: julie.marshall@news.com.au | P: 07 4690 9349

News Corp Australia



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