



# Media kit 2026

## THE MAGAZINE PUBLISHING COMPANY

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# Welcome to **establish**

## Profile

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*establish* is UDIA Queensland's quarterly magazine featuring major developers making a difference, projects that inspire, topical news, policy updates and much more. *establish* is the Queensland development industry's number one communication tool, keeping UDIA Queensland members, development industry stakeholders and policymakers up to date with the latest news and views, industry sector updates, stats, developments, proposals and events.

This high-quality content, coupled with a contemporary, on-trend design, enables *establish* to deliver the whole package to both readers and advertisers. *establish* is sent to the top tier of the urban development industry, including developers, engineers, builders, architects, town planners, surveyors, government departments, financiers and consultants. We have an unrivalled intimacy with the industry and continue to develop and maintain this relationship.



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*establish* is produced seasonally, with 1,985 print copies distributed to developers, policymakers and industry stakeholders throughout Queensland.

### Printed Magazine (per issue)

**1,985**   
COPIES  
**mailed direct**

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 **7,940**  
READERS

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In addition to the printed magazine, the digital version is read by 509 readers who prefer to read it in a digital format. Our digital magazine on average achieves page views of 17,488 per issue.

### Digital Magazine (per issue)

**17,488** PAGE  
IMPRESSIONS



# Features 2026

## AUTUMN

DEADLINE: 27/02/2026

### LANDSCAPE, HOUSING & INFRASTRUCTURE

With our growing population and demand for affordable housing, managing built environments is an important and complex task. It is vital to ensure resources, such as water and infrastructure assets are maintained through landscape planning, environmental, design and sustainable management, for both the present and future generations.

## WINTER

DEADLINE: 28/04/2026

### ARCHITECTS, ENGINEERS, BUILDERS & MATERIALS

The challenge to provide effective solutions to architectural and engineering projects requires professional service, cost-effective, workable designs, prompt delivery times by builders and material suppliers during the construction phase of the project.

## SPRING

DEADLINE: 28/07/2026


### INDUSTRY SERVICES, DESIGN AND MANAGEMENT

Companies featured here provide a good understanding of a range of facets that lead to desirable outcomes in urban design, from surveying that determines the form, boundaries and extent, the planning and design through to the project being managed with diligence for the client and the general public.

## AWARDS FOR EXCELLENCE

DEADLINE: 10/11/2026

The Awards issue is the most prestigious issue of the year, designed as a high-quality, coffee table book-style magazine to be proudly displayed by all. This issue showcases the outstanding achievements in the development industry over the past year as voted by a panel of judges in the annual UDIA Queensland Awards for Excellence.



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# Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	4 ISSUES
Double page spread	\$4,180	\$3,970
Full page	\$2,310	\$2,195
Half page	\$1,650	\$1,565
Quarter page	\$990	\$940

PREFERRED POSITION	CASUAL	4 ISSUES
Gatefold 4 pages	\$6,545	\$6,220
Inside front cover	\$2,775	\$2,640
Other preferred positions	+10%	

INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm	
One page (2 sides)	\$1,700
Two page (4 sides)	\$2,355

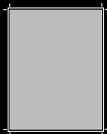
## Deadlines

ISSUE	DEADLINE
AUTUMN '26	27 FEBRUARY '26
WINTER '26	28 APRIL '26
SPRING '26	28 JULY '26
AWARDS ISSUE '26	10 NOVEMBER '26

## Ad Dimensions



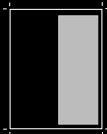
**DOUBLE PAGE SPREAD**  
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+ add 5mm bleed  
(Keep type & logos 10mm in from trim)



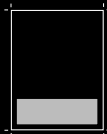
**FULL PAGE**  
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+ add 5mm bleed  
(Keep type & logos 10mm in from trim)



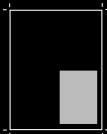
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**H 120mm x W 184mm**  
no bleed required



**HALF PAGE VERTICAL**  
**H 250mm x W 90mm**  
no bleed required



**QUARTER PAGE HORIZONTAL**  
**H 60mm x W 184mm**  
no bleed required



**QUARTER PAGE VERTICAL**  
**H 120mm x W 90mm**  
no bleed required

# Sponsored Content

ALL PRICES EXCLUDE GST

CLICK ON THE  
BELOW IMAGES TO  
SEE EXAMPLES

## Sponsored Content

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**\$4,180** Double page spread

**\$2,310** Full page

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 *establish* editorial content, giving you valuable exposure and helping 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 for a double page spread or 500 words for a full page, high-resolution images, and a company logo—we'll take care of the rest.

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(Example only)

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(Example only)