



# establish

## 2017 MEDIA KIT



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# WELCOME TO establish

*establish* is UDIA (Qld)'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 (Qld) members, development industry stakeholders and policy-makers up to date with the latest news and views, industry sector updates, stats, developments, proposals and events. This high-quality content, coupled with contemporary, on-trend design, enables *establish* to deliver the whole package to both readers and advertisers.

2100 copies of *establish* are 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.



*UDIA provides an invaluable service for the development industry in Queensland. We, at Robin Russell & Associates – subdivision electrical engineers, have maintained our strong alliance with and support for UDIA over many years, through our regular advertising in Establish and its predecessor, Urban Developer.*

**- Robin Russell, Managing Director – Robin Russell & Associates**



*"establish is a unique publication that offers insightful commentary on industry trends. As Archers The Strata Professionals is one of the most trusted and respected industry sources of accurate, relevant information, the UDIA is a valued partner to our business. We are proud to be involved in establish and believe the magazine gives us substantial and valuable exposure to our target audiences within the property sector."*

**- Andrew Staehr,  
Director, Archers The  
Strata Professionals.**



# establish FEATURES

## AUTUMN

### LANDSCAPE, ENVIRONMENTAL & SUSTAINABLE SERVICES

With our growing population, 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, both for the present and future generations.

DEADLINE: FEB 1, 2017

## WINTER

### ARCHITECTURE, ENGINEERING & CONSTRUCTION

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

DEADLINE: MAY 2, 2017



## SPRING

### SURVEYING, PLANNING, DESIGN & PROJECT 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.

DEADLINE: AUG 1, 2017

## SUMMER AWARDS ISSUE

### AWARDS FOR EXCELLENCE

The Awards issue is the most prestigious issue of the year, designed as a high-quality, coffee table-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 (Qld) Awards for Excellence.

DEADLINE: OCT 3, 2017



FEATURES

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# RATES & SPECS

## AD RATES 2017

all prices are per issue and exclude GST

FULL COLOUR		CASUAL	4 ISSUES
Double page spread		\$3,800	\$3,610
Full page		\$2,100	\$1,995
Half page		\$1,500	\$1,425
Third page		\$1,200	\$1,140
Quarter page		\$900	\$855
PREFERRED POSITION		CASUAL	4 ISSUES
Gatefold 4 pages		\$5,950	\$5,650
Outside back cover		\$2,525	\$2,400
Other preferred positions		+10%	
INSERTS		PRICE	
(Maximum size for inserts: 220mm wide x 275mm high)			
One page (2 sides)		\$1,545	
Two page (4 sides)		\$2,140	

## DEADLINES

ISSUE	DEADLINE
AUTUMN	FEB 1
WINTER	MAY 2
SPRING	AUG 2
AWARDS ISSUE	OCT 3



## ADVERT DIMENSIONS



### DOUBLE PAGE SPREAD

**TRIM SIZE:**  
**H 275mm x W 440mm**  
 + add 5mm bleed  
 (Keep type & logos  
 10mm in from trim)



### FULL PAGE

**TRIM SIZE:**  
**H 275mm x W 220mm**  
 + add 5mm bleed  
 (Keep type & logos  
 10mm in from trim)



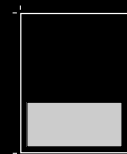
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 no bleed required



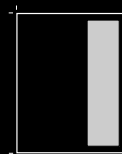
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### THIRD PAGE HORIZONTAL

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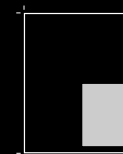
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### QUARTER PAGE HORIZONTAL

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 no bleed required



### QUARTER PAGE VERTICAL

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