



URBAN icon 2017 MEDIA KIT



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HOME

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WELCOME TO URBAN ICON

Urban Icon is considered a vital source of information for stakeholders in the New South Wales urban development industry. As the Urban Development Institute of Australia (UDIA) New South Wales' official publication, *Urban Icon* provides the latest coverage on news and issues affecting the industry, as well as featuring exciting new project developments, profiles, opinion pieces and event information.

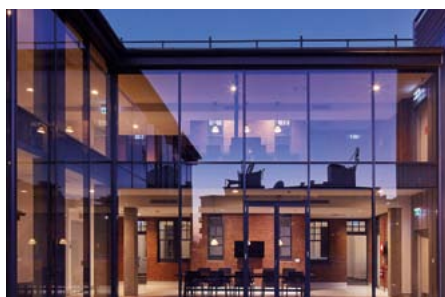
More than 1750 copies of *Urban Icon* are sent straight into the hands of the urban development industry's key decision-makers four times a year, with one issue dedicated entirely to the prestigious UDIA NSW Awards for Excellence.

Boasting an edgy design and high-quality content, *Urban Icon* delivers the whole package to readers and advertisers alike. Reaching the top tier of the industry – including developers, engineers, government departments, financiers and consultants – the magazine offers a unique market position for advertisers to take advantage of.



Travers bushfire & ecology has been a regular advertiser in the UDIA NSW publication *Urban Icon*, and previously the *Developer's Digest*, for many years and we have always been impressed with the quality of the publication, the attention to detail, and the assistance provided to us with artwork by *The Magazine Publishing Company*.

- Sue Jaques, Travers bushfire & ecology



PROFILE

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RATES & SPECS

AD RATES 2017

all prices are per issue and exclude GST

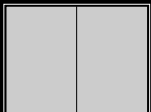

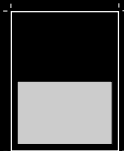
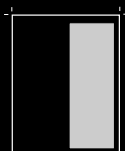
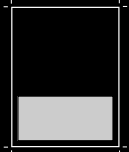

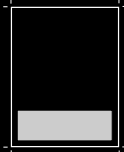
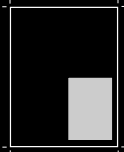
FULL COLOUR		CASUAL	4 ISSUES
Double page spread		\$3,150	\$2,835
Full page		\$1,725	\$1,560
Half page		\$1,160	\$1,045
Third page		\$965	\$870
Quarter page		\$750	\$675
PREFERRED POSITION		CASUAL	4 ISSUES
Gatefold 4 pages		\$4,790	\$4,325
Outside back cover		\$2,070	\$1,865
Inside front cover		\$1,850	\$1,685
Other preferred positions		+10%	

DEADLINES

ISSUE	DEADLINE
ISSUE 1	FEB 27
ISSUE 2	MAY 26
ISSUE 3 (AWARDS)	JUL 26
ISSUE 4	OCT 26



ADVERT DIMENSIONS

 <p>DOUBLE PAGE SPREAD TRIM SIZE: H 275mm x W 440mm + add 5mm bleed (Keep type & logos 10mm in from trim)</p>	 <p>FULL PAGE TRIM SIZE: H 275mm x W 220mm + add 5mm bleed (Keep type & logos 10mm in from trim)</p>	 <p>HALF PAGE HORIZONTAL H 120mm x W 196mm no bleed required</p>	 <p>HALF PAGE VERTICAL H 251mm x W 95mm no bleed required</p>
 <p>THIRD PAGE HORIZONTAL H 80mm x W 196mm no bleed required</p>	 <p>THIRD PAGE VERTICAL H 251mm x W 65mm no bleed required</p>	 <p>QUARTER PAGE HORIZONTAL H 60mm x W 196mm no bleed required</p>	 <p>QUARTER PAGE VERTICAL H 120mm x W 95mm no bleed required</p>