



# Media kit 2022

**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 2022

## AUTUMN

DEADLINE: 28/01/2022

### LANDSCAPE, INFRASTRUCTURE & 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, for both the present and future generations.

## WINTER

DEADLINE: 29/04/2022

### ARCHITECTURE, ENGINEERING & CONSTRUCTION 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: 29/07/2022

### 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.

## AWARDS FOR EXCELLENCE

DEADLINE: 03/11/2022

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	3 ISSUES 5%
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

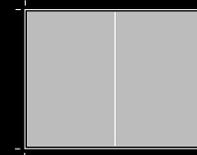
PREFERRED POSITION	CASUAL	3 ISSUES
Gatefold 4 pages	\$5,950	\$5,655
Inside front cover	\$2,525	\$2,400
Other preferred positions	+10%	

INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm	
One page (2 sides)	\$1,545
Two page (4 sides)	\$2,140

## Deadlines

ISSUE	DEADLINE
AUTUMN	28 JANUARY
WINTER	29 APRIL
SPRING	29 JULY
AWARDS ISSUE	03 NOVEMBER

## Ad Dimensions



### DOUBLE PAGE SPREAD

**TRIM SIZE:**  
**H 275mm x W 420mm**  
 + add 5mm bleed  
 (Keep type & logos 10mm in from trim)



### FULL PAGE

**TRIM SIZE:**  
**H 275mm x W 210mm**  
 + add 5mm bleed  
 (Keep type & logos 10mm in from trim)



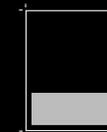
### HALF PAGE HORIZONTAL

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



### HALF PAGE VERTICAL

**H 250mm x W 90mm**  
 no bleed required



### THIRD PAGE HORIZONTAL

**H 80mm x W 184mm**  
 no bleed required



### THIRD PAGE VERTICAL

**H 250mm x W 60mm**  
 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