

ADVERTISING & SPONSORSHIP

Thank you for your interest in advertising with Master Builders SA.

Master Builders SA is the peak industry association representing building and construction in South Australia since 1884.

We have more than 2,500 members; who are builders, tradies, consultants, manufacturers and apprentices from all sectors of the industry.

Collectively, these members spend billions of dollars on residential, commercial and industrial construction throughout South Australia.

If you want to position your product or service directly in the eyes of the decision makers, advertise with us.

Master Builders South Australia is proud to exclusively partner with ARK Media to produce, distribute and offer advertising space across the pages of SA Builder magazine.

We look forward to helping you grow your business.

43% stay members in order to keep up-to-date with industry issues, with 61% rating Master Builders SA's regular building industry updates the top benefits of belonging to the association.

SA Builder magazine is one of the key communication channels for providing information and industry updates.

47% of members regularly read SA Builder magazine.



CONNECTING WITH MEMBERS



SA Builder Magazine

Print Circulation: 2,750

Readership (total): 8,500



Master Builders mbasa.com.au

Find a Builder / Tradie



eNewsletters

What's On Monthly reach: 6,000

In Review Quarterly reach: 1,800

Industry Snapshot Monthly reach: 1,600

Safety Bulletin Monthly reach: 3,200



Social Media

Facebook followers: 5,100

Instagram followers: 5,000

LinkedIn followers: 6,800



Events

Building Excellence Awards Attendance:

1,400

Top 100 Builders Attendance:

350

HiViZ Luncheon Attendance:

400

Future of Building Attendance: 250

OVERALL MEMBERSHIP BY CATEGORY







1,180
TRADE
CONTRACTORS



110 MANUFACTURERS & SUPPLIERS



170
APPRENTICES





SA BUILDER MAGAZINE

Four quarterly editions each year.

Master Builders SA's official magazine, SA Builder, is a proven powerful communication channel for informing and promoting the building and construction industry.

SA Builder is a glossy, quarterly print and digital publication that is mailed out to Master Builders SA's member database. To further engage your audience, SA Builder will also be available on Master Builders SA website as a digital edition flip book and mobile responsive website with analytics recorded by Google. Furthermore each edition is promoted via social media channels and email communications.

SA Builder works for advertisers in many different ways. Its quarterly schedule means that repeat advertising will build brand awareness with economical rates. Its production quality and format allows advertisers the option of presenting their messages through special features, product profiles as well as key placements.

Through the conversion process all links are embedded enabling the readers of SA Builder to easily contact you across multiple channels. The mobile responsive website also allows readers to contact you directly from their mobile devices.

For our industry, SA Builder delivers timely, reliable information and is a key element in the Association's communication strategy for the industry and the institutions that regulate it.

SA Builder provides a readership that extends well beyond our members and external stakeholders, estimated at more than 4,500 per edition

- State-wide distribution
- Reaches more than 6,800 members and industry stakeholders
- High engagement from members with 53% readership as recorded in the 2021 Market Research
- Vital technical information covering building planning, products, processes and procedures, employment and wages, and financial and legal information.









IN EVERY EDITION

FEATURES

Some of the hot topics, latest products and issues in the building and construction industry.

SERVICE & ADVICE

A round-up of the latest news and views from the building and construction industry, including insights from Master Builders SA staff members.

WHAT'S ON

Covering events, seminars and training that is available to the building and construction industry.

MEMBERS' CORNER

See the achievements of our Apprentices and Host Employers, and what our Members, Suppliers and Sponsors have on offer.

NEW LOOK FOR 2024



KEY DATES

ISSUE	CONTENT DEADLINE	MAIL-OUT DATE
Autumn	19 January 2024	March 2024
Winter	3 April 2024	May 2024
Spring	5 July 2024	September 2024
Summer	4 October 2024	December 2024





ADVERTISING RATES 2024

DISPLAY ADS	COST (EXC. GST)
Outside back cover	\$5,000
Inside back cover	\$4,250
Inside front cover	\$4,750
Facing Contents	\$3,750
Facing Foreword (2)	\$3,500
Double page spread	\$5,250
Full page	\$3,250
Half page	\$1,750
Quarter page	\$950
What's New (3rd)	\$1,250
Flysheet (Front)	\$1,250
Flysheet (Front +Back)	\$2,750
Inserts	\$1,750
Special Positions	+15%

PUBLICATION FORMAT

The SA Builder Magazine is A4. 210mm (w) x 297mm (h)

TYPE AREA

DPS: 400mm x 277mm

FP: 190mm x 277mm

TRIM SIZES

DPS: $420mm \times 297mm + 3mm bleed minimum$

FP: 210mm x 297mm + 3mm bleed minimum

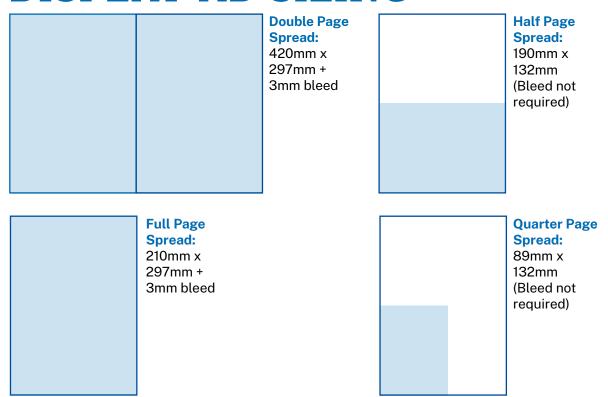
HP: 190mm x 132mm QTR: 89mm x 132mm







DISPLAY AD SIZING



^{*}All text and vital images must be placed 10mm away from the edge

SUPPLYING MATERIAL

Final display and artwork should be supplied as a 300dpi, CYMK PDF.

For advertisements with bleed, do not allow any text to extend beyond the page margins.

If supplying elements for an advertisement to be created by our in-house production team:

- Text should be supplied in a Word document;
- Images should be supplied separately as high resolution JPEGs, set at 300dpi;
- Logos should be in either EPS or PNG format: and
- Builder's licence number must be visible in advertisement — if applicable.

TRISH RILEY

Ark Media Managing Editor

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Email: content@arkmedia.net.au

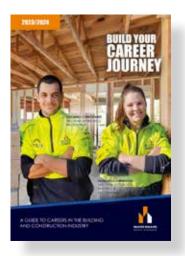
CAREER JOURNEY HANDBOOK

The Build Your Career Journey handbook is designed to assist jobseekers in getting a better understanding of the range of career opportunities and pathways in the building and construction industry.

The handbook highlights an extensive selection of roles in the industry identifying what the role is, the requirements of the role and what it helps to be good at to be successful. Also included are current supply, future demand and average salaries for each role, and the various pathways into those roles.

Throughout the handbook we feature case studies on the variety of careers in the building and construction industry. These include their pathways into the industry, and the challenges and rewards they have experienced.

2024 RATES A4 Full Page Ad = \$2000 exc. GST







BECOME A REFERRAL PARTNER

Jump on board with Master Builders SA and help us create value with our members and your services and products.

Referral partners are usually professional services providers who cater to the building and construction industry and Master Builders can refer on an ongoing basis.

Master Builders SA work with you to identify a marketing campaign that promotes your services to our members, raises awareness and adds value.

CURRENT REFERRAL PARTNERS



















WHAT'S ON ENEWSLETTER

For a more modest investment, you can advertise in our monthly What's On eNewsletter. You'll need to get in quick though, as there is only a single advertising opportunities available each month.

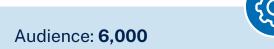
What's On is distributed to all Master Builders SA member contacts with a valid email address.

Each edition focuses on the latest news and issues affecting members, as well as forecasting information, industry analysis and a summary of Master Builders SA's upcoming training courses and events.

Drive traffic directly to your website with this digital advertising opportunity.

These newsletters are integral methods of communication with members, delivering timely information updates and news, written specifically for South Australia's building and construction industry.

All Master Builders eNewsletters are delivered in HTML format via the reputable email marketing tool, Vision6, meaning that editorial is graphically enhanced, navigation is easy, and advertising is dynamic and easily tracked.



Open Rate: 43% avg*

Click Through Rate: 13% avg*

Frequency: Once per month

Advertisers per edition:
 Limited to one

*The above average circulation and read rates are calculated from figures generated from Vision6 reports, Correct as of July 2023.

DIGITAL ARTWORK

Banner: Horizontal: 100px (h) x 600px (w)

Tile: 200px (h) x 300px (w)

Format: All advertisements must be supplied in 72dpi, JPEG format and may be linked to a website URL or PDF document.

2024 DIGITAL RATES

Casual \$500 ex GST

3 Editions \$1,450 ex GST

EDITION	BOOKING DEADLINE	MATERIALS DEADLINE	DISTRIBUTION
January	15 December 2023	5 January 2024	11 January 2024
February	19 January 2024	25 January 2024	1 February 2024
March	23 February 2024	1 March 2024	7 March 2024
April	22 March 2024	29 March 2024	4 April 2024
May	19 April 2024	26 April 2024	2 May 2024
June	24 May 2024	31 May 2024	6 June 2024
July	21 June 2024	28 June 2024	4 July 2024
August	19 July 2024	26 July 2024	1 August 2024
September	23 August 2024	30 August 2024	5 September 2024
October	20 September 2024	27 September 2024	3 October 2024
November	25 October 2024	1 November 2024	7 November 2024
December	22 November 2024	29 November 2024	5 December 2024

IN REVIEW ENEWSLETTER

For a targeted investment, you can advertise in our quarterly In Review eNewsletter. Our Workplace Relations team compile all of the trending topics and newsworthy articles for all things workplace relations both nationally and State specific.

In Review is sent out to around half of our membership base and contains articles that are only applicable to our members with more than five employees.

Each edition provides our members with updates in relation to changes to employment laws and rules that regulate the rights and obligations of employers and employees in the workplace, dealing with Unions, enterprise agreements and employment contracts, and workplace policies.

Drive traffic direct to your website with this digital advertising opportunity.

All Master Builders SA eNewsletters are delivered in HTML format via the reputable email marketing tool, Vision6, meaning that editorial is graphically enhanced, navigation is easy, and advertising is dynamic and easily tracked.

- Frequency: Once per quarter
- Advertisers per edition:
 Limited to one

DIGITAL ARTWORK

Banner: Horizontal: 100px (h) x 600px (w)

Tile: 200px (h) x 300px (w)

Format: All advertisements must be supplied in 72dpi, JPEG format and may be linked to a website

URL or PDF document.

2024 DIGITAL RATES

Casual \$500 ex GST

EDITION	BOOKING DEADLINE	MATERIALS DEADLINE	DISTRIBUTION
January	3 January 2024	5 January 2024	11 January 2024
April	29 March 2024	5 April 2024	11 April 2024
July	28 June 2024	5 July 2024	11 July 2024
October	27 September 2024	4 October 2024	10 October 2024

SAFETY BULLETIN

Advertising in our monthly Safety Bulletin provides an opportunity to increase brand awareness and direct traffic to your website.

The Safety Bulletin provides an overview of safety issues and relevant advice to ensure businesses remain up to date with safety requirements and potential hazards when working on site, particularly apprentices and host employers. Each edition highlights a different safety topic, all intended to promote a safe working environment.

This bulletin is distributed to a large audience of our membership base specifically residential and subcontractor contract types, allowing significant exposure of your brand.

All Master Builders eNewsletters are delivered in HTML format via the reputable email marketing tool, Vision6, meaning that editorial is graphically enhanced, navigation is easy, and advertising is dynamic and easily tracked.



• Audience: **3,200**

Open Rate: 45% avg*

Click Through Rate: 5% avg*

Frequency: Once per month

Advertisers per edition:
 Limited to one

*The above average circulation and read rates are calculated from figures generated from Vision6 reports, Correct as of July 2023.

DIGITAL ARTWORK

Banner: Horizontal: 100px (h) x 600px (w)

Tile: 200px (h) x 300px (w)

Format: All advertisements must be supplied in 72dpi, JPEG format and may be linked to a website

URL or PDF document.

2024 DIGITAL RATES

Casual \$500 ex GST 3 Editions \$1,450 ex GST

EDITION	BOOKING DEADLINE	MATERIALS DEADLINE	DISTRIBUTION
January	15 December 2023	5 January 2024	11 January 2024
February	25 January 2024	2 February 2024	8 February 2024
March	1 March 2024	8 March 2024	14 March 2024
April	29 March 2024	5 April 2024	11 April 2024
May	26 April 2024	3 May 2024	9 May 2024
June	31 May 2024	7 June 2024	13 June 2024
July	28 June 2024	5 July 2024	11 July 2024
August	26 July 2024	2 August 2024	8 August 2024
September	30 August 2024	6 September 2024	12 September 2024
October	27 September 2024	4 October 2024	10 October 2024
November	1 November 2024	8 November 2024	14 November 2024
December	29 November 2024	6 December 2024	12 December 2024

INDUSTRY SNAPSHOT

Advertising in our monthly Industry Snapshot allows significant brand exposure given the popularity and demand for this type of communication. Become a publication partner and have your logo featured on this newsletter.

Industry Snapshot is distributed to a large audience of our membership base providing a great digital advertising opportunity. Whether sponsoring this communication piece or advertising via a page insert, you can increase customer reach and drive traffic direct to your website. Each edition is designed to give members an overview of the State's economy as well as key indicators in the building and construction industry.

All Master Builders eNewsletters are delivered in HTML format via the reputable email marketing tool, Vision6, meaning that editorial is graphically enhanced, navigation is easy, and advertising is dynamic and easily tracked.

Exclusive sponsorship for every issue for CY or FY 2024 DIGITAL RATES \$5000 exc GST



Audience: 1.600

Open Rate: 49% avg*

Click Through Rate: 20% avg*

Frequency: Once per quarter

Advertisers per edition: Limited to one

*The above average circulation and read rates are calculated from figures generated from Vision6 reports, Correct as of July 2023.

EDITION	BOOKING DEADLINE	MATERIALS DEADLINE	DISTRIBUTION
January	5 Janaury 2024	12 January 2024	18 January 2024
February	2 February 2024	9 February 2024	15 February 2024
March	8 March 2024	15 March 2024	21 March 2024
April	5 April 2024	12 April 2024	18 April 2024
May	3 May 2024	10 May 2024	16 May 2024
June	7 June 2024	14 June 2024	20 June 2024
July	5 July 2024	12 July 2024	18 July 2024
August	2 August 2024	9 August 2024	15 August 2024
September	6 September 2024	13 September 2024	19 September 2024
October	4 October 2024	11 October 2024	17 October 2024
November	8 November 2024	15 November 2024	21 November 2024
December	6 December 2024	13 December 2024	19 December 2024

TENDERFIELDS

Our weekly Tenderfields communication provides a snapshot of tender opportunities sourced from the Advertiser, Tenders SA, Estimate One and submissions sent from members. Given the demand for such content in order to source and win jobs, this communication would present an ideal digital advertising sponsorship opportunity.

With a selective and focused audience base, Tenderfield Opportunities is a beneficial communication piece which is not overlooked by members given the variety of listings displayed. Given its weekly distribution, the tender listings remain timely and relevant enabling members to easily source opportunities.

All Master Builders eNewsletters are delivered in HTML format via the reputable email marketing tool, Vision6, meaning that editorial is graphically enhanced, navigation is easy, and advertising is dynamic and easily tracked.

DISTRIBUTION

Tenderfields is distributed each Tuesday

BOOKING DEADLINE

Booking deadlines are the Wednesday prior to the next edition

MATERIAL DEADLINE

Material is due the Friday prior to the next edition

• Audience: **800**

Open Rate: **51% avg***

Click Through Rate: 30% avg*

Frequency: Once per week

Advertisers per edition:
 Limited to one

*The above average circulation and read rates are calculated from figures generated from Vision6 reports, Correct as of July 2023.

DIGITAL ARTWORK

Banner: Horizontal: 100px (h) x 600px (w)

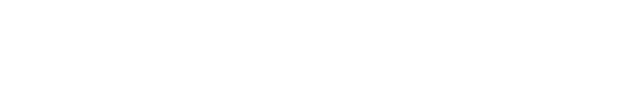
Tile: 200px (h) x 300px (w)

Format: All advertisements must be supplied in 72dpi, JPEG format and may be linked to a website URL or PDF document.

2024 DIGITAL RATES

Casual \$500 ex GST

3 Editions \$1,450 ex GST



BUILDING IDEAS

Over 294,000 viewers in SA in Season 1.

The Building Ideas TV show is a flagship building and home improvement television program for South Australia providing viewers with the latest building trends, products and services. The show last aired in 2019 after 21 years on Channel 9 and we are excited to announce the return of this show in 2024.

Building Ideas will be telecast on Channel 9, 9LIFE and 9NOW in February, after the Australian Open.

Having a segment on Building Ideas is a great way to reach a large audience and increase awareness of your brand.

Enquire today for more information on opportunities available on Building Ideas.

- Airs from 4 Feb 2024
- Frequency: One episode per week
- Host feature: Limited to one episode Up to 10mins air time
- 3 min infotainment: Limited to two per epsiode
- Top Tips: 1 min clip per episode

2025 RATES

Host feature \$7,995 inc GST Infotainment \$5,995 inc GST Top Tips \$2,995 inc GST











ADVERTISE DIGITALLY

MASTER BUILDERS SA

mbasa.com.au

Master Builders SA launched a brand new website in March 2020. With user experience at the forefront, the website allows consumers to navigate around and see what our association has to offer the building and construction industry.

The website allows certain companies to advertise their product or service under our Services tab or to be listed as a Member Benefit under the membership section of the website.

In conjunction, we also display all of our corporate partners and sponsors logo on our Corporate Partners webpage with a direct link to their website.

POA



FIND A BUILDER | FIND A TRADIE

sabuildingdirectory.com.au

The Find a Builder website is our way of assisting the general public to secure work from our members. This website is publicised through our social media channels and also has a direct link from Master Builders SA's corporate website.

Given a face-lift in 2020, traffic to this website has tripled with more than 2,500 sessions per year. The site is populated with useful information to help consumers navigate through the construction of a new house, small to big renovation or just find some inspiration from our Award Winners, visiting a Display Village or watching our TV Show.

POA

SOCIAL MEDIA

Master Builders has a following of over 16,500 across our 4 social media platforms.

We actively engage our followers with post about a broad spectrum of news, events and updates all specific to the building and construction industry.

With the option of a singular posts on a month-tomonth schedule or a week long campaign, we can work together to promote your business through our respective channels.

POA



@MasterBuildersSA



@MasterBuildersSA



@masterbuilders_sa



@MBASA_News

PODCAST

BUILDING PERSPECTIVE

The Building Perspective Podcast by Master Builders SA is hosted by CEO, Will Frogley. Each episode Will sits down with industry professionals and stakeholders to provide specialist insight into South Australia's Building and Construction Industry.

We will talk with leading industry experts, decision makers and innovators, and hear from a range of builders across all sectors of our industry providing practical and actionable tips.

Master Builders SA initiated its upcoming podcast series so listeners can get all the facts on hot topics, through asking the tough questions and having an honest and unbiased chat with the right people.

Building Perspective will keep listeners up to date with the current challenges and trends, advancements in building technology, the latest news and building regulations, and other related topics when wanted and needed.

Whether you want to keep up to date, increase your knowledge on the latest advancements in the industry, or learn about new opportunities, this is the podcast for you.

Each series will include 10 episodes and will be available through the Apple store, Google Play and Spotify. Two seasons per calendar year

If you are looking to get in front of our builders and consumers alike, this could be the perfect sponsorship opportunity for you. This package includes sponsor acknowledgement during each podcast episode and guest speaker for one episode, plus social media tagging and coverage.

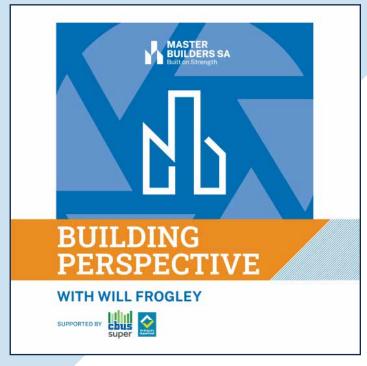
2024 PODCAST EXCLUSIVE SERIES PARTNER \$3,500 ex GST

#BuildingPerspectivePodcast











HIVIZ WOMEN BUILDING SA PODCAST





The HiViZ Women Building SA - ConstructHER Podcast by Master Builders SA has been developed to shine a light on females and businesses in the building and construction industry doing great things. Each series includes 8 episodes and is available through the Apple store, Google Play, Spotify and YouTube.

Hear from emerging and high-profile industry professionals and leading industry experts, decision makers and innovators.

This package includes sponsor acknowledgement during each podcast episode and guest speaker for one episode, plus social media tagging and coverage.









BUILDING EXCELLENCE AWARDS

The Building Excellence Awards has a long and proud history with the first awards ceremony held in Adelaide in 1994. Since then, it has grown in magnitude and popularity. It is now the most prestigious awards ceremony held in the building and construction industry and is attended by 1,400 industry representatives and delegates each year.

Held annually in August, there are over 40 Award categories that members can enter in Commercial, Civil, Residential and Specialist Contractor sectors.

The Building Excellence Awards has a campaign period that stretches over 9 months from February to August, and provide our event sponsors with a unique opportunity to have multiple touch points with our members, key industry stakeholders and the general public through multiple channels both print and digital.

Sponsorship for the Building Excellence Awards are available in the following categories:

- Technology
- Entertainment
- Media

- Networking
- Community
- Awards

The Building Excellence Awards sponsorship package includes:

Pre-event promotion (February - April):

- Corporate logo or brand product logos displayed on AwardForce, the award entry platform for entries which will open for 2 months at the start of the campaign period;
- Logo to be included in the Awards Entry Guide;
 - The Award Entry Guide is distributed to all members as a supplement inclusion to the SA Builder magazine; and
 - The Awards Entry Guide can also be downloaded as a digital PDF from our website.
- Recognition as a sponsor on all eDMs sent about the Building Excellence Awards.



BUILDING EXCELLENCE AWARDS (CONT'D)

At event (1,400 in attendance):

- Recognition on the night as a sponsor on corporate partners banner;
- One table of 10 at the event which includes a five hour drink package and three course meal;
- Presentation of awards:
 - Present the awards to the winner on stage;
 - Sponsor logo acknowledgement on event screens announcing category winner; and
 - Sponsor logo acknowledgement on social media post announcing the category winner.
- Inclusion of your logo in the Awards Magazine distributed post-event to all members as inclusion to SA Builder magazine.

Post event promotion (August - November):

- All award winners and presentations are featured in SA Builder magazine;
- Award Winners and presentations are featured on the Master Builders SA website (mbasa.com. au) and Residential Award Winners featured on the Find a Builder website (sabuildingdirectroy. com.au);
- Corporate Sponsors for the Awards, logos are also placed on the award wallpaper which is on displayed at Level 1, 47 South Terrace, Adelaide.







Master Builders SA holds around 20 events annually which are directed at the breadth of our membership base. We focus our events on providing members with the opportunity to hear from decision makers, technical advisors and experts within the building and construction industry. We also hold a strong emphasis on networking at our events, whether that be with your peers, potential customers, suppliers and/or clients.

We believe that knowledge is power and in Adelaide it is also about who you know. With that in mind below are a range of events that Master Builders SA will be putting on this calendar year that you have the opportunity to sponsor.

When sponsoring an event you will be:

- Acknowledged on all marketing materials
- Provided with up to 10 free tickets
- Speaking opportunity up to 10 minutes
- Provide promotional materials in take-home bags
- Branding at the event

Price Upon Application



2024 CALENDAR OF **EVENTS***

Top 100 Builders Lunch **HiViZ Women Building SA Luncheon CEO & President's Luncheon Future of Building Conference Apprentice & Host Event Born to Build Career Journey Handbook Launch**

*This list of 2024 Calendar of Events is not exhaustive, and please be aware that these events may change without prior notice







MEMBER CONNECT EVENTS

Quarterly Event

A chance for our members to catch up on a quarterly basis in an informal setting to chat, discuss issues and have a good yarn at the Forty7South, the members lounge located on Level 3 of our offices, 47 South Terrace.

These events allow suppliers or those delivering services to the building industry to get to know our members without the hard sell, and start to develop great relationships.

Limited to 1 partner per event at a cost of \$1000 (inc. GST)

TRADIE CONNECT EVENTS

Quarterly Event

An opportunity for Master Builders SA to get out on-site, chat and touch base with builders, subcontractors, tradies and apprentices during their morning break. Food is always a great incentive so we either host a breakfast or sausage sizzle along with iced coffee.

These events are usually conducted on larger building projects around the Adelaide Metro area and are held once a quarter. These events gives suppliers a great opportunity to meet with a wide range of people from the industry with minimum disruption to their working day.

Limited to 1 partner per event at a cost of \$1000 (inc. GST)





FORTY 7 SOUTH



This versatile, unique and exclusive space, three flights above South Terrace, lends itself to any and all reasons to celebrate in style, with the best views of the stunning Adelaide parklands and Mt Lofty Ranges.

Whether it's celebrating achievements, launching a new product or hosting a meeting, Forty 7 South will help you take your meeting to the next level.

This exclusive private space boasts three modern meeting rooms, two large lounge areas, and a contemporary bar. Wow your guests with views of the beautiful parklands and Mt Lofty Ranges.

Check in required at Master Builders SA reception on lvl 1 (8.30am - 5.00pm only). Available to hire Monday - Friday.

FORTY 7 SOUTH Hire rates			
	HOURS	MEMBER	NON-MEMBER
ENTIRE SPACE	8.30am - 5.00pm	FREE	\$200 p/h
ENTIRE SPACE	Out of hours, 5.00pm onwards	\$150 p/h	\$250 p/h
GENERAL USE INDIVIDUAL ROOM HIRE	8.30am - 5.00pm	Free	\$100 p/h









LVL 3. 47 SOUTH TERRACE. ADELAIDE. 8211 7466





MASTER BUILDERS ASSOCIATION OF SA INC.

Level 1, 47 South Terrace GPO Box 10014, Gouger Street Adelaide, SA 5000







