

the **HomeShow**

**Make your products
front page news!**



2018 MEDIA KIT



The Buyer's Guide



The Buyer's Guide, is a glossy magazine designed to complement the selling process for exhibitors after the Home Shows.

Distributed to all visitors at the Show, the comprehensive Buyer's Guide provides your contact details at their fingertips post-Show and throughout their renovation.

The Stats per magazine:

- Distribution of 10,000 - 14,000 Show Guides per Home Show.
- 53% of visitors keep the magazine for 12 months while renovating to refer to suppliers.
- 64 - 88 pages of tips, trends, special offers, products and exhibitor directory.
- 1 edition published per Show.



Editorial Opportunities

Gain additional exposure for your products by submitting editorial material, by way of high res images, press releases and general industry news and trends.

Editors will select the best of what they have received to include in the publication for no extra charge.

Send material to laurawhite@eea.net.au

What you can send:

- High res images (300 dpi)
- New products
- Competitions & specials
- Trend articles





Targeted Readership - Sydney

Visitors' high renovation spend



The homeowner profile

- 95% are planning a building, renovation or home improvement project.
- Visitors have an average reno budget of \$230,000+.
- 69% made or will make purchases for their home in the next 12 months.
- 36% of visitors own more than one property.
- Average income is \$143,000.
- Visitors spent an average of \$5,600 at the Show.



- **56%** of exhibitors gain 2 months or more work.
- **49%** of exhibitors average **50+** sales leads to follow up post-Show.
- **93%** of exhibitors are satisfied with the Show's performance.

High exhibitor satisfaction - %

Overall Show satisfaction

93

Launching new products

93

Generating brand awareness

89

Quality of visitors

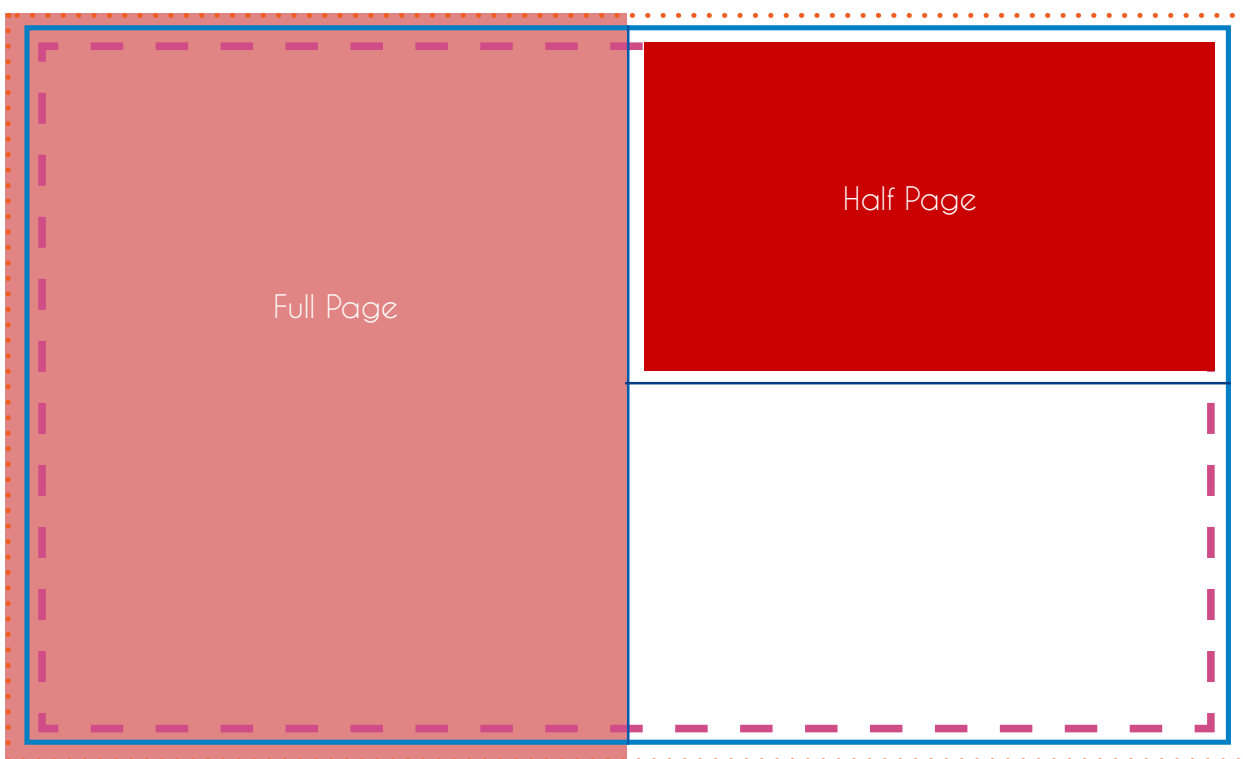
87

Total number of visitors

86



Advertising Specs



SIZE / POSITION	SPECS (w x h)	PRICE inc GST
Inside Front Cover	216mm x 285mm + 5mm bleed	\$3,990
Back Cover	216mm x 285mm + 5mm bleed	\$3,500
Double Page Spread	432mm x 285mm + 5mm bleed	\$4,800
Full Page Ad	216mm x 285mm + 5mm bleed	\$2,500
Half page Ad	210mm x 136mm	\$1,550
Premium Listing	60mm x 126mm	\$440*
Design Fee	--	\$800*

*Premium listing cost is in addition to standard Buyer's Guide listing fee.

**Design Fee is not a stand alone item and is only applicable in additions to bookings requiring the ad artwork to be produced by the Home Show designer, Includes one round of edits only.

***All prices include GST, Non-exhibitors attract a 30% loading.

Send all advertising material to laurawhite@eea.net.au



Premium Listings

Make your company stand out in the directory with a **PREMIUM LISTING**

exhibitor directory a - z

WALABOT
DIY

See Through Walls

Available now
Walabot.com/DIY

Walabot, DIY

See inside your walls at www.walabot.com/diy. WalabotDIY can detect metal and wooden studs, pipes, even moving rodents, sees up to 10cm into drywall and cement and help prevent DIY disasters - hitting water pipes, electrical wires or missing studs. WalabotDIY works with Android smartphones. Special show price \$143 (normally \$165)

CONTACT

EMAIL
WEB
STAND

WALABOT
DIY

Warner Health Partners

Warner Health Partners is an authorized leading distributor of the PainPod, a portable physical therapy device that assists with pain management and recovery and rehabilitation from injury. It's completely drug-free and uses cutting-edge TENS/EMS technology to provide outstanding pain relief.

CONTACT

PHONE
EMAIL
WEB
STAND

WARNER
HEALTH PARTNERS

Warner Health Partners

Warner Health Partners is an authorized leading distributor of the PainPod, a portable physical therapy device that assists with pain management and recovery and rehabilitation from injury. It's completely drug-free and uses cutting-edge TENS/EMS technology to provide outstanding pain relief.

CONTACT

PHONE
EMAIL
WEB
STAND

WARNER
HEALTH PARTNERS

Wenatex The Sleep System

Wenatex The Sleep System is an Australia business dedicated to giving people a good quality night's sleep. They are committed to finding solutions to people sleep issues through leading sleep research and the unique development of the Sleep System.

CONTACT

PHONE
EMAIL
WEB
STAND

wenatex
THE SLEEP SYSTEM

Westpac Banking Corporation NSW

In their bicentenary year, Westpac are just as committed to helping Australians today, and into the future, as they were 200 years ago. Whether you're buying a home, renovating or planning on investing, they could help you make your move sooner. Talk to them today.

CONTACT

PHONE
EMAIL
STAND

W

Wet Area Solutions

Wet Area Solutions presents the next innovation in bathroom products. Presenting Spapanel, the engineered waterproof panel system, that is here to make builders, developers and home owners lives easy. Complete your bathroom walls in one day, without the need to waterproof, sheet, tile or grout.

CONTACT

EMAIL
WEB
STAND

CARAMEL BEAUTIFUL

Wet Area Solutions

Wet Area Solutions presents the next innovation in bathroom products. Presenting Spapanel, the engineered waterproof panel system, that is here to make builders, developers and home owners lives easy. Complete your bathroom walls in one day, without the need to waterproof, sheet, tile or grout.

CONTACT

EMAIL
WEB
STAND

CARAMEL BEAUTIFUL

sydneyhomeshow.com.au | 57



the HomeShow the HomeShow

Additional Marketing Opportunities

Complement your Home Show experience with additional marketing opportunities! Share new products, special offers, trends, tips or expert advice and appear within:

- Official Show Website
- Club eNewsletter
- Social Media

Send your submissions to laurawhite@eea.net.au



eNewsletter Advertising

Advertise in one of our eNewsletters to reach over 50,000 club members in the lead up to the Home Show.

- 600px wide x 200px high ad

OR

- New product
- Competition or special
- Editorial article

Cost: \$650



Website Advertising

Advertise on our official Show website (one page) with your brand and content and generate pre & post Show sales. Package benefits include:

- Logo, branding, and messaging on a tile ad with live link.
- 20,000+ visits in the week leading up to the Show.

Cost:
Per Show: \$1,000



Social Media

Drive visitors to your website with a guaranteed editorial post, new product, show special or any additional information about your products or services you'd like to promote with a link to a landing page of your choice.

Cost: \$300



Advertising Booking Form

Company _____
Contact Person _____ Title _____
Signature _____ Date _____
Email _____ Phone _____

Payment VISA MASTERCARD
Name on Card _____
Card Number _____
CSV _____
Signature _____ Date _____
Payment Amount _____ Expiry _____

Please tick the Marketing Opportunities you would like to book:

BUYER'S GUIDE

Full page ad \$2,500
Half page ad \$1,500
Premium Listing \$440
Double page spread \$4,800
Inside front cover \$3,990
Inside back cover \$3,500
Design fee \$800

DIGITAL

eNewsletter Advertising \$650
Website Advertising \$1,000
Social Media \$300

WHICH SHOW?

- Sydney HIA Home Show - April
 Sydney Home Show - October

SHOW

BOOKING DEADLINE

SUBMISSION DEADLINE

Sydney HIA Home Show

TBC

TBC

Sydney Home Show

27 August 2018

3 September 2018

Return completed form to laurawhite@eea.net.au to secure your booking!