autumn home show

MAKE YOUR PRODUCTS FRONT PAGE NEWS!

2021 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 approximately 10,000 Show Guides per Home Show.
- 53% of visitors keep the magazine for 12 months while renovating to refer to suppliers.
- 60 - 70 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 alanahawthorme@eea.net.au

What you can send:

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

Targeted Readership - Sydney

$125K

Average business generated per exhibitor

61%

of Visitors placed an order or plan on placing an order with show exhibitors

45%

of exhibitors generated more than 3 months work

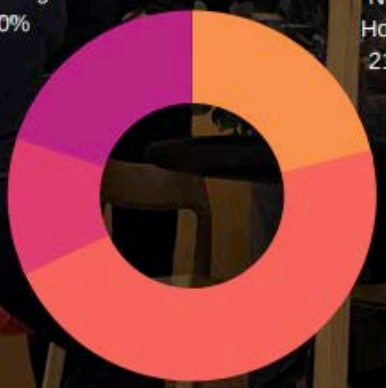
MEET THE ATTENDEES

There's one word to describe Home Show visitors; ambitious. These homeowners hope to improve the value of their property, some even building from the ground up. Their projects require a broad range of home improvement products, particularly kitchens, bathrooms and landscaping.

UNDERTAKING OR PLANNING PROJECTS

95%

PROJECT TYPE



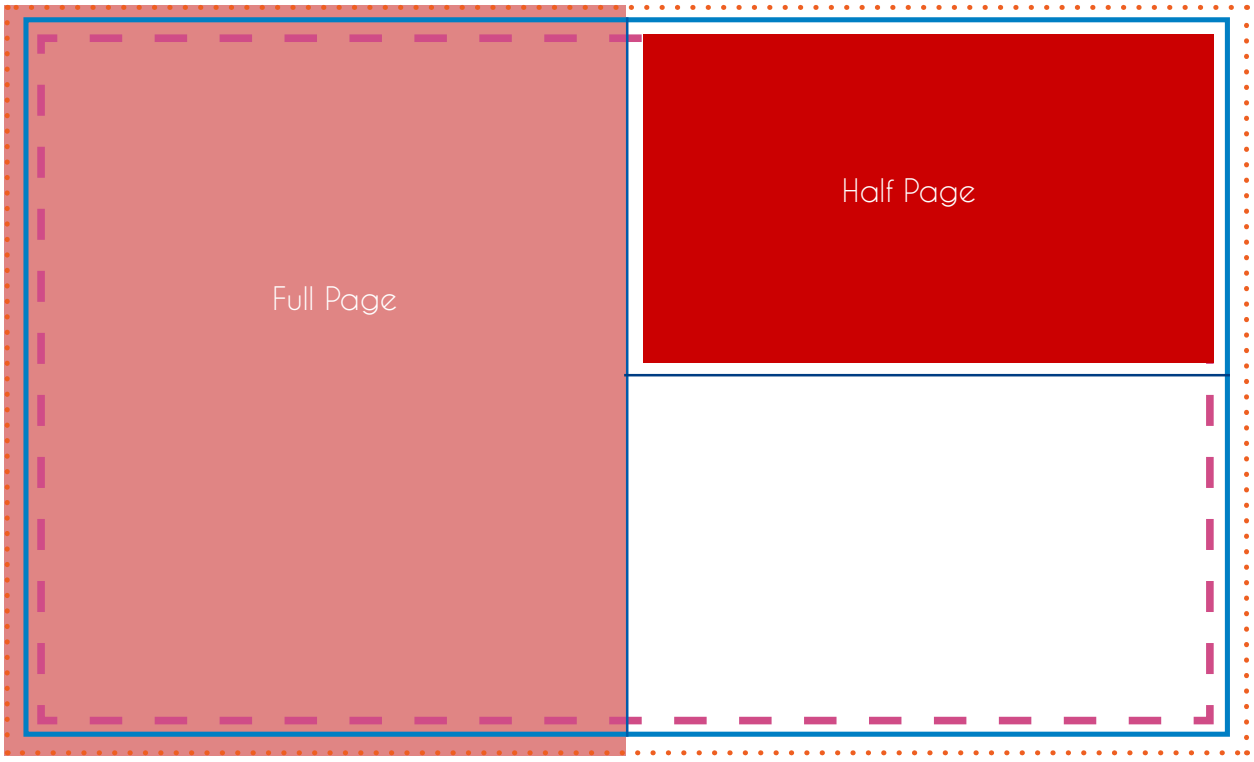
PROJECT COMPLETION

- 23% — 0 – 5 months
- 21% — 6 – 11 months
- 28% — 12 – 24 months
- 11% — 24+ months

HOME OWNERSHIP

- **51%** own one property
- **21%** own two properties
- **8%** own three properties
- **10%** own four + properties

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,

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

Premium Listings

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

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

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

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.

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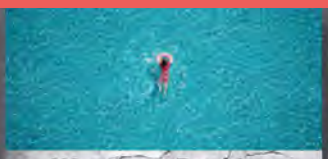

Westpac Banking Corporation NSW

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

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

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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 alanahawthorne@eea.net.au

1. eNewsletter Advertising

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

2. Website

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

3. Social Media

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 Autumn Home Show - 21 - 23 May 2021

SHOW	BOOKING DEADLINE	SUBMISSION DEADLINE
Sydney Autumn Home Show	2 APRIL 2021	16 APRIL 2021

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