



For the
community
creators

ADVERTISING OPPORTUNITIES

Align your brand with the leading organisation for the
community creators in Western Australia



IT'S MORE THAN JUST ADVERTISING

IT'S A PARTNERSHIP!

At UDIA, we collaborate with your business to ensure your marketing efforts are maximised with every opportunity presented, whether it's for branding, networking, opening doors or business product promotion, we have the platforms to assist you.

More than just a logo placement, advertising with UDIA goes beyond traditional offerings to deliver unparalleled opportunities for exposure and exceptional engagement with your target market.

The Urban Development Institute of Australia (UDIA WA) acknowledge the traditional custodians of the land on which we work, the Whadjuk people of the Noongar Nation. We also acknowledge the Traditional Custodians across Western Australia and their continuing connection to the land and waters where our members operate.

We wish to acknowledge the strength of their continuing culture and offer our respects to Elders past, present and emerging.



COMMUNICATING WITH MEMBERS AND THE COMMUNITY

UDIA WA communicates with its members and the wider community regularly to ensure that the industry's voice is heard.



OVER 25,000 INDUSTRY
INDIVIDUALS ARE IN THE
UDIA WA COMMUNITY



THE UDIA WA
DATABASE OF
INDUSTRY CONTACTS
IS ONE OF THE LARGEST
IN THE INDUSTRY



16,000+ FOLLOW UDIA
WA ACROSS SOCIAL
MEDIA



THE URBANIST HAS
BEEN READ OVER 21,000
TIMES IN 4 YEARS



OVER 1,000 EDITIONS
OF URBAN EXPRESS
HAVE BEEN PRODUCED
AND READ BY THE
INDUSTRY

PRICE LIST

Product	Type of Advert	Member price for 1 edition	Non-Member price for 1 edition
The Urbanist	Quarter Page	\$575	\$900
	Half Page	\$975	\$1,250
	Full Page (Standard)	\$1,700	\$2,100
	Full Page (Inside Cover)	\$2,350	\$2,850
	Full Page (Back Cover)	\$2,600	\$3,400
	2-Page Spread	\$3,175	\$3,900
Urban Express	Premium Banner	\$400	Member only
	Secondary Banner	\$300	Member only
	Tertiary Banner	\$250	Member only
Awards for Excellence Winners Showcase	Quarter-Page	\$750	\$1,100
	Half-Page	\$1,100	\$1,500
	1-page – Main Body	\$2,000	\$2,750
	1-page - Inside Back Cover	\$2,250	\$3,000
	1-page - Inside Front Cover	\$2,750	\$3,750
	1-page - Back Cover	\$3,000	\$4,000
	2-Page Spread	\$3,750	\$5,250
Urban Development Index	Half-Page	\$975	Member only
	Full Page	\$1,700	Member only
Urban Intelligence	Third-Page	\$475	Member only
	Half-Page	\$775	Member only
	Full Page	\$1,250	Member only

All prices ex. gst. Multi-edition discounts available. For more information regarding membership or any advertising options contact Chris Thurmott at cthurmott@udiawa.com.au

PACKAGES

We are pleased to offer a variety of advertising packages to enable our members to maximise exposure across our available platforms.

PACKAGES

Package 1

2 x Half Page Adverts

2 x Urban Express Banner in Premium Position

Total: \$2,500

Package 2

1 x Full Page Advert

1 x Half Page Advert

4 x Urban Express Banner in Premium Position

Total: \$3,750

Package 3

2 x Full Page Adverts

6 x Urban Express Banner in Premium Position

Total: \$5,000

Package 4

2 x Full Page Adverts

8 x Urban Express Banner in Premium Position

Total: \$6,000

Urban Express Package

12 x Urban Express Banner in Premium Position

Total: \$4,750

Awards Special Package

1 x Full Page in the Awards Showcase
+ 1 x Full Page in The Urbanist

Total: \$3,000

Packages available to UDIA WA members only. All prices ex. gst. For more information regarding membership or any advertising options contact Chris Thurmott at cthurmott@udiawa.com.au

THE URBANIST

The Urbanist is the flagship thought-leadership magazine produced by the Urban Development Institute of Australia (UDIA WA).

Published twice a year, UDIA WA's magazine is a quality publication that provides members and development industry stakeholders with in-depth, well researched articles and information relevant to current and emerging issues and trends impacting on the property and development industry in WA.

Produced in hard copy and digital format, this magazine provides the ideal opportunity to engage with the development industry.

Hard copy delivered direct to over 300 subscribers and digital copy sent out to over 4,500 subscribers.

Available Positions

- Back cover
- 2-page spread
- Inside front cover
- Inside back cover
- Full page A4 main body
- Half page
- Quarter page

29K+

The Urbanist has been read
over 29,000 times

10000+

Pages of engaging content
across 28 editions including
three special editions

SINGLE EDITION RATES

Quarter-Page	\$575
Half-Page	\$975
1-page – Main Body	\$1,700
1-page – Inside front/Back Cover	\$2,350
1-page – Back Cover	\$2,600
2-Page Spread	\$3,175



THE URBANIST

MULTI-EDITION RATES

	2 Editions	3 Editions	4 Editions
Quarter-Page	\$1,100.00	\$1,600.00	\$2,000.00
Half-Page	\$1,850.00	\$2,700.00	\$3,500.00
Full Page Main Body	\$3,200.00	\$4,700.00	\$6,000.00
Full Page Inside Cover	\$4,600.00	\$6,800.00	\$9,000.00
Full Page Back Cover	\$5,100.00	\$7,600.00	\$10,000.00
2-Page Spread	\$6,250.00	\$9,300.00	\$12,000.00



URBAN EXPRESS

Urban Express is the development industry's regular newsletter, delivering highly valued informative updates which reaches thousands of industry stakeholders in Western Australia.

An impressive open rate and a targeted audience of property developers, builders, consultants, essential service providers and key decision makers, it's the perfect way to get your brand in front of industry on a reliable and consistent basis.

With up to 24 editions across the year, offering over 150,000 "hits", the exposure you receive from the Urban Express is unsurpassed.

AVAILABLE POSITIONS



Specs:

Banner advert: 600 x 250px

Hyperlink capable

PNG or JPEG images required

PREMIUM

Positioned under From the CEO

1 week	4 weeks	8 weeks	16 weeks
\$400.00	\$1,550.00	\$3,100.00	\$6,000.00



SECONDARY

Positioned under the Land Snapshot update

1 week	4 weeks	8 weeks	16 weeks
\$300.00	\$1,150.00	\$2,200.00	\$4,300.00



TERTIARY

Positioned under Industry News

1 week	4 weeks	8 weeks	16 weeks
\$250.00	\$990.00	\$1,900.00	\$3,600.00



ANNUAL AWARDS FOR EXCELLENCE WINNERS SHOWCASE

This glossy coffee table publication provides the ideal way to celebrate all of the winners and finalists from each year's UDIA WA Awards for Excellence.

Produced in digital format immediately following the Awards for Excellence Gala Dinner, this magazine showcases the very best people and projects in Western Australia and is the ideal publication to align your brand with the best of the best in the property industry.

The hard copy edition is printed on premium glossy paper and is mailed directly to all UDIA WA members and key stakeholders and is also made available for collection at UDIA WA events and functions.

2.5K

Average views of each digital edition

68+

Pages celebrating the best and brightest in WA

RATES

	Member price	Non-Member price
Quarter-Page	\$750	\$1,100
Half-Page	\$1,100	\$1,500
1-page – Main Body	\$2,000	\$2,750
1-page – Inside Back Cover	\$2,250	\$3,000
1-page – Inside Front Cover	\$2,750	\$3,750
1-page – Back Cover	\$3,000	\$4,000
2-Page Spread	\$3,750	\$5,250



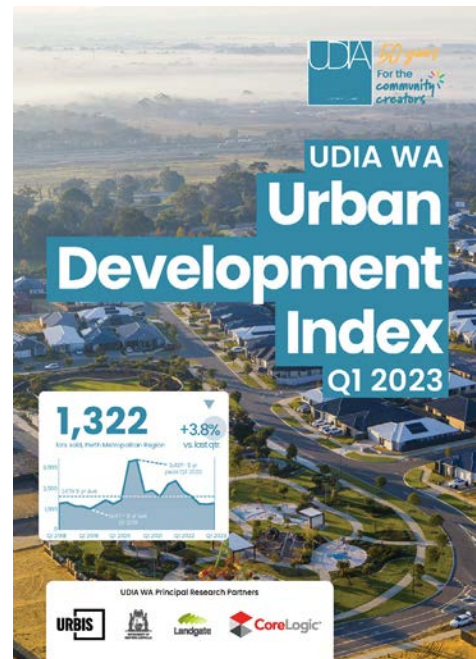
URBAN DEVELOPMENT INDEX

The Urban Development Index (UDI) is UDIA WA's flagship research publication that provides a comprehensive overview of the new land market each quarter.

Produced every quarter since 1989 the UDI is the WA Development Industry's go-to publication for up-to-date and accurate data relating to the current state of the market in Western Australia.

Emailed direct to our subscriber list in excess of 4,000 recipients and with an average open rate and click rate above 50% this publication is eagerly anticipated and read by the key decision makers within the industry.

Align your brand with this highly popular product and share your message with those that matter in the development industry.



34

The UDI has been regularly produced for 34 years

50%

Over 50% of recipients open and click on the UDI

RATES

	1 Edition	2 Editions	3 Editions	4 Editions
Third-Page	\$575	\$1,100	\$1,600	\$2,000
Half-Page	\$975	\$1,850	\$2,700	\$3,500
Full Page	\$1,700	\$3,200	\$4,700	\$6,000

URBAN INTELLIGENCE

Produced on a monthly basis UDIA WA's Urban Intelligence report provides a succinct overview of all the stats and facts that impact the development industry each month.

Supported by our research partnerships with Landgate, CoreLogic, Urbis and the REA Group this publication clearly presents the key information you need to successfully run your business.

Each edition includes a feature article summarising a key aspect of the market by UDIA Executive Manager - Research Toby Adams.

Advertising in Urban Intelligence provides you with the opportunity to reach an engaged audience once every month with a key message of your choosing.



12

Reach an engaged audience every month of the year

60%

Over 60% of recipients open and click on Urban Intelligence

RATES

	1 Edition	3 Editions	6 Editions	12 Editions
Third-Page	\$475	\$1,350	\$2,600	\$5,300
Half-Page	\$775	\$2,250	\$4,400	\$8,250
Full Page	\$1,250	\$3,550	\$7,000	\$13,500



ABOUT UDIA

As the leading voice representing the urban development industry, the Urban Development Institute of Australia (UDIA WA) is at the forefront of all things development throughout Western Australia.

With a history spanning 50 years, the Institute is the pre-eminent body that promotes excellence and innovation in the creation of the urban environment in WA.

Our membership reflects the full spectrum of the development industry, including developers, finance, design, planning, local governments, utility providers and State Government agencies, essential service providers, engineers, environmental consultants, accountants, lawyers, builders, architects, and more. UDIA WA members work together to create vibrant liveable communities across WA.

UDIA WA assists members to achieve their goals by facilitating essential discussion and debate, fostering a connected industry, releasing critical research and market intelligence that informs business decisions and presenting Government with evidence-based solutions that influence policy outcomes.

PURPOSE

Great places + Housing choice = Better lives

VISION

Diverse living options in thriving, connected communities

MISSION

Lead, influence and deliver remarkable member value for a strong urban development industry.

OUR REACH

7000+

TOTAL CONTACTS IN WA

inc. developers, government, consultants and key service providers

9+2

9 COMMITTEES

plus 2 permanent working groups as part of our revamped committee structure

40+

EVENTS EACH YEAR

inc. business breakfasts, luncheons, conferences, briefing sessions & more

250+

MEMBER COMPANIES

with 4,000+ WA individuals who are recognised as members



For the
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UDIAWA



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