



50 years  
For the  
community  
creators

# ADVERTISING OPPORTUNITIES 2023–24

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



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## ITS 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.





# ACKNOWLEDGEMENT OF COUNTRY

**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.**

## UDIA WA'S COMMITMENT TO RECONCILIATION

UDIA WA is currently in the process of developing a 'Reflect' Reconciliation Action Plan (RAP) with guidance from our RAP Working Group consisting of members from UDIA WA Council, UDIA WA Diversity Committee, UDIA WA members and UDIA WA staff.

We strongly believe in providing leadership to the broader urban development industry in respect to reconciliation and more meaningful engagement with the Traditional Owners and Custodians of the lands on which we and our members operate.

Our RAP journey commenced in 2021 and is ongoing with a series of engagement meetings and consultation with relevant stakeholders so that we can listen and learn in order to develop our RAP in partnership with members of the Aboriginal community.

We are proactively engaging with our members throughout this journey.





# 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

# 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.



## FOLLOWERS & SUBSCRIBERS

Over 25,000 industry individuals are in the UDIA WA community



## EMAIL

The UDIA WA database of 9,000+ industry contacts is one of the largest in the industry



## SOCIAL MEDIA

15,000+ follow UDIA WA for informative and up to date information on industry issues



## THE URBANIST

4,500 regular subscribers receive key thought leadership updates and insights



## URBAN EXPRESS

The Industry's weekly newsletter with a round-up of all the most recent industry events and updates

# THE URBANIST

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

Published quarterly, UDIA WA's 48-page 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

## Edition release dates

- #3 2023 – September 2023
- #4 2023 – December 2023
- #1 2024 – March 2024
- #2 2024 – June 2024

# 17K+

The Urbanist has been read over 17,000 times

# 720

Pages of engaging content across 14 editions including two special editions

## SINGLE EDITION RATES

Quarter-Page	\$550
Half-Page	\$935
1-page – Main Body	\$1,650
1-page – Inside front/Back Cover	\$2,475
1-page – Back Cover	\$2,750
2-Page Spread	\$3,025





# THE URBANIST

## MULTI-EDITION RATES

	2 Editions	3 Editions	4 Editions
Quarter-Page	\$1,045.00	\$1,485.00	\$1,870.00
Half-Page	\$1,700.00	\$2,400.00	\$3,000.00
Full Page Main Body	\$3,000.00	\$4,200.00	\$5,200.00
Full Page Inside Cover	\$4,700.00	\$6,680.00	\$8,415.00
Full Page Back Cover	\$5,200.00	\$7,200.00	\$9,000.00
2-Page Spread	\$5,750.00	\$8,170.00	\$10,285.00



# THE URBANIST LIVE

The Urbanist Live is UDIA WA's podcast series that explores the latest property market news and trends.

The Urbanist Live is produced to complement our quarterly magazine, The Urbanist, and is made freely available as we believe in the value of sharing great ideas.

The podcast is an exciting and popular product that provides an excellent opportunity to reach a large number of industry professionals in an easy and accessible way.

There are currently two fantastic opportunities in relation to UDIA WA's podcast, depending on your preferred budget and exposure.

## Option 1

Full Year Sponsorship includes naming rights in the title of the podcast (i.e.: The Urbanist Live Podcast sponsored by XXX) as well as your logo featured on all Podcast branding/ social media posts for the 23/24 Financial Year.

This full year sponsorship also includes a 'thank you' message in the intro and outro audio for each episode that will be read by the Podcast

Host, plus 2 complimentary advertisements in two of the podcast episodes (i.e – a 30 second advert that will play in the half time break within 2 podcasts during the year).

On top of the above, the exclusive full year sponsorship package allows the sponsor to choose the topic/ speaker/ theme for one episode within the financial year. We will be producing a minimum of 11 (monthly) podcasts for the year.

## Option 2

Purchase a 30 second advertisement that will play in the half time break within the podcast. Advertisements can be purchased as a single or as a package.

Please note, the podcast advertisement opportunities are separate to the Full Year Sponsorship and depending on the episode, the podcast may feature a sponsor and a separate organisation's advertisement.

# 11

Episodes to be produced  
each year



## RATES

Full Year  
Sponsorship \$5,500

Advert	1 episode	2 Episodes	4 Episodes	8 episodes
	\$500	\$950	\$1,800	\$3,400



# URBAN EXPRESS

Urban Express is the development industry's weekly 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 48 editions across the year, offering over 225,000 "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
\$385.00	\$1,463.00	\$2,772.00	\$5,236.00

### SECONDARY

Positioned under the Land Snapshot update



1 week	4 weeks	8 weeks	16 weeks
\$300.00	\$1,140.00	\$2,160.00	\$4,080.00

### TERTIARY

Positioned under Industry News



1 week	4 weeks	8 weeks	16 weeks
\$275.00	\$990.00	\$1,870.00	\$3,520.00

# 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.

## 2K

Average views of each digital edition

## 68+

Pages celebrating the best and brightest in WA

## RATES

	Standard Price	Entrant pricing*
Quarter-Page	\$550	\$500
Half-Page	\$935	\$850
1-page – Main Body	\$1,650	\$1,200
1-page – Inside front/Back Cover	\$2,475	\$2,250
1-page – Back Cover	\$2,750	\$2,500
2-Page Spread	\$3,025	\$2,750



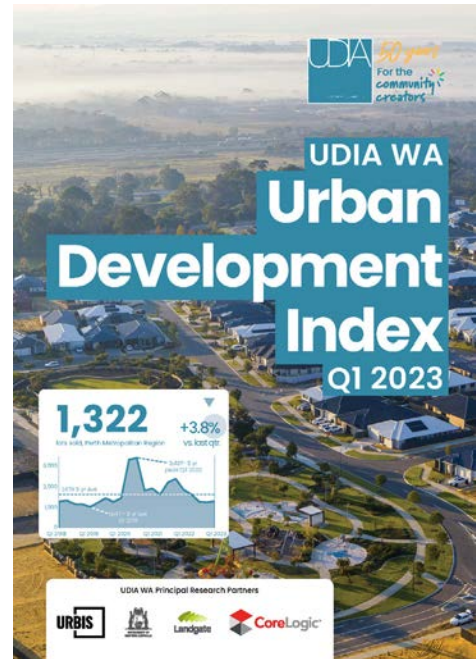
# URBAN DEVELOPMENT INDEX

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	\$550	\$1,045	\$1,485	\$1,870
Half-Page	\$935	\$1,700	\$2,400	\$3,000
Full Page	\$1,650	\$3,000	\$4,200	\$5,200



# 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	\$450	\$1,280	\$2,400	\$4,500
Half-Page	\$750	\$2,100	\$4,000	\$7,650
Full Page	\$1,200	\$3,420	\$6,480	\$12,240

# PACKAGES

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

From multi-edition discounts to a mixture of platforms or requesting a personalised package, there is something to suit every organisation's needs.

Contact Chris Thurmott to discuss your advertising options: [cthurmott@udiawa.com.au](mailto:cthurmott@udiawa.com.au) or call 0406 271 895.

## PACKAGES

### **Bronze Package \$3,500**

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2 x Full Page Adverts

1 x Half Page Advert

2 x Urban Express Banner

5% discount off additional advertising\*

### **Gold Package \$6,250**

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4 x Full Page Adverts

2 x Half Page Adverts

4 x Urban Express Banner

15% discount off additional advertising\*

### **Silver Package \$5,500**

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3 x Full Page Adverts

2 x Half Page Adverts

3 x Urban Express Banner

10% discount off additional advertising\*

### **Platinum Package \$7,500**

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5 x Full Page Adverts

2 x Half Page adverts

8 x Urban Express Banner

20% discount off additional advertising\*

### **Awards Package \$2,250**

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2 x Full Page Adverts

1 in Awards magazine and another in a publication of your choosing

# UDIA WA TEAM

Our experienced team are here to assist.



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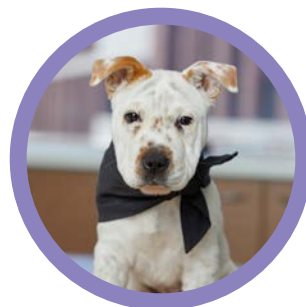
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