

# Hire&Rental Magazine

Promoting rental advantage

# Promoting Australia's \$8.3 billion Hire industry since 1968

The HRIA's official *Hire & Rental Magazine* keeps readers regularly informed with news, events, policy and legislative changes; helping them promote rental advantage, supplying safe, compliant, and reliable equipment.

HRIA members have been supplying equipment to every industry in Australia for over 50 years!

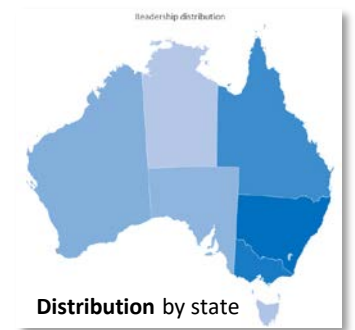
Prime customer sectors include construction, mining, agricultural, events & party hire.



# Our audience

Hire company owners, senior managers and leaders, improving the productivity of capital equipment supply to industry.

5,700 Circulation*	542 Member firms	\$8.8bn Industry revenue
1,216 Branches	1.8% Annual growth	\$1.4bn Industry profit



\*The only CAB-audited publication in the Rental & Hiring Services category, average annual net circulation as reported for the annual period ending March 2021

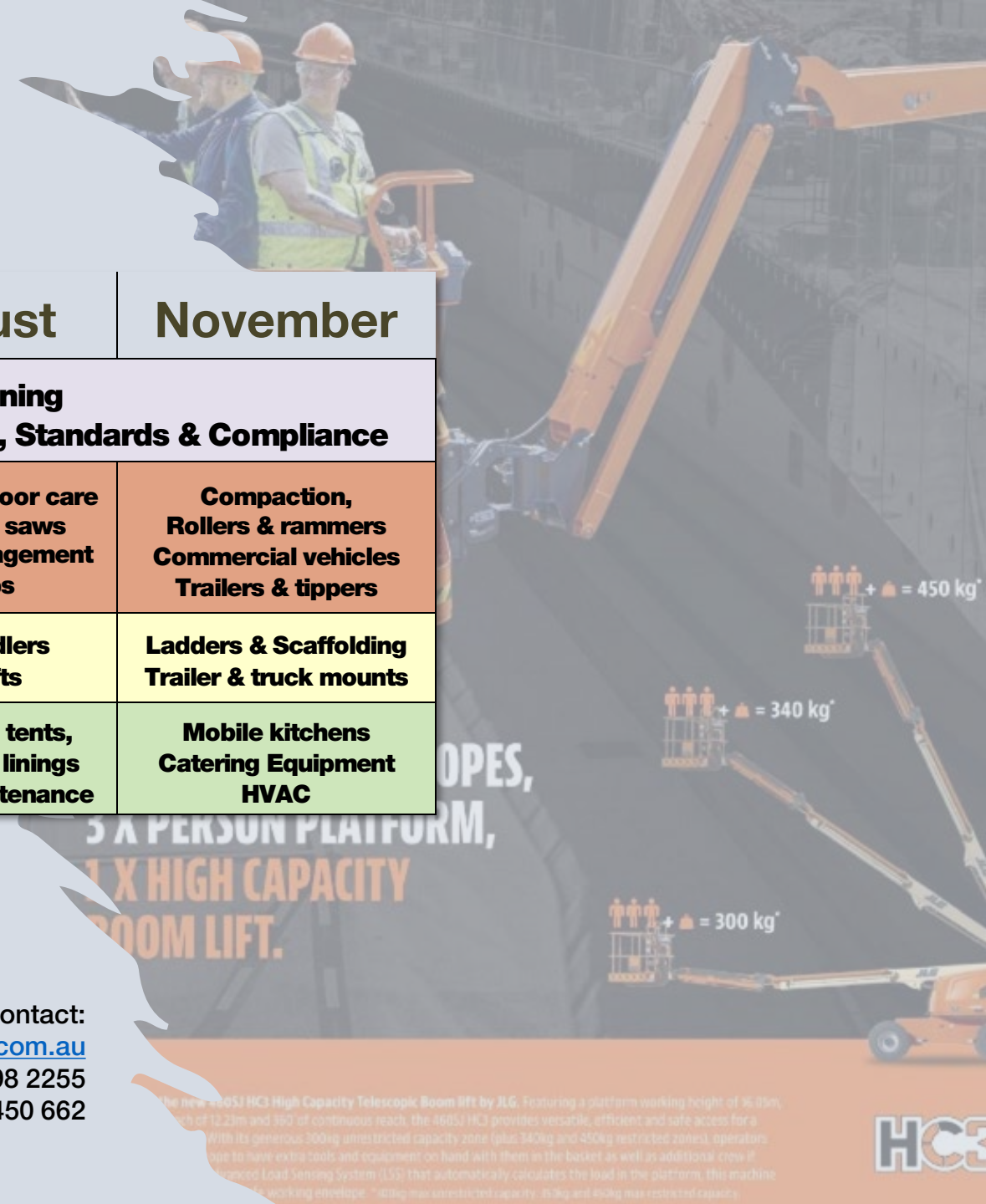
# Print - features

	February	May	August	November
Every Issue	<b>Safety &amp; PPE, Innovation, Training</b> <b>HR &amp; Management, Finance &amp; Advisory, Legislation, Standards &amp; Compliance</b>			
General Equipment	<b>Earthmoving</b> <b>Landscaping &amp; turf care</b> <b>Portable toilets &amp; buildings</b> <b>Site equipment</b>	<b>Power tools</b> <b>Generators &amp; compressors</b> <b>Lighting</b> <b>HIRE22</b>	<b>Cleaning &amp; floor care</b> <b>Concrete, saws</b> <b>Traffic Management</b> <b>Pumps</b>	<b>Compaction,</b> <b>Rollers &amp; rammers</b> <b>Commercial vehicles</b> <b>Trailers &amp; tippers</b>
Access	<b>Scissors</b> <b>Spiders</b>	<b>Booms</b> <b>Secondary guarding</b>	<b>Telehandlers</b> <b>Forklifts</b>	<b>Ladders &amp; Scaffolding</b> <b>Trailer &amp; truck mounts</b>
Events & Party Hire	<b>Staging &amp; flooring</b> <b>Furniture</b>	<b>Cold storage</b> <b>Lighting &amp; AV</b>	<b>Marquees, tents,</b> <b>structures, linings</b> <b>Care &amp; Maintenance</b>	<b>Mobile kitchens</b> <b>Catering Equipment</b> <b>HVAC</b>

*“No matter how big or small, we want to hear your news, and we are here to help you write it.”*

Send your stories to the editor:  
[editorial@hireandrentalnews.com.au](mailto:editorial@hireandrentalnews.com.au)  
 Tel: 02 9998 2255

To advertise, contact:  
[martinsinclair@hireandrental.com.au](mailto:martinsinclair@hireandrental.com.au)  
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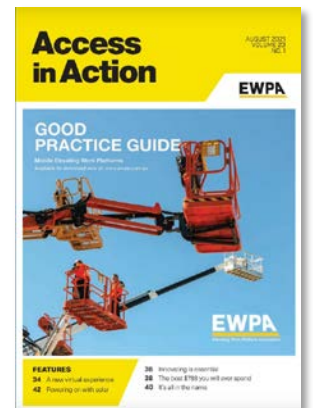


# Access In Action

The official magazine of the *Elevating Work Platform Association (EWPA)*.

- ✓ *Scissor & spider lifts*
- ✓ *Booms, vertical & knuckles*
- ✓ *Telehandlers*
- ✓ *Scaffolding*
- ✓ *Truck and trailer mounts*

**EWPA**  
Elevating Work Platform Association



# Events In Focus

The only magazine representing Australian event and party hire firms across the wedding, mass participation and entertainment industries.

- ✓ *COVID hygiene*
- ✓ *Catering equipment*
- ✓ *Heating & air conditioning*
- ✓ *Furniture & dressings*
- ✓ *Fencing & toilets*
- ✓ *Lighting & AV*
- ✓ *Cold storage*
- ✓ *Staging & flooring*
- ✓ *Marquees & structures*



# Ratecard - print

PRICES	HRIA member rate		non-member rate		dimensions height x width (mm)		
	Single issue	4x rate	Single issue	4x rate	Type	Trim	Bleed
Full Page	\$3,780	\$3,150	\$5,400	\$4,500	274 x 184	297 x 210	307 x 220
Half Page (H)	\$2,205	\$1,850	\$3,150	\$2,643	130 x 185		
1/3rd page (horizontal strip)	\$1,950	\$1,500	\$2,786	\$2,143	86.5 x 185		
Quarter Page (portrait)	\$1,575	\$1,285	\$2,250	\$1,836	130 x 86.5		
Double Page Spread (DPS)	\$6,200	\$5,800	\$8,857	\$8,286	274 x 400	297 x 420	307 x 430
Front Cover*	\$4,200		(HRIA members only)			180 x 200	190 x 210
Access in Action Front Cover*	\$3,465		(HRIA members only)			180 x 200	190 x 210
Events in Focus Front Cover*	\$3,465		(HRIA members only)			180 x 200	190 x 210
Available subject to conditions*							
Inserts - cost on application							
GST Excluded.							

DEADLINES	Editorial	Booking	Artwork	Publish
Issue	Deadline	Deadline	Deadline	Period
Feb/2022	14-Dec-21	11-Dec-21	18-Dec-21	Feb-22
May/2022	2-Mar-22	4-Mar-22	23-Mar-22	May-22
Aug/2022	4-Jun-22	4-Jun-22	25-Jun-22	Aug-22
Nov/2022	4-Sep-22	4-Sep-22	25-Sep-22	Nov-22

## ARTWORK SPECIFICATIONS

All supplied artwork must be provided as high resolution (minimum 300 dpi) PDF or TIFF files preferred (with fonts embedded).

Please ensure images are properly cropped and scaled as near to 100% of the final advertisement size as possible. Supplied art of high res PDF, TIFD, EPS or JPEG files can be submitted. Images: minimum of 300dpi at 100% scaling. Line art images minimum of 1200dpi at 100% scaling.

All images must be in CMYK. Image file formats should be TIFF or composite EPS and should not be compressed. Final artwork is preferred as the HRIA does not undertake graphic design work.

Reach the audiences of the HRIA, EWPA and TSHA through our twice-monthly newsletter and news site.

**www.hireandrentalnews.com.au**

**LEADERBOARD**

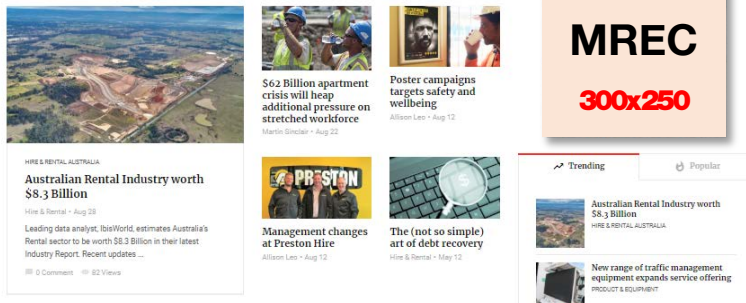
**728x90**

**Hire&Rental**  
— news.com.au —

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Hire and Rental Australia



# Ratecard - digital

	website		newsletter		
	HRIA member	non-member	HRIA member	non-member	
Frequency	(per month)	(per month)	(per send)	(per send)	(px)
Leaderboard	<b>\$1,500</b>	\$2,000	<b>\$1,500</b>	\$2,000	728x90
MREC	<b>\$1,000</b>	\$1,333	<b>n/a</b>	n/a	300x250
Subject to availability. GST excluded.					

**newsletters**

**Hire&Rental**  
— news.com.au —

**LEADERBOARD 728x90**

Welcome to the brand-new website for Hire & Rental News

For the first time, the HRIA brings the latest news and products, specifically for anyone working in Australia's \$8 Billion Rental Industry, straight to your inbox.

[Read more](#)



**Australia's Rental Industry valued at \$8.3 Billion**

Leading data analyst, IbisWorld, estimates Australia's Rental sector to be worth \$8.3 Billion in their latest Industry Report.

[Read more](#)



**\$62 Billion apartment crisis to heap**



# HIRE22

HIRE21 was an enormous success, threading the needle of border closures at a time when no state was subject to any lockdown or quarantine requirements.

And as we look forward to ever-more relaxed restrictions, we have every confidence that State “roadmaps” will see us back to business as usual by next May.

We will be working hard to deliver content that helps members who have been hardest hit, particularly those in the event, wedding and party hire sector. As usual we will give you access to advice from leading speakers and partners, who’s aim is help you tackle the many difficulties you face. There is no better place to network with peers, who attend not only to learn themselves, but are keen to help fellow members out without fail.

We relish the chance to finally welcome members to the Adelaide Convention Centre and once again look forward to celebrating the best from around Australia in the Hire Industry Excellence Awards.

We look forward to seeing you.

For exhibitor and sponsorship enquiries, please contact:

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