

Hire&Rental Magazine

Promoting rental advantage



Promoting Australia's \$9.2 billion Hire industry since 1968

The official publication of the HRIA, *Hire & Rental Magazine* keeps readers informed with industry news, events, policy and member stories; helping promote the sustainability benefits and safety advantages of using rental equipment, with well-maintained, compliant, and reliable equipment.

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

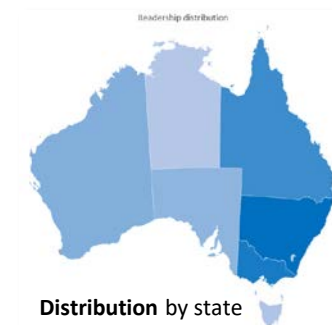
HRIA members supply equipment to *every* industry, including key industry sectors: construction, mining, agricultural, events & party hire.

HRIA

Our audience

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

5,600 Circulation*	953 Member firms	\$9.2bn Industry revenue
1,688 Branches	1.3% Annual growth	\$1.4bn Industry profit



Print - features

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

“No matter how big or small, we want to hear your news”

Send your stories to the editor:

editorial@hria.com.au

Tel: 02 9998 2255

To advertise, contact:

martinsinclair@hria.com.au

Tel: 02 9998 2213

Mob: 0417 450 662

HRIA



Events In Focus

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

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



Kennards Hire supports Vivid Sydney, Australia's largest festival for the sixth consecutive year

Following a two-week 'bumo-in' period for festival setup, Kennards Hire will delight audiences for 23 days and nights, with safety, innovation, and technology.



"As a partner, we want to make putting together the magic of Vivid as easy as possible. We aim to help some of Australia's most innovative and creative artists bring their visions to life in the safest and easiest way possible, so that they can spend more time creating a beautiful moment for Vivid spectators, and less time worrying about the tools and equipment they need to make it happen."

Vivid Sydney Festival Director G. M. Morrison said: "Vivid Sydney energises Sydney's CBD. The festival has long had a successful partnership with Kennards, who offer a wide-ranging set of vital services."

Vivid Sydney is Australia's largest festival, attracting a record 2.58 million people to the festival in 2022.

For more information about Kennards Major Projects, visit kennards.com.au.

For more information about Vivid Sydney, visit vivid Sydney.com.

HRIA

Ratecard - print

PRINT RATES	HRIA member rate		non-member rate		dimensions (mm)		
	Single issue	4x rate	Single issue	4x rate	Type	Trim	Bleed
Full Page	\$4,087	\$3,275	\$5,839	\$4,679	274 x 184	297 x 210	307 x 220
Half Page (H)	\$2,387	\$1,910	\$3,410	\$2,729	130 x 185		
Quarter Page (portrait)	\$1,704	\$1,365	\$2,435	\$2,025	130 x 86.5		
Double Page Spread (DPS)	\$6,200	\$5,165	\$8,857	\$7,379	274 x 400	297 x 420	307 x 430
Front Cover*	\$4,913		(HRIA members only)		194 x 184	201 x 210	211 x 220
Access in Action Front Cover*	\$3,605		(HRIA members only)		182x186	192x191	202x201
Events in Focus Front Cover*	\$3,605		(HRIA members only)		182x186	192x191	202x201
Available subject to conditions* GST Excluded.							

To apply for membership, visit www.hria.com.au

DEADLINES					
ISSUE	Editorial Deadline	Booking Deadline	Artwork Deadline	Publish Period	
February	December 14th*	December 12th	December 17th*	FEBRUARY	before Christmas*
May	March 2nd	March 10th	March 31st	MAY	
August	June 9th	June 16th	July 14th	AUGUST	
November	September 8th	September 15th	September 23rd	NOVEMBER	

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, TIDD, 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.

HRIA

Ratecard - digital

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

	website		newsletter		
	HRIA member	non-member	HRIA member	non-member	dimensions
Frequency	(per month)	(per month)	(per send)	(per send)	(px)
Leaderboard	\$1,638	\$2,184	\$1,638	\$2,184	728x90
MREC	\$1,103	\$1,471	n/a	n/a	300x250

Subject to availability. GST excluded.

Banner 728x90

Hire&Rental
news.com.au

Home News Magazine Contact About us Subscribe

Access In Action
AUSA All-Terrain Forklift range redesigned for all-star performance

Coates
Hire & Rental Australia
COATES LAUNCHES POWER & HVAC BUSINESS
Martin Sinclair 29 Aug 2023 132 Views

Events in Focus
HRIA Insurance rep wins WA Young Broker of the Year Award

MREC
300x250
The Importance of Safety and Cleanliness

Powering a cleaner future
NetZero GEH2 Hydrogen Generator
BLUE DIAMOND
Learn More

Point Rental
Serve More Customers
Point Rental has the ability to look at your environment, to listen to what you're saying and to weave on the fly, that we're aiming for. They know what they're doing, and they get it done quickly.
See More

Aggreko urges miners

HRIA Women in Hire and Young

Hire&Rental
Newsletter

KAESER COMPRESSORS
MORE COMPRESSED AIR. LESS ENERGY.
DISCOVER MOBILAIR.

COATES LAUNCHES POWER & HVAC BUSINESS
Coates turns its hand to delivering smart, innovative and seamless temporary air, power, climate and process cooling solutions to customers.
Read More

Photo of the year entries now open
The HRIA invites members of the industry to submit photographs, that show the world what it is like to work in the industry.
Read More



HIRE24

HIRE23 was our biggest show ever, proving yet again that the HRIA's annual convention is a vital component of the Hire industry.

Returning to Brisbane in 2024, HIRE24 will give visitors the essential business support, knowledge and networking, helping them maintain the critical advantage that keeps them successful year after year.

The HRIA will give delegates access to advice from leading speakers and partners, alongside a timetable of workshops and development programs helping business owners tackle the challenges they face.

We once again look forward to celebrating the best from around Australia in the Hire Industry Excellence Awards and look forward to welcoming visitors at the Brisbane Convention and Exhibition Centre next June

For exhibitor and sponsorship enquiries, please contact:

Mob: 0417 450 662

martinsinclair@hria.com.au

