Hire&Rental Magazine

Driving the share economy for over 60 years

Hire & Rental Magazine - 2026 Media Kit

HRIA
Hire and Rental Industry Association

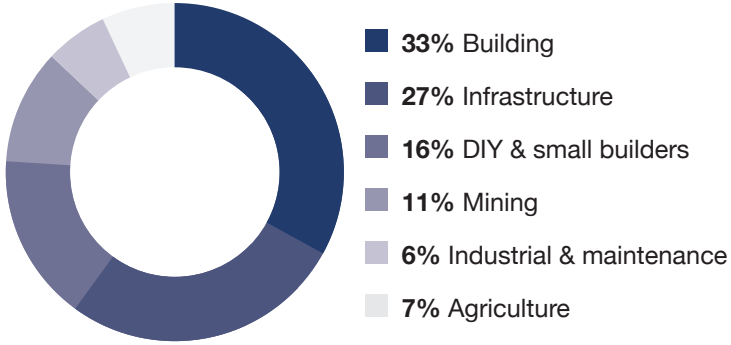
PROMOTING AUSTRALIA'S $10 BILLION HIRE INDUSTRY SINCE 1968

HRIA
Hire and Rental Industry Association



Hire & Rental Magazine is the only magazine dedicated to Australia's equipment rental industry. Keeping readers informed with news, events, policy and member stories; the official magazine of the HRIA helps promote the sustainability benefits and safety advantages of using rental equipment, with well-maintained, compliant, and reliable equipment.

HRIA members have been supplying every corner of Australian industry equipment to every industry in Australia for over 55 years!



OUR AUDIENCE

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

5,600 Circulation*	**874** Member firms	**$12.2 bn** Industry revenue
2,174 Branches	**4.6%** Revenue growth	**$2.4 bn** Industry Profit



- **25%** Lifting & access
- **16%** Scaffolding
- **15%** Non-hire goods & services
- **6%** Forklifts
- **5%** Portable accomodation
- **23%** Earthmoving & heavy equipment
- **10%** Other

**July 2025 Ibis World industry report*

PRINT - FEATURES

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

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	FEBRUARY	MAY	AUGUST	NOVEMBER
Every Issue	News, Member Stories, Policy, Safety, Innovation, TrainingHR & Management, Finance & Advisory, Legislation, Standards & Compliance			
General Equipment	• Earthmoving Mini equipment • Turf & landscaping • Tower lighting	• Power tools • Generators & Compressors • HIRE26 (Sydney)	• Cleaning & floor care • Concrete saws & cutting • Traffic Management Pumps	• Compaction • Trucks, utes and trailers
Access	• Scissors • Spiders	• Booms	• Telehandlers • Forklifts	• Trailer & truck mounts • Ladders & Scaffolding
Event Hire	• Flooring & stages • Furniture	• Power • Lighting & AV	• Marquees, tents, structures, linings • Care & Maintenance	• Mobile kitchens • Catering Equipment • HVAC



Send your stories to the editor: editorial@hria.com.au
To advertise, contact: martinsinclair@hria.com.au | **Mob:** 0417 450 662

ACCESS IN ACTION

EWPA
Elevating Work Platform Association



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

- ☐ Scissor & spider lifts
- ☐ Booms, vertical & knuckles
- ☐ Telehandlers
- ☐ Scaffolding
- ☐ Truck and trailer-mounted lifts





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EVENTS IN FOCUS

Hire and Rental Industry Association





The only magazine representing Australia's mass outdoor sporting, entertainment, music festival, wedding and party hire industry.

- ✓ Marquees & tents
- ✓ Catering equipment
- ✓ Heating & air conditioning
- ✓ Furniture & table dressing
- ✓ Fencing, barriers & toilets
- ✓ Lighting & AV
- ✓ Cold storage
- ✓ Flooring & stages



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RATECARD - PRINT

Hire and Rental Industry Association

2026 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	**$4,210**	**$3,368**	$5,473	$4,378	274 x 184	297 x 210	307 x 220
Half Page (H)	**$2,482**	**$1,986**	$3,227	$2,582	130 x 185		
Quarter Page (portrait)	**$1,772**	**$1,418**	$2,304	$1,843	130 x 86.5		
Double Page Spread (DPS)	**$6,706**	**$5,365**	$8,718	$6,975	274 x 400	297 x 420	307 x 430
Front Cover*	**$5,109**		(HRIA members only)		194 x 184	201 x 210	211 x 220
Premium spots (IFC, OBC, 1st RHP)	**$4,520**						
Access in Action Front Cover*	**$3,750**		(HRIA members only)		182 x 186	192 x 191	202 x 201
Events in Focus Front Cover*	**$3,750**		(HRIA members only)		182 x 186	192 x 191	202 x 201
Available subject to conditions* GST Excluded.							

SPECIFICATIONS

HRIA
Hire and Rental Industry Association

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, TIFF, EPS or JPEG files can be submitted. Images: minimum of 300 dpi at 100% scaling. Line art images minimum of 1200 dpi at 100% scaling.

All images must be in CMYK. Image file formats should be TIFF or composite EPS and should not be compressed. Hire and Rental News can assist with advert design and production.

RATECARD - DIGITAL

HRIA
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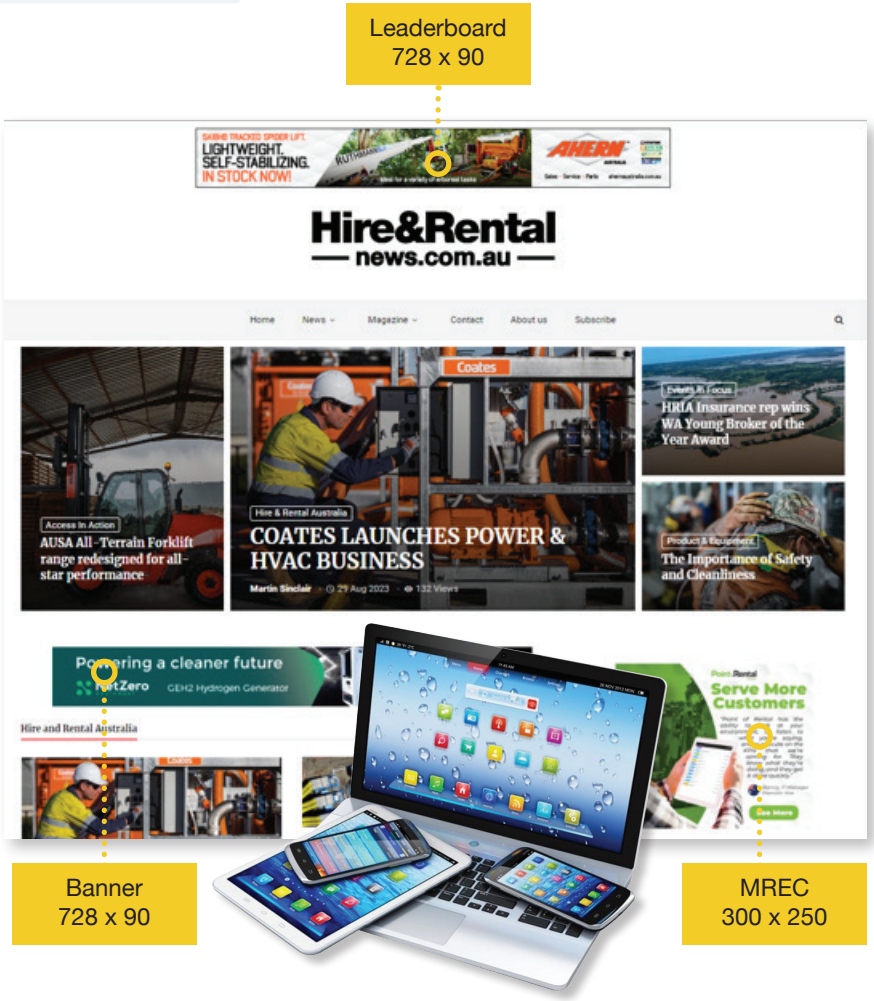
	WEBSITE		NEWSLETTER		
	HRIA member	non-member	**HRIA member**	non-member	dimensions
Frequency	**(per month)**	(per month)	**(per send)**	(per send)	(px)
Banner**	**$1,704**	$2,045	**$1,704**	$2,045	728 x 90
MREC**	**$1,147**	$1,377	**n/a**	n/a	300 x 250
*Please ensure a working URL or tacking link is provided with your artwork					

All files to be provided as RGB (jpg, gif, png, MP4*)



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

hireandrentalnews.com.au



HIRE25

Open to HRIA supplier members only.
To apply for membership, visit hria.com.au

At the annual convention, HIRE25 in June, the HRIA again proved the value of being part of one of Australia's most highly valued Associations. Every year, hundreds of companies, serving every corner Australia's industry, gather to learn, share and advance the hire industry.

Returning to Sydney for 2026, HIRE26 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 headline with leading keynote speakers and partners, alongside a program of workshops, and learning & development sessions; helping business owners tackle the challenges from across industry.

Once again, we look forward to celebrating the best from around Australia in the *Hire Industry Excellence Awards* and welcome visitors at Sydney Olympic Park next May.

FOR EXHIBITOR AND SPONSORSHIP ENQUIRIES, PLEASE CONTACT:

Mob: 0417 450 662
martinsinclair@@hria.com.au



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