home show

Media Kit

ADVERTISING & PROMOTIONAL INCLUSIONS

Contact:
homeshows@eea.net.au

01 Digital Buyer's Guide

Advertising in the official Home Show Buyer's Guide can reinforce and strengthen your presence at the event and give you an edge over competitors.

With only limited space available, advertising also provides easy accessibility to your contact details for our visitors post-show for future sales and bookings.

The Stats:

- The Digital Buyer's Guide is electronically distributed to our:
  1. Club eDM database (statistics on page 5)
  2. To all ticket holders one day before the show AND
  3. To our onsite audience of over 140,000+ visitors* across the event
- 96% of visitors are planning a home improvement project
- $150,000 average visitor budget for their project
- $53 million approximate visitor spend at The Home Show

Want to know more?

Contact **homeshows@eea.net.au**

Buyer's Guide cover, August 2022

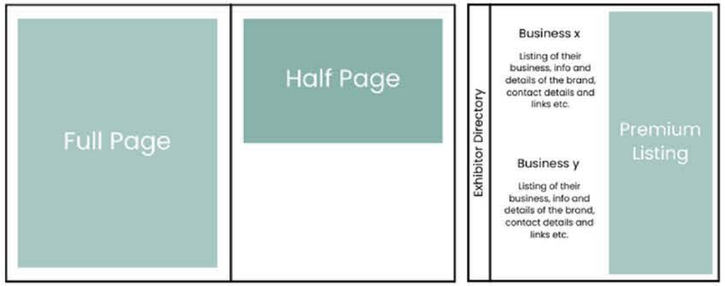
**Based on yearly attendance of all Home Shows*

01 Digital Buyer's Guide

ITEM	SPECS	Melbourne	Sydney	Brisbane	Perth
Inside Front Cover Full Page Ad **(EXCLUSIVE)**	216mm x 285mm	$1,250	$1,500	$1,125	$875
Inside Back Cover Full Page Ad **(EXCLUSIVE)**	216mm x 285mm	$1,000	$1,200	$900	$700
Full Page Advertisement	216mm x 285mm	$840	$1,080	$780	$600
Half Page Advertisement	210mm x 136mm	$500	$650	$470	$360
Ad Double Page Spread*	432mm x 285mm	$1,400	$1,800	$1,300	$1,000
Advertorial - Full Page	216mm x 285mm	$960	$1,200	$900	$720
Advertorial - Double Page Spread*	432mm x 285mm	$1,600	$2,000	$1,500	$1,200
Front Cover Image Plus Credit **(EXCLUSIVE)**	216mm x 285mm	$1,400	$1,800	$1,300	$1,000
Show Favourites Promotion (inc. 1x FB or IG post)	- - -	$600	$700	$500	$400
Show Specials Promotion	- - -	$600	$700	$500	$400
Timetable Speaker Bio/Blurb*	- - -	$600	$700	$500	$400
Buyers Guide Exhibitor Listing	- - -	$450	$450	$450	$450
Design Fee** (hourly fee - allow 1 hour per creative output)		$100	$100	$100	$100

*Limited inventory. Bookings are first come first served basis.
**Design Fee is not a stand alone item, it is only applicable in addition to bookings requiring the ad artwork to be produced by The Home Show Designer. Includes two rounds of edits only.

Send all advertising material to
homeshows@eea.net.au



02 WEBSITE

Advertise your brand on our official Home Show website and generate pre and post show sales.

An average of 75,000+ visits in the 3 months leading up to The Home Show.*
** 2022 statistics across all cities*

ITEM	PRICE (INC. GST)			
	Melbourne	Sydney	Brisbane	Perth
Website Blog Post (Including Facebook post)	$500	$500	$500	$500
Website Tile - Exhibitor Directory	$700	$700	$700	$700

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03 EMAIL

In the lead up to The Home Show, advertise in one of our eNewsletters to reach:

- 106,000+ Melbourne Club members
- 134,000+ Sydney Club members
- 107,000+ Brisbane Club members
- 72,000+ Perth Club members

Figures correct as of March 2023.

ITEM	PRICE (INC. GST)			
	Melbourne	Sydney	Brisbane	Perth
EXCLUSIVE eDM (completely dedicated to the Sponsor)*	$2,000	$2,500	$1,800	$1,300
eDM Takeover (Top and Bottom ad)*	$800	$1,000	$750	$550
eDM Club Newsletter Advert 4 Ad Package **EXCLUSIVE**	$1,200	$1,500	$1,050	$750
eDM Club Newsletter Advert (600px X 200px) 1 Ad*	$400	$500	$350	$250
eDM Club Newsletter - Featured Editorial	$600	$800	$550	$400
Design Fee** (hourly fee - allow 1 hour per creative output)	$100	$100	$100	$100

*Limited availability. Bookings are first come first served basis.
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04 SOCIAL MEDIA

Drive visitors to your website with a guaranteed editorial post, new product, show special or any additional information about your products or services you'd like to promote with a link to a landing page of your choice.

FOLLOWING

	Melbourne	Sydney	Brisbane	Perth
Facebook:	16,227	13,643	13,000	11,136
Instagram:	4,739	12,500	4,593	3478
Youtube:	866	344	685	222

ITEM — PRICE (INC. GST)

	Melbourne	Sydney	Brisbane	Perth
Facebook Image/Video Post	$300	$250	$250	$200
Facebook Image Carousel (up to 10x images)	$350	$300	$300	$250
Instagram Image Carousel (up to 10x images)	$200	$300	$200	$200
Instagram Image	$150	$250	$150	$150
Instagram Story	$50	$75	$50	$50
TikTok Video/Instagram Reel	$250	$250	$250	$250
Content Creation Fee (hourly fee)	$150	$150	$150	$150
Social Media Post Boost ($50 minimum per post)	BESPOKE	BESPOKE	BESPOKE	BESPOKE
Bespoken Content Package (YouTube, Instagram, Facebook)	BESPOKE	BESPOKE	BESPOKE	BESPOKE
Design Fee* (hourly fee - allow 1 hour per creative output)	$100	$100	$100	$100

*Design Fee is not a stand alone item, it is only applicable in addition to bookings requiring the ad artwork to be produced by The Home Show designer. Includes two rounds of edits only.

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05 SHOW PRIZE

Providing a Show Prize places your brand in front of all our visitors as they enter the event. They'll see your logo, prize promotion and stand location when they are registering tickets.

Show Prize Sponsors also receive a complimentary lead scanner for their stand so you can collect interested visitor contact details for use during and post show.

ITEM

Contribute a Show Prize of minimum $1,500 value and the relevant fee to receive:

- Facebook & Instagram Post promoting your prize
- Placement on The Home Show website
- Inclusion in the eNewsletter reaching 60,000 - 115,000+ subscribers (depending on city)
- Placement in the Buyer's Guide (prize listing and floor plan)
- Lead Scanner
- Entry and Stand Signage ('Scan here to Win')
- Online ticket branding
- Logo on the Sponsor Scroll

	PRICE (INC. GST)
Melbourne	$1,800
Sydney	$1,800
Brisbane	$1,200
Perth	$1,100

Maximum of 6 Show Prize sponsors per event.

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06 OTHER

COMPLIMENTARY OPPORTUNITIES

Home Show Faves:
Showcase your product on the Home Show Faves page of our website where we feature brands and their best-selling products/services for visitors to view. It will link to your exhibitor directory and may also be shared to our social media accounts and included in the Digital Buyers Guide.

Images & content:
If you send through general high-res images and a description of your brand/products we may post it to our social media accounts and tag your brand.

FOR ADDITIONAL INFORMATION CONTACT OUR TEAM:

Contact

Email: homeshows@eea.net.au

Phone: Melbourne, Sydney & Perth: 03 9276 5555

Brisbane: 07 3719 4222

www.melbournehomeshow.com.au
www.sydneyhomeshow.com.au
www.brisbanehomeshow.com.au
www.perthhomeshow.com.au