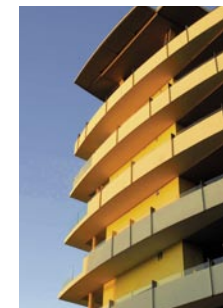


RESIDENTIAL Developer MAGAZINE



Residential Developer Magazine is a high quality business magazine which showcases the leading edge of residential property development in Australia.

With a strategic blend of compelling, intelligent editorial matched with striking design and visually stunning production values, Residential Developer Magazine is the benchmark of quality in the marketplace.

more about...

RESIDENTIAL Developer MAGAZINE



 Residential Developer Magazine is targeted at the people and businesses who make decisions about the \$57 billion dollar per annum residential development industry in Australia. Its readers include all major developers, plus all professionals who support residential development – town planners, engineers, cost consultants, building materials suppliers, banks and financiers, market analysts, local, state and federal government agencies, real estate agents and property consultants, and high net worth individuals with a personal interest in residential development.

testimonials



“Residential Developer Magazine fills a huge void for our industry across Australia: it’s not just a high quality showcase for leading examples of how

developers are creating better communities for Australian families, it also deals intelligently with the issues we face to a standard we haven’t yet seen. Residential Developer may be a new product in the marketplace but it’s already a very well read magazine if Stockland staff are anything to go by. This magazine has made a huge impact and has a great future.”

DENIS HICKEY, CEO DEVELOPMENT, STOCKLAND



“It is about time that the residential development industry had a proper

magazine. Most of the offerings in the past have been really about lifestyle rather than pertinent hard-core information. Congratulations to Residential Developer Magazine for filling a necessary void.”
MICHAEL MATUSIK, MATUSIK PROPERTY INSIGHTS



“Residential Developer fills a distinct gap in the business publication market in that

it’s a high-quality magazine with content that is relevant to both the production and consumer sectors of the market. Well done – keep up the good work!”
DON O’RORKE, MANAGING DIRECTOR, CONSOLIDATED PROPERTIES.



“Residential Developer is an excellent publication which really fills a need in

the industry. The editorial coverage is insightful, going beyond mainstream coverage. The production values are also excellent. We welcome Residential Developer to the industry and look forward to its ongoing success.”
MAHA SINNATHAMBY, DEVELOPER OF GREATER SPRINGFIELD.



“They (Residential Developer Magazine) are of an excellent standard....

(the best around the property sector in Australasia in my view. Well done.”
HUGH PAVLETICH, PAVLETICH PROPERTIES CHRISTCHURCH. NEW ZEALAND

RESIDENTIAL
Developer
MAGAZINE

about our readers

RESIDENTIAL Developer MAGAZINE

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With direct access to the influential Property Council of Australia database, we already know a fair bit about our readers:

- 63% hold a senior management position. A further 26% hold a management position – total management 89%
- 58% control a discretionary purchasing budget • 41.8% are involved in their company's decision to purchase property
- 83% male • 40% aged between 41 and 50 years • 88% live in a capital city (77.4% eastern seaboard)
- 69% have a gross yearly income in excess of \$90,000 • 41% have a gross yearly income in excess of \$120,000
- 32.4% invest personally in income producing property

distributing **10,000** copies, quarterly



- 5,000 copies direct mailed to decision makers active in the residential development field. These recipients are responsive to this material as the database is drawn from the highly influential Property Council of Australia membership.
- A further 5,000 copies distributed to selected newsagents nationally. Distribution by Gordon & Gotch.



editorial policy

RESIDENTIAL Developer MAGAZINE

contact



For editorial and advertising enquiries,
please contact:

Ross Elliott, Executive Director
Residential Development Council
PROPERTY COUNCIL OF AUSTRALIA
Tel: 07 3225 3000 Fax: 07 3229 9160
Mob: 0407 177 591 E: relliott@propertyoz.com.au

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Residential Developer Magazine is published for the Residential
Development Council by the Property Council of Australia.

PROPERTY COUNCIL OF AUSTRALIA LIMITED
ABN 13008 474 422
Level 1, 11 Barrack Street
Sydney, NSW 2000.



Residential Developer Magazine aims to inform, excite and motivate its readers through compelling, intelligent editorial, supported by outstanding visual design and production quality. By setting a new benchmark for quality, we reserve our right to exercise whatever discretion we deem necessary in making editorial decisions.

Residential Developer Magazine welcomes submissions from all parties which it deems newsworthy. All editorial contributions should be accompanied by high quality visual illustrations – either as artwork (graphics) or images (photographs). Sub-standard material will be rejected.

rates 2007

- All prices are subject to 10% GST
- Prices quoted are casual
- Discounts for multiple bookings.

Inside front cover	\$3,800
Inside back cover	\$3,700
Outside back cover	\$4,400
Double page spread	\$6,500
Full page	\$3,600
1/2 page	\$2,400
Loose inserts (A4 single)	\$4,800

specs

Double Page

Trim Size: W 480mm x H 297mm
+ Add 5mm Bleed around entire ad



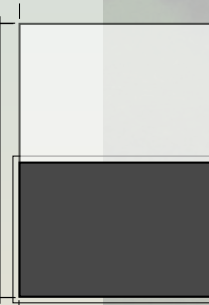
Full Page

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+ Add 5mm Bleed
around entire ad



Half Page

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H 146mm
+ Add 5mm Bleed
around entire ad



schedule

ISSUE NO.	COVER DATE	BOOKING DEADLINE	AD COPY DEADLINE
4	3rd Jan 2007	9th Nov 2006	20th Nov 2006
5	4th April 2007	15th Feb 2007	23rd Feb 2007
6	4th July 2007	17th May 2007	25th May 2007
7	3rd Oct 2007	16th Aug 2007	27th Aug 2007
8	2nd Jan 2008	15th Nov 2007	26th Nov 2007
9	2nd April 2008	21st Feb 2008	3rd Mar 2008