

The Link Magazine Media Kit.

The Hardware and Building Supplies Industry magazine.
Circulated monthly to over 2000 industry operators, store owners, managers and suppliers throughout Australia.



Official Publication of Hardware Australia Limited



Deadlines

Editorial & Advertising Deadlines close COB on the 23rd day of each month.

Publication is circulated electronically during the last week of the issue month.

Industry Profile:

The Hardware Industry is a \$18Bn industry comprised of over 5900 industry retailers and wholesalers together with over 3000 industry suppliers.

Industry performance over recent years has seen the Hardware and Building Supplies industry's consistently rating as one of the country's key growth sectors and has continued to see average growth of between 5 – 10% pa.

The Link keeps readers abreast of the latest industry news, information, events, new technologies, latest products, innovations and services.

Advertising Rates (all rates inc gst) Publication is A4 page size.

	Casual	3 Issues	12 Issues
Full Page	\$1650 / issue	\$1320 / issue	\$1100 / issue
Half Page	\$880 / issue	\$660 / issue	\$495 / issue
Quarter Page	\$550 / issue	\$385 / issue	\$220 / issue
Trade Directory 1/8 page	\$330 / issue	\$220/ issue	\$110/ issue

Hardware Australia members receive a 20% discount off listed rates

Artwork is to be provided by the advertiser in a high resolution (300dpi or higher) in tif, eps, pdf or jpeg format. All liability remains with the advertiser as to advertisement content.

Advertising space is limited for each issue.

All payments for advertising are required to be made prior to magazine circulation.

Back issues of The Link can be viewed

via <http://hardwareaustralia.com.au/magazines/>

To Book Advertising

Please call 07 3240 0100

or email

eo@hardwareaustralia.com.au

"The Link is well read and well regarded throughout the industry, our advertising certainly gets seen and noticed by our target clients"

Rod Bran - National Sales Manager Bremick.

We are PROUD to announce that OTTER is now part of AIRCO Brands

At OTTER® it is business as usual, we will continue to provide the quality and service we are known for and we thank all of our distributors for their loyalty and support. OTTER® is here to stay!

When Quality Matters... IT'S GOTTER BE OTTER!

For further information contact us on 1300 139 015 or visit aircofasteners.com.au

Announcement of a new member benefit - Make It Cheaper

Made It Cheaper, the off-peak energy provider of business, residential, commercial and industrial, identifies reasons to help members save money on their electricity.

Make It Cheaper was named Australia's Best Energy Provider for 2014.

As of 1 July 2014, Made It Cheaper's usage electricity rates increased their rates, with the effect of around 20-25%, when a price change occurs it is the perfect time to check your current plan to see if you can be switching that each year to pay.

According to the most annual review released by the Australian Energy Market Commission (AEMC), 57% of consumers have not reviewed their electricity provider or plan in the last five years and are not taking advantage of the better deals available to them.

Made It Cheaper will help you compare your current electricity plan with the new electricity rates. Their rates have not changed since the 2014 of their business plan for their electricity.

Find a new rate today by using their free, simple and effective service:

- Call 1300 139 015 or the Member Service Member Centre 1800 1000
- Email a request for our contact details to hardwareaustralia@madeitcheeper.com.au
- www.madeitcheeper.com.au

Hardware Australia Insurance Solution

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Industry Research and Data

The Hardware Industry Research and Data provides a comprehensive overview of the hardware industry's performance over the past year. The report includes key findings on market trends, consumer behavior, and industry challenges. It also provides insights into the future outlook for the hardware industry, highlighting opportunities for growth and innovation.

The report also includes the following key findings:

- The hardware industry is expected to continue its growth over the next five years, driven by strong demand for home improvement and construction materials.
- Online sales are expected to continue to grow, as consumers increasingly turn to digital channels for their hardware purchases.
- The industry is facing challenges from global economic uncertainty and rising costs of raw materials.
- There is a growing emphasis on sustainability and eco-friendly products, as consumers become more environmentally conscious.

SINCLAIR RECRUITMENT

We have the tools to find you the right people

TRADE SALES REPS | STORE/ASSISTANT MANAGERS | ACCOUNTS CLERK
NIGHT-FILL & WAREHOUSE STAFF | DEPARTMENT COORDINATORS

1300 JOB HUNTY
SINCLAIRRECRUITMENT.COM.AU

Specifications (mm)	Type	Trim
Full Page	285 x 200	297 x 210
Half Page Horizontal	140 x 200	146 x 210
Half Page Vertical	285 x 100	297 x 105
Quarter Page	140 x 100	146 x 105
Trade Directory 1/8 page	71 x 49	78 x 54

Your advertising dollars in The Link help support Hardware Australia to Protect, Promote & Support the Hardware and Building Supplies Industry.