

HBR

Hunter Business Review

2026 MEDIA KIT

Connecting & informing business people

Why choose HBR?

Reach the booming Hunter business market in a high quality publication with high read rates

- Targeted at key decision makers in a broad variety of business and industry – your advertisement will reach business owners, managing directors, CEOs and senior managers
- Short, informative, factual articles keep readers up-to-date with business news in the Hunter
- Articles written by industry professionals offer business advice to readers
- Monthly features are an additional method of targeting advertising to a specific readership
- Print run of 5,000 with an estimated readership of over 22,000 per issue
- Printed in full colour on coated stock, maximising the impact of both the magazine and your advertisement
- Integrated ***hard copy*** / ***website*** / ***social media strategy*** designed to provide additional promotional value to advertisers
- Garry Hardie, HBR's publisher and editor, is an experienced business person with over 30 years of business to business publishing experience.

HBR is the Hunter's own B2B magazine informing readers of issues that are important to Hunter business people.



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Distribution

Hunter Business Review is distributed to our subscribers, the thousands of organisations on our database and post office boxes. Each issue is also available to read online via soft copy.

Coverage



Advertising sections

- Business news
- Business advice
- Property
- New appointments
- Monthly features (including quarterly Mining & Energy Update and quarterly Environmental)

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2026 Features

All deadlines the 15th of the month prior

Every Issue of HBR

Business News: These cover topics such as New Projects, major contracts, new products, expansions and other general news of interest to our Hunter business readers.

Business Advice: Each issue also includes a number of authored articles, either in features or in the Business Advice section. Stories should be general in nature, not direct marketing pieces. Please discuss these with the editorial team before specifically writing an authored article for the Hunter Business Review.

New Appointments: New staff appointments in the Hunter Region.

Property: Great packages are available for advertisers in the form of both classifieds & display advertisements.

Monthly Features

February
- **Office Design & Fit Out**
- **Health, Fitness & Wellbeing**
- **Environmental**

March
- **Innovation in the Hunter**
- **Leadership and HR**
- **Mining & Energy Update**

April
- **Superannuation, Investment & Taxation**
- **Health & Safety**

May
- **Sales & Marketing**
- **Business Technology**
- **Environmental**

June
- **Training & Education**
- **Mining & Energy Update**

July
- **Insurance and Risk Management**
- **Defence**

August
- **Hunter Business Function Guide**
- **Environmental**

September
- **Newcastle Renewal**
- **Mining & Energy Update**

October
- **Building and Construction**
- **Exporting from the Hunter**

November
- **Manufacturing**
- **Environmental**

December
- **Mining & Energy Update**
- **Business Financing**

Features are subject to change

Editorial submissions

Hunter Business Review welcomes editorial submissions from our readers free of charge. If you would like to contribute an article that would be of interest to our readers, please contact HBR to discuss the appropriate format and time frames. The decision whether or not to include an article and the final format is subject to editorial control.

Business news

These articles cover topics from businesses such as new major contracts, new product launches, business expansions or change of ownership/name, and other general news of interest to our readers. Articles should be no more than 200 words and include an appropriate photograph if available.

Authored articles

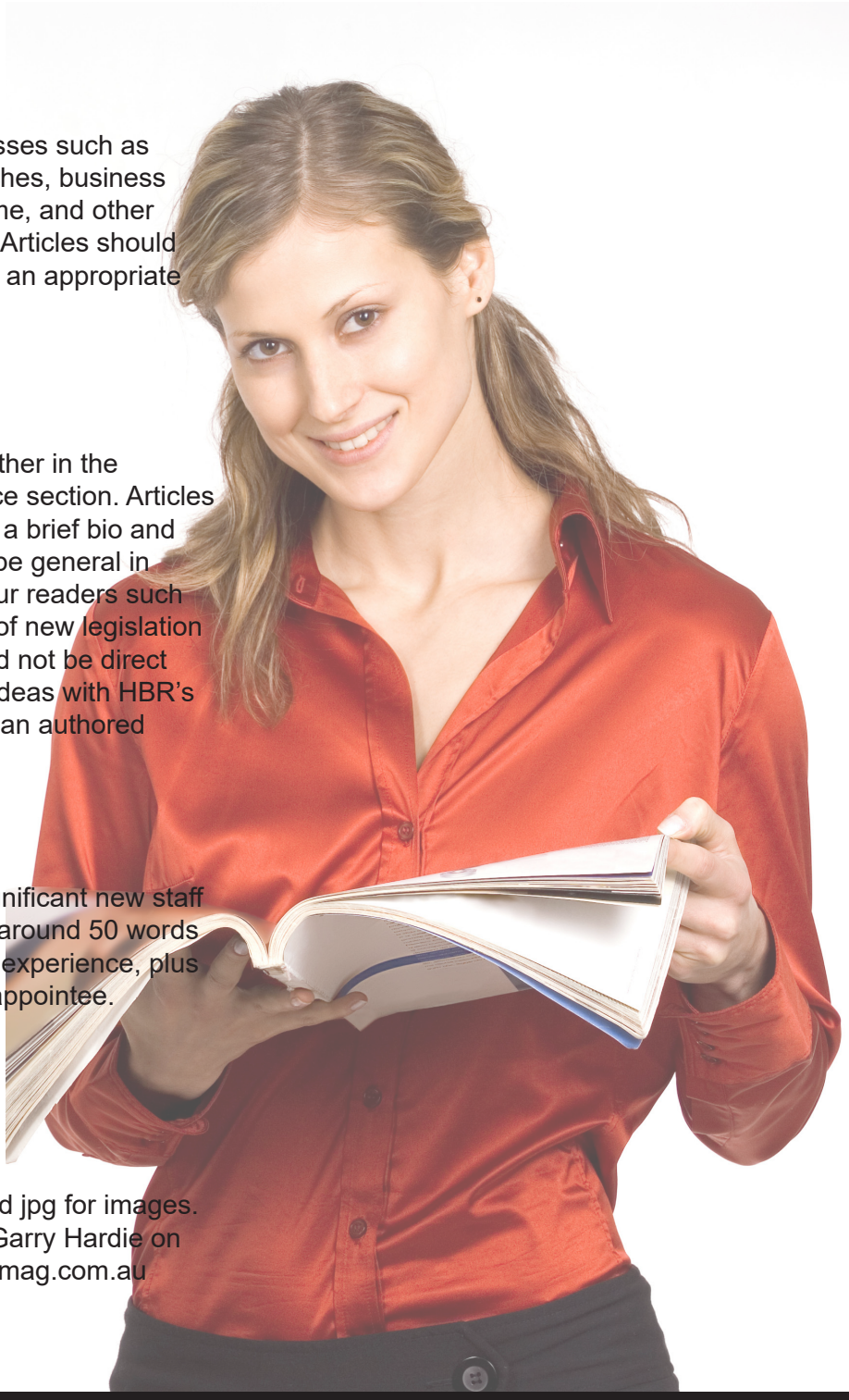
Each issue includes authored articles either in the monthly feature or in the Business Advice section. Articles should be no more than 500 words plus a brief bio and head shot of the author. Stories should be general in nature on a topical issue of interest to our readers such as the introduction and implementation of new legislation or new technology. These articles should not be direct marketing pieces. Please discuss your ideas with HBR's editorial team before specifically writing an authored article.

Appointments

Our readers are always interested in significant new staff appointments in the region. We require around 50 words covering your new appointee's role and experience, plus a high resolution head shot of the new appointee.

Submitting stories:

Please email editorial submissions to editorial@HBRmag.com.au
The preferred format is Word for text and jpg for images.
For further information, please contact Garry Hardie on (02) 4062 8133 or email editorial@HBRmag.com.au



Rate card

STANDARD DISPLAY ADVERTISING RATES					
SIZE	H x W (mm)	Casual	X3	X6	X11
Eighth	62 x 87	$700	$640	$580	$525
Quarter page	130 x 87	$1200	$1060	$980	$890
Third	87 x 180	$1540	$1400	$1280	$1165
Half Page (H)*	130 x 180	$1910	$1750	$1570	$1400
Half Page (V)*	270 x 87	$1910	$1750	$1570	$1400
Full page*	297 x 210	$2920	$2545	$2225	$1865
Double page spread	297 x 420	$4315	$3850	$3310	$2800

*** SEE BELOW FOR WEBSITE AD DEAL**

Artwork: 300 dpi CMYK pdf format
Artwork Supply: email or CD
Artwork Production Charges:$75 - Authors corrections may incur additional charges.

BROCHURE INSERTS - $990

* Single page to 4 page A4 size or smaller
* Supplied by advertiser
* Maximum three (3) non-competing inserts per issue

BUSINESS DIRECTORY - ADVERTISING RATES -

Company name + 50 words + logo

Display Type	Size H x W (mm)	Total for 6 issues	Total for 11 issues
One size only	40 x 87	$540	$900 + GST

WEBSITE ADS

No-cost value add benefit for schedule advertisers with ad sizes half page or larger.
For the calendar months that your ad appears in the HBR magazine, we will include a website advertisement on www.hbrmag.com.au at no charge.
The advertisement will be on a rotating basis, changing when a new page appears. We will also link your ad to an appropriate external web page.

- **All prices quoted are per insertion excluding GST**
- **HBR is not published in January**
- **Full pages and double page spreads require a 5mm bleed**



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Other publications

Hunter Investment Prospectus

The Hunter Investment Prospectus is an annual publication published by Hunter Business Publications in conjunction with Regional Development Australia - Hunter. The publication is a marketing tool used to inform new businesses and potential investors about the diversity, local economy, lifestyle and tourism of the Hunter region.

The Hunter Investment Prospectus is a free publication available both in hard copy and online.

To obtain a copy of the Hunter Investment Prospectus, please email garry@HBRmag.com.au

INVESTMENT PROPECTUS ADVERTISING RATES

Display type	Display size	Rate (Ex GST)
Quarter Page	H 130mm x W 87mm	$1,500
Half Page	H 130mm x W 180mm	$2,500
Full Page	A4, H 297mm xW 210mm	$4,000

Subscriptions

Subscribing to Hunter Business Review costs only $50 + GST for 11 issues or $90 + GST for 22 issues
You'll never miss an issue and can read it at your leisure.
You can keep the magazines in a place where all staff can easily access them so they too can benefit from keeping up with the Hunter's business news and our business advice columns.
We'll send you a reminder when your subscription is due for renewal.
Go to www.hbrmag.com.au for further details on how to subscribe.

Contacts

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