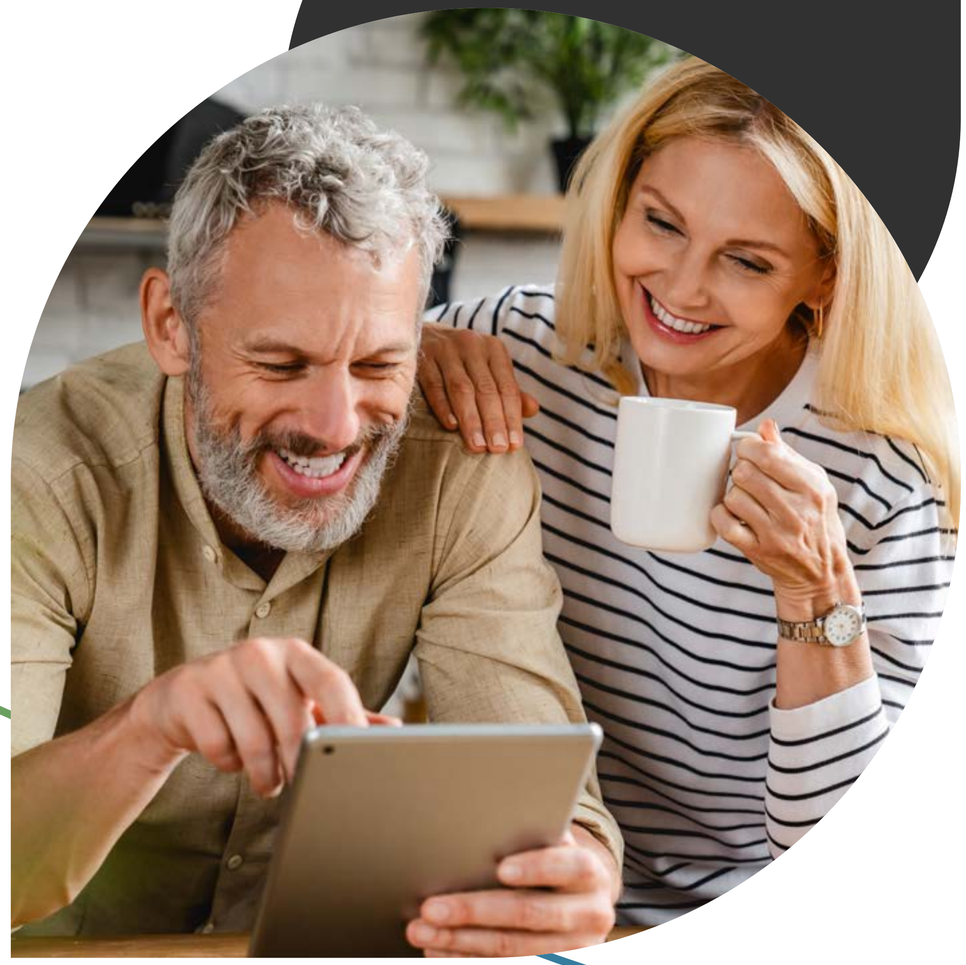
Lookupstrata

Grow your brand with Australia's leading strata education platform

2026 Media Kit



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Lookupstrata

Connecting you with Australia's strata decision-makers



Lookupstrata is Australia's leading strata information platform

For over a decade, we've been dedicated to empowering the strata community nationwide by providing a trusted source of information and a vibrant community.

What we do

We are a free, reliable strata platform delivering comprehensive education. Our articles, Q&As and webinars come straight from professionals, providing the strata community with knowledge to make informed decisions.

Our Vision

To empower the Australian strata community with unparalleled knowledge, fostering better decisions and creating thriving environments where every owner, professional and service provider feels informed, engaged and connected.

A powerful tool for connecting the strata community

Lookupstrata is a powerful tool for advertisers seeking to increase visibility and generate quality leads within the strata sector.

Reach a targeted audience of national or state-specific strata decision-makers, including lot owners, committee members, building and strata managers, professionals and service providers.

Our readers trust Lookupstrata for reliable strata information, week after week. Advertise with us, and put your brand in front of that same audience to generate quality leads.

We’re your partner in strata

Advertise with a name supported by a strong strata community.



Our foundation

Built on trust

A trusted community of readers, Guidance Partners and advertisers across the strata industry, since 2013.

Our community

Engaged and influential

Reach key decision-makers, including owners, committee members, strata managers and other strata professionals.

Our reach

Nationwide connection

We cover every state. Advertise nationally, or target specific states.

Our approach

Collaborative solutions

We help you find the right advertising mix, so your message reaches the people who matter.



Our Audience

Connecting you with Australia's strata decision-makers

Audience Engagement

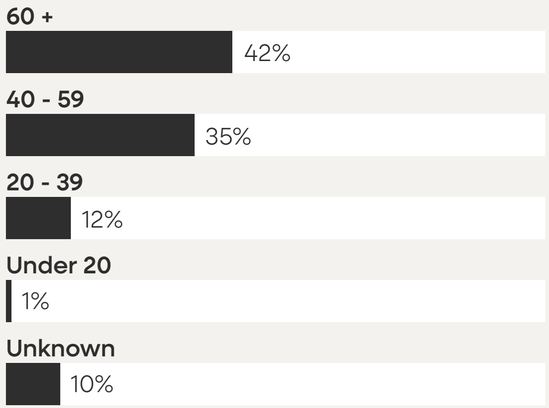
National audience

22,000+

Subscribers

Demographic profile

Age



Role profile

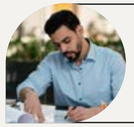
Note: Figures are approximate and subject to change. Some audience members belong to more than one state or role.



14% Professionals & service providers
Lawyers, insurers, valuers and other specialists who refer services within their own networks.



60% Committee members & lot owners
Direct access to the people who approve spend.



3.5% Building managers
Often the first point of contact when a building needs a trade or service.

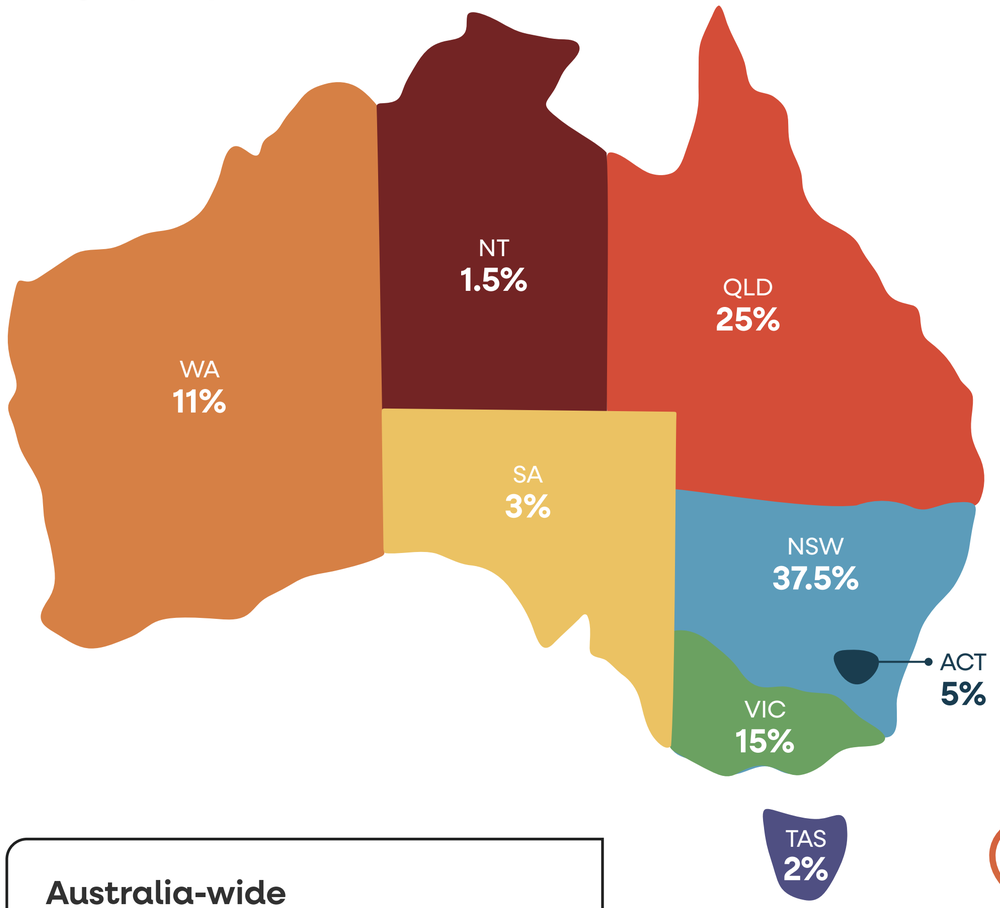


21% Strata managers
Influence purchasing decisions for buildings in their portfolio.



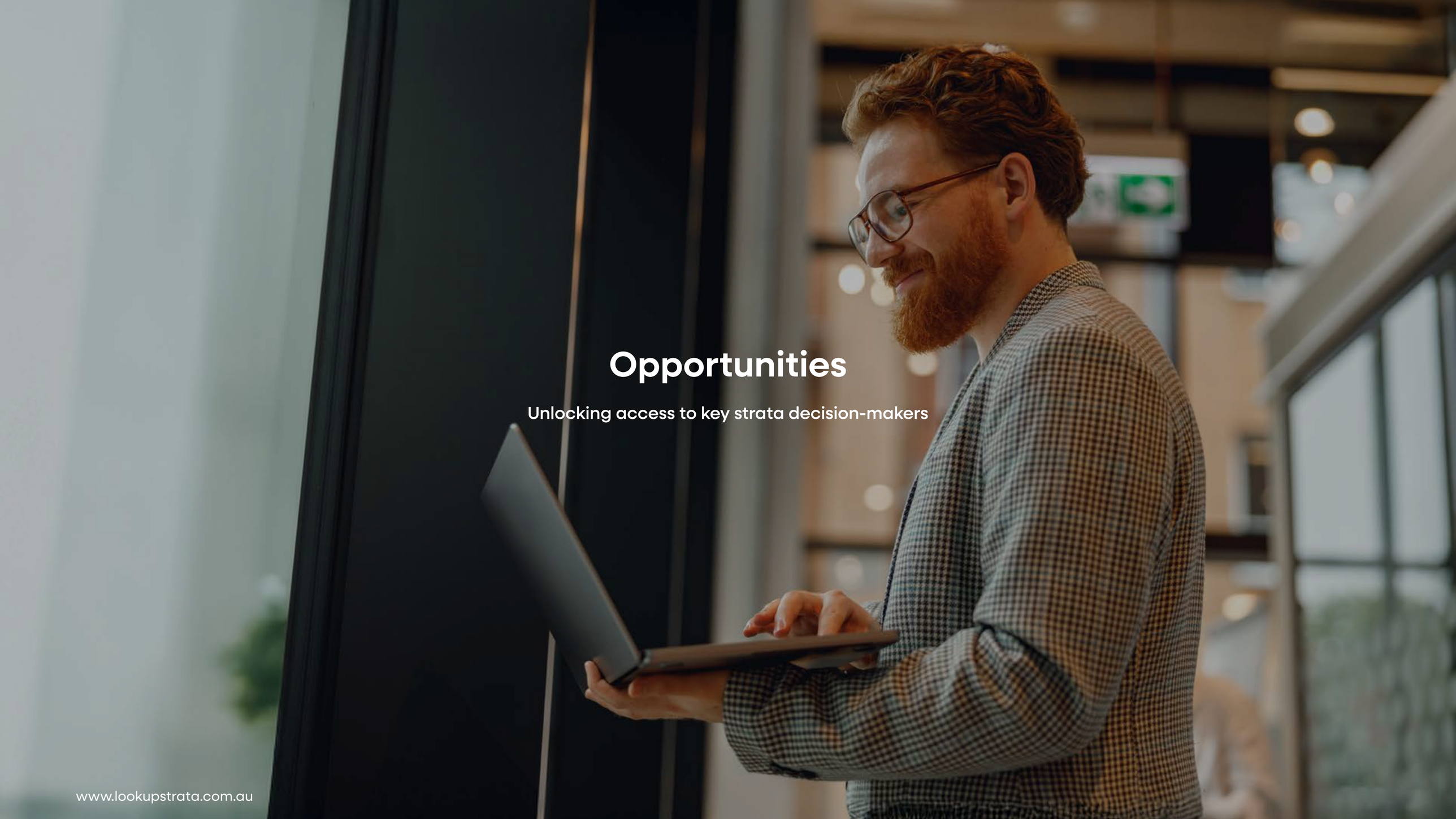
1.5% Tenants
Renters engaged in day-to-day strata living.

Geographic profile



Australia-wide

National subscriber base, by state
We offer a range of advertising options to target each state. Read on to find out how to best reach your desired audience and location.



Opportunities

Unlocking access to key strata decision-makers

A campaign built for your brand's goals

Whether you know exactly what you want or need some guidance, we're here to help. Choose from our range of opportunities, and tailor your reach by state or audience to build a campaign that works for you.

Awareness

Align your brand with Australia's trusted source in strata.

Exposure

Integrate your brand across strata communities nationwide.

Reach

Get direct access to a highly targeted, nationwide community.

Connect

Engage with a hard to reach audience actively seeking solutions.

Our range of advertising opportunities

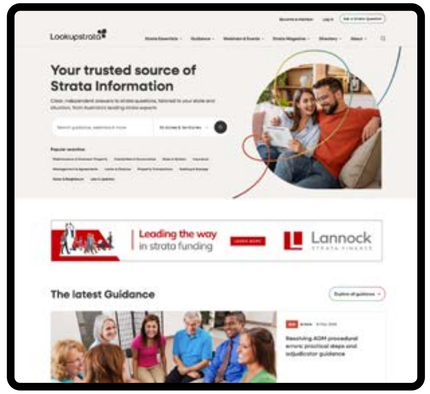
Living Strata Magazine



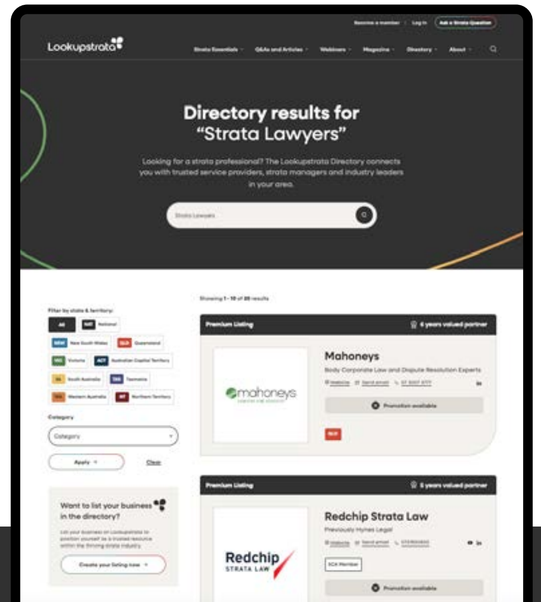
Strata Connect Weekly



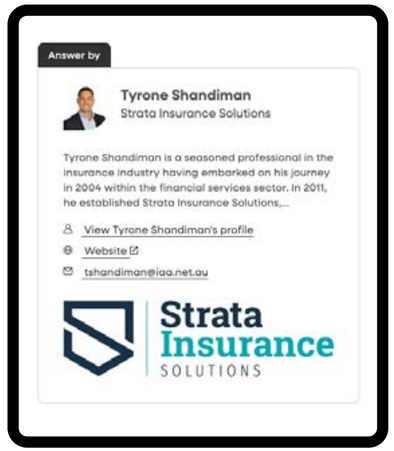
Website Advertising



Lookupstrata Directory



Q&A Guidance Partner



Living Strata

Living Strata is an online magazine delivering essential strata insights to managers, owners, committee members and other strata professionals. Each edition covers issues shaping strata living, from regulation changes to real-world Q&As and case studies.



40-50 pages per edition

View your edition of Living Strata here:

NSW **Published monthly** →

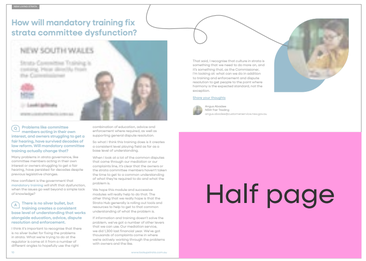
QLD **Published monthly** →

VIC **Published bi-monthly** →

WA **Published bi-monthly** →

Become a member to receive this publication

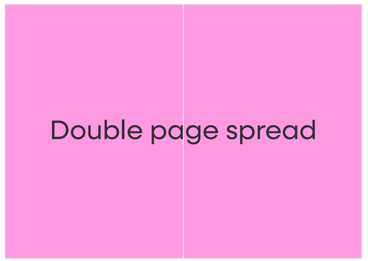
Advertising opportunities



Half page advert
A cost-effective way to place your brand alongside our trusted content.



Full page advert
Maximum visibility, placing your brand front and centre.



Double Page Spread
An educational article-style placement, giving you full control over branding and messaging.

Audience

18-65 years

85% over 45 years

Highly engaged

Educated

Decision makers

Distribution

Emailed to relevant segments of our 22,000+ subscribers (see page 6)

Shared with 16,000 social media followers

Advertisers and Guidance Partners are tagged in posts

Engagement

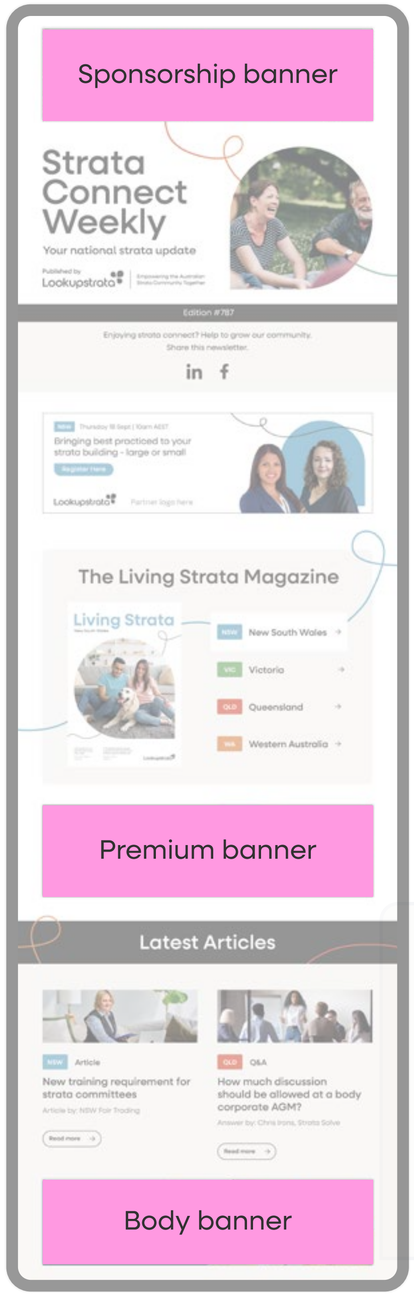
25,000+

Monthly Views

Strata Connect Weekly

Strata Connect Weekly is Australia's leading strata newsletter, covering the latest news, legislative updates, events and Q&As on real strata situations.

Published weekly for our national audience, it keeps owners, committee members, strata managers and other strata professionals up to date with what's happening in the industry.



Become a member to receive this publication

Advertising Opportunities

Sponsorship banner
1 per edition

The first thing readers see, positioned above our logo at the very top of the newsletter. Our most prominent and highest-performing placement.

Premium banner
1 per edition

This banner is seen before the latest articles and news, standing apart from the content feed.

Body banner
4 per edition

Placed throughout the newsletter content, offering consistent visibility as readers scroll.

Audience

18-65 years

85% over 45 years

Highly engaged

Educated

Decision makers

Engagement

Open rate: 24.8%

Click rate: 9.3%

Distribution

Emailed to 22,000+ subscribers

Shared with social media followers

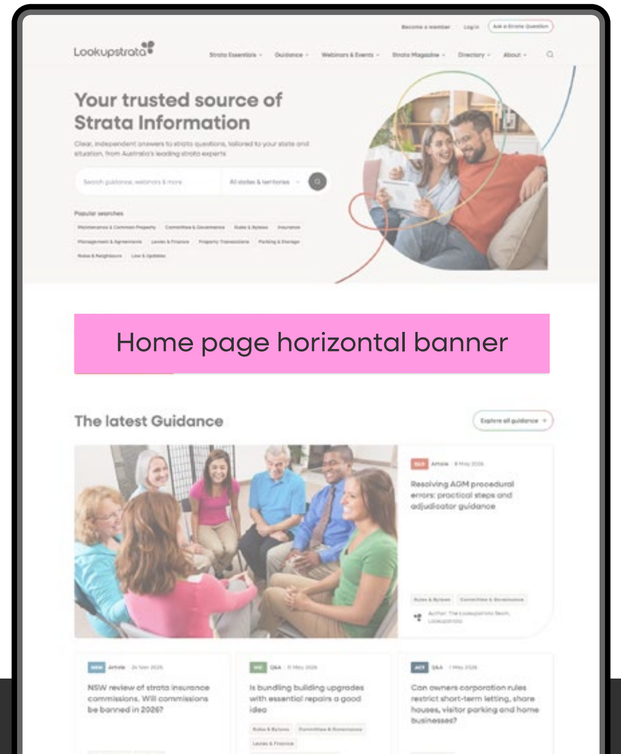
National website advertising

Are you a business that operates Australia wide? We have great website banner opportunities that target communities nationally.

Click each banner to view its position on our site.

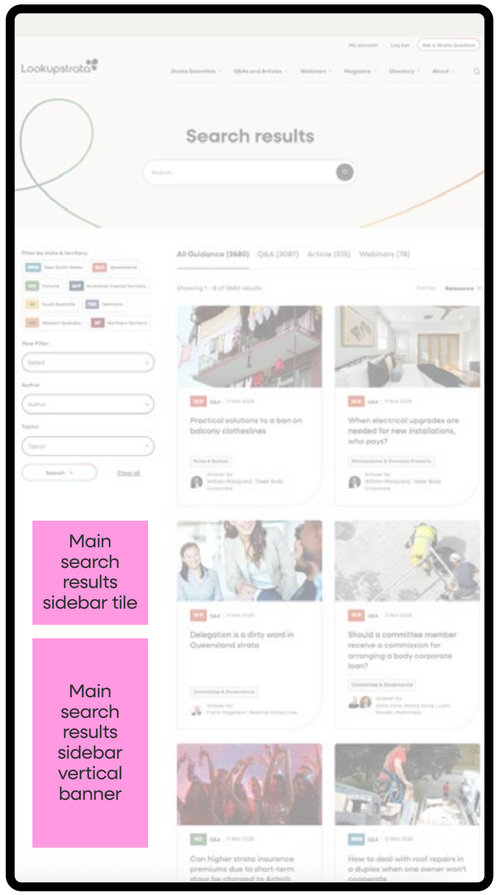
Lookupstrata Home

One advert on the Lookupstrata home page, above the fold.



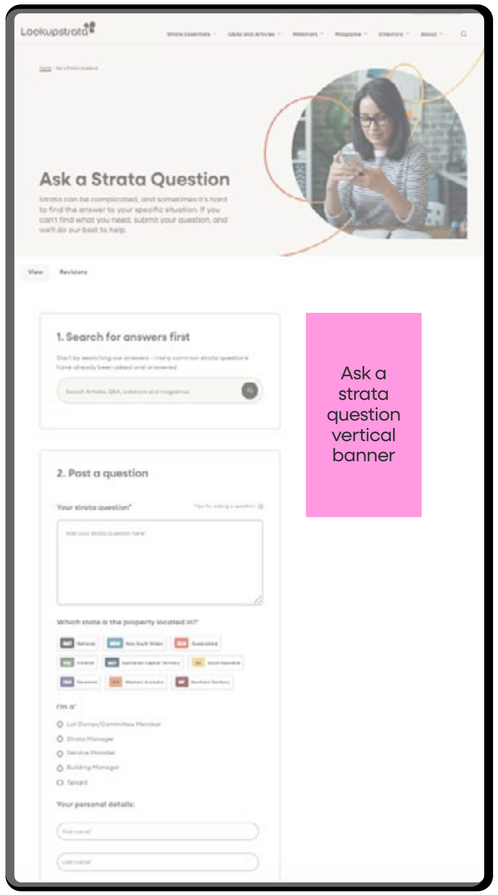
Search

These sidebar positions appear when users are searching the website.



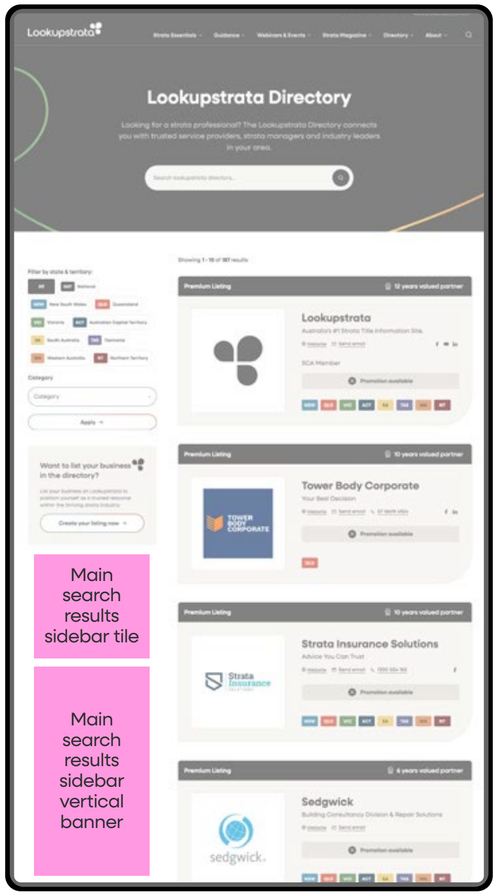
Ask a Strata Question

This sidebar sits beside our Ask a Strata Question form. Users see this when seeking additional guidance on their situation.



Lookupstrata Directory

These sidebar positions appear on our directory pages. Users see this when searching for a strata service provider.



The above three banner types each have up to 2 slots on a carousel.

State-specific website advertising

Are you a business that operates in one state, or focused on targeting specific states? Here are some great website banner opportunities for exactly that.

Each position has up to 2 slots on a carousel.

Click each banner to view its position on our site.

Take a look at your state hub:

NSW QLD VIC WA

ACT SA NT TAS

View your edition of Living Strata here:

NSW Published monthly →

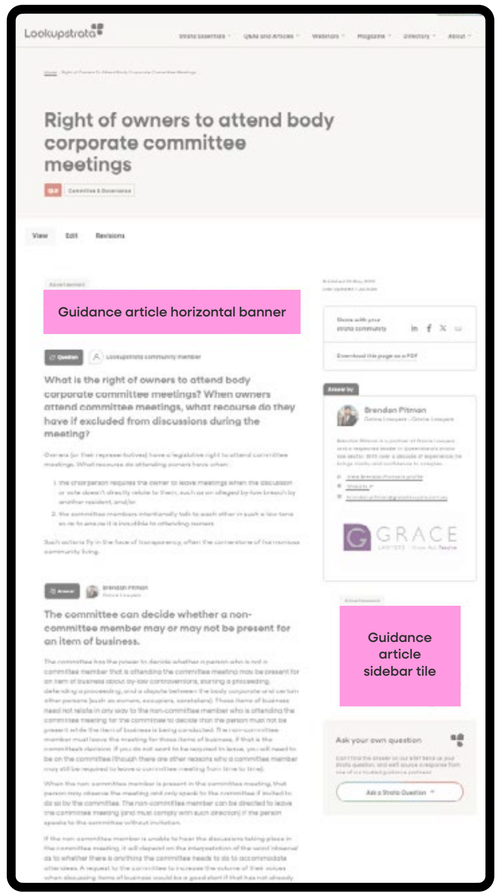
QLD Published monthly →

VIC Published bi-monthly →

WA Published bi-monthly →

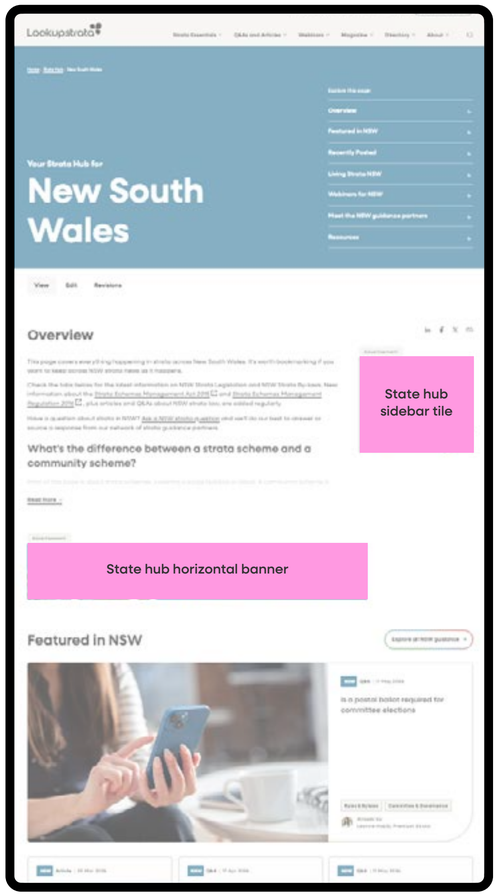
Guidance Articles

These positions appear on Q&As, articles, and webinars. Available for all states.



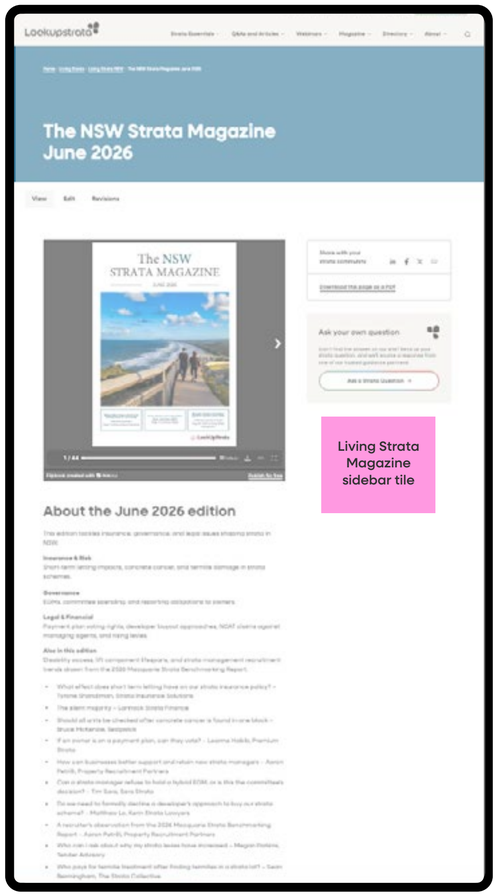
State Hub

These positions appear on the state hubs - dedicated home pages for each state. Available for all states.



Living Strata Page

These positions appear on each Living Strata edition's page. Available for NSW, QLD, VIC and WA.



Directory Listings

Showcase your business in our online directory, where strata professionals and service providers connect directly with decision-makers.

What's included in your listing?

- Company profile, including your logo, slogan and business description
- Contact details and a request-a-quote form
- Tagging by state and up to three services, so you show up in relevant searches
- Social media and website links
- Photos, videos and before-and-after work samples
- Industry associations, awards and Strata Community Association (SCA) membership badge
- A promotional offer for Lookupstrata users, boosting your ranking in the directory search results
- Listings automatically upgrade to premium for Lookupstrata advertisers, improving your listing rank.

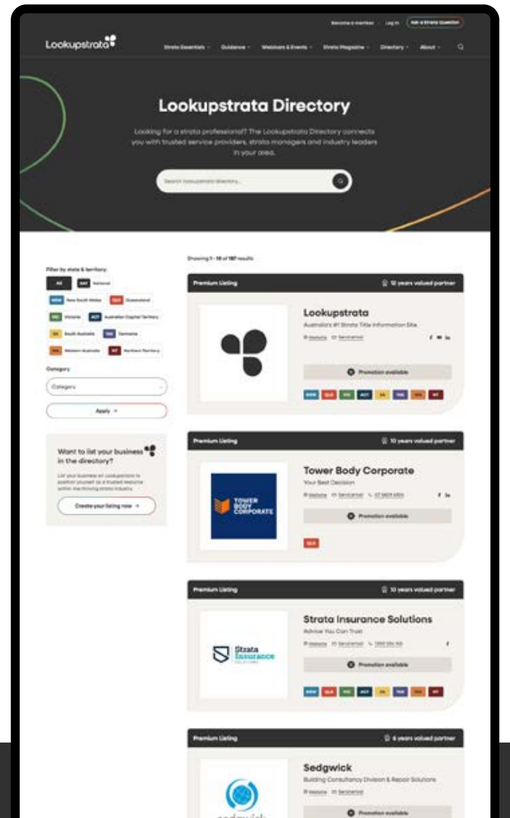
Audience

- Strata managers sourcing contractors
- Committee members seeking quotes and services for their building

Visit the online directory here

Distribution

Lookupstrata website
Users can search your business and request a quote through our online directory.



Living Strata directory
Your listing appears in the printable Living Strata directory, where users can download a hard copy. You'll appear in every state edition relevant to where you service (NSW, QLD, VIC and/or WA), at no extra cost.



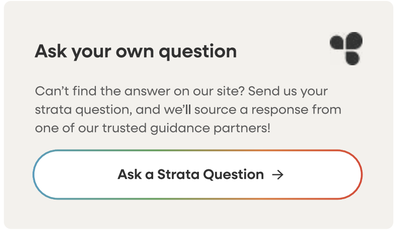
Become a Guidance Partner

If you're passionate about giving back to the strata industry and you've got knowledge worth sharing, this is for you.

Becoming a Lookupstrata Guidance Partner puts your expertise in front of thousands of owners and professionals looking for real answers.

How it works

1. Our community submits questions through Ask a Strata Question.



2. We match each question to a Guidance Partner based on topic and state. You provide a response for the reader, and we publish the Q&A on the website and in the relevant Living Strata magazine or Strata Connect Weekly edition.
3. We work with you to find a level of involvement that suits you. Answer one question a month or several a week. It's entirely up to you.



Beyond the Q&As

Guidance Partners are also invited to present on our webinars. These sessions are strictly educational, never advertorial, and open to any qualified professional regardless of whether they advertise with us.



Interested in becoming a Guidance Partner?

Submit your interest below, or reach out directly at:
administration@lookupstrata.com.au

Become a Guidance Partner →

2026 Advertising Rates

Advert specifications will be supplied upon booking confirmation.

Living Strata Magazine

Priced per edition. For businesses targeting specific states. Minimum campaign duration 3 editions.

Item	Rate
Half page advert	$297
Full page advert	$495
Double page spread	$640

Strata Connect Weekly

Priced per banner, per edition. Minimum 10 editions.

Item	Rate
Sponsorship banner (1 per edition)	$385
Premium banner (1 per edition)	$275
Body banner (4 per edition)	$198

Directory Listings

$250 for a 12-month listing, renewed and invoiced annually.

Please note: All pricing is excluding GST and subject to change.

National Website Advertising

For businesses operating Australia-wide. Rates shown are the total price for a 6 month campaign, which is the minimum booking.

Page	Placement	Rate
Lookupstrata Home	Horizontal banner	$5500
Search	Sidebar tile	$4000
Search	Sidebar vertical banner	$5500
Ask a Strata Question	Vertical banner	$5500
Lookupstrata Directory	Sidebar tile	$2000
Lookupstrata Directory	Sidebar vertical banner	$3000

State-Specific Website Advertising

For businesses operating in, or targeting, a specific state. Pricing varies by state. Rates shown are the total price for a 6 month campaign, which is the minimum booking.

State	State Hub		Guidance Articles		Living Strata
	Sidebar Tile	Horizontal Banner	Sidebar Tile	Horizontal Banner	Sidebar Tile
NSW	$880	$1320	$1320	$1760	$880
QLD	$880	$1320	$1320	$1760	$880
VIC	$660	$880	$880	$1320	$660
WA	$660	$880	$880	$1320	$660
ACT	$440	$660	$660	$880	
SA	$330	$440	$440	$660	
NT	$330	$440	$440	$660	
TAS	$330	$440	$440	$660	

Thank you.

Connect with our team today to explore opportunities that drive results.

administration@lookupstrata.com.au

Stay connected and informed with the latest industry insights and opportunities.

Become a member →

Connect with us on Social Media

