

MAGAZINE OVERVIEW

CELEBRATING EXCELLENCE

Who is building Australia, a country currently enjoying rapid population growth while adjusting to an economy in transition? Which companies, people, risk takers and icon makers are breaking ground and shaping the future? These are among many questions addressed comprehensively by 'Build Australia' as we track major projects in prospect and in progress around the country, reporting on the unique qualities of each across both traditional and digital media. Build Australia introduces fresh and exciting options to promote and publicise industry achievement, respecting the past and celebrating the present while also anticipating the future.

WHY BUILD AUSTRALIA?

Build Australia magazine is uncompromising in its mission to showcase only the most outstanding projects in the nation giving voice to the companies that are driving them forward. We profile the people behind the scene, investigate the challenges faced and overcome, and highlight innovation in techniques and materials.

BUILDING AWARENESS

Visibility is a major factor in effective communication and also a key deliverable for our clients. We achieve this through uncluttered placement within an engaging editorial environment.

BUILDING PROFILE

Companies that secure major projects and contracts within them achieve a level of profile as a consequence. Build Australia provides the platform to reinforce and effectively build on that profile.

BUILDING MARKET SHARE

Visibility and profile is key to commercial success and to the protection and growth of market share. Build Australia's publishing strategy is predicated on delivering both.

DELIVERED TO YOUR TARGET MARKET

Using a controlled circulation strategy based on a database that is continually researched and refined, 4,000 print copies are distributed directly to the offices of decision makers in management at senior levels up to CEO and including government departments, policy makers, industry groups and associations plus on site at selected industry events.

DIGITAL DELIVERY

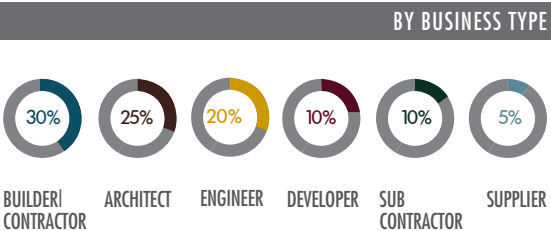
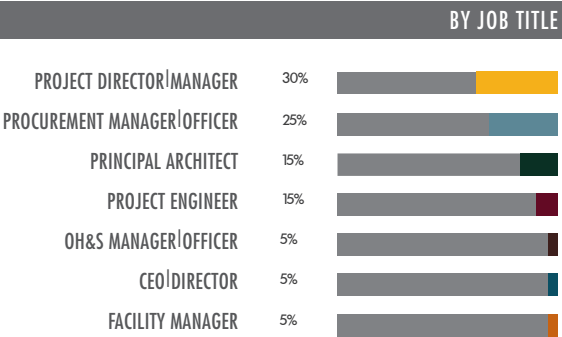
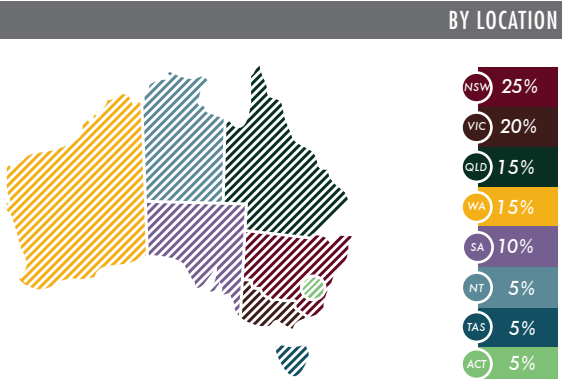
A partner website operates in tandem with the magazine with a focus on industry news and announcements in real time. Build Australia's digital edition is also available online and each quarter the online flip-book magazine is read by more than 15,000 subscribers and delivered directly through the newsletter. An extension of the printed version Build Australia online provides global reach for advertisers plus various enhancements to add even more value.

VIDEO ENABLED

Corporate and demonstration video can be embedded or linked from advertisements as part of the digital offering.

PRINT SUBSCRIBERS: 4000

ONLINE SUBSCRIBERS: 15,000+



MAGAZINE CONTENT

NEWS

Breaking news is just a part of the story. As a news periodical Build Australia's news coverage incorporates qualified comment and opinion ensuring balance and objectivity.

INNOVATION

Celebrating the technologies, products and techniques that take the industry forward. Each quarter we focus on proven and emerging solutions born of innovation.

INDUSTRY EVENTS

Conferences, industry forums and exhibitions all contribute to expanding and sharing the knowledge base. Our coverage caches the many offerings around the country and presents them in a quick reference calendar format.

PERSPECTIVE

We explore industry views and opinions in an interview format that leans more towards conversation than interrogation. Exploring individual points of view and personal perspective to add to the collective wisdom.

SAFETY

Providing information and insight into government and territory regulations and rulings, industry initiatives and the products and procedures that contribute to a safe workplace.

SUSTAINABILITY

Once at the margins of the construction sector, sustainability is a here and now reality. In a world of shrinking resources and burgeoning populations the challenges are confronting but the demand for solutions in both design and materials is being met by creative and committed people. Outstanding examples are featured quarterly.

PROJECTS

We cover the projects that stand apart in scale and significance. A platform to showcase architectural and engineering brilliance while also acknowledging the people that are shaping the nation.

SKILLED

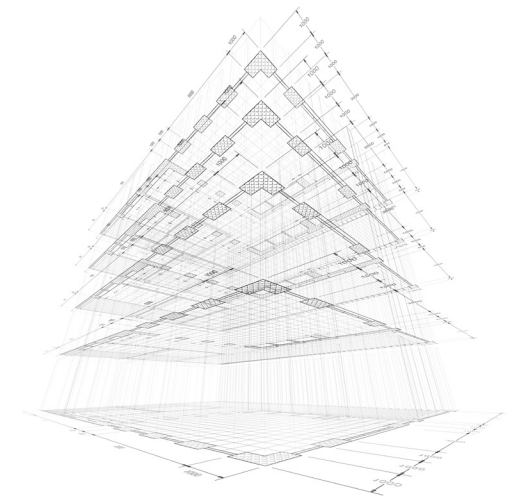
Training up, bringing in or farming out we discuss the industry skills needed and the paths to acquiring them.

MEGA STRUCTURES

Some projects transcend the term and enter into the realm of Mega Structures. The scale and vigor of these projects fuels the imagination and demonstrates the industries' cutting edge. Each quarter we select and celebrate projects worthy of Mega Structure status.

GRAND DESIGNS

Architecture can function within or push the boundaries. Great architecture doesn't acknowledge the existence of boundaries. The results can be visually spectacular or essays in understatement, each with a story to tell. This is the premise for our Grand Designs section, a celebration of great architecture.



ADVERTISING OPPORTUNITIES

COVER STORY

If you have a groundbreaking story to tell, use our front cover option for maximum impact. This option includes front cover image with announcement text, index page pointer and double page spread company profile.

AUD 10,000



COMPANY PROFILE

Your company, capability, projects and people can be profiled with this high impact, page stopping option. Work with us to produce a compelling snapshot across two facing pages. Perfect for announcements, milestones or to refresh the brand.

AUD 7,000



ADVERTISEMENT SIZE

CASUAL RATE

Double Page Spread
Full Page
Half Page

AUD 6,000
AUD 3,500
AUD 2,500

Rates are expressed in Australian Dollars. Apply 10% GST. For discounted rate level, campaign rate and partner rate speak to your Advertising Account Manager.

For booking terms and conditions go to www.buildaustralia.com.au

PREFERRED POSITIONS

Covers (IFC, IBC, BC) + 25%
Pages 3, 5, 7, 9 + 20%
Pages 10-20 + 15%
Other nominated positions + 10%



MATERIAL SPECIFICATIONS

FILE SPECIFICATIONS

High resolution PDF files with all fonts embedded are preferred. Please ensure all images and artwork are supplied in CMYK at minimum 300 dpi.

BLEED REQUIREMENTS

All advertisements must include 5mm bleed on all sides with text at least 18mm from trim guides.

DESIGN SERVICES

Sage Media Group offers a free-of-charge design of your advertisement by a talented team of art directors. We will require the logo in EPS format, high resolution images and text including contact information. For re-creation of your logo and other marketing services please speak to your Advertising Account Manager.

MAGAZINE FINISH

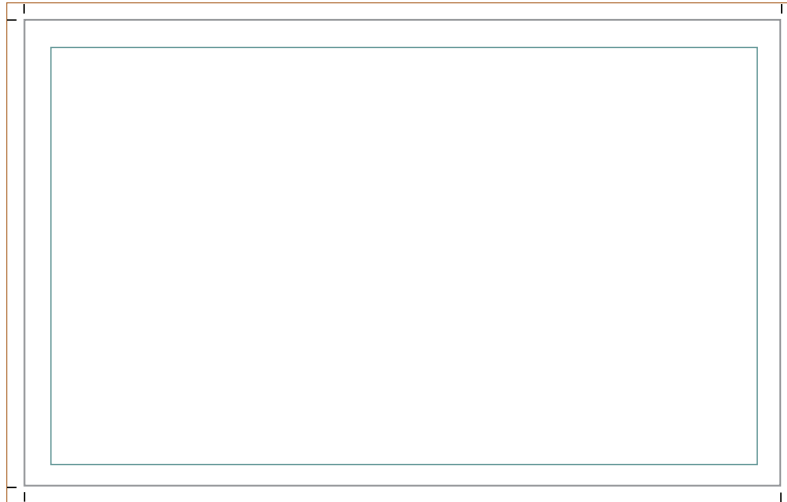
Notch bind
Cover: Satin varnish 200gsm
Text: Matt varnish 80gsm

FREQUENCY

Quarterly

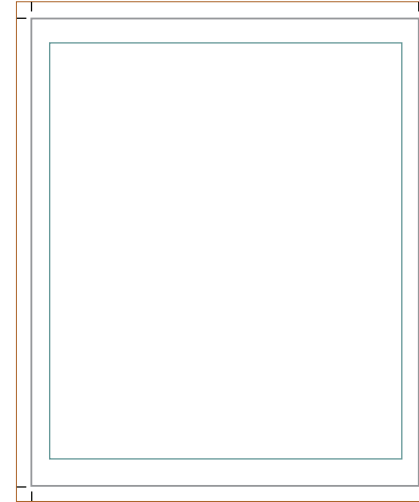
DOUBLE PAGE SPREAD

Bleed: 275mm (H) x 440mm (W)
Trim: 265mm (H) x 430mm (W)
Live area: 229mm (H) x 394mm (W)



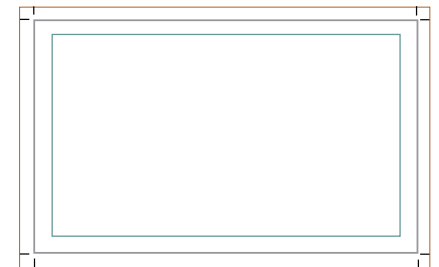
FULL PAGE

Bleed: 275mm (H) x 225mm (W)
Trim: 265mm (H) x 215mm (W)
Live area: 229mm (H) x 179mm (W)



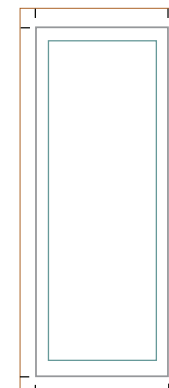
HALF PAGE HORIZONTAL

Bleed: 142mm (H) x 225mm (W)
Trim: 132mm (H) x 215mm (W)
Live area: 96mm (H) x 179mm (W)



HALF PAGE VERTICAL

Bleed: 275mm (H) x 117mm (W)
Trim: 265mm (H) x 107mm (W)
Live area: 229mm (H) x 71mm (W)



ONLINE ADVERTISING

Build Australia's online offerings are not just visible but viable. We won't bury your message in a jigsaw of elements, focusing instead on three key placement options to unlock universal exposure for your business.

We provide affordable packages combining the website, newsletter and email direct marketing (EDM) to meet both strategic and tactical objectives.

WEBSITE ADVERTISING OPTIONS

PREMIUM TOP BANNER

Rotations: 8
Number of pages: 3 *subject to availability
Size: 620 pixels (w) x 100 pixels (h)
File specifications: Animated or static gif/jpeg/png

COST

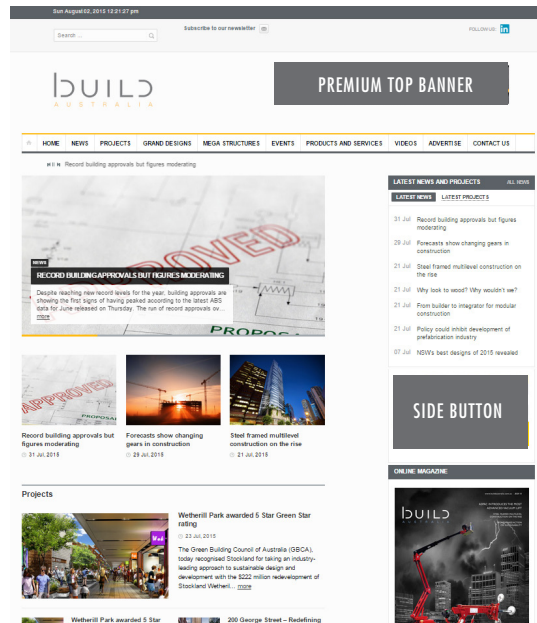
1 month: \$500+GST
6 months: \$2500+GST
12 months: \$4500+GST

SIDE BUTTON

Rotations: 8
Number of pages: 3 *subject to availability
Size: 450 pixels (w) x 160 pixels (h)
File specifications: Animated or static gif/jpeg/png

COST

1 month: \$350+GST
6 months: \$2000+GST
12 months: \$3500+GST



NEWSLETTER ADVERTISING OPTIONS

The Build Australia newsletter is a flexible, powerful and proactive advertising option to reach the building sector's decision makers at executive level.

PREMIUM BANNER

Subscribers: 15,000+
Frequency: Fortnightly
Size: 728 pixels (w) X 90 pixels (h)
File specifications: Static gif/jpeg/png

COST

1 month: \$2000+GST
6 months: \$6000+GST
12 months: \$10,000+GST

Subscribe to our fortnightly newsletter:
buildaustralia.com.au/subscribe

EMAIL DIRECT MARKETING (EDM)

The EDM offers even greater flexibility, delivered to your target market with timing in your control. Use our distribution list or our research team will build one for you*.

Subscribers: 14,000+
File specifications: All text images and logos supplied in separate files (include hyperlinks). Static files only.

Cost: 40cents/email at a minimum of 4000 emails.
*Cost: Custom lists costing on application.



Construct15 welcomes Germany, Nigeria, Lebanon, USA, Ireland, New Zealand, Norway, Canada, Korea, Brazil, Israel, UK, Sweden, Chile, Taiwan, Denmark, Nepal, Colombia and China.

Join us in Perth at Construct15 conference for a truly international experience offering Global Knowledge and Global Solutions

Whether you are a Small to Medium Builder, Contractor, Architect, Developer or a large client/contractor, this is a rare opportunity for you to hear, learn and understand the latest practices in Lean Construction from renowned industry experts. With dedicated streams on BIM, Lean methodologies and Prefabrication, this high profile conference delivers exceptional value.



Why attend?

Open Q&A with key industry leaders who have shaped both Australian and international building and construction projects will be hosting an exclusive question and answer panel for all delegates. Throughout the discussion, the panel will address industry hurdles and opportunities, inviting delegates to raise questions in an open Q&A forum.

Learn about the forecast for building and construction - assessing risks and opportunities

There is no denying competition for engineering construction projects has been intense, and with a 2016 forecast of further reductions in work activities across major projects categories, is your organisation ready to meet these challenges? Construct15 is geared to provide an increased understanding on current projects and their progression, in conjunction with new industry initiatives.

Get hands on with technology products