

MEDIA KIT

BUILD
AUSTRALIA

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SCOPE

Build Australia is a quarterly magazine distributed in print and online, focused on the Australian construction industry.

The magazine is distributed to readers in Australia and globally, with the primary audience including builders, architects, and industry organisations.

A comprehensive resource for its target audience, it provides news, in-depth analysis, and specialised content.

FOCUS AREAS HIGH-LEVEL FIELDS EXPLORED

Safety

Innovation

Employment and training

Sustainability

Grand Architecture and Design

Mega Projects and Developments

Australian and Global Projects

+More

WEBSITE

The website is a comprehensive resource, offering convenient access to industry-relevant content.

360,000+
MONTHLY IMPRESSIONS



MAGAZINE

Published quarterly in print and online, Build Australia offers global accessibility.

20,000+
DIGITAL READERS

4,000+
PRINT READERS



EDM AND NEWSLETTER

Our Solus EDMs and fortnightly newsletters provide effective channels to reach the market in real time.

20,000+
SUBSCRIBERS

25%
EDM AV. OPEN

20%
NEWSLETTER AV. OPEN

SOCIAL MEDIA

Through LinkedIn, Twitter and YouTube, an extended audience is reached.

2,900+
FOLLOWERS

108,000+
YEARLY IMPRESSIONS



REACH

Build Australia leverages a multi-channel distribution strategy to maintain a strong presence within the Australian market, while also extending its reach to international decision makers and stakeholders in the global construction and architecture space.

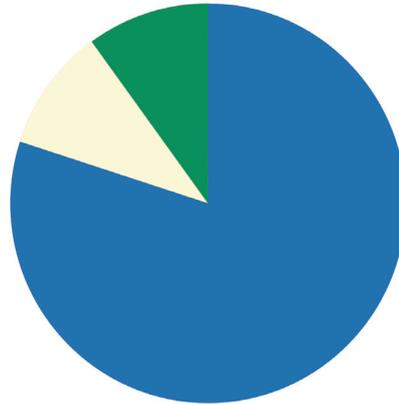
Principal readers include Australian and global developers, builders, architects, engineers and government bodies, with company sizes ranging from 10 to 10,000+ employees.

READERSHIP

TOP EXECUTIVE READERS

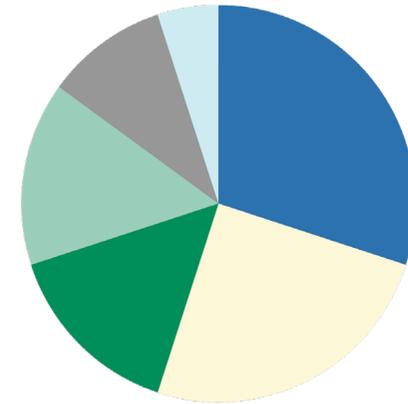
- CIMIC Group
- Lendlease
- Multiplex
- Hassell
- Woods Bagot
- Cox Architecture
- Foster + Partners
- +More

GLOBAL



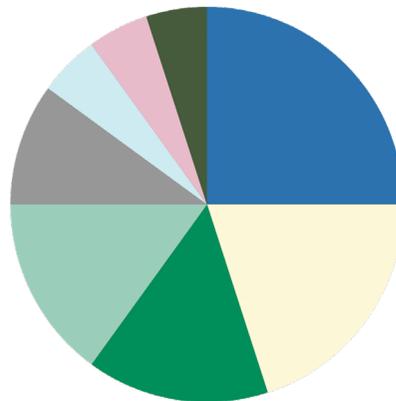
- APAC 80%
- North America 10%
- EMEA 10%

BUSINESS TYPE



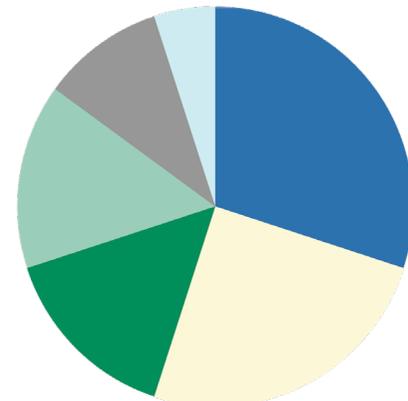
- Builder 30%
- Architect 25%
- Developer 15%
- Engineer 15%
- Contractor 10%
- Other 5%

AUSTRALIA



- NSW 25%
- VIC 20%
- QLD 15%
- WA 15%
- SA 10%
- ACT 5%
- TAS 5%
- NT 5%

JOB TITLE



- C-level 30%
- Director/VP 25%
- Procurement 15%
- Manager 15%
- Principal 10%
- Partner 5%

RATES

Build Australia offers a range of advertising options through its magazine, website, newsletter, EDM and social media channels.

Customised packages tailored to specific marketing strategies are available upon application.

GLOBAL VISITORS TOP WEBSITE VISITOR LOCALES

- Australia
- United States
- India
- China
- Germany
- Great Britain
- Denmark
- New Zealand
- Japan

DIGITAL

Website Top Banner	1 month: \$1,000	6 months: \$4,000	12 months: \$9,000
Website Side Banner	1 month: \$500	6 months: \$3,000	12 months: \$5,500
Trending Banner	1 month: \$500	6 months: \$3,000	12 months: \$5,500
Newsletter Banner	1 month: \$2,500	6 months: \$8,000	12 months: \$12,000
EDM	* 40 cents/email		
Website Post	\$500		
LinkedIn Post	\$500		

PRINT

Cover Story	\$15,000
Double Page Spread	\$9,000
Full Page	\$6,000
Half Page	\$4,000
IFC, IBC, OBC	+ 25%
Pages 3, 5, 7, 9	+ 20%
Pages 10-20	+ 15%
Other nominated pages	+ 10%

ADD-ONS

Creative services	\$500
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Rates are expressed in Australian Dollars. Apply 10% GST.

* Custom list cost on application.

For booking terms and conditions visit www.buildaustralia.com.au/advertise

SPECIFICATIONS

These specifications outline the guidelines and requirements for creatives across various platforms.

Following these guidelines helps in delivering effective and professional files that meet platform standards and reach the target audience effectively.

ARTWORK CHECKLIST MAGAZINE

- **Press ready PDF file to spec**
- OR
- **Logo at 300 dpi**
- **Images and graphics at 300 dpi**
- **Header and body text (around 60 words)**
- **Contact information**
- **Corporate fonts and colours**

MAGAZINE

Double Page Spread 265mm(H) x 430mm(W)

Full Page 265mm(H) x 215mm(W)

Half Page 132mm(H) x 215mm(W)

MAGAZINE REQUIREMENTS

Material must be supplied as a press ready PDF with all fonts embedded.

All images and graphics should be saved as CMYK at a minimum of 300 dpi.

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

If engaging our creative team, supply logo in EPS format, images at 300 dpi, and header, body and footer text in a Word document. Please include point of contact and CTA, if applicable.

If available, provide corporate fonts, colour codes and other style guides.

Re-creation of logos and other creative services are also available.

DIGITAL

Top Banner 100 pixels(H) x 620 pixels(W)

Side Banner 160 pixels(H) x 450 pixels(W)

Trending Banner 111 pixels(H) x 1000(W)

Newsletter Banner 90 pixels(H) x 728 pixels(W)

BANNER REQUIREMENTS

Ready artwork should be supplied as an animated or static gif/jpeg/png, along with an URL.

If our creative services are required, supply preferred short text, JPEG/GIF and logos optimised for web. Include URLs and other instructions.

EDM REQUIREMENTS

Ready material to be supplied as html format. Ensure all images are optimised for web. Background images are not recommended.

If requiring our creative services, supply text, JPEG/GIFs and logos optimised for web. Include URLs and other instructions.

build

A U S T R A L I A

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