



build  
AUSTRALIA

# MEDIA KIT

[BUILDAUSTRALIA.COM.AU](http://BUILDAUSTRALIA.COM.AU)



## WEBSITE

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

670,000+

MONTHLY IMPRESSIONS

## SOCIAL MEDIA

Through LinkedIn, Twitter, YouTube and Facebook, we reach an extended audience.

4,000+

FOLLOWERS

135,000+

YEARLY IMPRESSIONS



## MAGAZINE

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

31,000+

DIGITAL SUBSCRIBERS

4,000+

PRINT SUBSCRIBERS AND EVENT DELEGATES

## EDM AND NEWSLETTER

Our solus EDMs and fortnightly newsletters present effective channels to reach the market in real time.

22,000+

EDM SUBSCRIBERS

31,000+

NEWSLETTER SUBSCRIBERS

25%

EDM AV. OPEN

22%

NEWSLETTER AV. OPEN

# 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

# 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

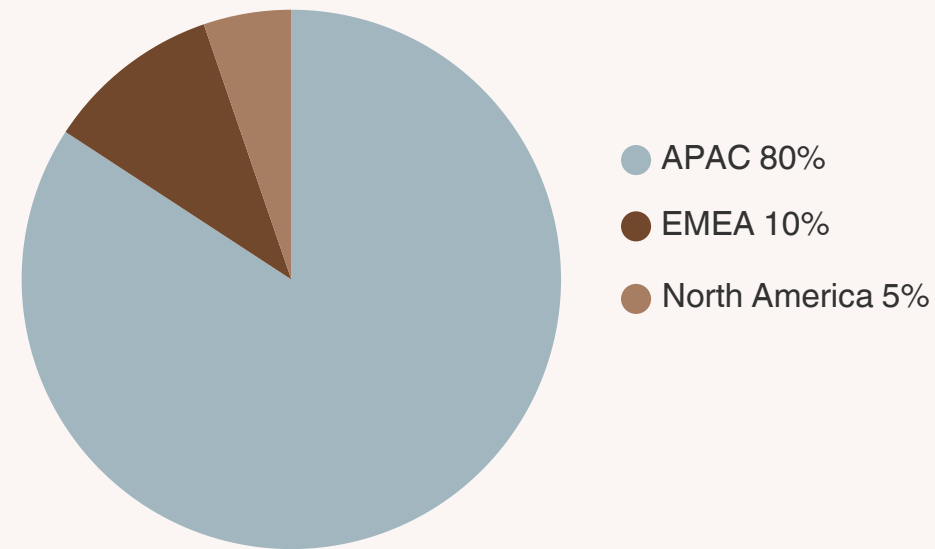
Woods Bagot

Cox Architecture

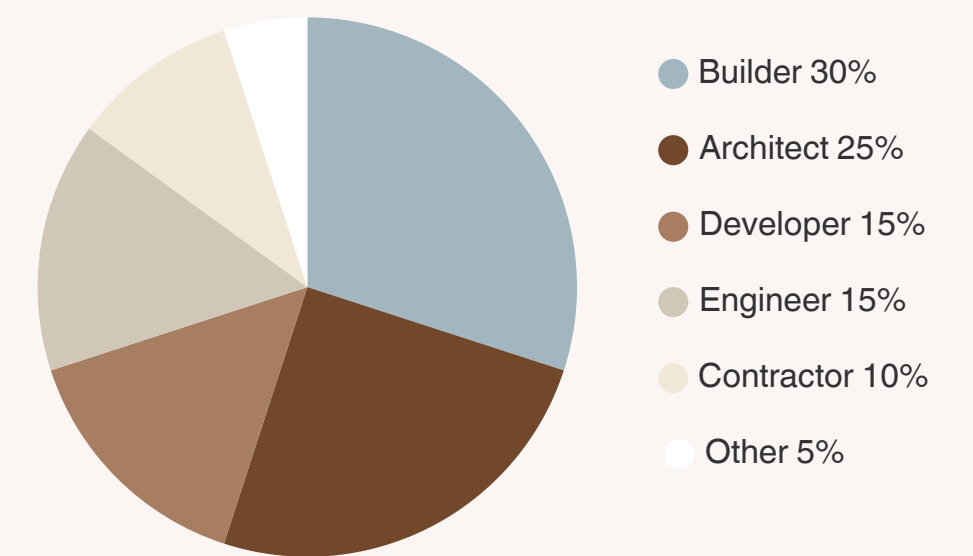
Foster + Partners

+More

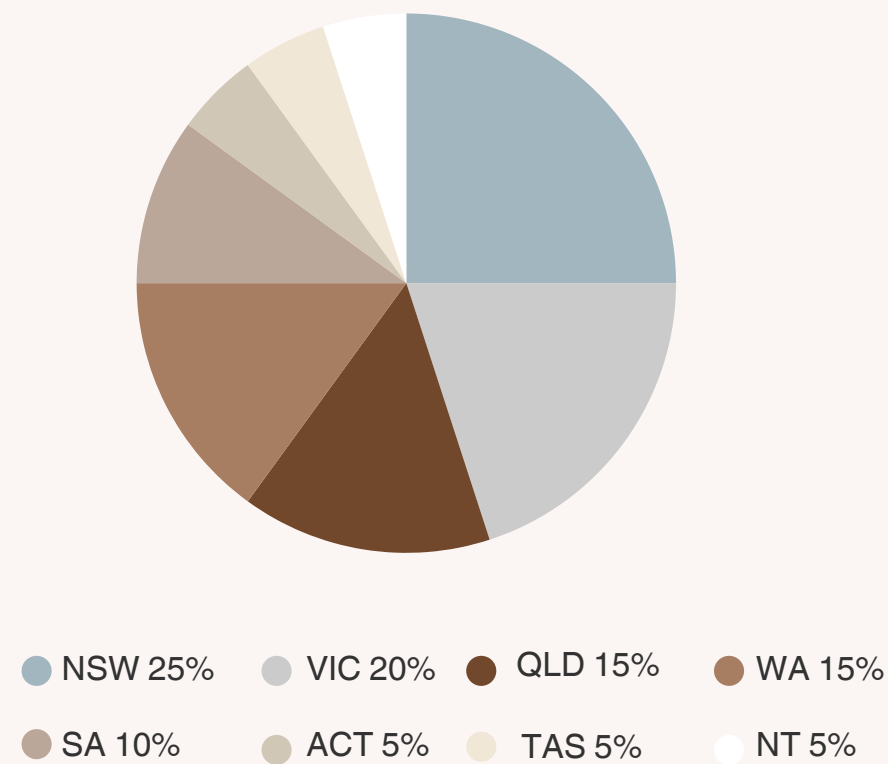
## GLOBAL



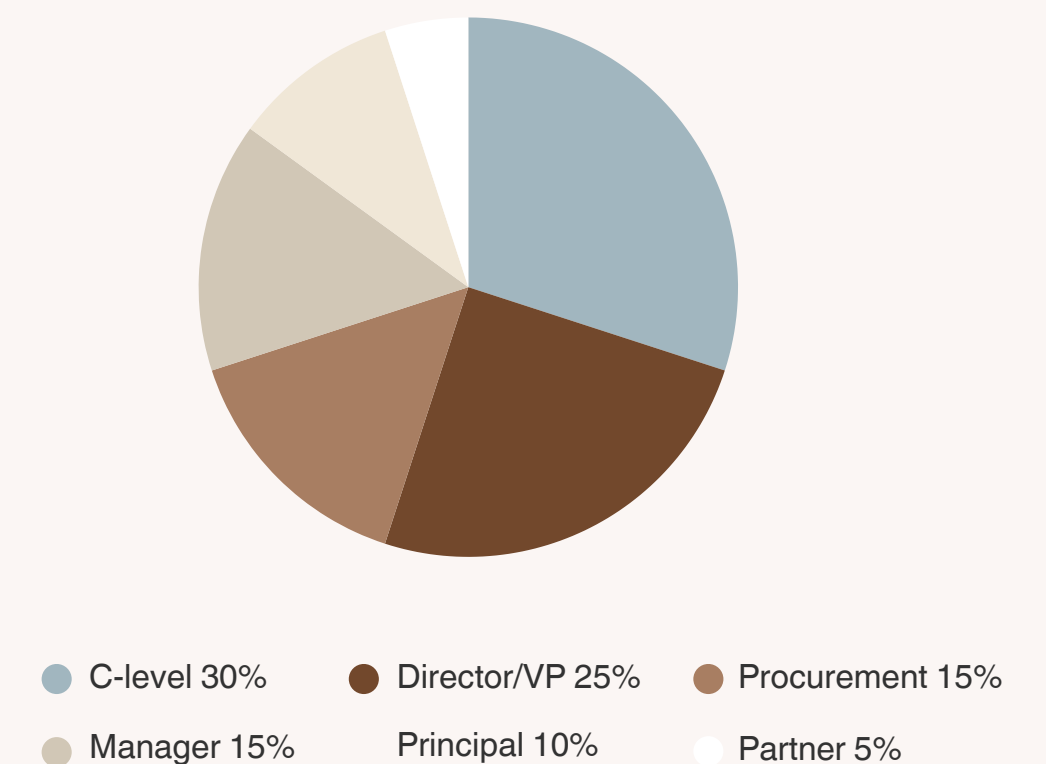
## BUSINESS TYPE



## AUSTRALIA



## JOB TITLE



# 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

<b>Website Top Banner</b>	1 month: \$1,000	6 months: \$4,000	12 months: \$9,000
<b>Website Side Banner</b>	1 month: \$500	6 months: \$3,000	12 months: \$5,500
<b>In-Post Banner</b>	1 month (5 posts): \$500	6 months (40 posts): \$2,000	12 months (100 posts): \$3,500
<b>Newsletter Banner</b>	1 month: \$2,500	6 months: \$8,000	12 months: \$12,000
<b>EDM</b>	40 cents/email*		
<b>Website Post</b>	\$1,000		
<b>LinkedIn Post</b>	\$500		

## ADD-ONS

<b>Creative services</b>	\$1000
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## PRINT

<b>Cover Story</b>	\$15,000
<b>Double Page Spread</b>	\$9,000
<b>Full Page</b>	\$6,000
<b>Half Page</b>	\$4,000
<b>IFC, IBC, OBC</b>	+ 25%
<b>Pages 3-9</b>	+ 20%
<b>Pages 10-19</b>	+ 15%
<b>Other nominated pages</b>	+ 10%

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](http://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)
In-Post Banner	111 pixels(H) x 1000(W)
Newsletter Banner	90 pixels(H) x 728 pixels(W)

### BANNER REQUIREMENTS

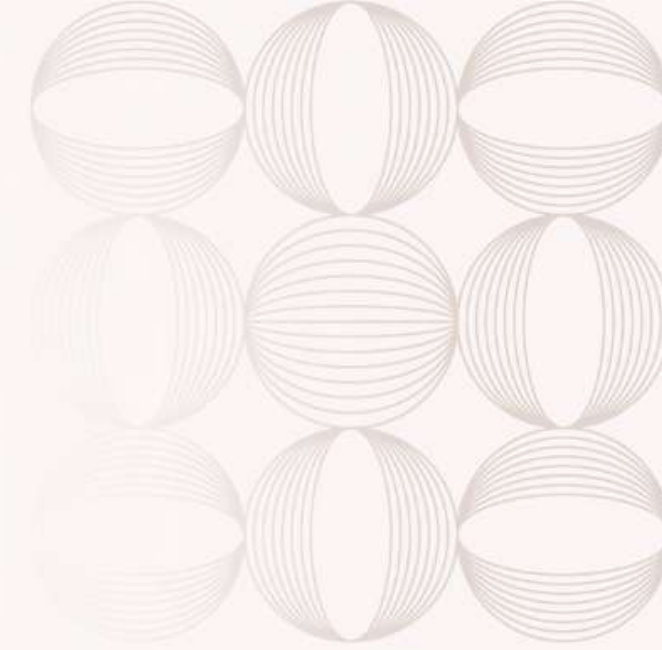
Ready artwork should be supplied as an animated or static gif/jpeg/png, along with a UTM.

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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