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CONSTRUCT MAGAZINE



MEDIA KIT

Construct Magazine is the official publication of the **Australian Institute of Building (AIB)**, the peak organisation representing the interests of all sectors in the building and construction industry across Australia and regionally.



Construct Magazine is distributed to:

- Leading building professionals including managing directors; project and business managers; and notably procurement division heads at all three levels of government departments and agencies, as well as ASX listed and private construction firms.
- Specialist architectural and construction firms working in fields such **infrastructure** projects and key government installations, as well as key business professionals

With a highly targeted readership, *Construct* magazine is published four times a year and is the major vehicle for the communication of key initiatives in policy and regulatory matters.

These publications provide a regular and extremely attractive forum for companies to advertise in, so as to keep **AIB** members fully up to date with what's happening in the industry in Australia and abroad covering diverse topics such as green building issues, technical and legal matters, recent regulatory, academic and building codes developments, PI insurance, O/HS liabilities, construction research and innovations, e-commerce for builders, and **national and state infrastructure projects undertaken by our members.**

For firms looking to build or reinforce their profile and brand recognition in the building and construction industry, the *Construct* readership is an ideal target market. The publications are ideally suited to suppliers of goods and services within the construction industry. Given that the readership of *Construct* publications represents a collection of professionals with significant disposable personal income, the *Construct* readership will also be of interest to advertisers of financial services and high-end consumer goods.

READERSHIP

35% Building - Project Managers.

30% Building - Architects, quantity surveyors, purchasing officers, Master Builders, etc.

15% Government departments, Local government, Agencies and Utilities.

10% Practice Managers.

5% Education - Faculty staff & researchers.

5% Property developers.

The Australian institute of building (AIB) is the professional body for builders. Founded in 1951, **AIB's** primary purpose has been to promote building as a career choice and a true profession. It is the only Australian-based professional institute for building professionals.

A key role of **AIB** is to support building professionals understand changes to the commercial, technical and regulatory environment. This is accomplished via an extensive range of continuing professional development events and through the *Construct* publication.

AIB supports the professionalism of managers within building and construction firms. In this **AIB** works with leading universities, TAFE colleges and other training providers to ensure that managers within the building and construction industry have access to the quality training.

Through the Australian Young Builder's alliance **AIB** maintains links with recent graduates.

AIB is incorporated by Royal Charter reflecting its established reputation as a national professional institute respected in Australia and internationally.

For more information on **AIB** and its membership visit the website www.aib.org.au

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Advertising in Construct magazine provides a cost-effective means of reaching the most influential decision makers in Australia's building and construction industry. The cost of advertising is a reflection of the respect held for both the AIB and Construct, as well as the targeted nature of the readership. The cost (excluding GST) for display advertising is as follows:

PRINT MEDIA	SPECIFICATIONS	PER ISSUE
Full Page	210mm wide X 297mm deep + 5mm bleed	\$2,750
Half Page	192mm wide X 135mm deep (no bleed)	\$1,800
Quarter Page	192mm wide X 62mm deep (no bleed)	\$1,500
Double Page Spread	420mm wide X 297mm deep + 5mm bleed	\$TBA
*Outside Back Cover	210mm wide X 297mm deep + 5mm bleed	\$4,000
*Inside Front Cover	210mm wide X 297mm deep + 5mm bleed	\$3,500
*Inside Back Cover	210mm wide X 297mm deep + 5mm bleed	\$3,000

DIGITAL MEDIA	SPECIFICATIONS	PER MONTH
Homepage Billboard (Slider)	920px wide X 250px deep	\$500
RHS banner (Alternating order)	336px wide X 280px deep	\$250
Logo Listing	Logo and contact details	\$50
Logo listing and profile	Logo, contact details and 250 words	\$100

**Special positions offered subject to availability and prior sale. All rates are subject to 10% GST. Please add 10% for all agency bookings.*

All advertising materials need to be sent to design@ontimepublications.com.au by the artwork deadline outlined above. If you require our graphic design team for assistance please contact Sarah Abrahams on 0412 103 569. Conditions and charges apply. All press ready files are to be sent as a high resolution PDF and to the correct specifications indicated above.

Issue	Artwork	Release
Edition One	3 February	9 March
Edition Two	4 May	9 June
Edition Three	15 August	1 September
Edition Four	19 October	24 November

National Awards	TBA	TBA
Nomination Awards	TBA	TBA