

AIB CONSTRUCT MONTHLY MEDIA KIT



The *Construct Monthly* is distributed on a monthly basis to the membership of the Australian Institute of Building (**AIB**). "It provides regular advertising space for construction supply firms, timely information on changes to Government Regulations, technical standards and the opportunity to comment on the same. Each edition of *Construct Monthly* also provides members with news on forthcoming components of the Institute's Continuing Professional Development (CPD) program.

AIB Construct Monthly

- Construction products & services
- Provides information on changes to regulations
- Forthcoming changes to technical standards
- Upcoming training programs and courses
- Industry news and statistics

Distributed solely to members *Construct Monthly* via e-mail and hardcopy the publication is read by construction managers, specifiers and purchasing officers, project staff, procurement heads in govt depts within leading building and construction firms.

An exclusive one-year sponsorship for *Construct Monthly* is available and for details contact steve.moxey@showpub.com.au

ABOUT AIB

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* magazine, that is supported by a monthly newsletter.

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 industry have access to the quality training.

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

AIB is also a Registered Training Organisation (RTO) enabling it to provide training and accreditation services in building management and related disciplines. **AIB** is incorporated by Royal Charter reflecting its established reputation as a national professional institute respected in Australia and internationally.

Advertising in *Construct Monthly* provides a cost-effective means of reaching some of the most influential decision makers in Australia building and construction industry. The cost of advertising reflects the respect that **AIB** and *Construct* is held and the targeted nature of its readership. The cost (excluding GST) for display advertising is as follows:

ADVERTISEMENT RATES	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
Full page	\$1,300	\$1,150	\$950	On application
Half Page	\$875	\$790	\$620	On application
Quarter page	N/A	\$475	\$425	\$350

DEADLINES

BOOKING	ARTWORK	RELEASED
12th Month	15th Month	19th Month

ARTWORK SIZES AND SPECIFICATION

The following are the sizes of the advertisements and the additional information required for publication.

ARTWORK SIZES	WIDTH	HEIGHT	BLEED
Full page	210 mm	297 mm	5 mm
Half Page	88 mm	270 mm	na
Quarter page	88 mm	120 mm	na

DISK SPECIFICATIONS:

Construct magazine is produced within a Macintosh DTP environment and so compatible formats are preferred (call our production department for assistance with PC conversions). Advertisers must supply the following: a copy of all fonts (printer and screen) used within their documents, and a laser proof of the documents.

PROGRAMS:

FONTS:

Only Adobe Postscript Type 1 fonts can be used – unless supplied as an outline in Adobe Illustrator.

PDF FILES:

High-res pdf files please ensure CMYK format.

QUARKXPRESS OR PUBLISHER:

Not accepted

ADOBE ILLUSTRATOR:

Please outline fonts

ADOBE PHOTOSHOP:

Ensure the files are in CMYK Mode, NOT RGB. The resolution required is 300dpi at 100%. Please note: Ensure all images are included. If logos are to be scanned please supply bromide or clear copy (not photocopy or fax) with PMS colour breakdown.

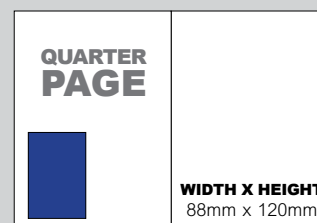
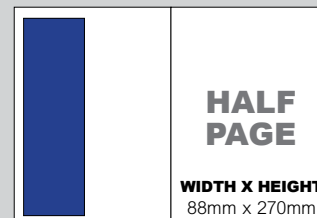
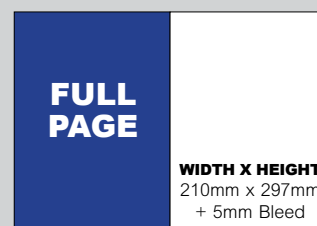
MATERIAL: All material to be marked with COMPANY NAME

and to be supplied on disk: CD/DVD and sent to Showcase Publications 26 Belmore Street, Surry Hills NSW 2010 or email: artwork@showpub.com.au (Max. 5MB limit)

DESIGN OF ARTWORK:

Advertisements can be designed by third-parties at an additional charge, which is subject to a supplementary agreement between the advertiser and the design firm that assembles the *Construct* magazine (**AIB** has no involvement).

Artwork sizes



Construct Magazine reaches more than 6000 members of the Australia Institute of Building and other stakeholders in the building industry.

The people who read the magazine are managers within building and construction companies, responsible for expenditure in the billions.

For information on advertising contact

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