

The publication for  
Chartered Building  
Professionals

# construct



## MEDIA KIT

2010-2011

[www.aib.org.au/construct](http://www.aib.org.au/construct)

# 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* 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](http://www.aib.org.au)

## 2010/11 Guide

*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 as **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.**

### READERSHIP - BY SECTOR

**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.

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. Further, given that the readership of *Construct* publications represents a collection of professionals with significant disposable personal income, the *Construct* readership will also interest to advertisers of financial services and high-end consumer goods.

### SPECIAL SEPTEMBER ISSUE

The 2011 AIB Professional Excellence in Building Awards Annual publication will commemorate the achievements of outstanding individuals who have been awarded a national 2011 AIB Professional Excellence in Building Award.

The awards publication has proven itself a uniquely powerful medium for the promotional messages of those whose products and services help to turn the technical, design and management expertise of AIB members into building and structures that reflect the most exacting standards.

Copies of the Awards Annual will be distributed at the awards dinner and then immediately after, the publication is distributed via mail to key industry stakeholders, major corporate entities and AIB members.

# 2010/11 ADVERTISING GUIDE

## **Length:**

Articles up to approx. four pages / eight half page columns (approx. 2,800 to 3,200 words) including references, appendices, tables and figures are considered an appropriate length. The minimum size of an article is one half page column (approx 400 words). Articles that are longer than four pages may be considered at the discretion of the editors.

## **Title:**

To assist the journal's audience and layout considerations, a title of not more than six words in length should be provided which clearly reflects the content.

## **Spelling, punctuation, grammar:**

Authors are responsible for submitting articles that are complete, clearly written and which contain no errors in spelling, punctuation or grammar. Where there is an anomaly between US and UK spelling please ensure that the UK version is used; for example -ise, rather than -ize, as in Nationalise, Please note that two spaces should follow each full stop.

## **Numbers:**

Numbers one to ninety-nine per cent to be spelt out; for example: ten per cent. Figures having a decimal point need to be written ; for example: 10.5 per cent. Articles having two or more percentages figures can be presented in numerical form with the percentage included; for example: 10.5%

## **Referencing:**

All articles for submission must conform to the Harvard system of referencing. Contributing authors should check for consistency before submission.

## **Figures, charts, diagrams:**

Photographs, charts and diagrams can be included in articles. Authors need to be aware that complex figures, charts and diagrams at times are difficult to convert, where possible, every effort will be made to maintain the integrity of complex figures, charts and diagrams.

## **Autobiographical notes:**

Authors need to supply details such as their qualifications, current position, name of the organisation for which they currently work and scholarly interests. These details will be published at the conclusion of their article.

If your submission is in the form of an academic / research paper, these should be submitted to the *Australasian Journal of Construction Economics & Building* (AJCEB). Further information on the AJCEB can be found online at [www.ajceb.info](http://www.ajceb.info)

## Editorial Guidelines

Published four times per year *Construct* is the journal of the **Australian Institute of Building (AIB)**. In recent years *Construct* publications have developed a reputation as leading the debate on innovation in the areas of building industry policy, technical standards and commercial practice.

Due to the high number of submissions received and the detailed editorial review process undertaken it is not possible for **AIB** to reproduce all articles forward for inclusion in the publications. The following guidelines should be followed when forwarding a contribution:

### CONTACT DETAILS SHOWCASE PUBLICATIONS

#### **SYDNEY OFFICE:**

PO Box 665, Broadway NSW 2007  
C5, 99 Jones Street, Ultimo NSW 2007  
**Ph:** 02 9211 7422  
**Fax:** 02 9211 7522

#### **MELBOURNE OFFICE:**

Suite 820, St Kilda Road Towers  
1 Queens Rd, Melbourne VIC 3004  
**Ph:** 03 9863 8250



construct

Advertising in the *Construct* magazine provides a cost-effective means of reaching some of the most influential decision makers in Australia's 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:

### CONSTRUCT MAGAZINE

ADVERTISEMENT RATES - STANDARD	1 EDITION	3 EDITIONS
Full page - Colour	\$2,750	\$2,475
Half Page - Colour	\$1,650	\$1,485
Quarter page - Colour	\$950	\$855
New products page	see pg 5	

ADVERTISEMENT RATES - PREMIUM	1 EDITION	3 EDITIONS
Outside Back Cover - Colour	\$5,000	\$4,500
Inside Front Cover - Colour	\$3,570	\$3,213
Inside Back Cover - Colour	\$3,250	\$ 2,925

MONTH	TYPE	ART DEADLINE	RELEASE DATE
Nov 2010	Magazine	Mon 8 Nov 2010	Fri 26 Nov 2010
Feb 2011	Magazine	Mon 16 Jan 2011	Fri 4 Feb 2011
May 2011	Magazine	TBA	TBA
Aug 2011	Magazine	TBA	TBA

### Features 2010 / 2011

As well as the general features below a number of core construction issues are run on a regular basis, these include: OHS, construction and business software applications, ESD updates, site safety, staffing, business and regulatory news and the AIB's work with vertical industry groups such as the Institute of Building Surveyors, ASBEC, GBCA, the Property Council, the Australian Steel Institute, NATSPEC, engineering associations and government departments at all three levels.

MONTH	
Nov	<ul style="list-style-type: none"> <li>• WA Feature • ESD/compliance ratings &amp; external building environs</li> <li>• Retro-fitouts &amp; refurbishments</li> </ul>
Feb	<ul style="list-style-type: none"> <li>• Qld Feature • Materials: steel, timber, concrete &amp; coatings</li> <li>• Member "hard" infrastructure projects</li> </ul>
May	<ul style="list-style-type: none"> <li>• NSW Feature • Building electrical systems • Construction equipment</li> </ul>
Aug	<ul style="list-style-type: none"> <li>• Vic, Tas &amp; SA Feature</li> <li>• Safety/OHS, building security &amp; construction software</li> <li>• Member "soft" infrastructure projects</li> </ul>

### PROFESSIONAL EXCELLENCE AWARDS - ANNUAL

Perhaps the AIB's most "glamorous" title – given its spectacular images of the winning entries, its wide circulation through the built environment media and other professional groups and the extremely high profile of the contenders for the Awards.

ADVERTISING RATES	COST	ADVERTISING RATES	COST
Full page	\$1,950	Back Cover	\$5,950
Half Page	\$1,250	Inside Front Cover	\$3,950
Centre page Spread	\$3,950	Inside Back Cover	\$2,950

MONTH	TYPE	ART DEADLINE	RELEASE DATE
Sep 2011	Awards Booklet	TBA	TBA

#### DISK SPECIFICATIONS:

**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 PO Box 665, Broadway NSW 2007 or email: [artwork@showpub.com.au](mailto: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 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 <b>V</b>	88 mm	270 mm	na
Half Page <b>H</b>	192 mm	135 mm	na
Quarter page	88 mm	120 mm	na

**FULL PAGE**

**WIDTH X HEIGHT**  
210mm x 297mm  
+ 5mm Bleed

Artwork sizes

**HALF PAGE**

**WIDTH X HEIGHT**  
Vertical 88mm x 270mm

Horizontal  
192mm  
x 135mm

**QUARTER PAGE**

**WIDTH X HEIGHT**  
88mm x 120mm

Construct publications reach more than 3000 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

**Richard Rogers**  
National Industry Sales Manager

Phone: 03 9863 8250  
Mobile: 0449 736 648  
[richard.rogers@showpub.com.au](mailto:richard.rogers@showpub.com.au)

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Suite 820, St Kilda Road Towers  
1 Queens Rd, Melbourne VIC 3004  
**Ph:** 03 9863 8250

# NEW PRODUCT DIRECTORY

## ART SPECIFICATIONS

**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 PO Box 665, Broadway NSW 2007 or email: [artwork@showpub.com.au](mailto: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).

### Dimensions

192 mm Wide x 45 mm Deep

### Price:

**1 Issue** \$ 750 + GST

**2 Issues** \$ 600 + GST

**4 Issues** \$ 480 + GST



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