



construct

The magazine for
Chartered Building
Professionals

2008 ADVERTISING GUIDE

ABOUT AIB

Each edition of the *Construct* magazine has a print run of around 4,000 copies and is distributed to leading building professionals including managing directors and other senior management within construction firms. Other recipients include architects, purchasing officers, project managers, accountants and legal counsel.

The *Construct* magazine also enjoys readership amongst those within Commonwealth and State Governments plus the education sector. The broad cross-section of the *Construct* readership is reflected in the following figures:

Readership — By region

20%	New South Wales (Incl. ACT)
20%	Hong Kong
20%	Victoria and Tasmania
15%	Queensland
10%	Western Australia
5%	South Australia (Incl. NT)
10%	Overseas (excl. Hong Kong)

Readership — By sector

30%	Building — Project Manager
25%	Building — Architects, quantity surveyors, purchasing officers, etc.
5%	Building — CEO, General Manager or State Manager
10%	Building — Specialist lawyers, accountants and allied professionals
10%	Government — Dept. and agency staff responsible for building policy
5%	Government — Ministerial staff and senior policy advisors
10%	Education — Students of building disciplines
5%	Education — Faculty staff and researchers

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 publication is ideally suited to suppliers of goods and services within the construction industry. Further, given that the readership of *Construct* 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.

Advertising in the *Construct* magazine is welcome for any edition however to assist in the selection of an edition relevant to your firm's advertising priorities, the nominated features may be of interest:

May 2008	Influential figures within the building industry
Sept 2008	Building Excellence - Construction case studies
Jan 2009	Construct Conference Edition
May 2009	BIM - Building Information Modelling

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.

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 the Institute 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.

For information on AIB and its membership visit the website at: www.aib.org.au



The Australian Institute of Building
— Incorporated by Royal Charter

www.aib.org.au/construct

Construct - Advertising prices

Booking form

Advertising in the *Construct* magazine provides a cost-effective means of reaching some of the most influential decision makers in Australia's and south-east Asia'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 advertising rates – Standard	1 Edition	3 Editions
Full page – colour	\$2,000	\$1,350
Half page – colour	\$1,250	\$850
Quarter page – colour	\$750	\$500
Quarter page – monochrome	\$475	\$320

If you wish to increase the profile of your organisation, costs (excluding GST) for premium display advertisements are as follows:

Construct advertising rates – Premium	1 Edition	3 Editions
Back Cover – colour	\$7,500	\$5,000
Inside front cover – colour	\$4,500	\$3,000
Inside back cover – colour	\$3,500	\$2,350
Centre-page spread – colour	\$5,000	\$3,350

To obtain the discount for advertising in three or more consecutive editions the advertising is invoiced according to the following schedule; 50% for the first edition, 25% for the second edition and 25% for the third edition.

Artwork sizes and specifications

The following are the sizes of the advertisements and the additional information required for publication. Further information available upon request.

Full page with bleeds	(H) 297 mm x (W) 210 mm	Minimum 3mm bleed May bleed all or one, two or three sides.
Full page no bleeds	(H) 277 mm x (W) 194 mm	
Half page no bleeds (only option)	(H) 271 mm x (W) 87 mm	
Quarter page no bleeds	(H) 120 mm x (W) 87 mm	
Centre-page spread with bleeds	(H) 297 mm x (W) 420 mm	Minimum 3mm bleed
Centre page spread no bleeds	(H) 277 mm x (W) 404 mm	

Artwork for advertisements is to be supplied as a high-resolution .eps file in full colour or greyscale (as appropriate). Greyscale to be a minimum of 133 lines per inch.

Design of artwork (if none available)

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). For further information telephone +61 [0]2 6247 7433 or send an e-mail to construct@aib.org.au

Booking details and payment information

Booking an advertisement is easy, simply download the *Construct* advertising booking form from www.aib.org.au/construct and return it to the AIB national office by facsimile on 02 6248 9030. All advertisements must be paid for in advance and an invoice will be sent to you. If you have any questions please contact AIB by telephone on 02 6247 7433 or send an e-mail to construct@aib.org.au

AIB Construct magazine contact details

Editor - Construct Magazine
GPO Box 1567, Canberra, ACT, 2601 Australia
Telephone: +61 [0]2 6247 7433 Facsimile: + 61 [0]2 6248 9030
Email: construct@aib.org.au

Account contact

Name:

Position:

Company:

Address:

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Telephone:

Email:

Booking details

Edition(s):
January, May or September

Year:

Advertisement selection - Please tick

- Full page colour
- Half page colour
- Quarter page colour
- Quarter page mono
- Back cover colour
- Inside front cover colour
- Inside back cover colour
- Centre-page spread colour

Payment details

Amount:

Method: Cheque Invoice

Visa M/C Amex

Name on Card:

Number:

Expiry:

Signature:

A receipt / tax invoice will be sent once payment is processed. A cancellation fee of 50% applies if booking is cancelled less than one month prior to publication, after that date no refund is available. AIB retains the right to refuse advertisements for any reason. Australian Institute, of Building - ABN 38 794 377 472

