

BUILDING CONNECTION

THE INDUSTRY GUIDE FOR BUILDING
AND RENOVATION PROFESSIONALS

2019 MEDIA KIT



ABOUT BUILDING CONNECTION



For more than 30 years, *Building Connection* has been the primary source of independent industry information for Australia's building market – worth more than \$60 billion per annum.

Primarily targeting the micro-builder (1 – 10 staff), Building Connection provides the market with independent, well-researched technical advice, through an investment in our own researchers/editors and the support of experts columnists.

Our readers businesses focus on the booming renovation/new build and repair sectors and as small businesses, these industry professionals are normally difficult to communicate with and influence. *Building Connection* provides direct access to the business owner and decision makers, putting your message in front of this important sector of the building industry.

We are unique in that we promote the passing down of 'tribal knowledge', the wise old-man-way of doing things that is in danger of being lost to time.

ONLINE

The www.buildingconnection.com.au website is a valuable vehicle for communication between the print editions of *Building Connection*, to keep the industry up to date.

E-NEWSLETTER (NIB)

The fortnightly e-Newsletters are a newsfeed featuring all recent press and product releases delivered to industry inboxes across Australia and New Zealand.



www.facebook.com/BuildingCXNMag/



www.twitter.com/BuildingCxnMag



www.linkedin.com/showcase/building-connection-australia/

INDUSTRY RELATIONSHIPS

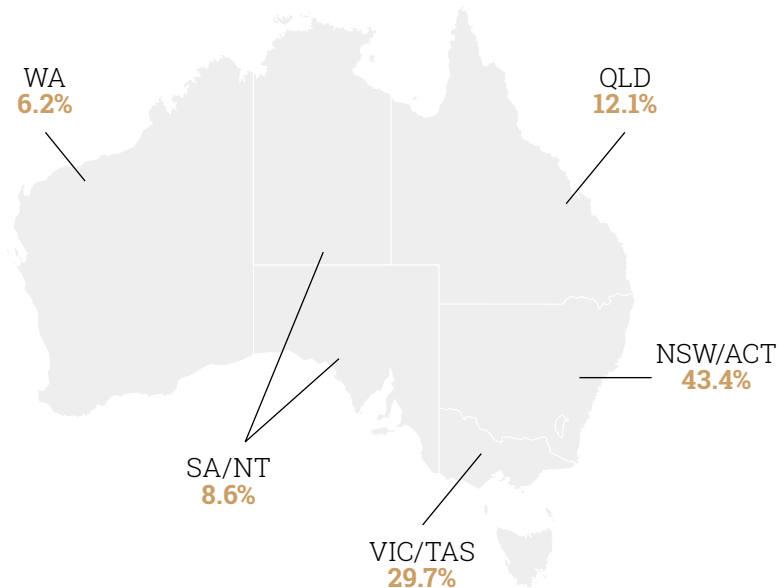


We remain independent of any industry association but work with them and their members on various stories, as appropriate.

In order to develop our story content and technical articles, we consult closely with many industry groups and their individual members. We greatly value these ongoing relationships and in turn offer these organisations access to disseminating important messages to the broader market.

MAGAZINE

Building Connection maintains its position as the leading independent trade publication for the professional building industry. For more than 30 years, the magazine has been the primary source of technical content for the industry – developing targeted content to help industry grow, to educate the building industry professional, and to interpret the changing regulatory and technological environment.



ADVERTISING RATES		
	CASUAL	X 4 ANNUAL PLAN
Full Page	\$7,350	\$6,900
1/2 Horizontal / Vertical	\$3,980	\$3,740
Double Page Spread	\$14,700	\$13,800
Loose Inserts	\$7,350	\$7,350

Rates do not include GST. Inside double-page spreads command a 15% loading. Back cover +25%.

MAGAZINE DEADLINES			
	BOOKING DEADLINE	MATERIAL DEADLINE	MAILHOUSE DATE
Autumn 2019	November 30	December 7	January 20
Winter 2019	March 1	March 8	April 17
Spring 2019	June 7	June 14	July 24
Summer 2019	September 15	September 22	November 1
Autumn 2020	November 29	December 6	January 15

50,000+
Circulation

89%
Business owner

3.04
Readership per copy

94.8%
Purchasing decision

85.8%
Read most/cover to cover

79.4%
Retention as ongoing resource

ON THE JOB

This is a unique media opportunity offered to selected advertisers that have a story to tell.

For an advertiser who has committed to a 4-issue Full Page advertising schedule, this is an upgrade opportunity for your last insertion. **A maximum of 3 have been allocated in each issue.**

Upgrade to a double-page spread consisting of:
1 x page of advertorial and 1 x page of advertising

- Advertorial is to be provided by the client (500 words in length). This includes company name, headline, precede, body text, caption and web/email details.
- 1-2 images to be supplied as jpeg files at 300dpi.
- Final Word file ONLY to be emailed to traffic@build.com.au
- Accompanying advertising page using the standard process.

ON THE JOB	
	INVESTMENT
Final insertion of a 12 month 4 issue Full Page schedule	\$8,500
<i>Only one "On the Job" is available to an advertiser over a 12 month period</i>	

For specifications please contact traffic@build.com.au

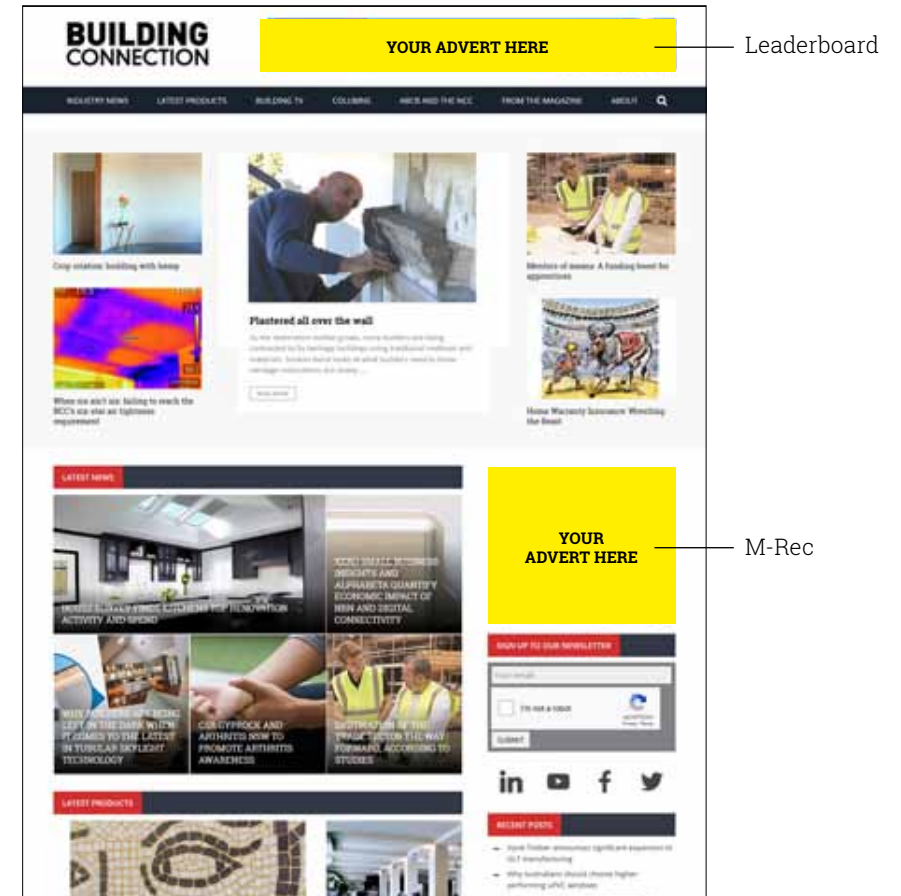
WEBSITE

www.buildingconnection.com.au website is the site that caters for the building industry. The site fills the much needed hole between the quarterly editions of the magazine and provides the industry with a single point for keeping up to date with press and product releases. We regularly receive industry and product news which doesn't meet our quarterly print publishing schedules – the website offers a unique environment to disseminate this information to our active database of industry visitors.

The website has been developed for responsive viewing – making it accessible to all building professionals on any device that is relevant (desktop, tablet or mobile)

WEBSITE		
	DIMENSIONS	INVESTMENT
Leaderboard Banner	728 x 90 pixels	\$600 Per Month*
M-Rec	300 x 250 pixels	\$600 Per Month*

**minimum 3 month commitment*



www.buildingconnection.com.au

50,000+
Unique visitors annually

1.42
Pages per session

1.21
Avg. session duration

NEWS-IN-BRIEF (NIB)

The *Building Connection* e-Newsletter provides a powerful communication medium for our opt-in audience of building industry professionals.

Delivered fortnightly, the e-Newsletter provides a valuable update about industry news and product releases, while filling the important communication gap between the quarterly publication of the sister magazine.

NEWS-IN-BRIEF (NIB)		
	DIMENSIONS	INVESTMENT
News Tower	125 x 180 pixels	\$250 per newsletter*
News Breaker	468 x 60 pixels	\$250 per newsletter*

**minimum commitment 2 insertions*

The screenshot shows the layout of the Building Connection e-Newsletter. At the top left is the logo 'BUILDING CONNECTION'. Below it is a featured article with a photo of a room and a vase of flowers. To the right of the article are two vertical yellow boxes labeled 'YOUR ADVERT HERE', with lines pointing to them from the label 'News tower' on the right. Below the article is a horizontal yellow box labeled 'YOUR ADVERT HERE', with a line pointing to it from the label 'News breaker' on the left. Below that is another article with a photo of a heat map. Below this article is another horizontal yellow box labeled 'YOUR ADVERT HERE', with a line pointing to it from the label 'News breaker' on the left. At the bottom of the page is a small link: 'Building TV - Episode 4 (7 August 2018)'.

2320
Opt in subscribers

28.7%
Avg open rate

4.71%
Avg click through rate (ctr)

BUILDING

To complement our magazine, website and e-newsletter offering, we have launched **Building TV**.

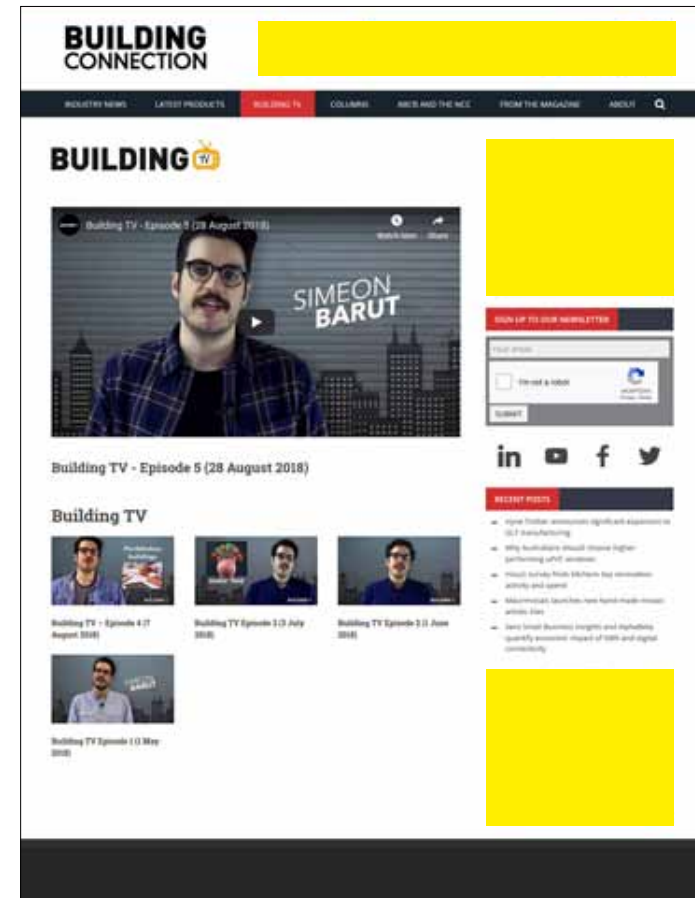
Online videos are unquestionably a popular vehicle for brands looking to build or maintain a strong voice in the industry. **Building TV** is a new service aimed at giving marketers an opportunity to communicate with our important audience of engaged systems integration professionals.

As with any marketing, reach is a key objective. **Building TV** leverages existing websites, e-Newsletters and social media within the building eco-system to ensure your message is in front of the whole industry. The **Building TV** channel is found at www.buildingconnection.com.au/tv/.

All videos, once uploaded to the **Building TV** YouTube channel, will be distributed through:

- *Building Connection* website
- e-Newsletter platform (NIB)
- Social Media (Facebook, Twitter and LinkedIn)

BUILDING TV	
	INVESTMENT
Per Video	\$200



www.buildingconnection.com.au/tv/

CONTACTS

ADVERTISING

Ralph Harpur
0417 449 699
ralphharpur@build.com.au

EDITOR

Justin Felix
03 9542 9024
justinfelix@build.com.au

ADVERTISING TRAFFIC

Tracey Glanville
03 9542 9000
traffic@build.com.au

GENERAL MANAGER

Jeremy Sweet
03 9542 9009
jeremysweet@build.com.au

Connection Magazines will not be responsible for reproduction quality of supplied artwork that does not meet specifications such as: Truetype fonts, 4-color black text, reversed type below 10pt, knockout 100% black text, fonts which have not been embedded, elements saved in RGB or LAB colour instead of CMYK, images with an effective resolution below 300dpi, no bleed included or the file is incorrect size, solid black backgrounds without 40% cyan stipple behind, maximum total inkweight above 280%, advert without trim marks, crop marks less than 5mm away from the trim and type outside the type safe area.

PUBLISHER'S CLAUSE

The publisher reserves the right to insert the word 'advertisement' when, in the publisher's opinion, an advertisement resembles editorial material. Advertisers and agencies assume liability for all content (including text, representation and illustrations of advertisements and also assume responsibility for any claim arising therefrom made against the publisher).

The publisher cannot be held responsible for circumstances beyond its control, such as industrial strikes, act of God, action of any government or quasi government entity. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly or severally liable for each monies as are due and payable to the publisher.

TERMS AND CONDITIONS

- 1: The advertiser assumes responsibility for the quality of any advertising material that does not comply with the material specifications.
- 2: The advertiser assumes responsibility for delivery of material to Connection Magazines by the material deadline.
- 3: Payment of invoices is strictly within 15 days of invoice.
- 4: Cancellations of bookings after the booking deadline will incur fees to the full value of the booking placement.
- 5: The publisher will make every endeavour to ensure the insertion of an advertisement in accordance with the advertiser's instructions, but no liability will be accepted for any loss occasioned by omission or misplacement.
- 6: The publisher reserves the right to treat any condition or placement instructions by the advertiser as a request only.
- 7: The advertiser acknowledges that the publisher will not be held liable for any loss suffered by the advertiser as a result of the publisher's failure to place an advertisement (or any part of an advertisement) or from any error in any advertising material published.
- 8: At no time will any advertising agreement be contingent on the provision of editorial in the magazine by Connection Magazines.
- 9: The publisher reserves the right to cancel or suspend booking confirmation at any time.



Connection Magazines Pty Ltd
Unit 2, 18-22 Lexia Place,
Mulgrave VIC 3170 Australia