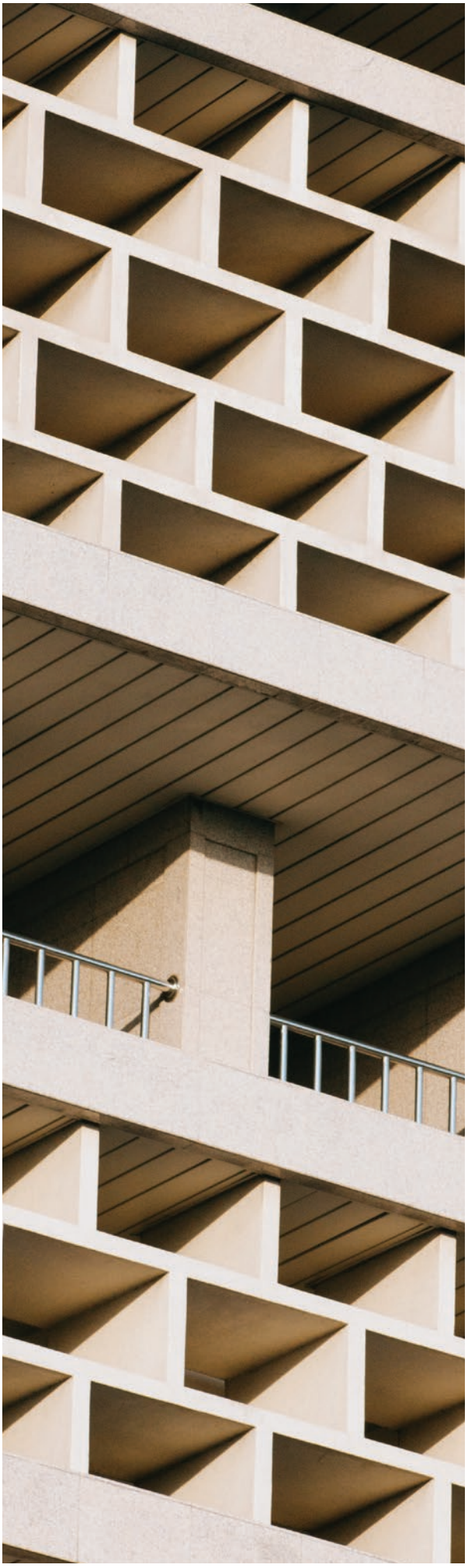
CONSTRUCTION+

Bringing The Building And Design Industry To You

MEDIA KIT 2020/2021

INDONESIA EDITION



FOSTERING A STRONGER DIGITAL PRESENCE

As a leading trade media platform, *Construction Plus Asia* can help influence the decision-making process for building products in Asia by supporting key manufacturers and suppliers to position themselves confidently within key project sectors. In accordance with major changes in the industry and media landscape, especially during these uncertain times, *Construction Plus Asia* will be undertaking the following transformative steps to enhance its digital presence to foster a stronger connection with key industry stakeholders. We are broadening the digital presence and access to our offerings and enabling our clients to have continuous engagement with the relevant target audiences.

CONSTRUCTION+ WEBSITE
updated on a weekly basis to
drive engagement to **20,000** users

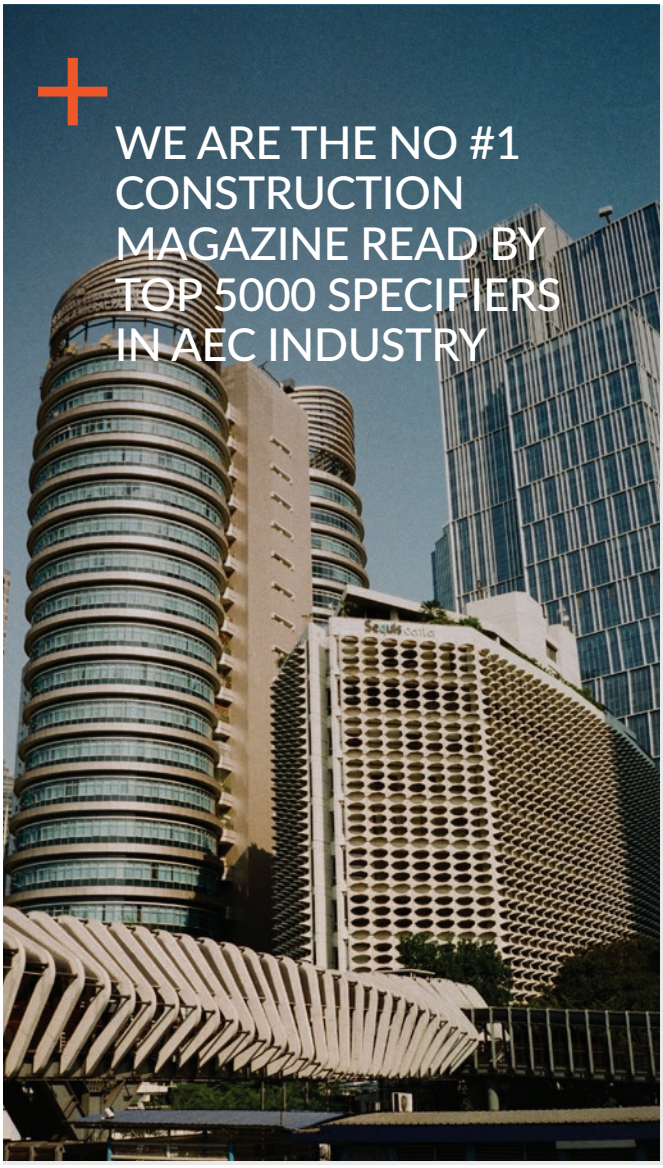
CONSTRUCTION+ E-NEWSLETTER
reaching out to **50,000** users a month

CONSTRUCTION+ APP
reaching out to **20,000** subscribers

CONSTRUCTION+ SOCIAL MEDIA PLATFORMS
reaching out to **50,000** followers
on instagram & facebook

In line with *Construction Plus Asia's* purpose to support a better engaged community of thought leaders that contribute to society, *Construction Plus Asia* will be printing 7,500 copies per quarterly issue to be distributed to the top professionals and specifiers in BCI Asia's key markets in Hong Kong, Indonesia, Singapore and Malaysia from 4Q 2020 issue onwards. *Construction Plus Asia* will continue to be resilient and emerge into a multi-platform content provider to deliver impactful content through our app, e-newsletter, website and social media channels.

CONNECT TO ASIA'S LEADING MEDIA ON BUILDING & DESIGN INDUSTRY+



ABOUT US

Construction+ presents extensive, in-depth B2B insights and updates from the industry, for the industry.

From leading projects and key professionals to cutting-edge building technologies and important events, we highlight the country's most significant architectural, construction and design companies, and their contributions to the construction landscape.

Through BCI Asia's vast network of industry contacts, we are able to go deep and wide to extract and find out stories, projects, news and more.

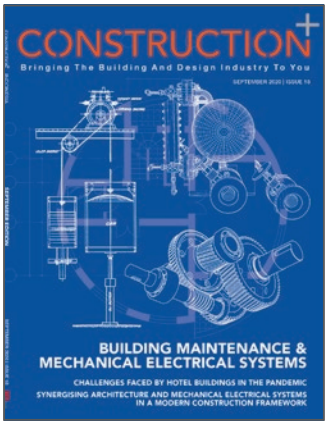
OUR MANDATE

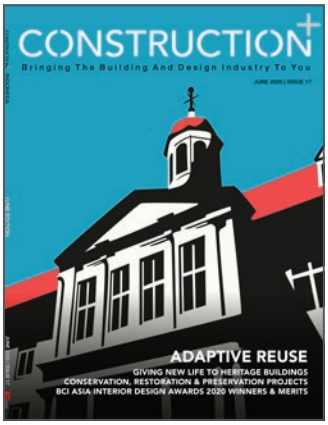
Construction+ reports on local industry projects and people in a design-savvy yet affordable medium. Advertising works best when it hits its audiences over the long run. Your advertisements at *Construction+* will be featured in both our print and digital editions, and will remain active online to guarantee maximum visibility to potential clients.

BUILDING YOUR BUSINESS

We want to help you to build your brand and your business. Our huge network and subscriber base are one of the strongest in Malaysia, Singapore & Southeast Asia, which will ensure your advertisements reach your target audience.

Our wide-ranging content and special features will grab the interest of both readers and clients.





UNIQUE SELLING PROPOSITION (USP)

No #1 Construction Magazine read by **Top 5000** specifiers in AEC Industry.

Endorsed by **Key Associations** and **Agencies** in Southeast Asia.

Impactful content & projects' highlights with digital reach to help manufactures and suppliers to be on step ahead of their competition.

OUR REACH +

INDONESIA

Print

Contractors	31%
Architects	16%
Developers	15%
Subcontractors[1]	10%
Interior Designers	6%
Manufacturers/Suppliers	5%
Others	17%

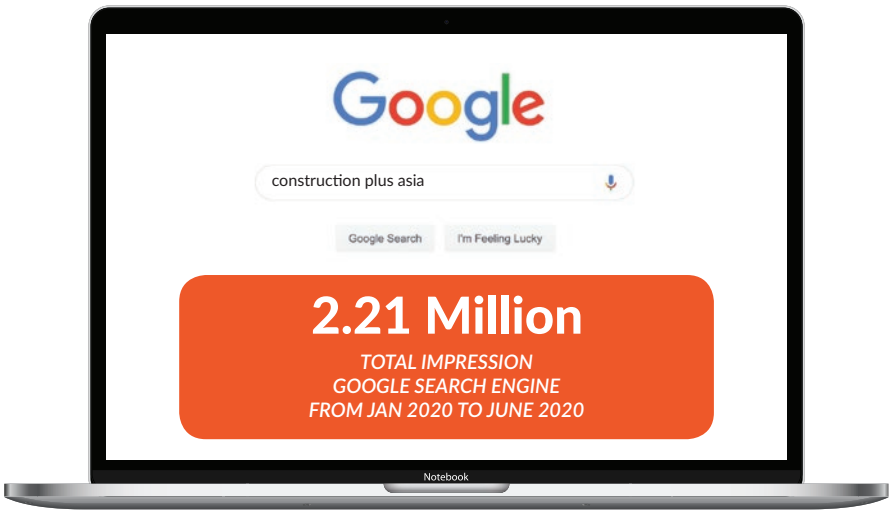
Digital

Contractors	31%
Architects	18%
Developers	16%
Subcontractors[1]	15%
Manufacturers/Suppliers	8%
Interior Designers	5%
Others	7%

[1]Sub-Contractors: Electrical, Sanitary & Plumbing, Waterproofing, Doors & Windows, Fire Protection, Mechanical & Electrical, Mechanical Ventilation and Air Condition (MVAC), Flooring & Telecommunication
[2]Consultants: M&E consultants, Façade consultants, Quantity Surveyors

WEBSITE +

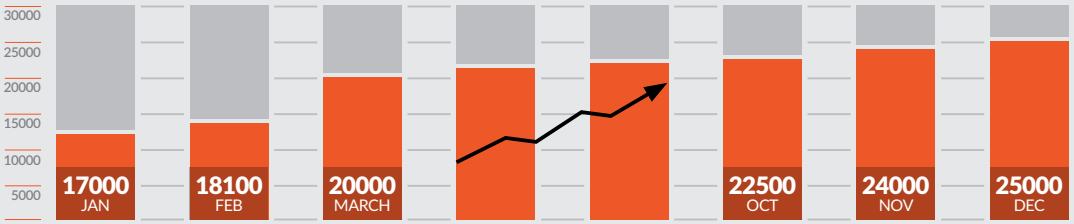
Started in 2017, the *Construction+* website has been steadily gaining traction via Google searches for construction content from Asia. We also aggressively drive traffic to the website through regular social media posts, e-newsletters and promotional activities at trade events to increase the numbers significantly.



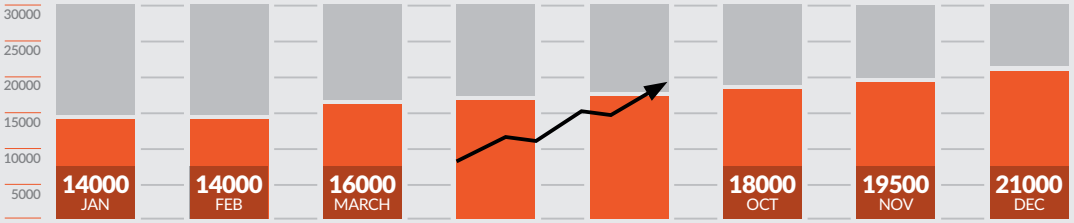
"As a marketer, I highly recommend *Construction+* as an effective communication channel for us to reach our target audience—architecture, building and interior design professionals.

JANICE CHING
Brand Development Manager of Glory Top Building Materials

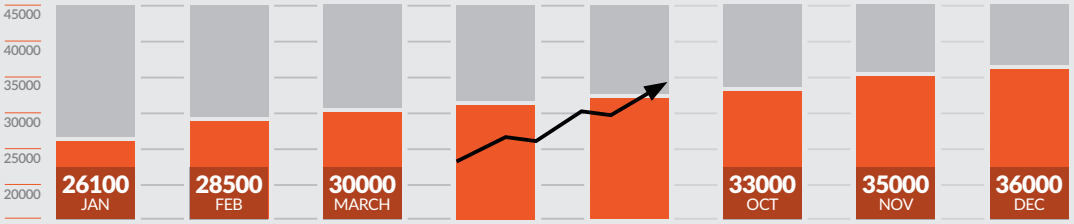
OVERVIEW



PROJECTED VISITORS
2020



PROJECTED UNIQUE VISITORS
2020



PROJECTED PAGE VIEWS
2020

ADVERTISE ON WWW.CONSTRUCTIONPLUSASIA.COM

Maximise your online presence to the right target audience with us.

ONLINE ADVERTISING OPTIONS AND PRICES (EXCLUDING GST) - *CONSTRUCTION+* WEBSITE

Super Banner

Super banner to show on all page

Format *(width x height)*	Price per month
728 x 90px	IDR 6,500,000

Side Bar Banner

Format *(width x height)*	Price per month
260 x 600px	IDR 6,500,000
300 x 250px	IDR 4,500,000

Sponsored Content in Web Exclusive section

(Products, Projects or News & Events)

Sponsored content will also appear on our social media for free!

1 page of sponsored content (approx. 500 words & 2-3 high resolution images); labelled "Advertorial" or "Brought to you by XXX"

Price per month
IDR 10,000,000

E-NEWSLETTER +

ADVERTISE IN CONSTRUCTION+ E-NEWSLETTER

Advertise in our fortnightly e-newsletter and increase your brand visibility with us. The *Construction+* e-newsletter gets delivered to over 50,000 active key industry stakeholders for easy and quick access to trending topics, projects and news. Take advantage of this opportunity to capture your target audience on an attractive and informative platform.

ADVERTISING OPTIONS AND PRICES (EXCLUDING GST) - CONSTRUCTION+ E-NEWSLETTER

E-Newsletter Super Banner

Format *(width x height)*	Price (Fortnightly)
590 x 200px	IDR 3,000,000

E-newsletter Side Banner

Format *width x height)*	Price (Fortnightly)
300x300px	IDR 2,000,000

DIGITAL PUBLISHING +

The *Construction+* app offers visually attractive and easy-to-access advertising and content experiences on mobile phones and tablets. Advertisers will now get to enjoy extended exposure on our *Construction+* mobile app and reach out to a growing target readership anytime, anywhere!

Digital advertising is the ideal companion to your print advertising campaign. Advertise with us in print now and your advertisement will also appear on our *Construction+* app for free!*

*For a limited period only; please contact your local sales consultant for more details.

Available at

Available on the App Store

GET IT ON Google Play

USER EXPERIENCE

Survey conducted in December 2019

QUALITY OF CONTENT

At *Construction+*, we consistently provide content that is engaging, relevant and useful to industry professionals in a presentable and easy-to-digest format.

App Website

76% | 81%
Easy to understand

76% | 76%
Interesting and useful to my work/needs

72% | 72%
Content gives me insight into other regional markets

USER SATISFACTION

The overall satisfaction scores for *Construction+* users are consistently high. Our app and website platforms are aesthetically pleasing and well-presented, ideal for working professionals to use.

App Website

74% | 79%
Construction+ app & website are well presented and visually appealing

78% **The app is very useful**

72% **Layout is easy to use**

77% **Layout is easy to navigate**

USER ENGAGEMENT

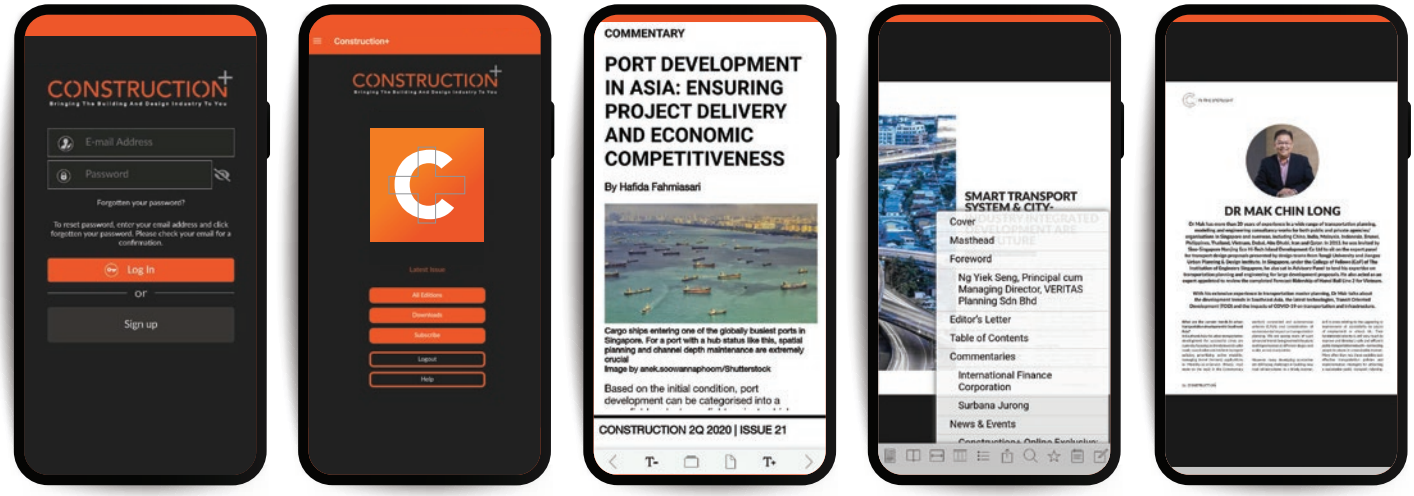
We reach out to our users consistently and provide relevant news and updates on a weekly basis. As such, users have been tapping into *Construction+* content frequently.

56% **I use Construction+ app or website at least once or twice a week**

72% **I read the content on the app & website often**

72% **I read the news & events sections often**

58% **I read the magazine on the app often**



PRINT MAGAZINE +

Every 3 months, total *Construction+* print run every quarter is 7,500 copies. Each local edition is 2,500 copies to reach all the right people. This means leaders in all areas of the construction industry in Hong Kong and China, including developers, architects, interior designers, builders, engineers, contractors, materials suppliers and government agencies.

The digital version has an even greater mileage as it reaches more than 48,000 construction professionals in our database.

\+ Starting January 2020, Construction+ Indonesia, bundled with FuturArc, are available in more than 145 bookstores throughout Indonesia, from Gramedia, Gunung Agung to Kinokuniya.

> *Construction+* is a new window to see how's the world works and emerges. Thanks for being an inspiration and giving everyone a new window of the world
>
> **SUPRIADI TJAHJONO**
> Marketing Head, PT Eternit Gresik (Etex Group), Indonesia

EDITORIAL CONTENT

Section

COMMENTARY
A solo or panel Q&A opinion piece contributed by industry professionals and specialists in their respective architectural, construction, engineering and/or project development fields

NEWS & EVENTS
Events, goings-on and/or news related to industry associations and organisations

PRODUCTS & TECHNOLOGIES
Complimentary write-ups of advertised building products and technologies

IN THE SPOTLIGHT
Interview with noteworthy professionals and industry leaders

PROJECTS
Architectural and building projects recently completed

INTERIORS
Interior works recently completed

IN DESIGN
Architectural, building and interior projects under building plan submission, tender, site preparation and works that are less than 30% completed

STUDENT FEATURE
A platform for tertiary students under (BSc) & post-graduates (M.Arch.) to showcase their works

COMPANY PROFILE
Advertorial section for advertisers to showcase their companies

RATES & SPECIFICATIONS

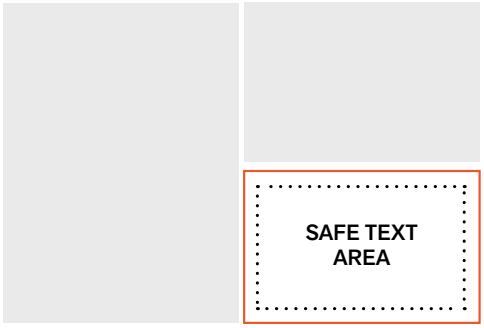
Ask for series discounts and bundle pricing if you are planning multi-month campaigns and product launches.

Print Advertising

Full page

21cm(w) x 28cm(h)
Add **4mm** bleed around
Add crop marks

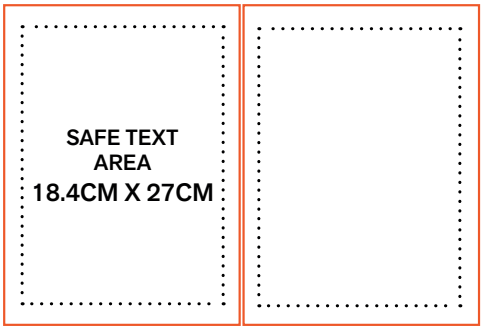
IDR 11,000,000



Half page (Horizontal)

21cm(w) x 14cm(h)
Add **4mm** bleed around
Add crop marks

IDR 6,000,000



Double page spread

42cm(w) x 28cm(h)
Add **4mm** bleed around
Add crop marks

IDR 28,000,000

+ For other advertising options, please contact your local sales consultant.

Technical Specifications

- File type: PDF, TIF, JPEG or EPS
- Resolution: 300 dpi or higher in actual size
- CMYK mode only. Special Pantone or RGB mode are not accepted.

Advertorials

Full page:
Please submit max 400 words* & max 3 images/ photos (300 dpi or higher in actual size)

Double page: Please submit 800 words* & max 6 images/ photos (300 dpi or higher in actual size)

*Text subject to editing for language and style

Advertorial

Full page	IDR 18,000,000
Double page	IDR 38,000,000

GUIDELINES

- An extra 10% premium on top of the existing rates applies for advertisements to appear on the right-hand page.
- Final artwork must be submitted in the specified *Construction+* dimensions by the ad material submission deadline.
- Any resizing request will be subjected to a minimum charge of IDR 3,500,000.
- Cancellation of ad must be done in writing 1 month prior to the ad material submission deadline, failing which the full deposit will be forfeited.
- If the ad is postponed after the ad material submission deadline, 50% of the deposit will be forfeited.

PRICE +

CONSTRUCTION+ APP SUBSCRIPTION

Subscribe now and save up to 50%!

Regular Price for 4 Issues
*** USD 11.99**

50% Discount for 1-Year Subscription (12 months/4 issues)

1 year: USD 5.99
2 year: USD 10.99
3 year: USD 16.99
4 year: USD 22.99

SCAN NOW!

*Prices will be adjusted according to your local currency

CONSTRUCTION+ PRINT SUBSCRIPTION *ONLY FOR INDONESIA*

Starting January 2020, Construction+ Indonesia, bundled with FuturArc Magazine.

Regular Price for 4 Issue (Newsstand or Bookstore)	25% Discount for 1-Year Subscription (12 months/4 issues)	35% Discount for BCI Asia's Supporting Association Members, BCI Asia's LeadManager subscriber, BCI Asia Partners and Publishing Collaborators	2-year Subscription at 50% Discount (8 issues for the price of 4)	Special Student Discount at 60% off for 4 Issues
IDR 600,000	**IDR 450,000**	**IDR 390,000**	**IDR 600,000**	**IDR 240,000**

"I'm so glad Wilson Associates has the opportunity to work with such a prestigious publication as *Construction+* Singapore, as well as the other BCI Asia publications. The depth of information and well constructed articles focusing on construction projects in Asia are an invaluable resource for our team and the industry Singapore is our largest design studio of our global offices, and with so many projects in AsiaPAC and China, it's important for our designers to keep their finger on the pulse of the construction market and be aware of trends and developments. Thank you *Construction+* Singapore for your continued partnership and for showcasing Wilson Associates projects!"

AMANDA TOWER
Global Communications and Branding | WILSON ASSOCIATES

"*Construction+* is an excellent knowledge sharing platform that provides industry practitioners with valuable knowledge and insights on what is latest and greatest in the rapidly evolving construction industry."

RSP Architects Planners & Engineers (Pte) Ltd

SUPPORTING ASSOCIATIONS +

Endorsed by key associations and agencies in Southeast Asia, our growing supporters include:

Green Building Council Indonesia (GBC Indonesia) (www.gbcindonesia.org)

Ikatan Arsitek Indonesia (Indonesian Institute of Architects) (www.iai.or.id)

Himpunan Desainer Interior Indonesia Chapter Jakarta (www.hdii.org)

Himpunan Desainer Interior Indonesia Pusat (www.hdii.or.id)

Kementerian Pekerjaan Umum dan Perumahan Rakyat (www.pu.go.id)

Ikatan Arsitek Indonesia Jakarta (www.iai-jakarta.org)

SEA Drymix Mortar Association (www.seadma.org)

Royal Institution of Chartered Surveyors (www.rics.org/ASEAN)

ASATHI - Asosiasi Ahli Teknik Hotel Seluruh Indonesia (www.asathi.org)

PIPI - Persatuan Insinyur Profesional Indonesia (www.pipi.or.id)

HDMI - Himpunan Desainer Mebel Indonesia

IALI - Ikatan Arsitek Lansekap Indonesia (www.iali-isla.or.id)

HTII - Himpunan Teknik Iluminasi Indonesia (www.htii.or.id)

GPCI - Green Product Council Indonesia (www.greenproductcouncilindonesia.org/)

BCI ASIA

INDONESIA

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www.constructionplusasia.com

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