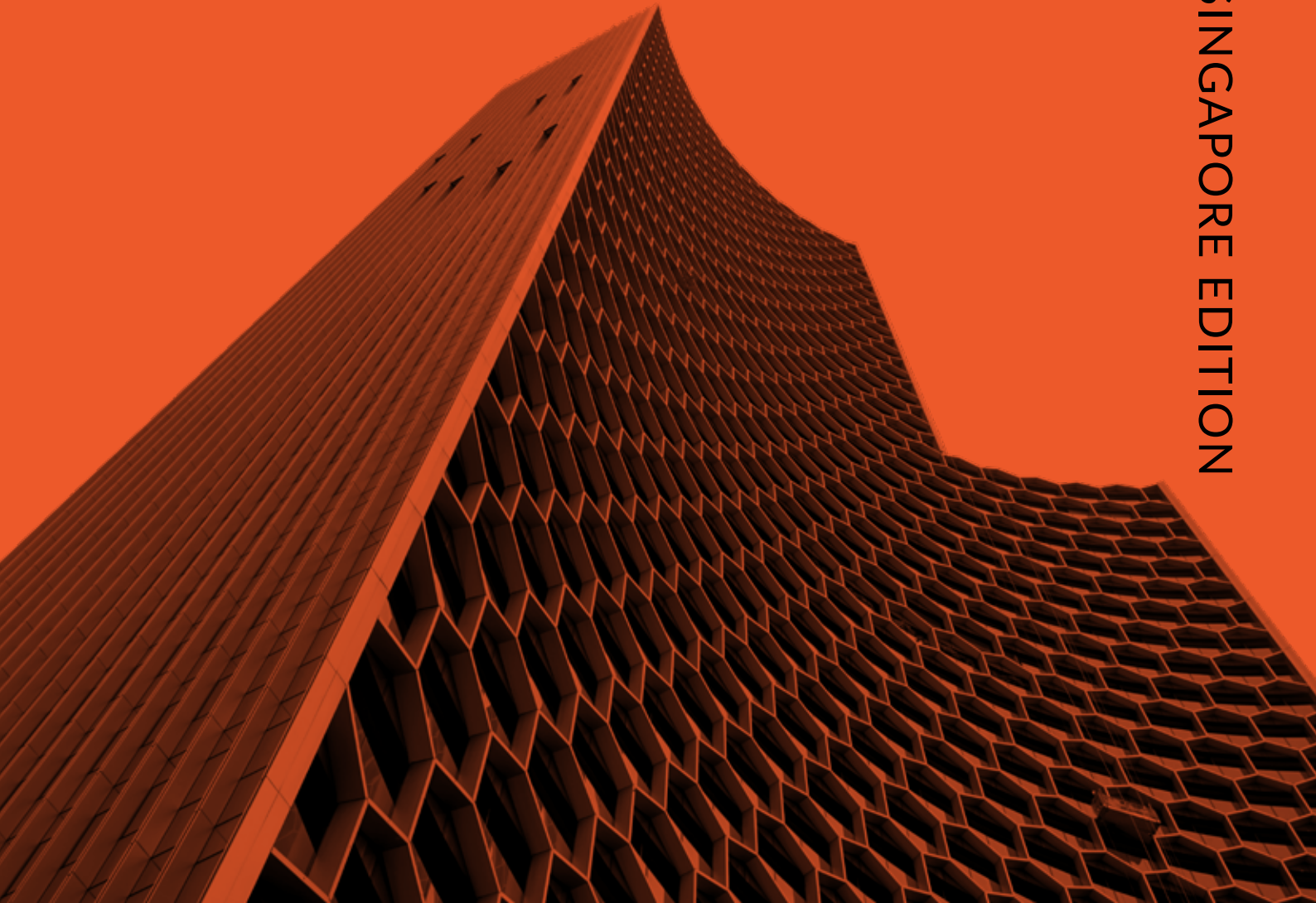


CONSTRUCTION⁺

Bringing The Building And Design Industry To You

MEDIA KIT 2020/2021

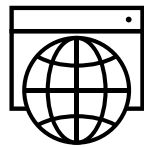
MALAYSIA & SINGAPORE EDITION





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.



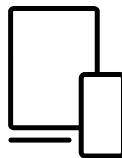
CONSTRUCTION+ WEBSITE

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

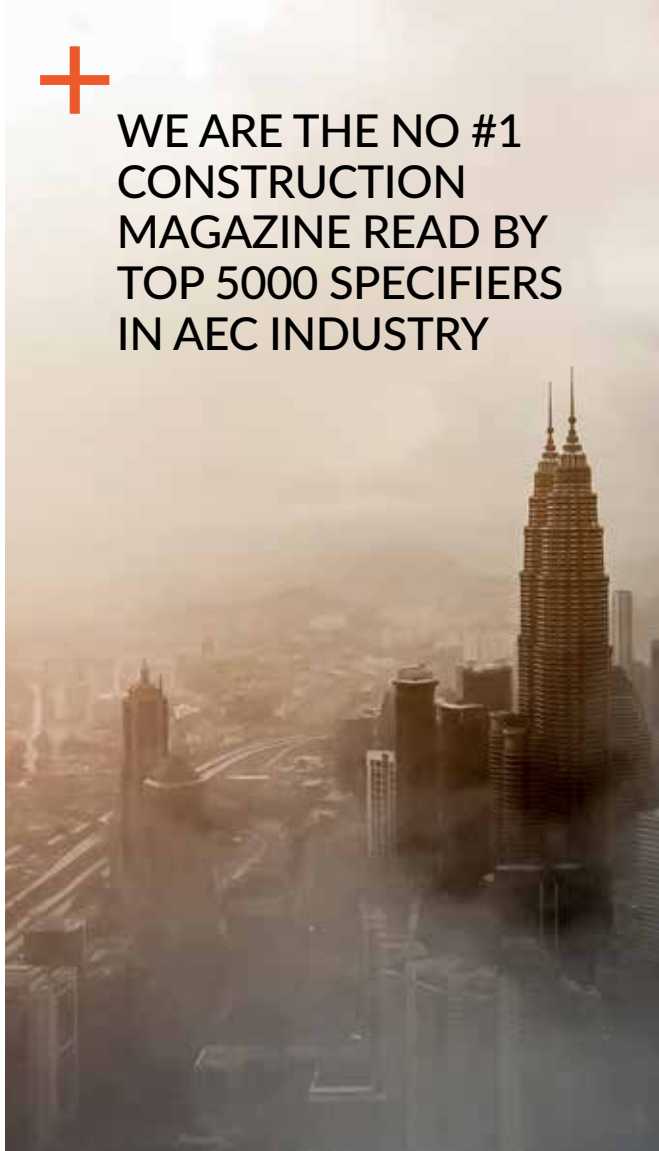
reaching out to **50,000** followers on instagram & facebook

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+



WE ARE THE NO #1
CONSTRUCTION
MAGAZINE READ BY
TOP 5000 SPECIFIERS
IN AEC 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.

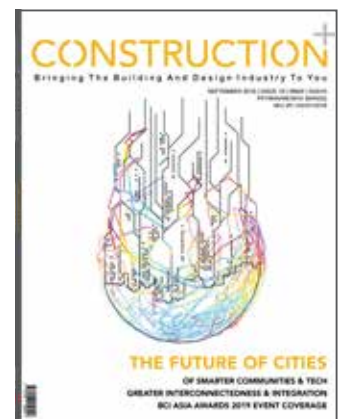
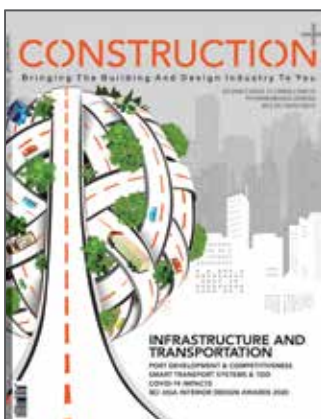
OUR MANDATE

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 +

MALAYSIA

Print

Contractors	32%
Developers	17%
Subcontractors ¹	12%
Architects	8%
Interior Designers	6%
Consultants ²	6%
Others	19%

Digital

Contractors	33%
Developers	20%
Subcontractors ¹	13%
Architects	11%
Manufacturers/Suppliers	8%
Interior Designers	6%
Others	9%

Singapore

Print

Contractors	28%
Developers	15%
Subcontractors ¹	13%
Consultants ²	10%
Architects	10%
Interior Designers	5%
Others	19%

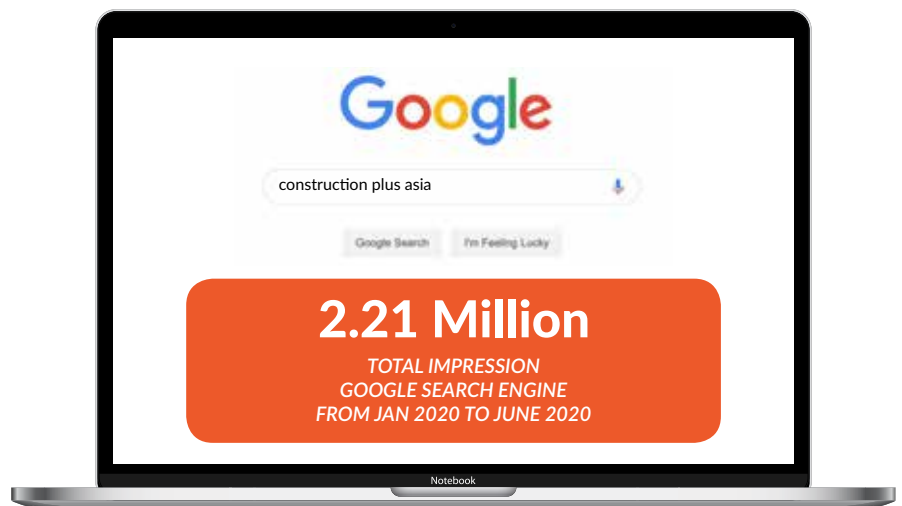
Digital

Contractors	30%
Developers	16%
Subcontractors ¹	14%
Architects	11%
Consultants ²	9%
Manufacturers/Suppliers	8%
Others	12%

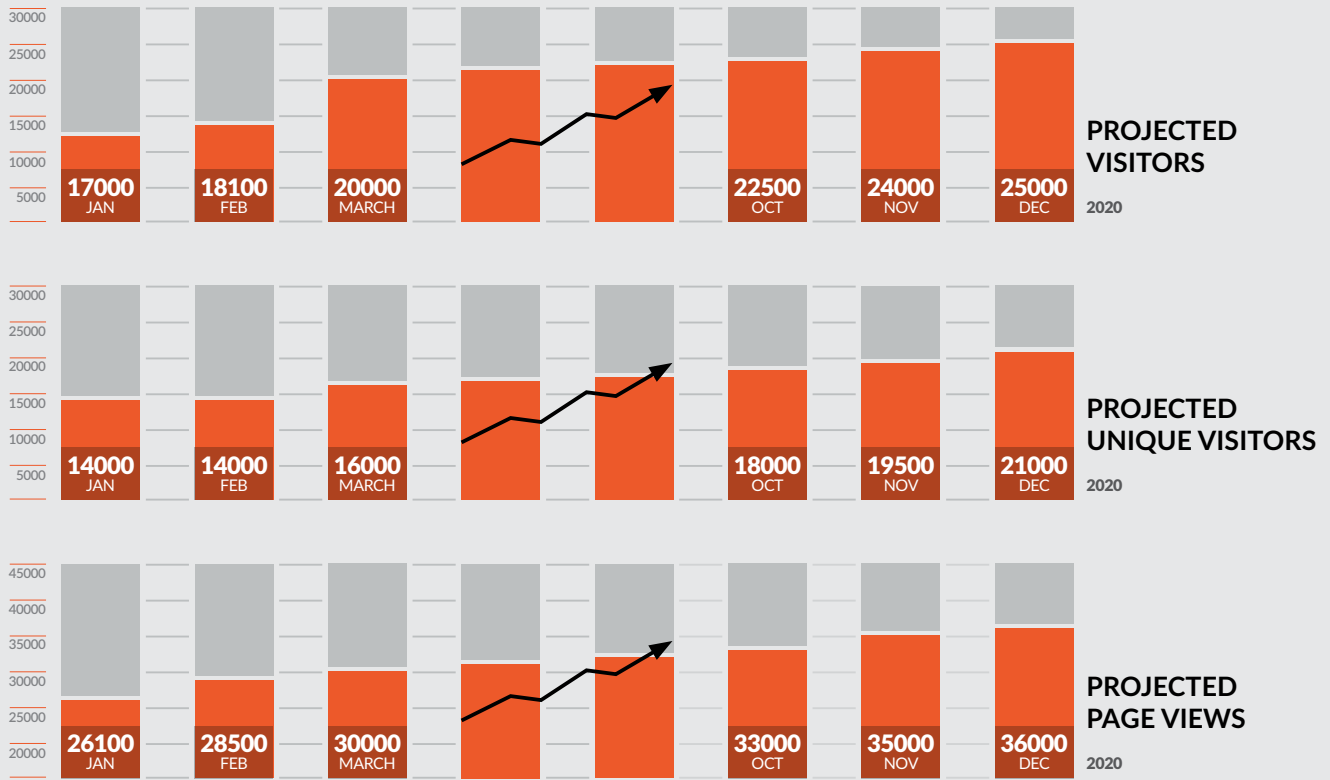
¹Sub-Contractors: Electrical, Sanitary & Plumbing, Waterproofing, Doors & Windows, Fire Protection, Mechanical & Electrical, Mechanical Ventilation and Air Condition (MVAC), Flooring & Telecommunication
²Consultants: M&E consultants, Façade consultants, Quantity Surveyors

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.



OVERVIEW



ADVERTISE ON WWW.CONSTRUCTIONPLUSASIA.COM

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

CONSTRUCTION+ GET IN TOUCH WITH US TO SHARE YOUR PROJECTS WITH LOCAL BUILDING PROFESSIONALS

CONSTRUCTION+ 4Q 2019 ISSUE OF CONSTRUCTION+ MALAYSIA SINGAPORE IS OUT!

ABOVE SINGLE POST CONTENT SIZE 728 X 90px

BELOW SINGLE POST CONTENT SIZE 728 X 90px

Custom width: 300px (max) height: < 600px

archify More than 40,000 product options for your next project. all on www.archify.com

SIZE 300x250px

SIZE 260x600px

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	MYR 2,050 SGD 675

Side Bar Banner

Format (width x height)	Price per month
260 x 600px	MYR 2,100 SGD 690
300 x 250px	MYR 1,350 SGD 450

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
MYR 3,000 SGD 1000

E-NEWSLETTER +

ADVERTISE IN CONSTRUCTION+ E-NEWSLETTER

CONSTRUCTION+
Bringing The Building And Design Industry To You

Certification: Manpower & Building
The construction industry plays a significant role in reaching sustainable development goals. Therefore, engineers have to be prepared to implement new standards on how they build through certification parameters.

SIZE
590x200px

SIZE
300x300px

**FUTURARC
EPOPUNCTURE**
TRANSFORMING ARCHITECTURE AND LIVING IN A SUSTAINABLE WORLD
GET IT NOW!
20% discount
ECO20

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	SGD 300 MYR 920

E-newsletter Side Banner

Format (width x height)	Price (Fortnightly)
300x300px	SGD 200 MYR 610

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



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

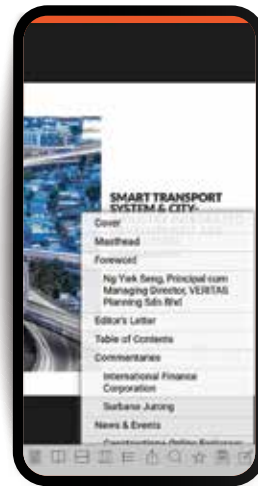
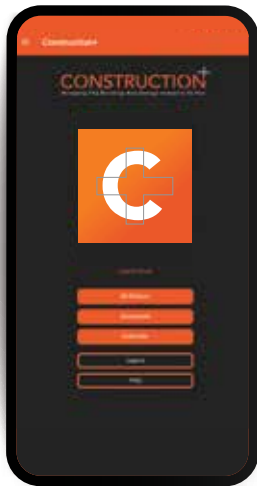
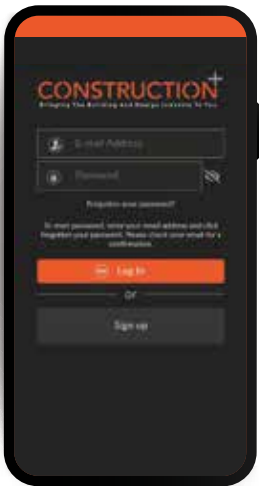
We reach out to our users consistently and provide relevant news and updates on a weekly basis. As such, users have been tapping into *Construction+* content frequently.

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 Malaysia and Singapore, including developers, builders, engineers, contractors, architects, materials suppliers and government agencies.

Distributed in major local book stores, Starbucks and Malaysia airport lounges.

The digital version has an even greater mileage as it reaches more than 25,000 construction professionals in our database in Malaysia, and 16,000 in our database in Singapore.

“

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

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 (in MYR/SGD)



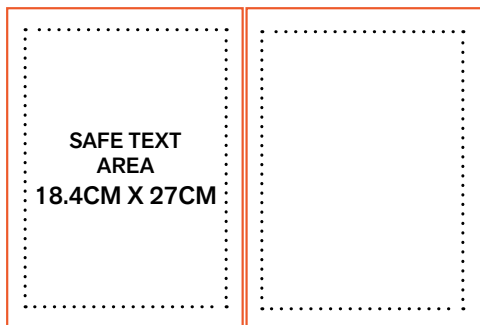
Full page
21cm(w) x 28cm(h)
Add 4mm bleed around
Add crop marks

MYR 4,520
SGD 1,480



Half page (Horizontal)
21cm(w) x 14cm(h)
Add 4mm bleed around
Add crop marks

MYR 3,020
SGD 990



Double page spread
42cm(w) x 28cm(h)
Add 4mm bleed around
Add crop marks

MYR 7,580
SGD 2,480

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

Advertorial (in MYR/SGD)

	MYR	SGD
Full page	8,700	2,900
Double page	16,000	5,400

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 MYR 750/ SGD 300.
- 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.

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

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

Subscribe now
and save up to
25%!

Regular Price
for 4 Issues
SGD 10 per issue
MYR 25 per issue

25% Discount for 1-Year
Subscription (12 months/4 issues)
SGD 30
MYR 75

“

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:

MALAYSIA



Construction Industry Development Board (CIDB) Malaysia
(www.cidb.gov.my)



Institute of Landscape Architects Malaysia (ILAM)
(www.ilamalaysia.org)



Malaysian Association of Facility Management (MAFM)
(www.mafm.org.my)



Malaysia Green Building Confederation (MGBC)
(www.mgbc.org.my)



Malaysian Interior Industry Partners Association (MIIP)
(www.miip.com.my)



Malaysian Timber Industry Board (MTIB)
(www.mtib.gov.my)



Penang Green Council (PGC)
(www.pgc.com.my)



Royal Institution of Surveyors Malaysia
(www.rism.org.my)



The Federation of Malaysia Hardware, Machinery & Building Materials Dealers' Association (FMHMB)
(www.mhmba.org.my)



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



Waste Management Association of Malaysia
(www.wmam.org)

SINGAPORE



International Facility Management Association (IFMA) Singapore Chapter
(ifmasingapore.org)



Singapore Building Materials Suppliers' Association (SBMSA)
(www.stas.com.sg/members/sg-building-materials)



Singapore Manufacturing Federation (SMF)
(www.smfederation.org.sg)



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



Security Systems Association of Singapore (SSAS)
(ssas.org.sg)



Society of Interior Designers Singapore (SIDS)
(www.sid-singapore.org)



Landscape Industry Association of Singapore (LIAS)
(www.lias.org.sg)



Interior Design Confederation Singapore (IDCS)
(www.idcs.sg)



American Concrete Institute – Singapore Chapter (ACI-SC)
(www.concrete.org.sg)



Singapore Environment Council (SEC)
(www.sec.org.sg)



Singapore Electrical Trades Association (SETA)
(www.seta.org.sg)



The South East Asia Drymix Mortar Association (SEADMA)
(www.seadma.org)



MALAYSIA

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Unit 1106, Block B, Phileo Damansara II,
Jalan 16/11, Section 16,
46350 Petaling Jaya, Selangor, Malaysia

Phone: +60 3 76611380

Fax: +60 3 76611381

Email: construction@bciasia.com

Website: www.constructionplusasia.com

SINGAPORE

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Singapore 199555

Phone: +65 6536 7197/+65 6538 6836

Fax: +65 6538 6896

Email: construction@bciasia.com

Website: www.constructionplusasia.com/sg/



CONSTRUCTION⁺

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MALAYSIA & SINGAPORE EDITION

www.constructionplusasia.com

Follow us to Stay Connected to Asia's leading Construction Community



[constructionplusasia](https://www.facebook.com/constructionplusasia)



[constructionplusasia](https://www.instagram.com/constructionplusasia)



[BCI Asia](https://www.linkedin.com/company/bci-asia)



[CPlusAsia](https://twitter.com/CPlusAsia)