



CONSTRUCTION⁺

Bringing The Building And Design Industry To You

INDONESIA EDITION



**MEDIA KIT
2022**

FOSTERING A STRONGER DIGITAL PRESENCE

As a leading trade media platform, *Construction Plus Asia* (*Construction+*) 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+* 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.



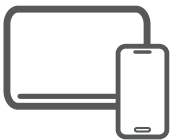
CONSTRUCTION+ WEBSITE

updated on a weekly basis to drive engagement to **35,000** users



CONSTRUCTION+ E-NEWSLETTER

reaching out to **50,000** users a month



CONSTRUCTION+ APP

reaching out to **10,000** subscribers



CONSTRUCTION+ SOCIAL MEDIA PLATFORMS

reaching out to **70,000** followers on instagram & facebook

In line with *Construction+* purpose to support a better engaged community of thought leaders that contribute to society, *Construction+* 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+* 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.

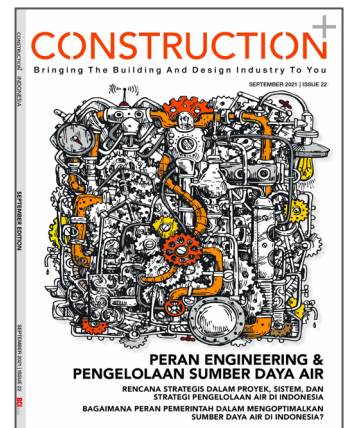
OUR MANDATE

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.



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

UNIQUE SELLING PROPOSITION (USP)

No #1 Construction Magazine read by **Top 5000** specifiers in Architecture, Engineering and Construction (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 one 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%

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.

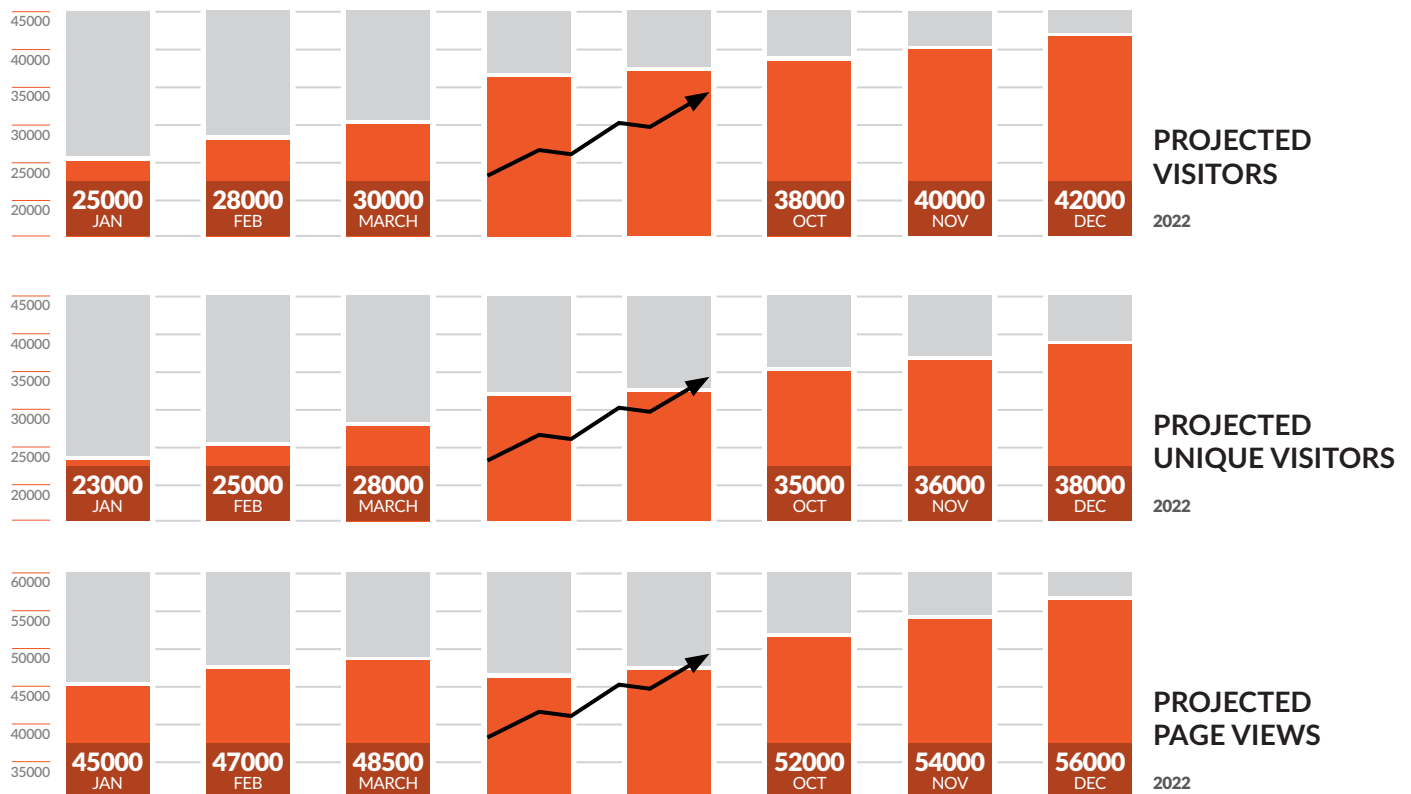


“

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



ADVERTISE ON [WWW.CONSTRUCTIONPLUSASIA.COM](http://www.constructionplusasia.com)

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

CONSTRUCTION+
Bringing The Building And Design Industry To You

Home News Architectural Design In The Spotlight Commentary Magazine Products Advertise

INTERIORS
Cinépolis
Pandemi COVID-19 yang berimbas pada berbagai sektor bisnis juga mempengaruhi kinerja dunia hiburan, salah satunya adalah bioskop. Sempat ditutup selama [...]
READ MORE >

ABOVE SINGLE POST CONTENT
SIZE 728 X 90px

BELOW SINGLE POST CONTENT
SIZE 728 X 90px

archify
More than 40,000 product options for your next projects. all on www.archify.com
FIND OUT MORE

SIZE 300x250px

SIZE 260x600px
Custom width: 300px (max)
height: < 600px

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 an 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)

590 x 200px

Price
(Fortnightly)

IDR 3,000,000

E-Newsletter Side Banner

Format
(width x height)

300X300PX

Price
(Fortnightly)

IDR 2,000,000

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.



Super Banner

SIZE

590x200px

Side Banner

SIZE

300X300px



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!

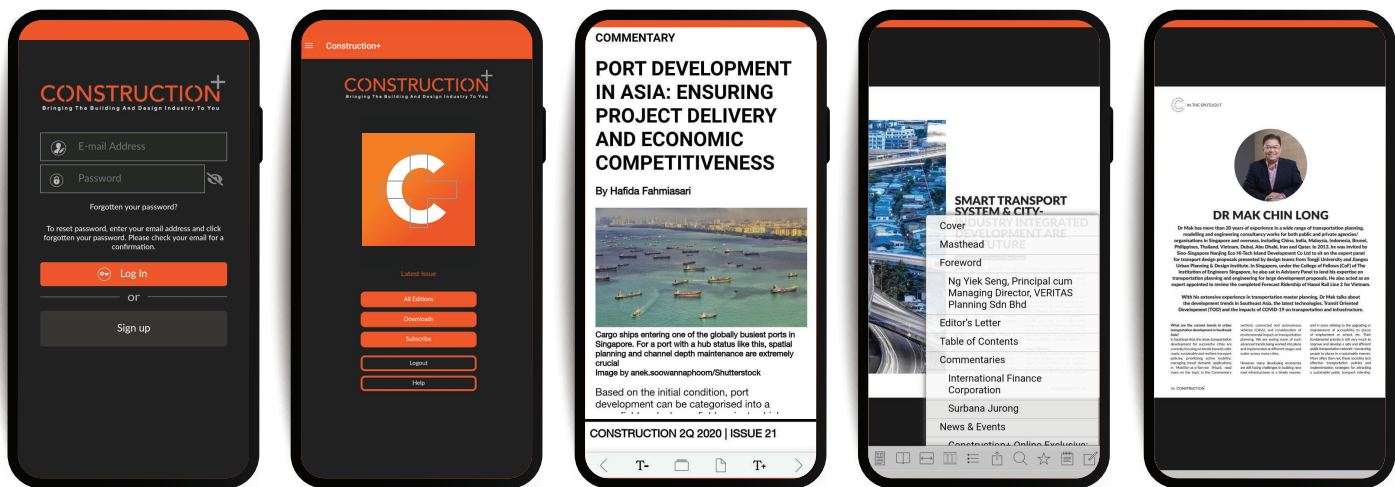
Digital advertising is the ideal companion to your print advertising campaign. Advertise with us in print now and your advertisement will also appear on our *Construction+* app for free!*

*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

76%

Easy to understand

76%

Interesting and useful to my work/needs

72%

Content gives me insight into other regional markets



Website

81%

76%

72%

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

74%

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



Website

79%

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 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 the world works and emerges. Thanks for being an inspiration and for 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

IN THE SPOTLIGHT

An interview with noteworthy professionals and industry leaders

NEWS & EVENTS

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

UPCOMING PROJECTS

A specified-topic listing on the upcoming projects from BCI Asia Research's data

REVIEW & FORECAST

Construction portfolio in a yearly review and forecast based on BCI Asia Research and Economics' data

PROJECTS

Architectural and building projects recently completed

INTERIORS

Interior works recently completed

IN DESIGN

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

STUDENT FEATURE

A student project showcase for undergraduates & post-graduates

ADVERTORIAL: PRODUCTS & TECHNOLOGIES

Write-ups of the recent building materials to technology products

COMPANY PROFILE

A company showcase on the business overview, values and culture, and company updates

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

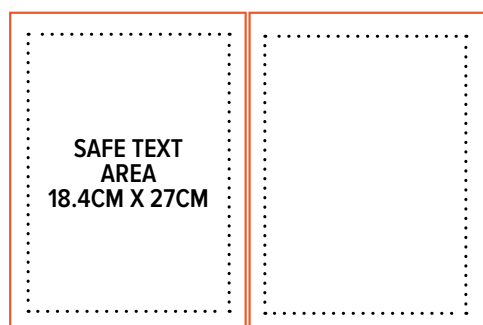
IDR 11,000,000



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

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

Back cover	IDR 30,000,000
Inside front page	IDR 22,000,000
Inside back page	IDR 20,000,000
First page (opposite inside front)	IDR 18,000,000

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

Advertorial

Full page	IDR 18,000,000
Double page	IDR 30,000,000

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.
- Two rounds of text revision for advertorial will be provided. Any additional rounds will incur extra charge.

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

“

Grohe is happy to associated with Construction+, to be able to communicate with the design professionals in the region on new technologies and sustainable solutions. It is a perfect fit for us; we are able to reach out target audience through this magazine.

DONALD LO

Marketing Manager, Grohe Hong Kong Ltd

”

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

“

With the help of Construction+, I can easily obtain the latest market information. Definitely a good choice to read!

IAN CHIU

Brand Development Manager of Glory Top Building Materials Limited

SUPPORTING ASSOCIATIONS +

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



Green Building Council
Indonesia (GBC Indonesia)
(www.gbciindonesia.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-isl.or.id)



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



GPCI - Green Product
Council Indonesia ([www.
greenproductcouncilindonesia.org/](http://www.greenproductcouncilindonesia.org/))



Building Engineering Association
(<http://bea-indonesia.org/>)



Perkumpulan Ahli Fasad Indonesia
(www.perafi.org/)



BCI
CENTRAL

INDONESIA

PT BCI Asia

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Fax: +62 21 8370 8732

Email: construction@bciasia.com

Website: www.constructionplusasia.com/id/



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www.constructionplusasia.com

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



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