



CONSTRUCTION⁺

Bringing The Building And Design Industry To You

**HONG KONG, MALAYSIA
SINGAPORE EDITION**



**MEDIA KIT
2022**

FOSTERING A STRONGER DIGITAL PRESENCE

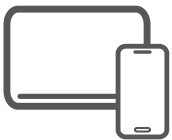
As a leading trade media platform, *Construction Plus Asia* (*Construction+*) can help influence the decision-making process for building products in Asia by supporting key manufacturers and suppliers to position themselves confidently within key project sectors. In accordance with major changes in the 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

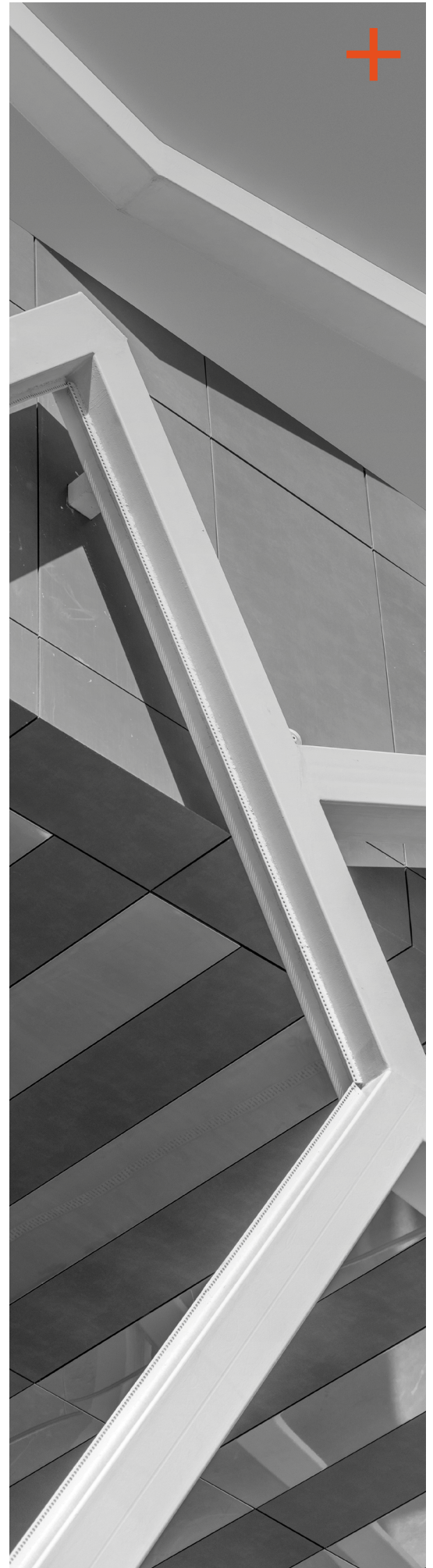


CONSTRUCTION+ APP
reaching out to **10,000** subscribers



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.

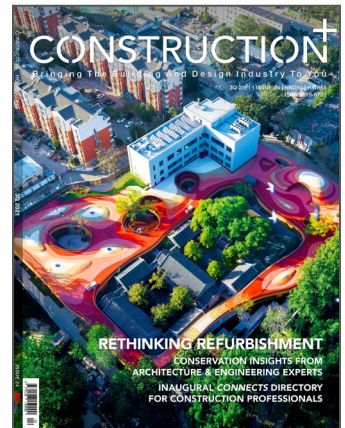
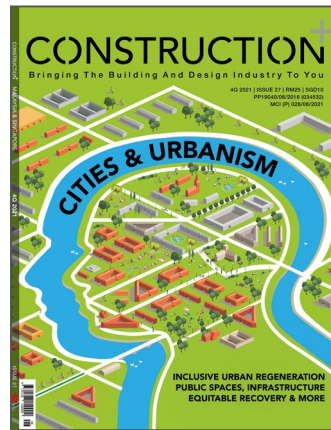
OUR MANDATE

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.



UNIQUE SELLING PROPOSITION (USP)

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 + HONG KONG

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%

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 +

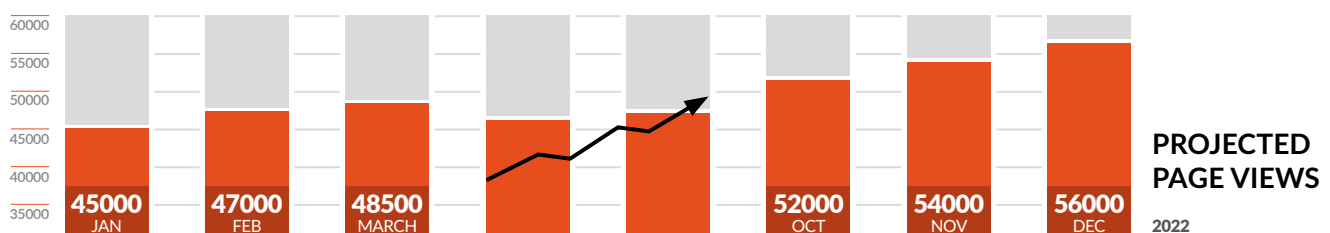
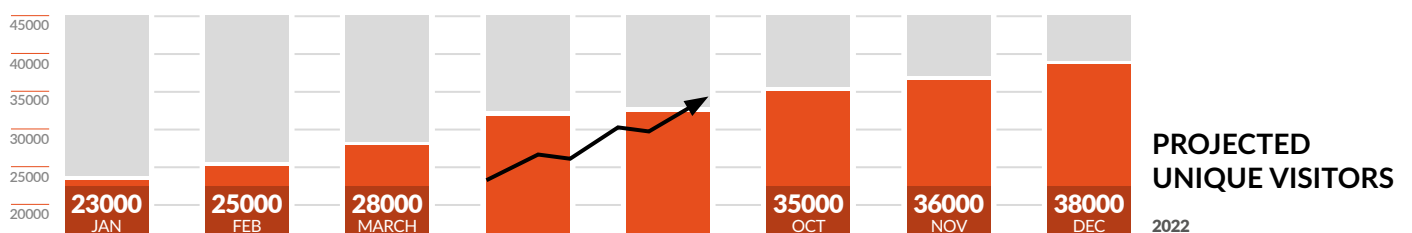
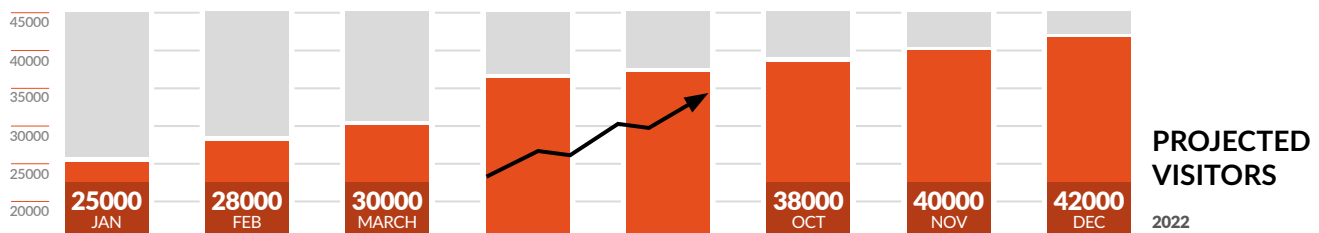
Started in 2017, the *Construction+* website has been steadily gaining traction via Google searches for construction content from Asia. We also aggressively drive traffic to the website through regular social media posts, e-newsletters and promotional activities at trade events to increase the numbers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



13.8 Million

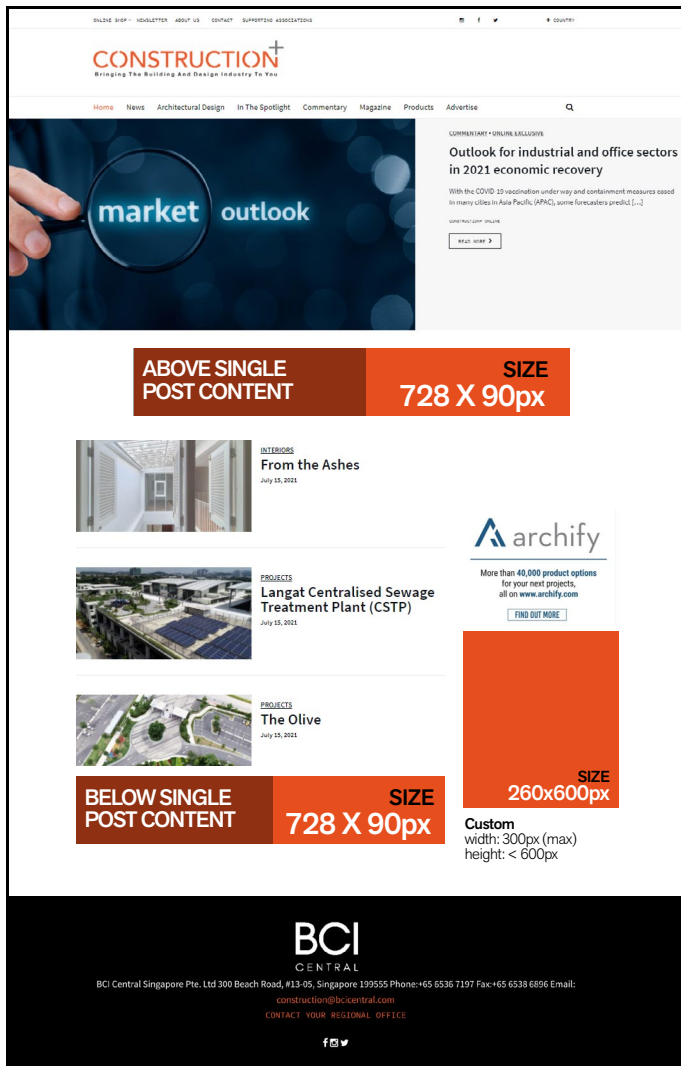
TOTAL IMPRESSION
GOOGLE SEARCH ENGINE
FROM JAN 2021 TO FEB 2022

OVERVIEW



ADVERTISE ON **WWW.CONSTRUCTIONPLUSASIA.COM**

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



ONLINE ADVERTISING OPTIONS AND PRICES (EXCLUDING SST(MY) & GST(SG)) - CONSTRUCTION+ WEBSITE

Super Banner

Super banner to show on all page

Format (width x height)

728 x 90px

Price per month

HKD 3,850 MYR 2,050

SGD 675

Side Bar Banner

Format (width x height)

260 x 600px

300 x 250px

Price per month

HKD 3,950 MYR 2,100

SGD 690

HKD 2,590 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

HKD 5,700 MYR 3,000

SGD 1000

“

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

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)

HKD 1,950
MYR 920
SGD 300


E-Newsletter Side Banner

Format
(width x height)


300X300px

Price
(Fortnightly)

HKD 1,350
MYR 610
SGD 200




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!

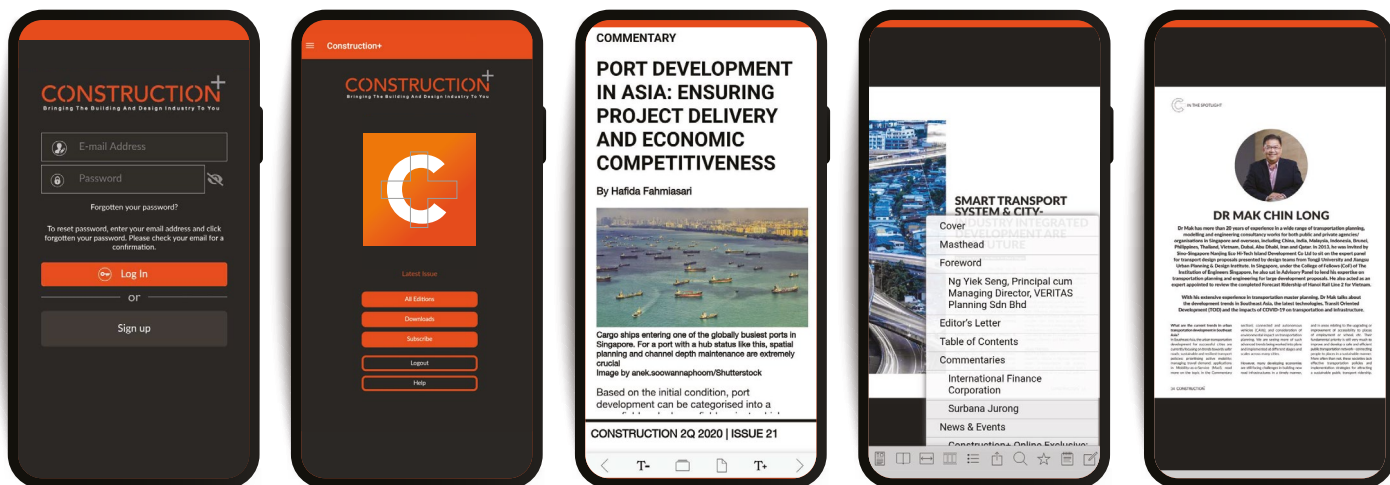
Digital advertising is the ideal companion to your print advertising campaign. Advertise with us in print now and your advertisement will also appear on our *Construction+* app for free!*

*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



App

76%

Easy to understand

76%

Interesting and useful to my work/needs

72%

Content gives me insight into other regional markets

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



Website

81%

76%

72%

USER SATISFACTION



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

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.



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

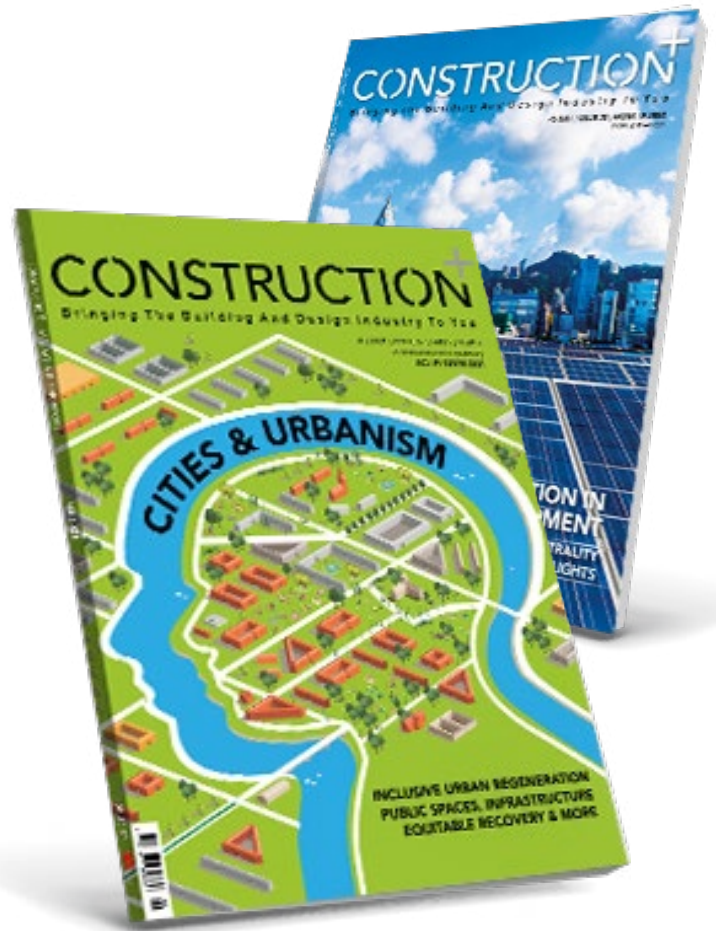
The digital version has an even greater mileage as it reaches more than 48,000 construction professionals in our database.

“

Grohe is happy to be 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



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

SPECIAL FOCUS

Paid highlight on projects, brands, awards, events or company profiles

SPECIAL FOCUS +

IF YOU WANT TO DO MORE THAN A PRINT ADVERTISEMENT,
CONSTRUCTION+ CAN HELP YOU IN SPECIAL FOCUS SECTION.

WHY SPECIAL FOCUS?

- More comprehensive messages to target audiences
- Brand building
- Highlight Projects/Product Solutions/Company/Awards/ Anniversary/Interview/Figures

WHO CAN DO A SPECIAL FOCUS?

- Developers
- Architects
- Interior designers
- Consultants
- Contractors
- Associations
- Manufacturers/Suppliers
- And more

PROJECT FOCUS



K. WAH: INSPIRATION & INNOVATION

K. Wah International Holdings Limited (stock code: 00173) has introduced a series of residential projects that infuse a new perspective in design and a passion for immaculate craftsmanship. Following their signature motto "K. Wah Plus" – "something more" these homes go the extra mile in the pursuit of excellence.

Developed in collaboration with ALEXCHOI design & Partners, K. Wah projects include TWIN PEAKS in Tsing Kwan O South, SOLARIA at Pak Shek Kok East, Tai Po and K SUMMIT in Kai Tak.

In response to nowadays urban dwellers' desire for a sense of well-being and community connections, K. Wah projects are designed with practical, yet innovative elements that create enduring and relaxing spaces.

TWIN PEAKS: Metropolitan Lifestyle Tsing Kwan O South is a metropolitan retreat where one can enjoy the lush greenery surrounding the waterfront promenade and conveniently has access to the burgeoning districts of two CBOS (Core Business Districts) and commercial zones on Hong Kong Island.

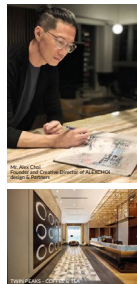
With an "arch-style" architecture linking the towers, TWIN PEAKS stands out as an iconic and sophisticated landmark in the neighbourhood.

"TWIN PEAKS is our first project with K. Wah International and we provide design services for the residential main lobby and clubhouse. K. Wah provided us a lot of flexibility in the design process, we have gathered great achievements through inspiring communication between us, thus developing innovative and fresh

elements into the design", mentioned by Mr. Alex Choi – Founder and Creative Director of ALEXCHOI design & Partners.

SOLARIA: Like Yacht Like Home "Pak Shek Kok" faces one of Hong Kong's largest natural harbours, the Tolo Harbour. We adopted a yacht theme as the overall design for SOLARIA. The architectural design exemplifies modernity and character through the materials of transited metals. For the interior design of the twin clubhouses, CLUB WE and CLUB SOLARIA adopted a glasshouse theme equipped with unique striped pattern and stylish warm-coloured wood, highlighting a contrast with the residential towers. The interior details are meticulously crafted to echo the nautical theme", mentioned by Mr. Alex Choi.

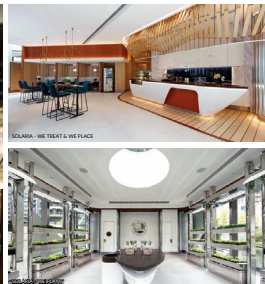
Mr. Choi further elaborated that the



"CLUB WE" is designed as an interactive sharing community space with a relaxed, comforting and collaborative environment.

The SOLARIA Clubhouse features four innovative facilities. WE PLANT, a place for agricultural lovers, introducing a new emerging hydroponic and aquaponic system and equipped with custom LED lighting that operates independently from climate and season to grow vegetables and herbs. The vesicle collection is also well suited for city farmers to experience a green lifestyle.

WE CRAFT offers ground-breaking 3D printing machines, allowing residents to use innovative technology to express imagination and creativity and convert ideas into reality. WE TREAT and WE PLACE, together provide a cosy environment for the residents to have



some me-time or interact with other like-minded people in a relaxed ambience over a cup of coffee. One could get ready to work, to party and to lounge, tastefully, all around this dashing home and WE are a community to think, to share and to enjoy.

K SUMMIT: Modern Hotel Style K SUMMIT in Kai Tak features the CLUB SUMMIT, a clubhouse with interiors that

reflect an aspirational lifestyle akin to a modern chic style hotel with contemporary amenities that are elegantly combined to create a graceful and cosy atmosphere.

The residence clubhouse endeavoured to define the living space by furnishings in an expression of personal styles as well as an expression of function which foster a sense of community among the residents. ■

SPECIAL FOCUS

THE GREEN TRANSFORMATION Development of HKGBC in the past decade



More than 200 industry leaders and peers gathered to celebrate the establishment of Hong Kong Green Building Council with an Inaugural Ceremony on Conference in 2009.

Each city tackles climate change in its own way because of the uniqueness. Hong Kong is no exception as it is filled with densely built, high-rise with a subtropical weather. Buildings and related activities account for 90% electricity consumption or 60% greenhouse gas emission. Thus, for Hong Kong, it is important to reduce buildings' carbon emission. In 2009, The Hong Kong Green Building Council (HKGBC) was established to promote the standards and developments of sustainable buildings in Hong Kong, and aims to raise green building awareness by engaging the public, the industry and the government, and to develop practical solutions for Hong Kong's environment.

INDUSTRY ENGAGEMENT
The BEAM Plus assessment, which assessed by BEAM Society Limited (BSL) and certified by the HKGBC since 2010, has been regarded as a significant contribution to the sustainable development in Hong Kong. It is now the leading initiative to offer independent assessments of building sustainability performance in the industry. Since 2014, 90% annual

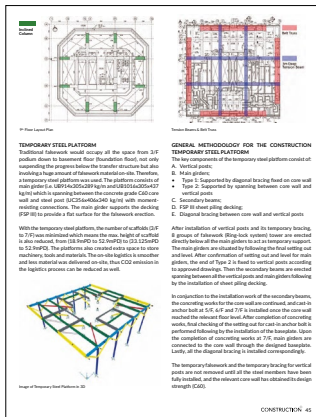
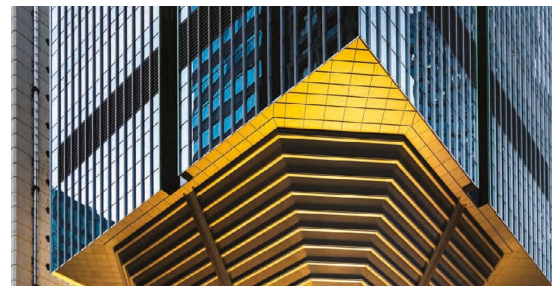
percentage of private sector project joining BEAM Plus. As of this year, more than 1,500 buildings were certified under BEAM Plus, and total registered gross floor area (GFA) reached over 430 million square feet.

In order to encourage innovation, technology and human-centric approach to green buildings, the council has launched BEAM Plus New Building version 2.0 which places more emphasis on wellness of building users by re-branding the Health and Wellbeing aspect, to reflect on the global trend of healthiness and Workforce's advocacy in 2015. It also makes the assessment tools more human-centric, making buildings not just saving more energy and reducing carbon emission, but more people-oriented and livable.

In addition to stimulating sustainable development in Hong Kong, HKGBC has also provided green practitioners training to the green experts in the industry. From 2012 to 2018, there were about 4,000 Green Practitioners in Hong Kong, and they have obtained professional qualifications such as BEAM Pro

PROJECT HIGHLIGHT

THE ONE HENNESSY, THE NEW HENNESSY

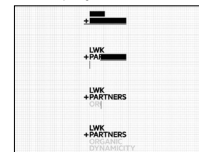


BRANDED PROFILE

LWK + PARTNERS

A DYNAMIC NEW FACE FOR NEW CHALLENGES

Established 35 years ago, LWK + PARTNERS has refreshed its branding on 14 Jan 2019.



As hinted by the design of the new logo, LWK + PARTNERS is in pursuit with infinite solutions. The company believes that as a whole, it is greater than the sum of its parts. Coupled with time has tested those who are committed to innovation and its countless variations in new effort under a consistent theme. The specific reputation encompasses the collaborative effect inherent in all of LWK + PARTNERS projects. The new branding system clearly, for the first time in its history, represents the value of endurance, and what it can achieve.

LWK + PARTNERS CAN EQUAL COLLABORATED EXPERIENCE

The new branding system, all of the Company's divisions, namely Architecture, Planning & Urban Design, Interiors, Heritage Conservation, Landmark, BIM, Live/Work and Lighting design under the umbrella of LWK + PARTNERS, which will continue to design and deliver outstanding projects through collaborative efforts, it also conveys the various facets of the company's experience in that they all represent the same united front.



RATES & SPECIFICATIONS

Ask for series discounts and bundle pricing if you are planning multi-month campaigns and product launches. (Price excluding GST & SST)

Print Advertising



Full page

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

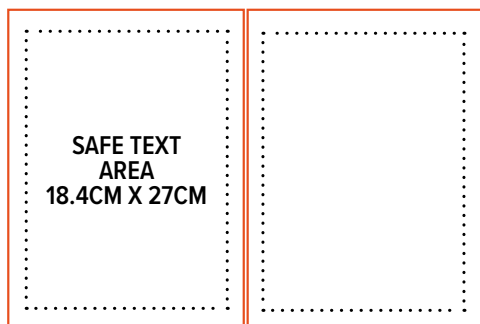
HKD 9,000
MYR 4,520
SGD 1,480



Half page (Horizontal)

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

HKD 5,500
MYR 3,020
SGD 990



Double page spread

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

HKD 15,500
MYR 7,580
SGD 2,480

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		HKD 18,000	MYR 10,400	SGD 3,600
Inside front cover		HKD 14,500	MYR 8,700	SGD 3,000
Inside back cover		HKD 13,500	MYR 8,100	SGD 2,800
Gatefold		HKD 28,000	MYR 26,000	SGD 9,000

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

Advertorial

	HKD	MYR	SGD
Full page	12,000	8,700	2,900
Double page	22,000	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/ HKD 1,600.
- 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

Subscribe now
and save up to
25%!

Regular Price
for 4 Issues
HKD 50 per issue
MYR 25 per issue
SGD 10 per issue

25% Discount for 1-Year
Subscription (12 months/4 issues)
HKD150
MYR 75
SGD 30

SUPPORTING ASSOCIATIONS +

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

HONG KONG



AIA Hong Kong – A Chapter of
The American Institute of
Architects
(www.aiahk.org)



BEAM Society Limited (BSL)
(www.beamsociety.org.hk)



Hong Kong Institute of
Urban Design (HKIUD)
(www.hkiud.org)



China Green Building
(Hong Kong) Council
(CGBC)
(www.cgbchk.org)



Construction Industry
Council (CIC)
(www.cic.hk)



Royal Institute of British
Architects (RIBA)
(www.riba-hk.org)



Hong Kong Construction Materials
Association Limited (HKCMA)
(www.hkcma.asia)



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



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



Hong Kong Designers Association
(www.hongkongda.com)



Hong Kong Institute of Qualified
Environmental Professionals
Limited (HKIQEP)
(www.hkiqep.org)



Retail Design Institute (RDI)
Hong Kong Chapter
(retaildesigninstitute.org)



The Hong Kong Institute of
Surveyors (www.hkis.org.hk)



Chartered Association of Building
Engineers (CABE)
(www.cbuide.com)



The Green Council
(www.greencouncil.org)



Hong Kong Green Building
Council (HKGBC)
(www.hkgbc.org.hk)



Hong Kong Interior Design
Association (HKIDA)
(www.hkida.org)



The Hong Kong Institute of
Architects (HKIA)
(www.hkia.net)

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 (FMHMBA)
(www.mhmmba.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)



BCI

CENTRAL

HONG KONG

BCI Asia Construction Information Ltd
Unit 2017, 20/F, The Metropolis Tower,
10 Metropolis Drive, Hung Hom,
Kowloon, Hong Kong

Phone: +852 25380011

Fax: +852 28750511

Email: construction@bciasia.com

Website: www.constructionplusasia.com/hk/

MALAYSIA

BCI Asia Construction Information Sdn Bhd
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

BCI Central Singapore Pte. Ltd
300 Beach Road, #13-05
Singapore 199555

Phone: +65 6536 7197/+65 6538 6836

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