

BUILDING PRODUCTS NEWS



➤ MEDIAKIT - 2012

BPN

➤ The only national magazine in Australia covering products and their application

➤ Well respected within the building industry for over 40 years

➤ New Releases section informs readers of innovations in products and projects

BPN

BUILDING PRODUCTS NEWS



PRINT PROFILE

Established in 1967, BPN (Building Products News) continues to keep both commercial and residential building designers, architects, specifiers and builders up to date with the latest industry news and events, along with new products and their applications.

BPN's unique and sought-after editorial is specifically designed to engage its readers by providing the essential information needed to make informed decisions. BPN was also the first building industry publication to feature a sustainability building section, "Environ".

To ensuring maximum reach and longevity for your advertisement, each edition of BPN is sent to our newsletter subscribers as a digital magazine and is also housed on our website's magazine library.

ONLINE PROFILE

bpn.com.au

With an average of over 12,000 page impressions per month, bpn.com.au is an essential online source of information as well as a community hub where building professionals interact. The content of the site is updated daily and provides the latest news and developments, product launches, trade show coverage and a product directory.



DEMOGRAPHICS



AVERAGE NET DISTRIBUTION PERIOD ENDING SEPT '11 - 22,988

NSW	43%
VIC	27%
QLD	14%
SA	5%
WA	6%
ACT / TAS / NT / OS	4%

SUBSCRIBERS BY JOB

ARCHITECTS	42%
BUILDING DESIGNERS & DRAFTS PEOPLE	29%
BUILDERS, DEVELOPERS & PROJECT MANAGERS	21%
ENGINEERS & CONSULTANT	6%
OTHER	2%

STATISTICS

BPN.COM.AU

➔ OVER 12,000 PAGE IMPRESSIONS PER MONTH

➔ OVER 7,200 VISITS PER MONTH

➔ OVER 5,500 UNIQUE VISITORS PER MONTH

Source: Google Analytics Jun - Aug 2011

FEATURES

Please send all editorial content to: editor@bpn.com.au | Features may change at editor's discretion

FEBRUARY 2012	MARCH 2012 DESIGNEX EDITION	APRIL 2012	MAY 2012	JUNE 2012 DESIGN BUILD EDITION	JULY 2012
<ul style="list-style-type: none"> • Timber • Water Management & Plumbing • Interior/Exterior Finishes 	<ul style="list-style-type: none"> • Lighting Design • Facades • Environ 	<ul style="list-style-type: none"> • Software for Specifiers • Heating & Insulation • Kitchen Components & Design 	<ul style="list-style-type: none"> • Concrete & Steel • Public Buildings & Healthcare Fitouts • Environ 	<ul style="list-style-type: none"> • Australian Made • Flooring • Roofing 	<ul style="list-style-type: none"> • Windows, Doors & Hardware • Facades • Environ • BUILT Preview
BOOKING: MON 09 JAN MATERIAL: TUE 17 JAN	BOOKING: FRI 27 JAN MATERIAL: TUE 07 FEB	BOOKING: FRI 09 MAR MATERIAL: TUE 20 MAR	BOOKING: WED 04 APR MATERIAL: TUE 17 APR	BOOKING: FRI 04 MAY MATERIAL: FRI 11 MAY	BOOKING: THU 07 JUN MATERIAL: TUE 19 JUN
AUGUST 2012 BUILT EDITION	SEPTEMBER 2012	OCTOBER 2012	NOVEMBER 2012	DECEMBER 2012	
<ul style="list-style-type: none"> • Bathroom Components & Design • Timber • Renovations • BPN Sustainability Awards FINALIST EDITION 	<ul style="list-style-type: none"> • Aged Care & Access • Paints, Stains & Coatings • Environ 	<ul style="list-style-type: none"> • Flooring • Bricks & Pavers • Air-conditioning & Ventilation • BPN Sustainability Awards WINNERS EDITION 	<ul style="list-style-type: none"> • Outdoor Living & Landscape Design • Fire Protection • Environ 	<ul style="list-style-type: none"> • Roofing • 2012 Design Retrospective • Windows, Doors & Hardware 	
BOOKING: FRI 06 JUL MATERIAL: FRI 13 JUL	BOOKING: FRI 10 AUG MATERIAL: TUE 21 AUG	BOOKING: FRI 31 AUG MATERIAL: FRI 07 SEP	BOOKING: FRI 05 OCT MATERIAL: MON 15 OCT	BOOKING: THU 01 NOV MATERIAL: FRI 09 NOV	

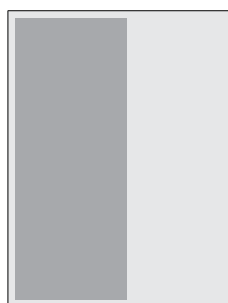


BPN SUSTAINABILITY AWARDS

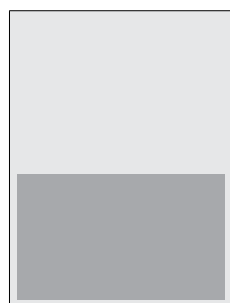
Now in its sixth year, the BPN Sustainability Awards continue to reward designers and builders for best practice in sustainable projects across Australia. The Awards were created to support ESD initiatives and recognise companies who are striving to create a more sustainable environment.

PRINT RATES & SPECS

AD SPACE	1X	6X	11X	TRIM AREA
DPS	\$11,477	\$10,329	\$9,181	297x470mm + 5mm Bleed (Type Area: 277x450mm)
Full page	\$6,951	\$6,256	\$5,561	297x235mm + 5mm Bleed (Type Area: 277x215mm)
1/2 page Vertical & Horizontal	\$5,271	\$4,744	\$4,217	V: 275x100mm H: 122x210mm
1/3 page Vertical & Horizontal	\$4,000	\$3,600	\$3,200	V: 275x65mm H: 80x210mm
1/4 page Vertical, Square & Horizontal	\$3,360	\$3,024	\$2,688	V: 275x45mm H: 60x210mm S: 122x100mm
Product of Month	\$4,557	\$4,101	\$3,646	
Q&A	\$6,951	\$6,256	\$5,560	
Insert	POA			



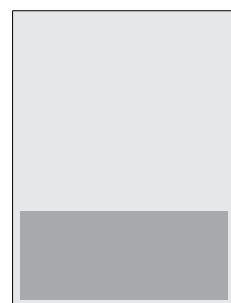
1/2 V



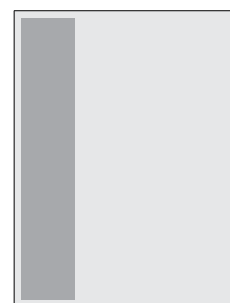
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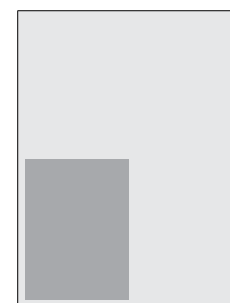
1/3 V



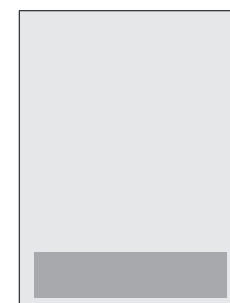
1/3 H



1/4 V



1/4 S



1/4 H

ONLINE ADVERTISING AND LEAD GENERATION

MONTHLY PACKAGES//

WEBSITE SPONSORSHIP

LEADER BOARD

[728 X 90 PIXELS | 39K MAX]

MREC 2

[300 X 250 PIXELS | 39K MAX]
ON WEBSITE

ALL INCLUDE 1/6TH SHARE OF VOICE

ADD ON OPTIONS

- // NEWSLETTER DISPLAY
- // ADDITIONAL MREC / LEADER BOARD ON WEBSITE
- // WEBSITE SECTION SPONSORS
- // COMPANY PROFILE
- // PRODUCT SHOWCASE
- // EVENT LISTINGS
- // EDM
- // WEBSITE LOGO SPONSORSHIP
- // COURSES
- // FEATURED PRODUCT

ONLINE DISPLAY ADVERTISING POSITIONS

WEBSITE//



LEADERBOARD

SITE SUPPORTERS

FEATURED PRODUCT

MREC 02

MREC 03

NEWSLETTER//



LEADERBOARD

MREC 01

MREC 02

MREC 03

CONTACTS

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