

INFOLINK



➤ MEDIAKIT - 2012

➤ Industry leading CAB audited circulation among B2B architectural magazines in Australia

➤ Measurable and proven to generate solid results for advertisers

➤ A complete lead capturing and brochure fulfilment service



PRINT PROFILE

With the largest circulation in the industry, Infolink Architecture & Design is dedicated to generating leads by showcasing new building and architectural products to architects, designers, specifiers, engineers and builders.

With advertisers displaying their products in an advertorial format, readers are able to quickly identify products they may be interested in and request more information by filling out an enquiry card or enquire online.

Infolink Architecture & Design Magazine is unique as leads are measurable and allow the advertiser to easily follow up. Infolink Architecture & Design is the perfect vehicle to inform decision makers of your products and generate sales leads.

To ensure maximum reach and longevity of your advertisement, each edition of Infolink Architecture & Design is sent to our newsletter subscribers as a digital magazine and is also housed on our website.

ONLINE PROFILE

ArchitectureandDesign.com.au is Infolink Architecture & Design Magazine's online companion, working together to deliver quality leads for advertisers.

With an average of 76,400 page impressions each month and over 13,000 e-newsletter subscribers, ArchitectureandDesign.com.au is the industry's online hub for breaking news and products.



DEMOGRAPHICS

AVERAGE NET DISTRIBUTION PERIOD ENDING SEPT '11 - 26,958

NSW	40%
VIC	25%
QLD	16%
SA	6%
WA	7%
ACT / TAS / NT / OS	5%



CIRCULATIONS
AUDIT BOARD

SUBSCRIBERS BY JOB

ARCHITECTS	27%
CONSTRUCTION/PROJECT MANAGEMENT	25%
BUILDER	16%
INTERIOR DESIGNERS	15%
ENGINEERS	5%
MANUFACTURERS/SUPPLIERS	5%
BUILDING DESIGNERS	4%
GOVERNMENT DEPARTMENTS	3%

INDUSTRY BREAKDOWN

ARCHITECTURAL SERVICES	35%	ENGINEERING	5%
BUILDING & CONSTRUCTION	21%	BUILDING SUPPLIES WHOLESALING	6%
GENERAL CONSTRUCTION	17%	GOVERNMENT INSTITUTIONS	3%
INTERIOR DESIGN	13%		

STATISTICS

➔ OVER 13,000 NEWSLETTER SUBSCRIBERS RECEIVING OUR THREE TIMES WEEKLY NEWSLETTER

➔ OVER 76,400 PAGE IMPRESSIONS PER MONTH

➔ OVER 45,000 VISITS PER MONTH

➔ OVER 24,200 UNIQUE VISITORS PER MONTH

Source: Google Analytics June - Aug 2011

DEADLINES

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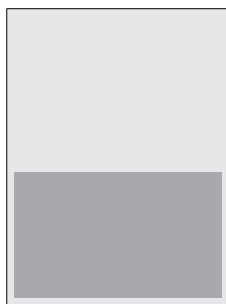
Please send all editorial content to: editor@architectureanddesign.com.au

FEBRUARY 2012	APRIL 2012	JUNE 2012	AUGUST 2012	OCTOBER 2012	NOVEMBER 2012
BOOKING: MON 09 JAN MATERIAL: FRI 13 JAN	BOOKING: FRI 09 MAR MATERIAL: TUE 20 MAR	BOOKING: FRI 04 MAY MATERIAL: TUE 15 MAY	BOOKING: FRI 06 JUL MATERIAL: TUE 17 JUL	BOOKING: WED 05 SEP MATERIAL: FRI 14 SEP	BOOKING: FRI 26 OCT MATERIAL: TUE 06 NOV

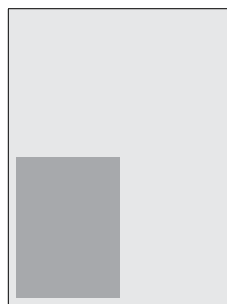
PRINT RATES & SPECS

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AD SPACE	1X	3X	6X	TRIM AREA
Full page brand advertising	\$9,996	\$8,996	\$7,997	330x240mm + 5mm Bleed
Full page Info-Unit	\$9,996	\$8,996	\$7,997	330x240mm (Supply 400 words & 1-5 images)
1/2 page Info-Unit	\$5,460	\$4,914	\$4,368	127x220mm (Supply 200 words & 1-3 images)
1/4 page Info-Unit	\$3,150	\$2,835	\$2,520	127x107mm (Supply 120 words & 1-3 images)
Insert	POA			



1/2 INFO -UNIT



1/4 INFO - UNIT

ONLINE ADVERTISING AND LEAD GENERATION

MONTHLY PACKAGES//

WEBSITE SPONSORSHIP

LEADER BOARD

[728 X 90 PIXELS | 39K MAX]

MREC 1

[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

ONLINE DISPLAY ADVERTISING POSITIONS

WEBSITE//



LEADERBOARD

SITE SUPPORTERS

MREC 01

MREC 02

MREC 03

NEWSLETTER//

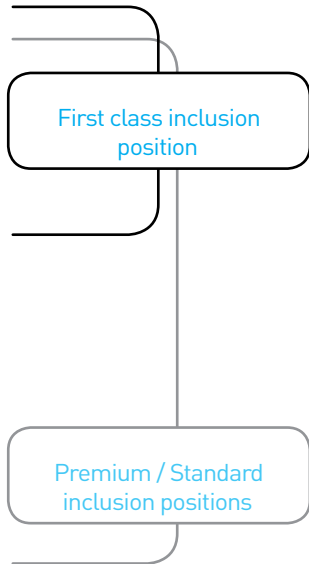
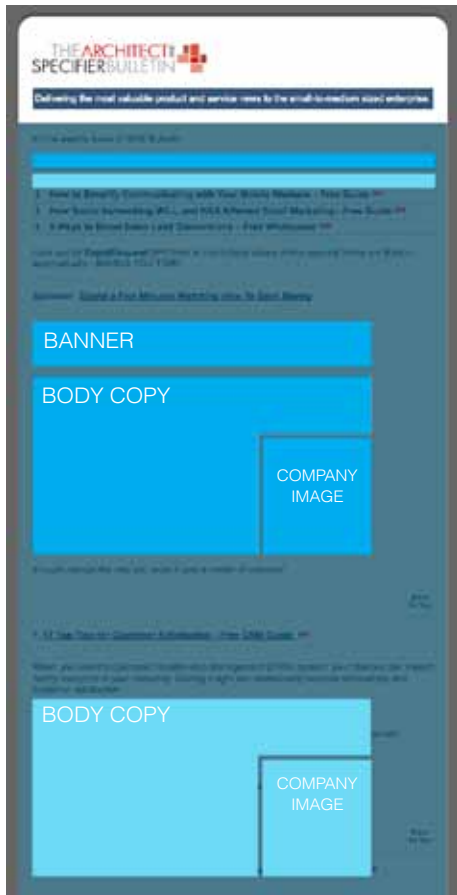


LEADERBOARD

MREC 01

MREC 02

MREC 03



RATES & SPECS

The Architect and specifiers bulletin enables you to talk to over 10,000 architects and specifiers with your sales message and generate sales leads instantly. We can help you to acquire more customers and build more profitable customer relationships from the very first click.

FEATURE	FIRST CLASS	PREMIUM	STANDARD
A headline	•	•	•
Top position within bulletin	•		
70 words of text	•	•	•
A link to your chosen website	•	•	•
A horizontal banner	•	•	•
Logo / and or small image	•	•	•
A rapid request page*	•	•	
Reports of your leads via email	•	•	•
RATE	\$4,000	\$3,000	\$1,000

For more information visit emediainternational.com.au

WHAT IS A RAPID REQUEST PAGE?



- // Capture the contact information of people interested in your inclusion offer.
- // Receive an automatic email with contact details

- // Qualify your leads with 2-3 questions
- // Send respondents to your website

CONTACTS

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FOR MORE INFORMATION OR TO BOOK
YOUR ADVERTISING CAMPAIGN CONTACT:

KEY ACCOUNT MANAGER

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FOR NEW BUSINESS ENQUIRIES
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