

BUILDING & ARCHITECTURE

Reach an audience of over 70,000 building and architecture industry professionals through our unique marketing solutions.

What can we do for you today?

RBI is Australia's leading information provider for the building & Architecture industry with the **largest** audience of industry decision makers in Australia. If you want to connect with this audience we can provide an overall marketing solution for your business.



GROW YOUR BUSINESS

RBI's Building & Architecture Network allows advertisers to:

- Reach specific target audiences
- Build brand awareness
- Elicit direct response through our range of vertical websites and e-newsletters.

CONNECT TO



INDUSTRY PROFESSIONALS

- Get exposure to Australia's largest audience of building & architecture industry professionals.
- Largest CAB audited circulation in comparison to other industry publications
- 150,000 online page views each month and growing

BY USING



BRAND AWARENESS

Build awareness for your brand through display advertising across our print and online channels.



LEAD GENERATION

Attract quality business leads by using a variety of marketing channels to educate the market on your product or service.

CHANNEL OVERVIEW



**BRAND
AWARENESS**



BPN



ARCHITECTURE & DESIGN

MAGAZINES

BUILDING PRODUCT NEWS (BPN)
INFOLINK ARCHITECTURE & DESIGN

INDUSTRY WEBSITES

BPN.COM.AU
SUSTAINABLEBUILDINGPRODUCTS.COM.AU
ARCHITECTUREANDDESIGN.COM.AU

DAILY NEWSLETTERS (MON-FRI)

ARCHITECTURE & DESIGN E-ZINE

SPECIALIST WEBSITES &
TWICE WEEKLY NEWSLETTERS

SUSTAINABLE BUILDING PRODUCTS
LANDSCAPE DESIGN





**LEAD
GENERATION**



MAGAZINE

INFOLINK ARCHITECTURE & DESIGN

INDUSTRY WEBSITES

INFOLINK ARCHITECTURAL
ARCHITECTUREANDDESIGN.COM.AU

NEWSLETTERS

ARCHITECTURE & DESIGN PDF - DAILY
NEWSLETTER - PRODUCT SHOWCASE

TARGETED EMAIL BLASTS

OUR THIRD PARTY EMAIL LISTS OFFER
EXTENSIVE TARGETING OPTIONS

PROFILE



Infolink Architecture & Design offers product-specific advertorials in print and online with:

- Unique product fulfilment service allowing advertisers to generate leads.
- Exposure to over 28,000 decision makers
- Approximately 70 leads generated per ad
- 20 years in the market place
- Complemented by newsletter and industry website.

CLICK HERE FOR PROFILE & RATES



Building Product News is the monthly editorially driven magazine for the building and design industry

- Focused editorial on products and their application.
- Highest circulating industry magazine
- 40 years in the market place
- Complemented by newsletter and industry website.

CLICK HERE FOR PROFILE & RATES



Breaking news service for the Architectural industry

- Delivered daily to over 16,000 industry professionals
- Campaigns are completely trackable.
- Daily exposure to architectural industry professionals

CLICK HERE FOR PROFILE & RATES



BRAND AWARENESS



IMPACT

MAKE YOUR BRAND THE MOST RECOGNISED IN THE MARKET

IMPRESS

CREATE A STRONG LASTING IMPRESSION ACROSS OUR AUDIENCE

CUSTOMERS

RECOGNISE AND CHOOSE YOUR BUSINESS FIRST

HOW CAN WE HELP?

- High exposure through display advertising to a base audience of over 70,000 targeted readers
- Daily / monthly plus ongoing opportunities for brand messages
- Educate potential new customers about your product offering through our product showcases
- Build trust for your brand through affiliation with leading publications



MAGAZINES



HTML E-NEWSLETTER
PDF E-NEWSLETTER



INDUSTRY WEBSITES
SPECIALIST WEBSITES



AWARDS SPONSORSHIP

LEAD GENERATION



EDUCATE

OVER 70,000 TARGETED DECISION MAKERS ABOUT YOUR PRODUCT OR SERVICE

ATTRACT

QUALITY LEADS & INTEREST WITH A DEDICATED SPACE AND CLEAR CALLS TO ACTION

CONVERT

LEADS TO ORDERS THROUGH RESULTS DRIVEN MARKETING CAMPAIGNS

HOW CAN WE HELP

- Educate a base audience of over 70,000 targeted readers with product showcases
- Highlight unique selling points of products/key services
- Achieve targeted quality sales leads for your key business (average 70 leads per ad)



INFOLINK - PRODUCT FULFILMENT SERVICE



PDF E-NEWSLETTER - PRODUCT SHOWCASE EMAIL MARKETING



PRODUCT SHOWCASE - ONLINE

CASE STUDY: JAMES HARDIE

MARKET

Building and Architecture

CHANNEL

Magazine /Newsletter

CAMPAIGN OBJECTIVES

Build awareness of specific products through display advertising and awards sponsorship.



MAGAZINE - FULL PAGE
(Building Product News)



MAGAZINE - FULL PAGE
(Building Product News)



PDF NEWSLETTER - HALF PAGE
(Architecture & Design)

CASE STUDY: RMAX

MARKET

Building and Architecture

CHANNEL

Magazine

CAMPAIGN OBJECTIVES

Build awareness of products through display advertising and lead generation though product advertorial.



MAGAZINE - FULL PAGE
(Building Product News)



MAGAZINE - 1/4 PAGE
(InfoLink)

 CONTACT
DETAILSFOR MORE INFORMATION OR TO BOOK
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