



**MEDIA KIT
2017**

— *for* —

• S O U T H E A S T • A S I A •
CONSTRUCTION

EDITORIAL MISSION

Southeast Asia Construction (SEAC) is a regional trade magazine published in Singapore and distributed to a qualified readership in Asia and all over the world. The magazine features the engineering aspects of civil and structural projects worldwide. It also covers the latest on construction equipment, materials, technology, management and industry news as well as major construction machinery trade shows at regional and international levels. Our editorial mission is to provide timely, accurate, interesting and unbiased content to our readers.



PRINT

Southeast Asia Construction was born in 1994 and over the years, it has become one of the most widely read construction magazines in the region. The magazine is published six times per year, with editorial content typically consisting of six sections:

- News
- Events
- Product Showcase
- Applications On Site
- Regional Focus
- Show Preview & Review



DIGITAL

Southeast Asia Construction is also available on the digital platform so that our readers are always within reach.

- **Website** (seac.tradelinkmedia.biz)
The magazine's PDF version can be downloaded from the website.
- **E-Newsletter**
The magazine's digital version is distributed to construction professionals on a bi-monthly basis.



SOCIAL MEDIA

Southeast Asia Construction is on Facebook (www.facebook.com/southeastasiaconstruction)! We regularly keep you up-to-date with what's new in the building and construction industry, particularly in the Asia Pacific region.



EXHIBITIONS / EVENTS

Southeast Asia Construction participates in leading industry exhibitions and events around the world. It is also distributed at many seminars and conferences worldwide. These are true indicators of the wide reach of the magazine.

	CONSTRUCTION EQUIPMENT	REGIONAL FOCUS	FEATURE	SHOW PREVIEW/REVIEW
1 JAN / FEB Editorial Deadline 18 November 2016 Advertisement Deadline 9 December 2016	Access & Material Handling Equipment Aggregate, Quarry & Mining Equipment	The Americas	Highway/Road Projects	Preview of ConExpo-Con/Agg 2017
2 MAR / APR Editorial Deadline 16 January 2017 Advertisement Deadline 10 February 2017	Asphalt & Road Construction Equipment Compressors, Generators & Light Towers	Europe	Commercial/Industrial Projects	Review of Bauma China 2016
3 MAY / JUN Editorial Deadline 17 March 2017 Advertisement Deadline 7 April 2017	Power Tools, Attachments & Accessories Concrete Technology Construction Materials	Australia/ New Zealand	Bridges/Tunnelling Projects	Review of World of Concrete 2017
4 JUL / AUG Editorial Deadline 15 May 2017 Advertisement Deadline 5 June 2017	Cranes Demolition Tools & Equipment Earthmovers Falsework & Formwork Systems Foundation & Shoring Equipment	Southeast Asia	Highway/Road Projects	Review of ConExpo-Con/Agg 2017
5 SEP / OCT Editorial Deadline 17 July 2017 Advertisement Deadline 7 August 2017	Instrumentation, Electronic Controls & Engineering Software Recycling Equipment Transportation Equipment Off-Highway Components	East Asia	Commercial/Industrial Projects	-
6 NOV / DEC Editorial Deadline 13 September 2017 Advertisement Deadline 6 October 2017	Trenchless/Trenching Equipment Tunnelling Machinery	South Asia & The Middle East	Bridges/Tunnelling Projects	Preview of World of Concrete 2018 *

* To be confirmed

Readership

Readership by Region



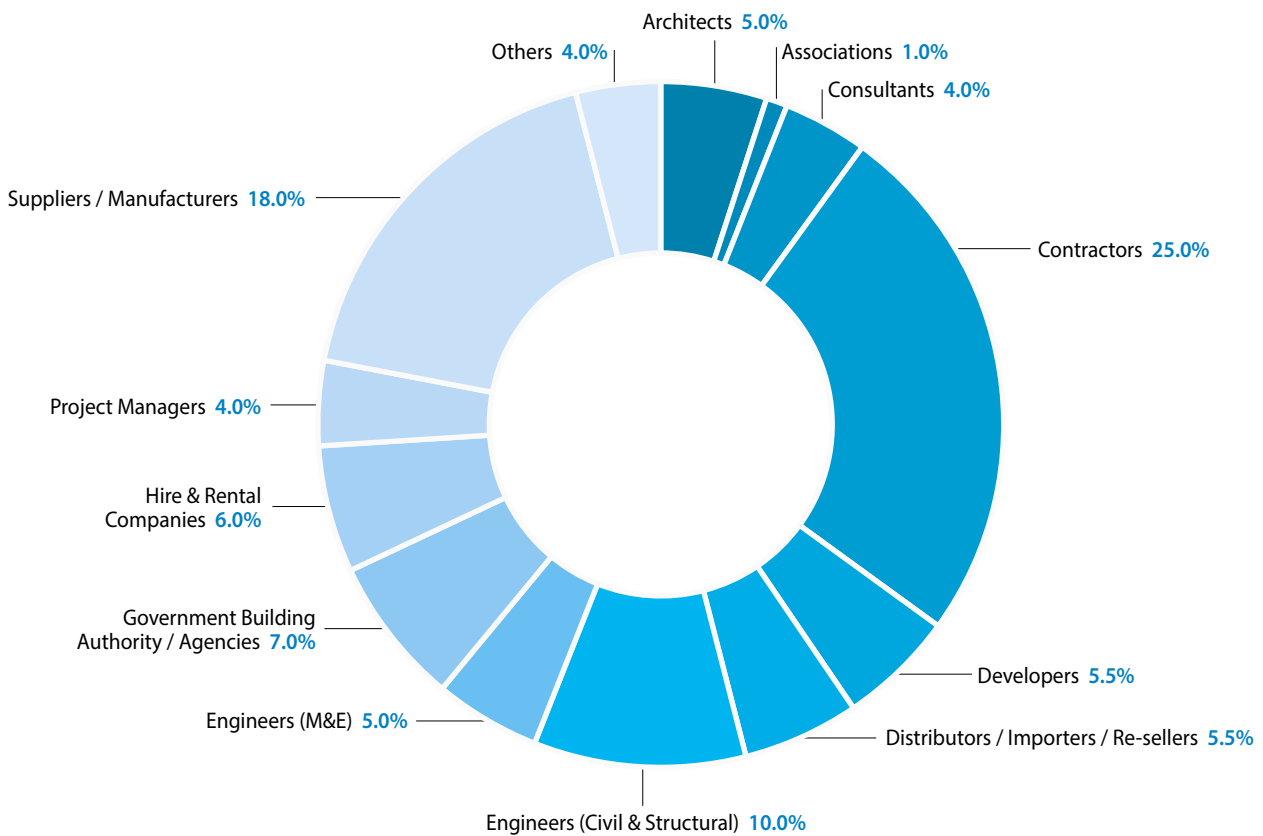
Southeast Asia 26,942

Brunei	64
Cambodia + Laos	592
Indonesia	2,694
Malaysia	7,194
Myanmar	532
Philippines	3,608
Singapore	8,880
Thailand	1,266
Vietnam	2,112

Total 53,916

Southeast Asia	26,942
East Asia	13,784
South Asia	3,882
Oceania	684
Middle East	1,795
Europe	2,838
North America	3,991

Readership by Job Function



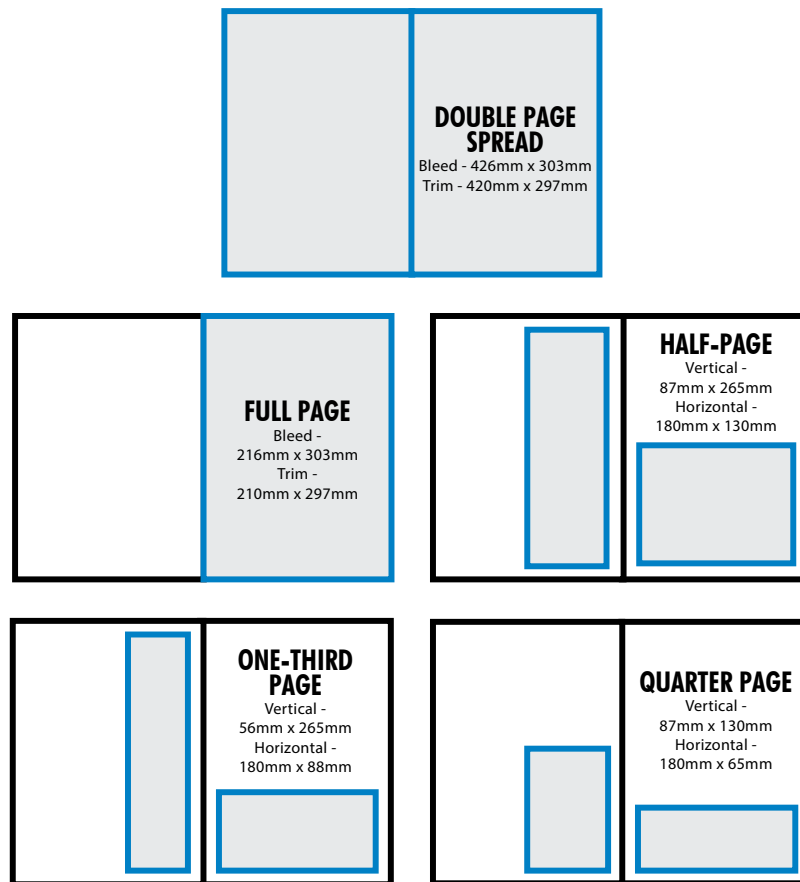
2017 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN / FEB	ConExpo-Con/Agg 2017	Las Vegas	USA	7 – 11 March 2017
	Worldbex 2017	Manila	The Philippines	15 – 19 March 2017
MAR / APR	Megabuild 2017	Jakarta	Indonesia	16 – 19 March 2017
	BuildTech Yangon 2017	Yangon	Myanmar	18 – 20 May 2017
	International Construction Week 2017	Kuala Lumpur	Malaysia	10 – 14 April 2017
MAY / JUN	Intermat ASEAN 2017	Bangkok	Thailand	8 – 10 June 2017
	Laobuild 2017	Vientiane	Laos	15 – 17 June 2017
JUL / AUG	Lankabuild 2017	Colombo	Sri Lanka	10 – 12 August 2017
	Cambuild 2017	Phnom Penh	Cambodia	7 – 9 September 2017
SEPT / OCT	Concrete Show Southeast Asia 2017	Jakarta	Indonesia	13 – 16 September 2017
	BICES 2017	Beijing	China	20 – 23 September 2017
	BEX Asia / MCE Asia / IGBC 2017	Singapore	Singapore	12 – 14 September 2017
	Concrete Asia 2017	Bangkok	Thailand	20 – 22 September 2017
	*BuildTech Asia 2017	Singapore	Singapore	24 – 26 October 2017
	Onebuild 2017	Kuala Lumpur	Malaysia	2 – 4 November 2017
	ASEANMACH 2017	Kuala Lumpur	Malaysia	2 – 4 November 2017
	*Konstruksi Indonesia / Big 5 Construction Indonesia 2017	Jakarta	Indonesia	8 – 10 November 2017
	PhilConstruct 2017	Manila	The Philippines	9 – 12 November 2017
	Myanbuild 2017	Yangon	Myanmar	30 November – 2 December 2017
NOV / DEC	World of Concrete Asia 2017	Shanghai	China	4 – 6 December 2017
	World of Concrete 2018	Las Vegas	USA	23 – 26 January 2018



PRINT ADVERTISING



Terms & Conditions

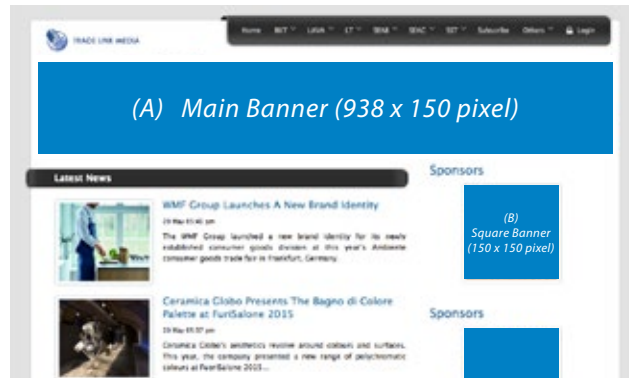
- Booking of premium positions are based on the available of space upon the confirmation of insertion order.
- All advertising materials are subject to the approval of the publisher, who reserves the right to decline the insertion of any material.
- Presented rates do not include advertising agency commission.
- Postponement of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 50% surcharge of the contracted rate will be imposed.
- Cancellation of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 100% surcharge of the contracted rate will be imposed.
- If the advertiser is unable to submit the artwork by the stipulated deadline, the Publisher reserves the right to insert the previously used artwork or publish a blank ad space entitled "Reserved for Advertiser" notice. The advertiser is still liable for the full cost of the reserved advertisement space.
- We accept advertisement artwork in PDF, TIFF, JPEG and EPS formats. The artwork must have a minimum resolution of 300 dpi in CMYK mode. Advertiser must notify us should the artwork is designed in special / pantone colours. There will be additional charge for special / pantone colour printing by our Printer.
- The Publisher owns the copyright of the artwork should the advertiser seeks the provision of graphic layout service from the Publisher. No reproduction of the same artwork should be made on another media without the written permission from the Publisher.
- Singapore registered companies may apply for Double Tax Deduction (DTD) for advertising on Southeast Asia Construction. Do visit IE Singapore (www.iesingapore.gov.sg) for more information.
- The terms and conditions apply to respective permitted successors of both parties.
- Any legal dispute in relation to this contract shall be settled in accordance to the laws of the Republic of Singapore.



DIGITAL ADVERTISING

Southeast Asia Construction provides online reach to professional readers on digital platform. We offer:

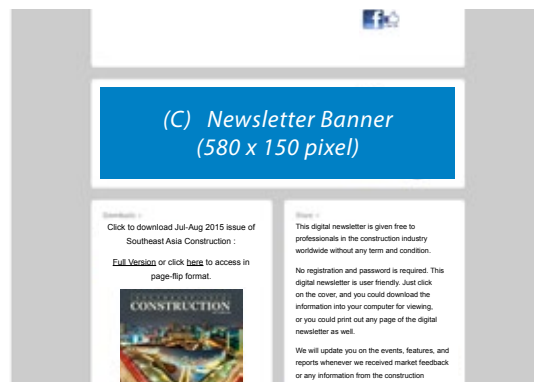
Web Banners



(A) Main Banner (938 x 150 pixel)
USD1,000 per month / SGD1,400 per month

(B) Square Banner (150 x 150 pixel)
USD500 per month / SGD700 per month

Newsletter Banner



(C) Newsletter Banner (580 x 150 pixel)

- *Banner will be sent out to online subscribers on bimonthly basis (upon the publication of each issue online)*

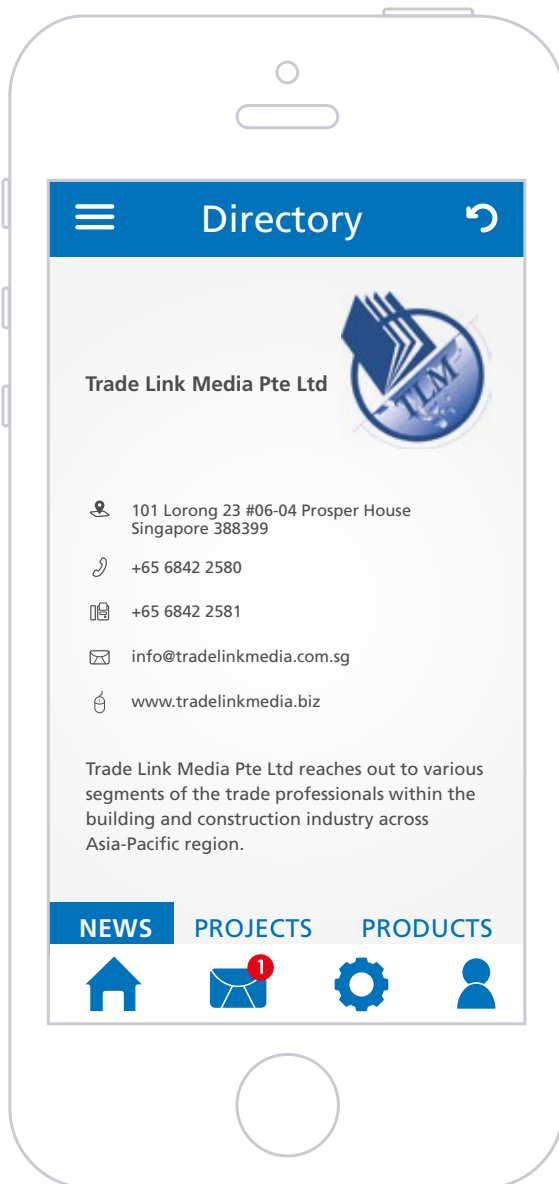
USD1,000 per issue / SGD1,500 per issue



MOBILE APPLICATION

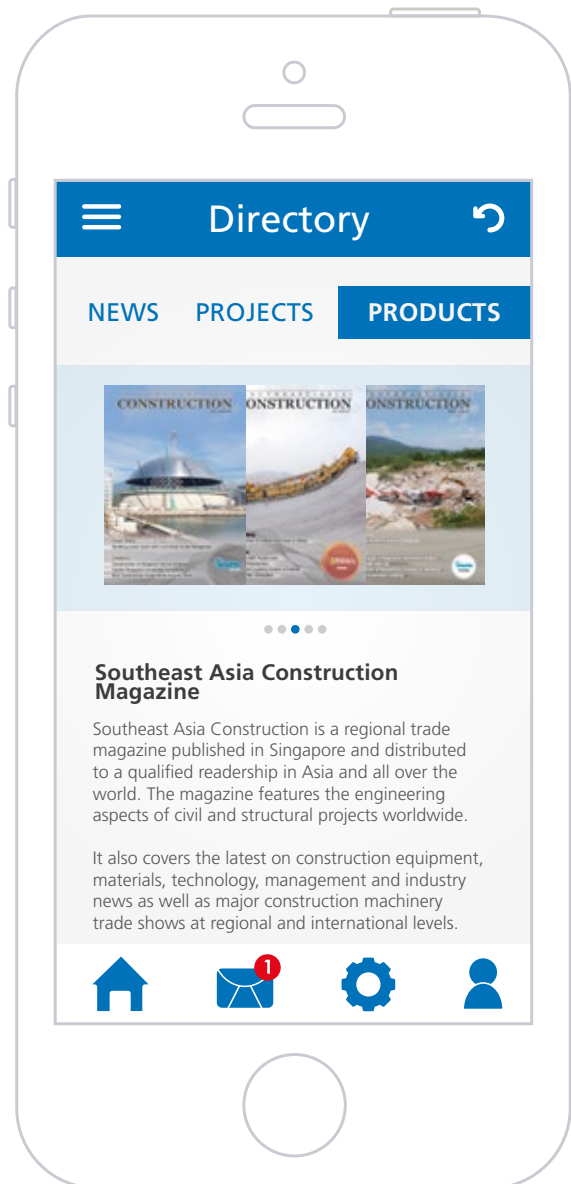
Southeast Asia Construction also provides online reach to professional readers on mobile platform. We offer:

Organisation Listing



(A) 1-Year Organisation Listing
USD2,000 per year / SGD3,000 per year

Organisation + Product Listing



(A) 1-Year Organisation + Product Listing
USD4,000 per year / SGD6,000 per year

* Disclaimer: Actual layout may change to phone type and future improvements to the application capability.

ORDER FORM

Please tick your choice below. US\$ - US Dollars, S\$ - Singapore Dollars

• S O U T H E A S T • A S I A •
CONSTRUCTION

ASK US FOR A FREE QUOTE!

To get a competitive quote for a Customised Package that meets your needs, contact us at advertising@tradelinkmedia.com.sg or call +65 6842 2580

MEDIA	AD SIZE	FREQUENCY & RATES		
PRINT	4-COLOUR	SINGLE INSERTION	FULL YEAR <small>(6 issues)</small>	<i>Issues(s) for advertisement placement:</i>
	<input type="checkbox"/> DOUBLE PAGE	<input type="checkbox"/> US\$6,000.00 <input type="checkbox"/> S\$7,600.00	<input type="checkbox"/> US\$4,800.00 x 6 <input type="checkbox"/> S\$6,080.00 x 6	'17 '18 <input type="checkbox"/> JAN-FEB <input type="checkbox"/> MAR-APR <input type="checkbox"/> MAY-JUNE <input type="checkbox"/> JUL-AUG <input type="checkbox"/> SEPT-OCT <input type="checkbox"/> NOV-DEC
	<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> US\$3,000.00 <input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,400.00 x 6 <input type="checkbox"/> S\$3,200.00 x 6	<i>Issues(s) for newsletter placement:</i> '17 '18 <input type="checkbox"/> JAN-FEB <input type="checkbox"/> MAR-APR <input type="checkbox"/> MAY-JUNE <input type="checkbox"/> JUL-AUG <input type="checkbox"/> SEPT-OCT <input type="checkbox"/> NOV-DEC
	<input type="checkbox"/> TWO THIRD PAGE	<input type="checkbox"/> US\$2,300.00 <input type="checkbox"/> S\$3,000.00	<input type="checkbox"/> US\$2,070.00 x 6 <input type="checkbox"/> S\$2,600.00 x 6	
	<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> US\$2,000.00 <input type="checkbox"/> S\$2,600.00	<input type="checkbox"/> US\$1,600.00 x 6 <input type="checkbox"/> S\$2,080.00 x 6	
	<input type="checkbox"/> ONE THIRD PAGE	<input type="checkbox"/> US\$1,600.00 <input type="checkbox"/> S\$2,080.00	<input type="checkbox"/> US\$1,280.00 x 6 <input type="checkbox"/> S\$1,664.00 x 6	
	<input type="checkbox"/> QUARTER PAGE	<input type="checkbox"/> US\$1,300.00 <input type="checkbox"/> S\$1,700.00	<input type="checkbox"/> US\$1,040.00 x 6 <input type="checkbox"/> S\$1,224.00 x 6	
<input type="checkbox"/> NEWSLETTER BANNER <small>(580 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00	X _____ issue(s)		
DIGITAL	<input type="checkbox"/> MAIN BANNER <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00	X _____ mth(s)	<i>Preferred month(s):</i> 2017 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> SQUARE BANNER <small>(150 x 150 pixel)</small>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00	X _____ mth(s)	2018 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<i>SPECIAL INSTRUCTIONS:</i>			

NEW! MOBILE APP PLATFORM 2017 OFFER

	NET RATE
<input type="checkbox"/> 1-Year Organisation Listing	<input type="checkbox"/> US\$2,000 per year / S\$3,000 per year Promo Rate for 2017: US\$1,000 per year / S\$1,500 per year
<input type="checkbox"/> 1-Year Organisation Listing + 1-Year Product Listing	<input type="checkbox"/> US\$4,000 per year / S\$6,000 per year Promo Rate for 2017: US\$2,000 per year / S\$3,000 per year

*Net rates presented are exclusive of 7% GST for Singapore-registered companies

ORDER FORM

Please tick your choice below. US\$ - US Dollars, S\$ - Singapore Dollars

Please fax to (+65) 6842 2581 / 6745 9517 or email us at advertising@tradelinkmedia.com.sg

• S O U T H E A S T • A S I A •
CONSTRUCTION

NEW!

2017 INTEGRATED PACKAGES OFFER

		NET RATE
<input type="checkbox"/> Package A1 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 1 Year (6x) Full Page, 4-C advertisements 	<ul style="list-style-type: none"> • 1 Year (6x) Newsletter Banner • 1 Year Random Main Banner
		<input type="checkbox"/> US\$35,000.00 <input type="checkbox"/> S\$45,000.00*
<input type="checkbox"/> Package A2 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 1 Year (6x) Half Page, 4-C advertisements 	<ul style="list-style-type: none"> • 1 Year (6x) Newsletter Banner • 1 Year Random Main Banner
		<input type="checkbox"/> US\$31,000.00 <input type="checkbox"/> S\$40,000.00*
<input type="checkbox"/> Package A3 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 3x Full Page, 4-C advertisements 	<ul style="list-style-type: none"> • 3x Newsletter Banner • 6 months Random Main Banner
		<input type="checkbox"/> US\$22,000.00 <input type="checkbox"/> S\$28,000.00*
<input type="checkbox"/> Package A4 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 3x Half Page, 4-C advertisements 	<ul style="list-style-type: none"> • 3x Newsletter Banner • 6 months Random Main Banner
		<input type="checkbox"/> US\$20,000.00 <input type="checkbox"/> S\$25,000.00*
<input type="checkbox"/> Package B (Mobile + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (6x) Newsletter Banner • 1 Year Random Main Banner
		<input type="checkbox"/> US\$24,000.00 <input type="checkbox"/> S\$30,000.00*
<input type="checkbox"/> Package C1 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (6x) Full Page, 4-C advertisements
		<input type="checkbox"/> US\$18,000.00 <input type="checkbox"/> S\$23,000.00*
<input type="checkbox"/> Package C2 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 3x Full Page, 4-C advertisements
		<input type="checkbox"/> US\$14,000.00 <input type="checkbox"/> S\$17,500.00*
<input type="checkbox"/> Package C3 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (6x) Half Page, 4-C advertisements
		<input type="checkbox"/> US\$13,500.00 <input type="checkbox"/> S\$17,000.00*
<input type="checkbox"/> Package C4 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 3x Half Page, 4-C advertisements
		<input type="checkbox"/> US\$10,000.00 <input type="checkbox"/> S\$13,000.00*

*Net rates presented are exclusive of 7% GST for Singapore-registered companies

MORE SAVINGS

Singapore-Registered Companies who advertise in Southeast Asia Construction might be pleased to know your advertising investment is eligible for Double Tax Deduction (DTD) as Southeast Asia Construction is designated as a DTD publication. **Visit IE Singapore website: www.iesingapore.gov.sg for more information.** 7% GST will be imposed on Singapore-Registered Companies.

We hereby confirm the above order for **SOUTHEAST ASIA CONSTRUCTION**. Please bill us according to our particulars as below:

Name of Company:

Address:

Country:

Postal Code:

Tel:

Fax:

Email:

Website:

I have read the advertising contract and agree to the terms and conditions set forth on Page 6, and on this order form.

Name / Designation

Signature & Company Stamp / Date