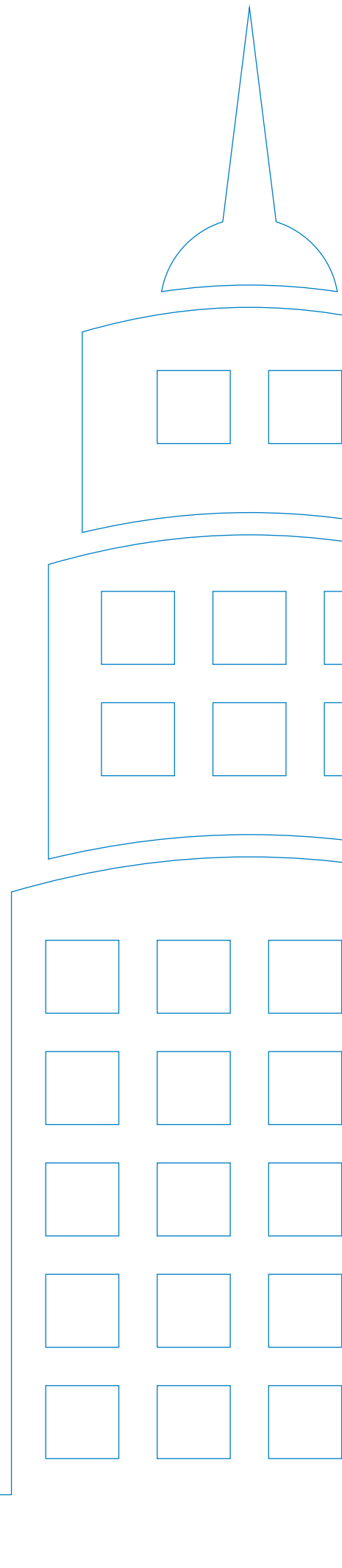


MEDIA KIT 2017

— *for* —

SOUTHEAST ASIA *building*
SUSTAINABLE ARCHITECTURE • INTERIOR DESIGN • LANDSCAPING



EDITORIAL MISSION

Southeast Asia Building (SEAB), published since 1974, is a Singapore-based trade magazine devoted to architecture, interior design, landscape architecture, roof & façade and facility management. Published six times per year, Southeast Asia Building is a leading source of information on all aspects of building news, projects, technology, trends, products and services. Our editorial mission is to provide timely, accurate, interesting and unbiased content to our readers. Southeast Asia Building has a powerful and all-encompassing industry presence in Print, Digital, Social Media and Exhibitions.



PRINT

The print version of Southeast Asia Building has become one of the most widely read architectural magazines in the region for providing unbiased and intelligent editorial content. Every issue of the magazine features market news, industry awards, building projects, product reviews and exhibition reports to ensure that readers are kept in the know. Our readers use that information to make informed business decisions and lead their companies to success. The editorial content is divided into six sections:

- Architecture
- Interior Design
- Landscaping
- Product Showcase
- Show Preview & Show Review

Every year, we dedicate the September/October issue to Green Buildings and Sustainable Architecture. This issue showcases green building techniques as well as energy efficient and eco-friendly product reviews with colourful visuals and in-depth information.



DIGITAL

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

- **Website** (seab.tradelinkmedia.biz)
We offer square banners on Southeast Asia Building's website.
- **E-Newsletter**
Free e-newsletter for building professionals on bi-monthly basis.
- Free Digital Version for building professionals on bi-monthly basis.



SOCIAL MEDIA

Southeast Asia Building is on Facebook and Twitter! Thanks to our social media presence, we can now engage with our fans and followers and provide them the latest news, projects and events from the building and construction industry.

- **Facebook** (www.facebook.com/southeastasiabuilding)
Our Facebook page keeps you up-to-date with what's new in the architecture, interior design & landscape architecture world. Now, we have over 37,000 fans worldwide – and the number is growing fast.
- **Twitter** (www.twitter.com/SEA_Building)
Start following us on Twitter to get instant updates on what's happening in the building and construction world.



EXHIBITIONS / EVENTS

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



MEDIA PARTNERS

Southeast Asia Building is proud to be a media partner of the following established Professional Bodies around the world.



Bangladesh Green Building Council



Green Building Council Indonesia



Green Building Council Mauritius



Philippine Green Building Council



Singapore Green Building Council



Vietnam Green Building Council



Emirates Green Building Council



Qatar Green Building Council



Green Building Council Italia



Jordan Green Building Council



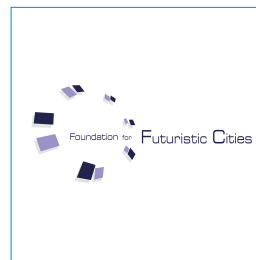
Green Building Council Sri Lanka



The Hong Kong Institute of Architects



Association of Myanmar Architects



Foundation of Futuristic Cities



Green Building Council Namibia



Interior Design Confederation of Singapore





Society of Interior Designers (Singapore)

Southeast Asia Building is offering this media partnership opportunity to professional bodies such as Green Building Councils, Association of Architects, Landscape Architects, Builders, Developers, Interior Designers and government agencies, which share and support our common objective of promoting "a holistic and sustainable built environment". Under the media partnership, every media partner will be given equal status and recognition in the publication. For more information on the media partnership, email us at seab@tradelinkmedia.com.sg

Editorial Calendar 2017

- 97,000+ readership
- Published in English, bi-monthly

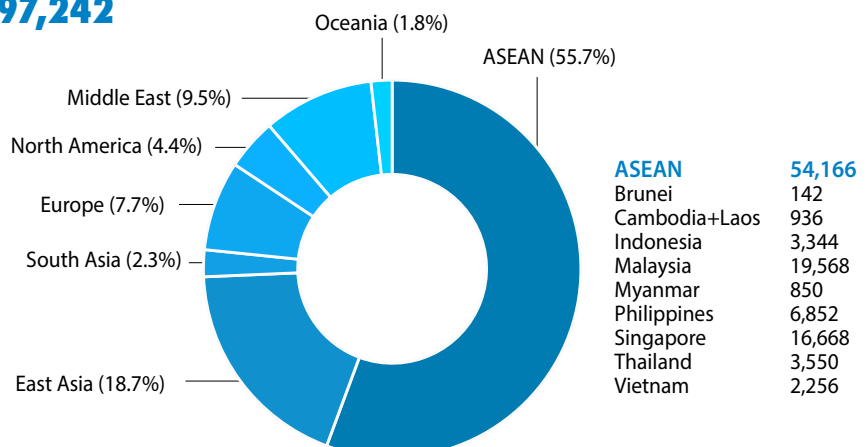
	ARCHITECTURE	INTERIOR	LANDSCAPING	SPECIAL FEATURE	PRODUCT SHOWCASE
1 JAN / FEB Editorial Deadline 21 November 2016 Advertisement Deadline 05 December 2016	Conservation & Preservation Architecture	Office	Outdoor Fitness Equipment		<ul style="list-style-type: none"> • Soundproofing materials • Architectural Glass • Artificial Grass • Landscaping & Outdoor • Partition Walls & Ceilings • Solar Energy • Tiles & Natural Stones <ul style="list-style-type: none"> • Waterproofing • Lifts & Escalators • Green Building Products • Facility Management • Roof & Façade • Mixed Category • New on the Market
2 MAR / APR Editorial Deadline 09 January 2017 Advertisement Deadline 23 January 2017	Transportation	Hotels	Green Roofs / Green Walls		<ul style="list-style-type: none"> • Architectural Hardware • Sun Control Products • Wood Products • Construction Chemicals • Doors & Windows Systems • Paints & Coatings • Signage & Display Systems <ul style="list-style-type: none"> • Floor Coverings • Green Building Products • Skylights & Curtain Walls • Facility Management • Roof & Façade • Mixed Category • New on the Market
3 MAY / JUN Editorial Deadline 20 March 2017 Advertisement Deadline 03 April 2017	Sports	Restaurants	Playground Equipment (Dry)		<ul style="list-style-type: none"> • Soundproofing materials • Architectural Glass • Artificial Grass • Landscaping & Outdoor • Partition Walls & Ceilings • Solar Energy • Tiles & Natural Stones <ul style="list-style-type: none"> • Waterproofing • Lifts & Elevators • Green Building Products • Facility Management • Roof & Façade • Mixed Category • New on the Market
4 JUL / AUG Editorial Deadline 22 May 2017 Advertisement Deadline 5 June 2017	Education	Entertainment	Pool Equipment & Accessories		<ul style="list-style-type: none"> • Architectural Hardware • Sun Control Products • Wood Products • Construction Chemicals • Doors & Windows Systems • Paints & Coatings • Signage & Display Systems <ul style="list-style-type: none"> • Floor Coverings • Green Building Products • Skylights & Curtain Walls • Facility Management • Roof & Façade • Mixed Category • New on the Market
(Green Issue) 5 SEPT / OCT Editorial Deadline 10 July 2017 Advertisement Deadline 31 July 2017	Sustainable Designs	Retail	Playground Equipment (Wet)		<ul style="list-style-type: none"> • Facility Management • Roof & Façade • Mixed Category • New on the Market 
6 NOV / DEC Editorial Deadline 11 September 2017 Advertisement Deadline 02 October 2017	Smart Buildings: Internet of Things (IoT)	Religious	Water Features		<ul style="list-style-type: none"> • Architectural Hardware • Sun Control Products • Wood Products • Construction Chemicals • Doors & Windows Systems • Paints & Coatings • Signage & Display Systems <ul style="list-style-type: none"> • Floor Coverings • Green Building Products • Skylights & Curtain Walls • Facility Management • Roof & Façade • Mixed Category • New on the Market

Readership by Job Function

Architects	22.0%
Associations	2.0%
Consultants	3.2%
Contractors	15.0%
Designers	20.0%
Developers	10.0%
Distributors / Importers / Re-sellers	1.5%
Engineers	3.0%
Facility Managers	2.3%
Government Building Authority / Agencies	2.0%
Landscape Architects / Contractors	3.0%
Others	0.5%
Project Managers	2.5%
Suppliers / Manufacturers	13.0%

Readership by Region

97,242



2017 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN / FEB	Integrated Systems Europe 2017	Amsterdam	Netherlands	7 – 10 February
	Xiamen Stone Fair 2017	Xiamen	China	6 – 9 March
	Worldbex 2017	Manila	Philippines	15 – 19 March
MAR / APR	Megabuild 2017	Jakarta	Indonesia	16 – 19 March
	IOT Asia 2017	Singapore	Singapore	29 – 30 March
	Piscine Asia 2017	Singapore	Singapore	5 – 6 April
	Ecobuild Southeast Asia 2017	Kuala Lumpur	Malaysia	12 – 14 April
	SMAHome 2017	Taipei	Taiwan	12 – 14 April
	Architect Expo 2017	Bangkok	Thailand	2 – 7 May
	Guangzhou Int'l Sanitary Ware Fair 2017	Guangzhou	China	12 – 14 May
MAY / JUN	*Facilities Management Solutions Expo 2017	Singapore	Singapore	20 – 21 July
	Thailand LED Expo 2017	Bangkok	Thailand	11 – 13 May
	BuildTech Yangon 2017	Yangon	Myanmar	18 – 20 May
	ASEAN Sustainable Energy Week 2017	Bangkok	Thailand	7 – 10 June
	Cambodia Architect & Décor 2017	Phnom Penh	Cambodia	8 – 10 June
	Guangzhou Int'l Lighting Exhibition 2017	Guangzhou	China	9 – 12 June
	LaoBuild 2017	Vientiane	Laos	15 – 17 June
JUL / AUG	Archidex 2017	Kuala Lumpur	Malaysia	19 – 22 July
	FMSE 2017	Singapore	Singapore	20 – 21 July
	Tourism Technology Asia 2017	Singapore	Singapore	26 – 28 July
	LankaBuild 2017	Colombo	Sri Lanka	10 – 12 August
	Shanghai Intelligent Building Technology 2017	Shanghai	China	5 – 7 September
	Cambuild 2017	Phnom Penh	Cambodia	7 – 9 September
	Concrete Show Southeast Asia 2017	Jakarta	Indonesia	13 – 16 September
SEP / OCT	BEX Asia / MCE Asia / IGBC 2017	Singapore	Singapore	12 – 14 September
	BMAM / GBR 2017	Bangkok	Thailand	20 – 22 September
	ArchXpo 2017	Singapore	Singapore	4 – 6 October
	Myanmar Build & Décor 2017	Yangon	Myanmar	5 – 7 October
	Retrofit Asia Conference 2017	Singapore	Singapore	10 – 11 October
	BuildTech Asia 2017	Singapore	Singapore	24 – 26 October
	OneBuild 2017	Kuala Lumpur	Malaysia	2 – 4 November
*Fenestration + BAU China 2017	Shanghai	China	7 – 10 November	

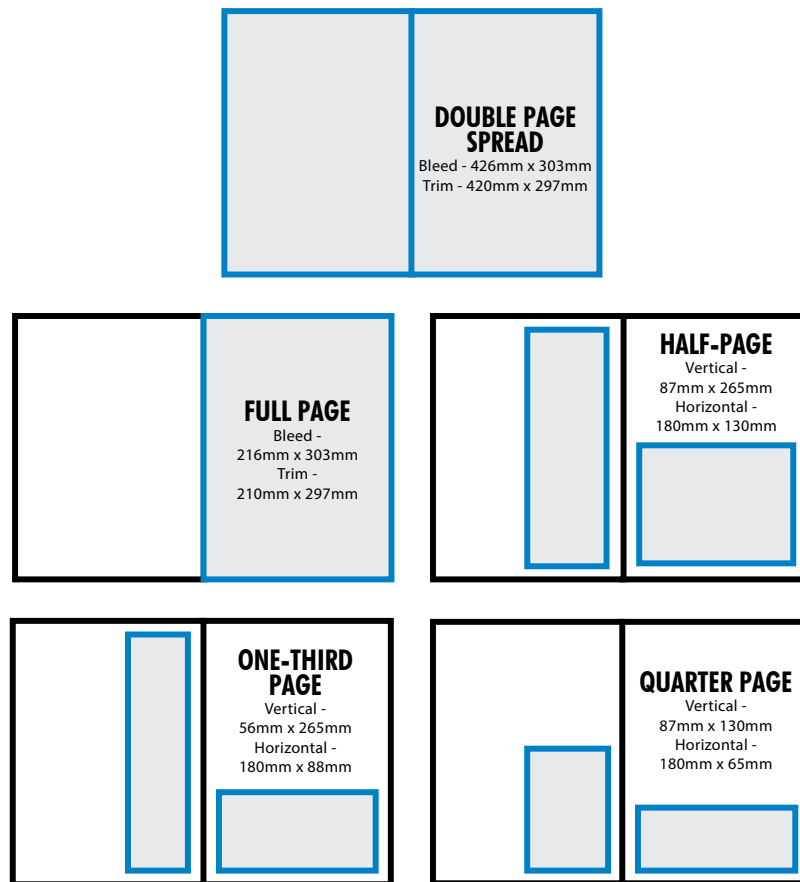
2017 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
SEP / OCT	*Konstruksi Indonesia / Big 5 Construction Indonesia 2017	Jakarta	Indonesia	8 – 10 November
	PhilConstruct 2017	Manila	Philippines	9 – 12 November
NOV / DEC	GreenUrbanScape Asia 2017	Singapore	Singapore	9 – 11 November
	Myanbuild 2017	Yangon	Myanmar	1 – 3 December
	World of Concrete Asia 2017	Shanghai	China	4 – 6 December
	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 Building. 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

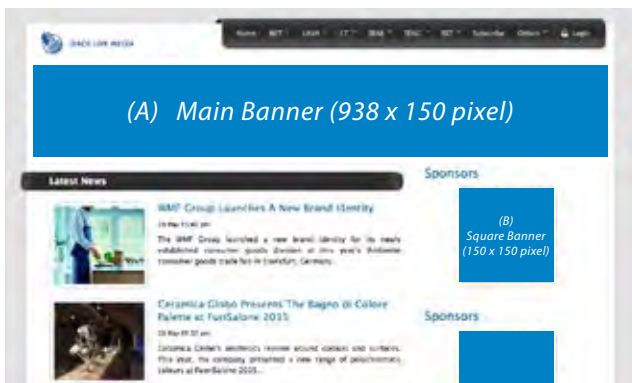
Southeast Asia Building provides online reach to professional readers on digital platform. We offer :

Site Analytics Source : Google Analytics (Jan 2017)

Monthly Traffic :

- Unique visitors : 40,218
- Page views : 156,487
- Average time onsite : 5.08
- Pages per visit : 6.01
- Registered subscribers : 49,451 and counting

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



SOCIAL MEDIA

37,000+ **LIKES**



Webtorial: We are pleased to offer webtorial (editorials on our website) for advertisers to submit 500 – 1000 words of product description with one (1) image in jpg format with minimum of 100 dpi resolution. The webtorial will be posted on our website (seab.tradelinkmedia.biz) and will be shared on Southeast Asia Building's facebook. Please refer to rates on the last page.



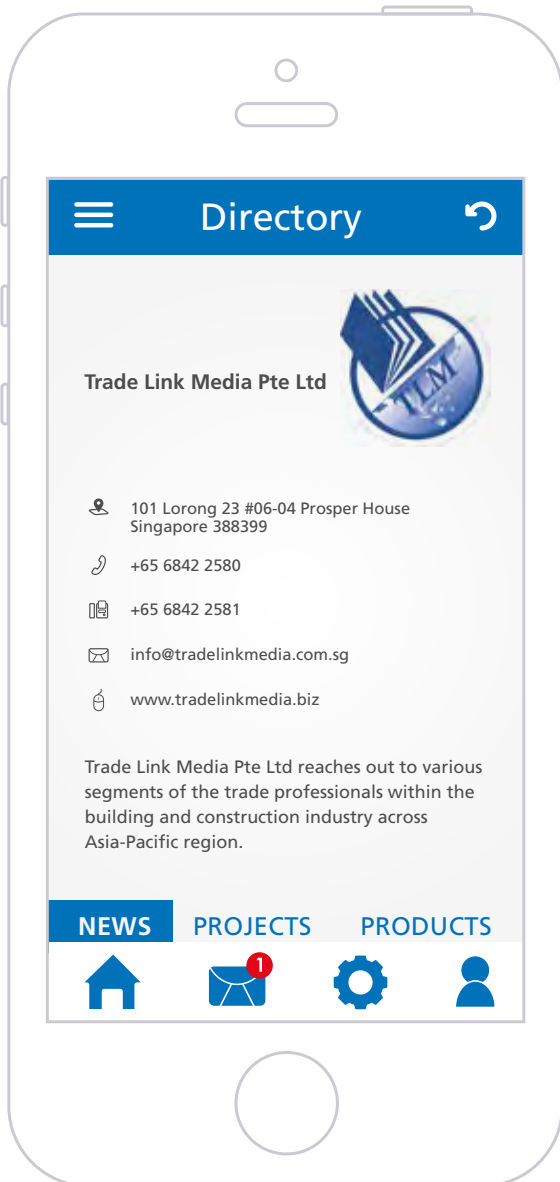
Vidtorial: Advertisers are welcome to share video demonstration on product and projects on YouTube with caption on Southeast Asia Building's facebook or to our online subscribers. Please refer to rates on the last page.



MOBILE APPLICATION

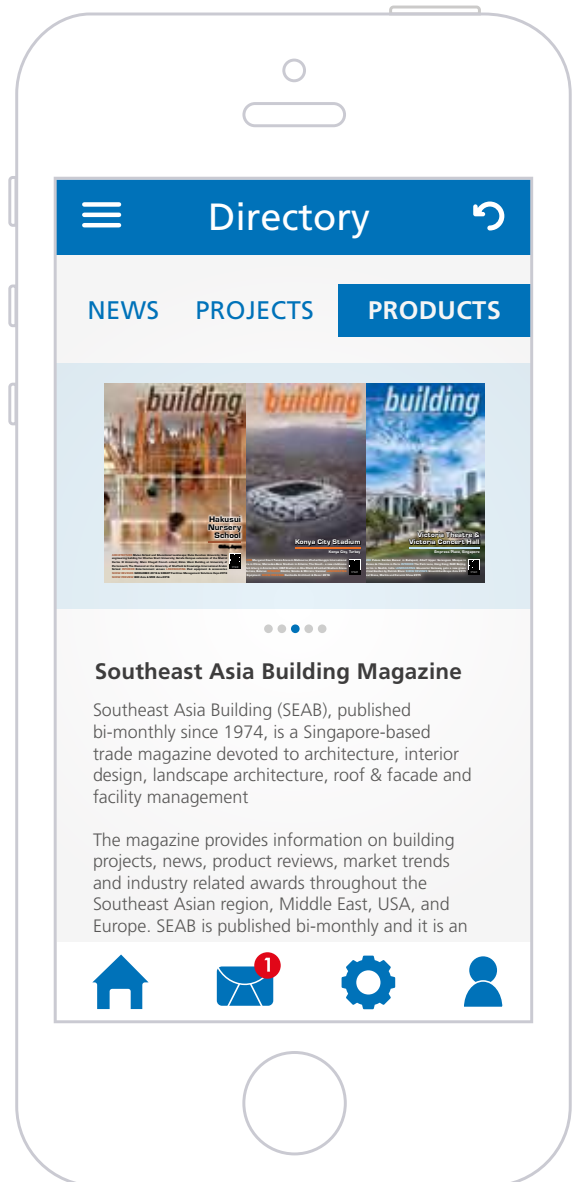
Southeast Asia Building also provides online reach to professional readers on mobile platform. We offer:

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

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		Issues(s) for advertisement placement:
PRINT	4-COLOUR	SINGLE INSERTION	FULL YEAR <i>(6 issues)</i>	'17 '18
	<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	<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	
DIGITAL	<input type="checkbox"/> NEWSLETTER BANNER <i>(580 x 150 pixel)</i>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00	X _____ issue(s)	Issues(s) for newsletter placement: '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"/> MAIN BANNER <i>(938 x 150 pixel)</i>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00	X _____ mth(s)	Preferred month(s): 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 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
	<input type="checkbox"/> SQUARE BANNER <i>(150 x 150 pixel)</i>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00	X _____ mth(s)	
SOCIAL MEDIA <i>(facebook)</i>	<input type="checkbox"/> WEBTORIAL Editorial on website <i>(500 - 1000 words + 1 image)</i>	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00	X _____ webtorial(s)	Preferred month(s): 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 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
	<input type="checkbox"/> VIDTORIAL Video on YouTube <i>(with captions)</i>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00	X _____ vidtorial(s)	

SPECIAL INSTRUCTIONS:

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

SOUTHEAST ASIA

building

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

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 • 1 Year (6x) Newsletter Banner 	<ul style="list-style-type: none"> • 1 Year Random Main Banner • 3 x Webtorials to be shared on social media (facebook) 	<input type="checkbox"/> US\$20,000.00 <input type="checkbox"/> S\$28,888.00*
<input type="checkbox"/> Package A2 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 3x Full Page, 4-C advertisements • 3x Newsletter Banner 	<ul style="list-style-type: none"> • 6 months Random Main Banner • 1 x Webtorial to be shared on social media (facebook) 	<input type="checkbox"/> US\$15,000.00 <input type="checkbox"/> S\$22,000.00*
<input type="checkbox"/> Package A3 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 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\$13,000.00 <input type="checkbox"/> S\$19,000.00*
<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\$10,000.00 <input type="checkbox"/> S\$15,000.00*
<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\$12,000.00 <input type="checkbox"/> S\$18,000.00*
<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\$8,500.00 <input type="checkbox"/> S\$12,000.00*
<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"> • 1 Year (6x) Half Page, 4-C advertisements 	<input type="checkbox"/> US\$7,500.00 <input type="checkbox"/> S\$11,000.00*
<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"> • 3x Full Page, 4-C advertisements 	<input type="checkbox"/> US\$6,000.00 <input type="checkbox"/> S\$9,000.00*
<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\$5,000.00 <input type="checkbox"/> S\$7,500.00*

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

MORE SAVINGS

Singapore-Registered Companies who advertise in Southeast Asia Building might be pleased to know your advertising investment is eligible for Double Tax Deduction (DTD) as Southeast Asia Building 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 BUILDING**. 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 7, and on this order form.

Name / Designation

Signature & Company Stamp / Date