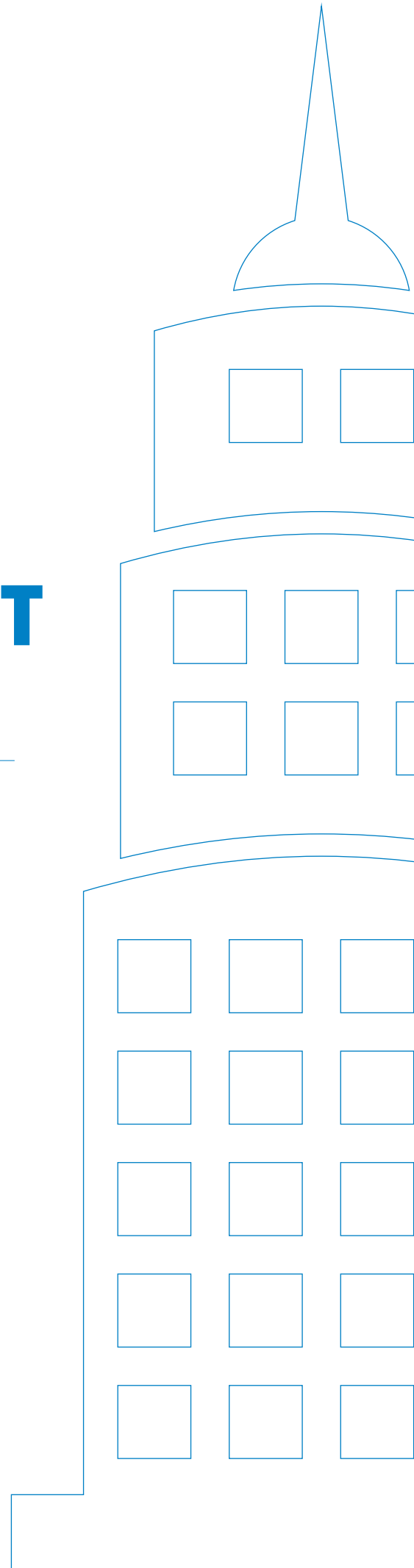


MEDIA KIT 2018

for

SEAB
SOUTHEAST ASIA BUILDING



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.

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 our website.
- **E-Newsletter**
Free e-newsletter for building professionals on bi-monthly basis.
- Free Digital Version for building professionals on bi-monthly basis.

MOBILE APP NEW

 Scan for contacts  News, Products, and Projects

 Organisational listing  Strategic Event Partnership



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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.

MEDIA PARTNERS

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



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 2018

- 102,000+ readership
- Published in English, bi-monthly

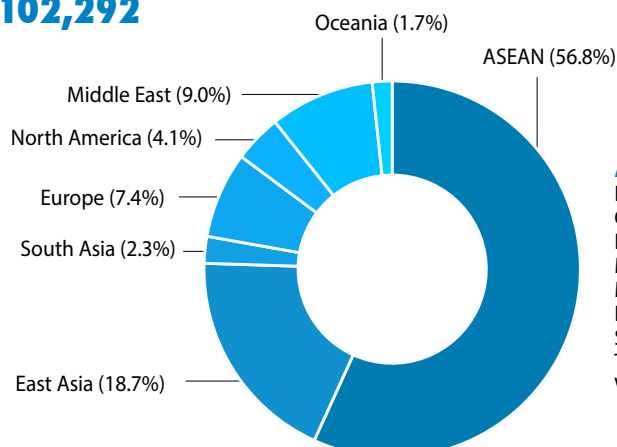
	ARCHITECTURE + INTERIOR	SPECIAL FEATURE	PRODUCT FOCUS	ARCHITECT'S CORNER (NEW)
1 JAN / FEB Editorial Deadline 24 November 2017 Advertisement Deadline 08 December 2017	Conservation & Preservation Architecture	Natural Stones	LIFTS & ELEVATORS Escalators Moving Walkways Commercial Lifts Residential Lifts Industrial Lifts	Interview Interviews with architects and designers on their lives, professions and projects. Find out the story behind their design inspiration, philosophy and how trends will shape their work in the future. — OR — Open Forum An open forum where architects and designers are invited to discuss topics on architecture and projects and explore issues relating to design.
2 MAR / APR Editorial Deadline 19 January 2018 Advertisement Deadline 02 February 2018	Hotels	Waterproofing	FLOORING Ceramic Tile Hardwood Laminate Rubber Carpet	
3 MAY / JUN Editorial Deadline 23 March 2018 Advertisement Deadline 06 April 2018	Skyscrapers	Playground Equipment	ARCHITECTURAL HARDWARE Door Closers Lever & Handles Profiles Locks Accessories	
4 JUL / AUG Editorial Deadline 25 May 2018 Advertisement Deadline 08 June 2018	Educational Buildings	Facade System	INTERIORS Wall Coverings Screens and Wall Partitions Acoustics Access Floor System Ceiling System	
(Green Issue) 5 SEPT / OCT Editorial Deadline 20 July 2018 Advertisement Deadline 03 August 2018	Sustainable Buildings	Pool and Wellness Equipment & Maintenance	HVAC Building Controls Valves Actuators Sensors Indoor Air Quality + Green Building Products	
6 NOV / DEC Editorial Deadline 21 September 2018 Advertisement Deadline 05 October 2018	Religious Buildings	Roofing System	LANDSCAPING & OUTDOOR Pavers and Tiles Outdoor Furniture Water Features Artificial Grass Playground Equipment	

Readership by Job Function

Architects	22.5%
Associations	2.0%
Consultants	3.2%
Contractors	12.0%
Designers	20.0%
Developers	10.0%
Distributors / Importers / Re-sellers	3.0%
Engineers	3.0%
Facility Managers	2.3%
Government Building Authority / Agencies	2.5%
Landscape Architects / Contractors	3.0%
Others	1.0%
Project Managers	2.5%
Suppliers / Manufacturers	13.0%

Readership by Region

102,292



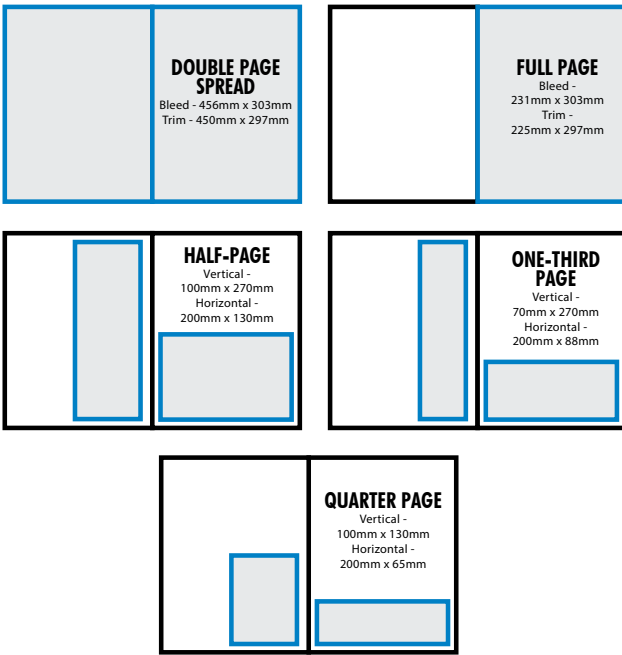
ASEAN	58,112
Brunei	144
Cambodia+Laos	1,138
Indonesia	3,874
Malaysia	20,514
Myanmar	1,022
Philippines	7,054
Singapore	17,150
Thailand	4,686
Vietnam	2,530

2018 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN / FEB	Xiamen Stone Fair 2018	Xiamen	China	6 – 9 March
	Worldbex 2018	Manila	Philippines	14 – 18 March
	Megabuild 2018	Jakarta	Indonesia	15 – 18 March
MAR / APR	IoT Asia 2018	Singapore	Singapore	21 – 22 March
	Ecobuild 2018	Kuala Lumpur	Malaysia	27 – 29 March
	*Architect Expo 2018	Bangkok	Thailand	2 – 7 May
	*Build Asia 2018	Hong Kong	Hong Kong	9 – 11 May
	Thailand LED Expo 2018	Bangkok	Thailand	10 – 12 May
MAY / JUN	InfoComm 2018	Las Vegas	USA	6 – 8 June
	ConnecTech Asia 2018	Singapore	Singapore	26 – 28 June
JUL / AUG	*Archidex 2018	Kuala Lumpur	Malaysia	4 – 7 July
	ASEAN M&E Show 2018	Kuala Lumpur	Malaysia	17 – 19 July
SEP / OCT	*Concrete Show Southeast Asia 2018	Jakarta	Indonesia	19 – 21 September
	*BEX Asia 2018	Singapore	Singapore	5 – 7 September

PRINT ADVERTISING




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 **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.

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DIGITAL ADVERTISING

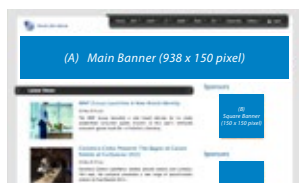
Southeast Asia Building provides online reach to professional readers on digital platform. We offer :

Site Analytics Source : Google Analytics (Sep 2017)

Monthly Traffic :

- Unique visitors : 40,500
- Page views : 178,497
- Average time onsite : 4.58
- Pages per visit : 5.68
- Registered subscribers : 54,031 and counting

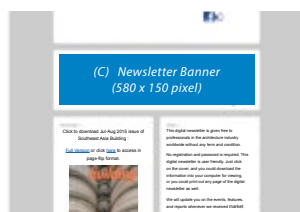
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(A) Main Banner
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SGD1,400 per month

(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

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 Project Story
USD100 per post / SGD140 per post

 Event Listing
USD215 per listing / SGD300 per listing

 Leader Banner (938 x 150 pixel)
USD1,500 per month / SGD2,000 per month

 Web Banner (938 x 150 pixel)
USD720 per month / SGD1,000 per month

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	<input type="checkbox"/> DOUBLE PAGE	<input type="checkbox"/> US\$6,000.00	<input type="checkbox"/> S\$8,400.00	<input type="checkbox"/> US\$5,000.00 x6	<input type="checkbox"/> S\$7,000.00 x6			
	<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> US\$3,000.00	<input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,500.00 x6	<input type="checkbox"/> S\$3,500.00 x6			
	<input type="checkbox"/> TWO THIRD PAGE	<input type="checkbox"/> US\$2,300.00	<input type="checkbox"/> S\$3,220.00	<input type="checkbox"/> US\$2,000.00 x6	<input type="checkbox"/> S\$2,800.00 x6			
	<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> US\$2,000.00	<input type="checkbox"/> S\$2,800.00	<input type="checkbox"/> US\$1,800.00 x6	<input type="checkbox"/> S\$2,520.00 x6			
	<input type="checkbox"/> ONE THIRD PAGE	<input type="checkbox"/> US\$1,600.00	<input type="checkbox"/> S\$2,240.00	<input type="checkbox"/> US\$1,500.00 x6	<input type="checkbox"/> S\$2,100.00 x6			
	<input type="checkbox"/> QUARTER PAGE	<input type="checkbox"/> US\$1,300.00	<input type="checkbox"/> S\$1,820.00	<input type="checkbox"/> US\$1,000.00 x6	<input type="checkbox"/> S\$1,400.00 x6			
<input type="checkbox"/> ADVERTORIAL	<input type="checkbox"/> 1 PAGE <input type="checkbox"/> US\$3,500.00 <input type="checkbox"/> S\$4,900.00		<input type="checkbox"/> 2 PAGES <input type="checkbox"/> US\$3,300.00 x2 <input type="checkbox"/> S\$4,620.00 x2		<input type="checkbox"/> 3 PAGES <input type="checkbox"/> US\$3,100.00 x3 <input type="checkbox"/> S\$4,340.00 x3		<input type="checkbox"/> 4 PAGES & ABOVE <input type="checkbox"/> US\$3,000.00 x4 <input type="checkbox"/> S\$4,200.00 x4	
DIGITAL	<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)		Preferred month(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		
	<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)		2019 <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)				
SOCIAL MEDIA <small>(facebook)</small>	<input type="checkbox"/> WEBTORIAL <small>Editorial on website (500 - 1000 words + 1 image)</small>	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00		X _____ webtorial(s)		Preferred month(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		
	<input type="checkbox"/> VIDTORIAL <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00		X _____ vidtorial(s)		2019 <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		



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