



**MEDIA KIT
2018**

— *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.

MOBILE APP

 Scan for contacts

 News, Products, and Projects

 Organisational listing

 STRATEGIC PARTNERSHIP
Strategic Event Partnership



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Editorial Calendar 2018

- 50,000+ readership
- Published in English, bi-monthly

	CONSTRUCTION EQUIPMENT	REGIONAL FOCUS	FEATURE	SHOW PREVIEW/REVIEW
1 JAN / FEB Editorial Deadline 17 November 2017 Advertisement Deadline 8 December 2017	Access & Material Handling Equipment Aggregate, Quarry & Mining Equipment	The Americas	Highway/Road Projects	-
2 MAR / APR Editorial Deadline 17 January 2018 Advertisement Deadline 9 February 2018	Asphalt & Road Construction Equipment Compressors, Generators & Light Towers	Europe	Commercial/ Industrial Projects	-
3 MAY / JUN Editorial Deadline 19 March 2018 Advertisement Deadline 9 April 2018	Power Tools, Attachments & Accessories Concrete Technology Construction Materials	Southeast Asia & Oceania	Bridges/Tunnelling Projects	Review of World of Concrete 2018
4 JUL / AUG Editorial Deadline 17 May 2018 Advertisement Deadline 7 June 2018	Cranes Demolition Tools & Equipment Earthmovers Falsework & Formwork Systems Foundation & Shoring Equipment	Southeast Asia	Highway/Road Projects	-
5 SEP / OCT Editorial Deadline 18 July 2018 Advertisement Deadline 10 August 2018	Instrumentation, Electronic Controls & Engineering Software Recycling Equipment Transportation Equipment Off-Highway Components	East Asia	Commercial/ Industrial Projects	-
6 NOV / DEC Editorial Deadline 14 September 2018 Advertisement Deadline 8 October 2018	Trenchless/Trenching Equipment Tunnelling Machinery	South Asia & The Middle East	Bridges/Tunnelling Projects	Preview of World of Concrete 2019 *

* To be confirmed

Readership

Readership by Region



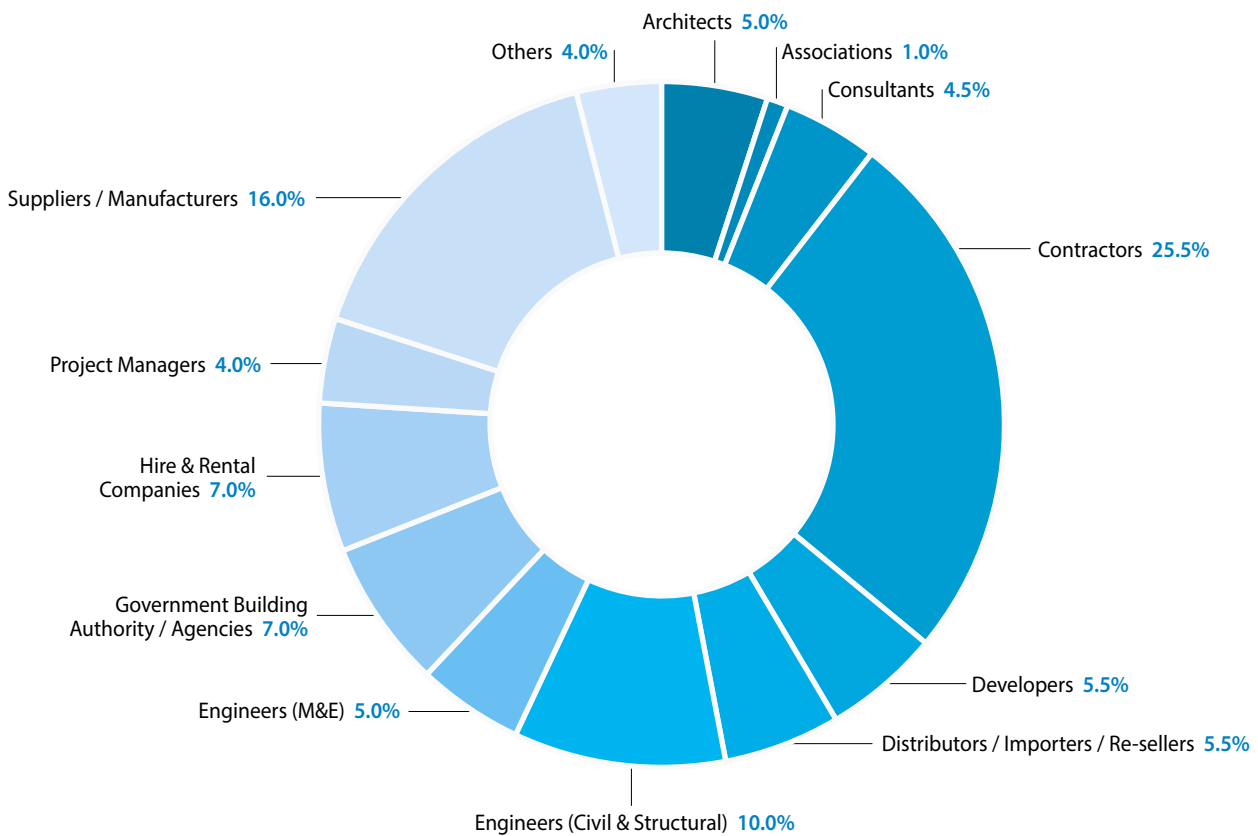
Southeast Asia 29,058

Brunei	66
Cambodia + Laos	730
Indonesia	2,952
Malaysia	7,452
Myanmar	578
Philippines	3,794
Singapore	9,082
Thailand	2,298
Vietnam	2,106

Total 58,113

Southeast Asia	29,058
East Asia	15,210
South Asia	4,300
Oceania	744
Middle East	1,803
Europe	2,989
North America	4,009

Readership by Job Function

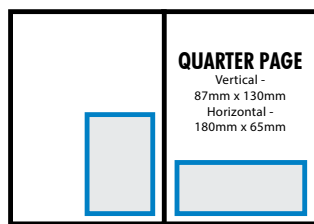
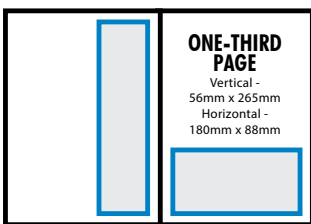
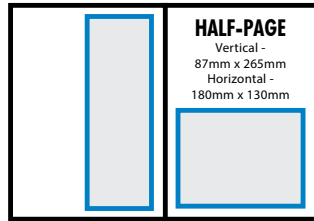
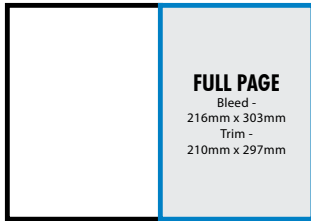
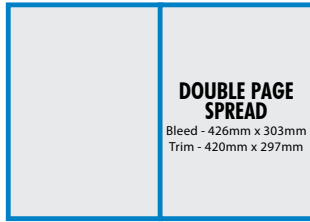


2018 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN / FEB	Worldbex 2018	Manila	The Philippines	14 – 18 March 2018
	Megabuild 2018	Jakarta	Indonesia	15 – 18 March 2018
MAR / APR	International Construction Week 2018	Kuala Lumpur	Malaysia	26 – 30 March 2018
	Trenchless Asia 2018	Kuala Lumpur	Malaysia	9 – 10 May 2018
	Build4Asia 2018	Hong Kong	Hong Kong	9 – 11 May 2018
MAY / JUN	Concrete Show India 2018	Mumbai	India	24 – 26 May 2018
	*LaoBuild 2018	Vientiane	Laos	7 – 9 June 2018
JUL / AUG	Hillhead 2018	Hillhead, Buxton	United Kingdom	26 – 28 June 2018
	*LankaBuild 2018	Colombo	Sri Lanka	9 – 11 August 2018
	Concrete Asia 2018	Bangkok	Thailand	6 – 8 September 2018
	Intermat ASEAN 2018	Bangkok	Thailand	6 – 8 September 2018
SEPT / OCT	*Cambuild 2018	Phnom Penh	Cambodia	12 – 14 September 2018
	Concrete Show Southeast Asia 2018	Jakarta	Indonesia	19 – 21 September 2018
	*BuildTech Asia 2018	Singapore	Singapore	16 – 18 October 2018
	*Onebuild 2018	Kuala Lumpur	Malaysia	November 2018
	*The Big 5 Construct Indonesia / Konstruksi Indonesia 2018	Jakarta	Indonesia	8 – 10 November 2018
NOV / DEC	*Myanbuild 2018	Yangon	Myanmar	16 – 18 November 2018
	*Bauma China 2018	Shanghai	China	27 – 30 November 2018
	*World of Concrete Asia 2018	Shanghai	China	19 – 21 November 2018
	*World of Concrete 2019	Las Vegas	USA	22 – 25 January 2019

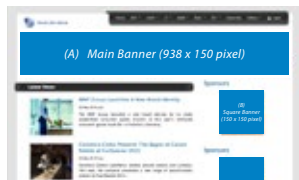
PRINT ADVERTISING



DIGITAL ADVERTISING

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

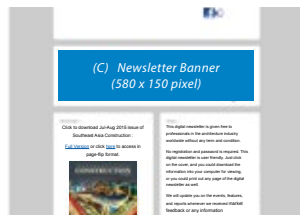
Web Banners



(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 APP ★ NEW


Basic

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Add-Ons


 News Story
USD100 per post / SGD140 per post

 Product Story
USD200 per 10mb / SGD280 per 10mb

 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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MEDIA	AD SIZE	FREQUENCY & RATES		Issues(s) for advertisement placement:
PRINT	4-COLOUR	SINGLE INSERTION	FULL YEAR <small>(6 issues)</small>	'18 '19
	<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"/> JAN-FEB
	<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"/> MAR-APR
	<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"/> MAY-JUNE
	<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"/> JUL-AUG
	<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"/> SEPT-OCT
	<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"/> NOV-DEC
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)		Issues(s) for newsletter placement: '18 '19
	<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)		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 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)		

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