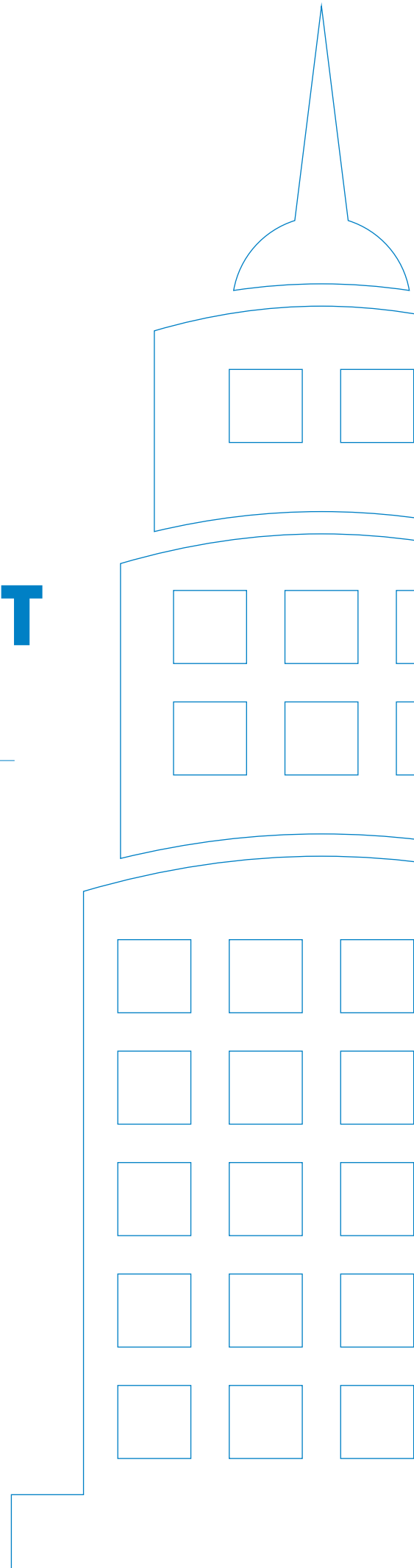


# MEDIA KIT 2018

*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](http://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.

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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](http://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](http://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.

 Bangladesh Green Building Council	 Green Building Council Indonesia	 Green Building Council Mauritius	 Philippine Green Building Council
 Singapore Green Building Council	 Vietnam Green Building Council Hội đồng Công trình xanh Việt Nam	 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 for Futuristic Cities	 Green Building Council Namibia	 Interior Design Confederation of Singapore
 Society of Interior Designers (Singapore)	 Design Council - Sri Lanka	 Green Building Committee BEI MYANMAR	 Hong Kong Green Building Council

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](mailto:seab@tradelinkmedia.com.sg)

# Editorial Calendar 2018

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

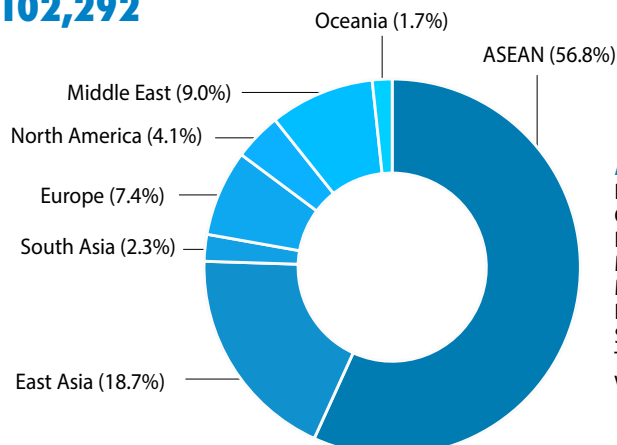
	ARCHITECTURE + INTERIOR	SPECIAL FEATURE	PRODUCT FOCUS	ARCHITECT'S CORNER (NEW)
<b>1 JAN / FEB</b> Editorial Deadline 24 November 2017 Advertisement Deadline 08 December 2017	Conservation & Preservation Architecture	Natural Stones	<u>LIFTS &amp; ELEVATORS</u> Escalators Moving Walkways Commercial Lifts 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.
<b>2 MAR / APR</b> Editorial Deadline 19 January 2018 Advertisement Deadline 02 February 2018	Hotels	Waterproofing	<u>FLOORING</u> Ceramic Tile Hardwood Laminate Rubber Carpet	
<b>3 MAY / JUN</b> Editorial Deadline 23 March 2018 Advertisement Deadline 06 April 2018	Skyscrapers	Playground Equipment	<u>ARCHITECTURAL HARDWARE</u> Door Closers Lever & Handles Profiles Locks Accessories	
<b>4 JUL / AUG</b> Editorial Deadline 25 May 2018 Advertisement Deadline 08 June 2018	Educational Buildings	Facade System	<u>INTERIORS</u> Wall Coverings Screens and Wall Partitions Acoustics Access Floor System Ceiling System	
(Green Issue) <b>5 SEPT / OCT</b> Editorial Deadline 20 July 2018 Advertisement Deadline 03 August 2018	Sustainable Buildings	Pool and Wellness Equipment & Maintenance	<u>HVAC</u> Building Controls Valves Actuators Sensors Indoor Air Quality + Green Building Products	
<b>6 NOV / DEC</b> Editorial Deadline 21 September 2018 Advertisement Deadline 05 October 2018	Religious Buildings	Roofing System	<u>LANDSCAPING &amp; OUTDOOR</u> 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



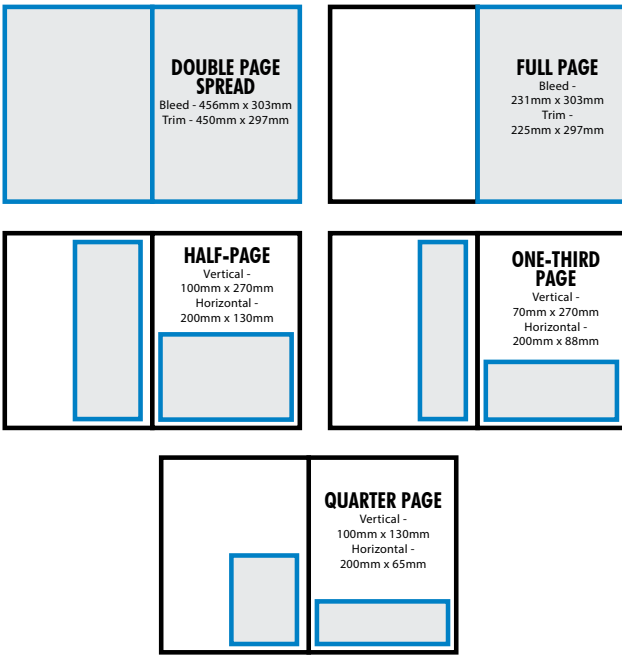
<b>ASEAN</b>	<b>58,112</b>
Brunei	144
Cambodia+Laos	1,138
Indonesia	3,874
Malaysia	20,514
Myanmar	1,022
Philippines	7,054
Singapore	17,150
Thailand	4,686
Vietnam	2,530

# 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 Southeast Asia 2018	Kuala Lumpur	Malaysia	27 – 29 March
	SMA Home 2018	Taipei	Taiwan	25 – 27 April
	Architect Expo 2018	Bangkok	Thailand	2 – 7 May
	Build4Asia 2018	Hong Kong	Hong Kong	9 – 11 May
MAY / JUN	Thailand LED Expo 2018	Bangkok	Thailand	10 – 12 May
	InfoComm 2018	Las Vegas	USA	6 – 8 June
	LaoBuild 2018	Vientiane	Laos	7 – 9 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
	LankaBuild 2018	Colombo	Sri Lanka	9 – 11 August
	Concrete Asia 2018	Bangkok	Thailand	6 – 8 September
	Cambuild 2018	Phnom Penh	Cambodia	12 – 14 September
SEP / OCT	Concrete Show Southeast Asia 2018	Jakarta	Indonesia	19 – 21 September
	BEX Asia 2018	Singapore	Singapore	5 – 7 September
	ArchXpo 2018	Singapore	Singapore	2 – 4 October
	Buildtech Asia 2018	Singapore	Singapore	22 – 24 October
NOV / DEC	Fenestration BAU China 2018	Beijing	China	31 October – 3 November
	MyanBuild 2018	Yangon	Myanmar	16 – 18 November
	World of Concrete Asia 2018	Shanghai	China	19 – 21 November
	World of Concrete 2019	Las Vegas	USA	22 – 25 January 2019

## PRINT ADVERTISING



## SOCIAL MEDIA

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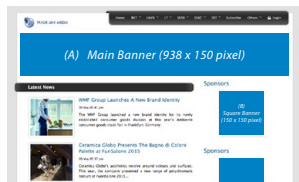
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**Site Analytics** Source : Google Analytics (Sep 2017)

**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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(B) Square Banner  
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### Newsletter Banner



(C) Newsletter Banner  
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	<input type="checkbox"/> <b>DOUBLE PAGE</b>	<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"/> <b>FULL PAGE</b>	<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"/> <b>TWO THIRD PAGE</b>	<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"/> <b>HALF PAGE</b>	<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"/> <b>ONE THIRD PAGE</b>	<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"/> <b>QUARTER PAGE</b>	<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	
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<b>DIGITAL</b>	<input type="checkbox"/> <b>NEWSLETTER BANNER</b> <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): <b>2018</b> <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 <b>2019</b> <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"/> <b>MAIN BANNER</b> <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00		X _____ mth(s)		
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<b>SOCIAL MEDIA</b> <small>(facebook)</small>	<input type="checkbox"/> <b>WEBTORIAL</b> <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)		
	<input type="checkbox"/> <b>VIDTORIAL</b> <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00		X _____ vidtorial(s)		



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