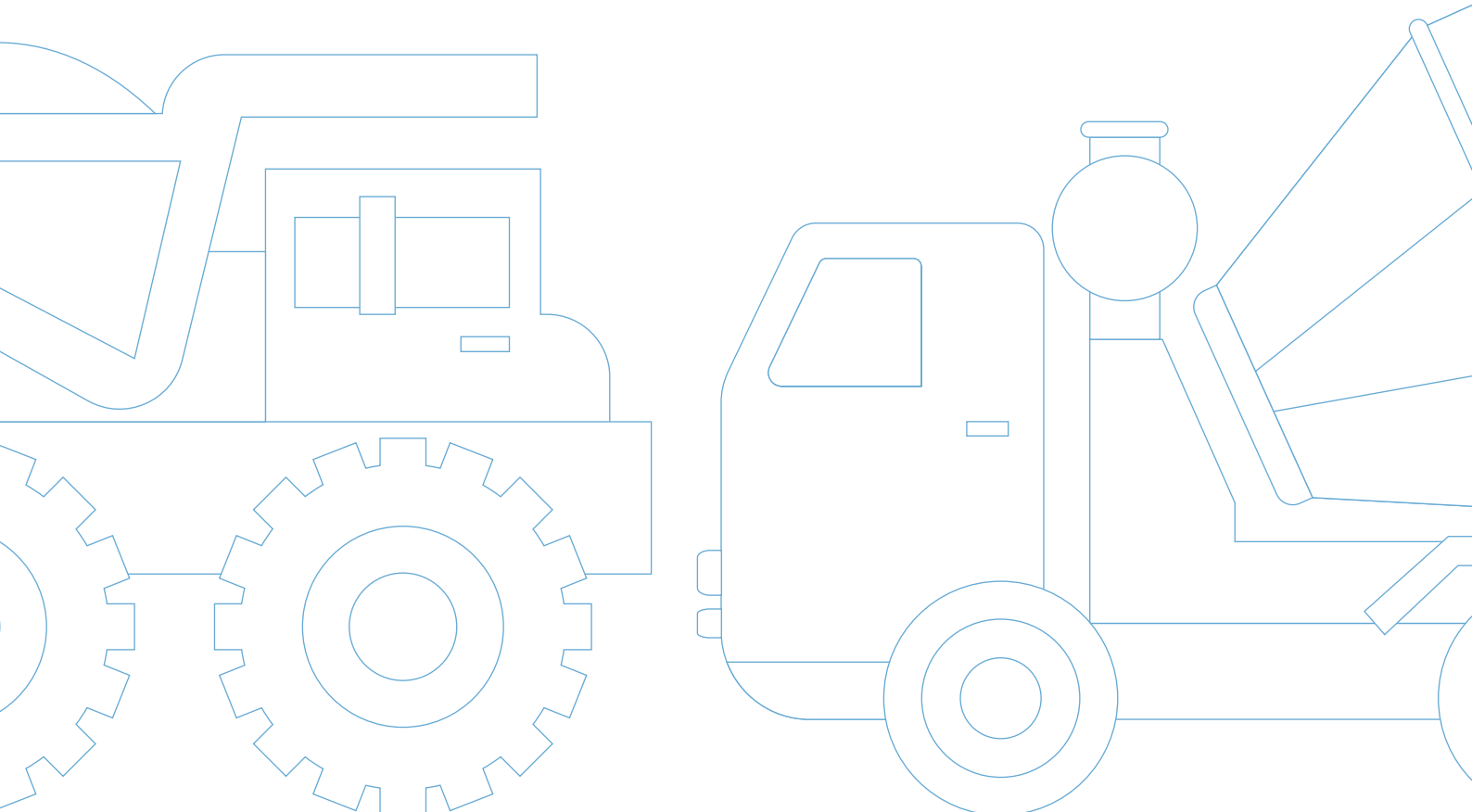


MEDIA KIT 2019

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.



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	CONSTRUCTION EQUIPMENT	REGIONAL FOCUS	FEATURE	SHOW PREVIEW/REVIEW
1 JAN / FEB Editorial Deadline 14 November 2018 Advertisement Deadline 7 December 2018	Access & Material Handling Equipment Aggregate, Quarry & Mining Equipment Asphalt & Road Construction Equipment Compressors, Generators & Light Towers Power Tools, Attachments &	The Americas	Highway/Road/ Bridge/Tunnelling Projects	* Review of Bauma China 2018
2 MAR / APR Editorial Deadline 15 January 2019 Advertisement Deadline 8 February 2019	Accessories Concrete Technology Construction Materials Cranes Demolition Tools & Equipment Earthmoving Equipment Formwork Systems Foundation & Shoring Equipment Instrumentation, Electronic Controls	Europe	Commercial/ Industrial Projects	* Preview of Bauma 2019
3 MAY / JUN Editorial Deadline 18 March 2019 Advertisement Deadline 12 April 2019	& Engineering Software Recycling Equipment Transportation Equipment Off-Highway Components Trenchless & Trenching Equipment Tunnelling Machinery	Southeast Asia & Oceania	Highway/Road/ Bridge/Tunnelling Projects	Review of World of Concrete 2019
4 JUL / AUG Editorial Deadline 16 May 2019 Advertisement Deadline 7 June 2019		Southeast Asia	Commercial/ Industrial Projects	* Review of Bauma 2019
5 SEP / OCT Editorial Deadline 18 July 2019 Advertisement Deadline 8 August 2019		East Asia	Highway/Road/ Bridge/Tunnelling Projects	-
6 NOV / DEC Editorial Deadline 16 September 2019 Advertisement Deadline 9 October 2019		South Asia & The Middle East	Commercial/ Industrial Projects	* Preview of World of Concrete 2020

* To be confirmed

Readership

Unique Readership by Region



TOTAL READERSHIP
61,930

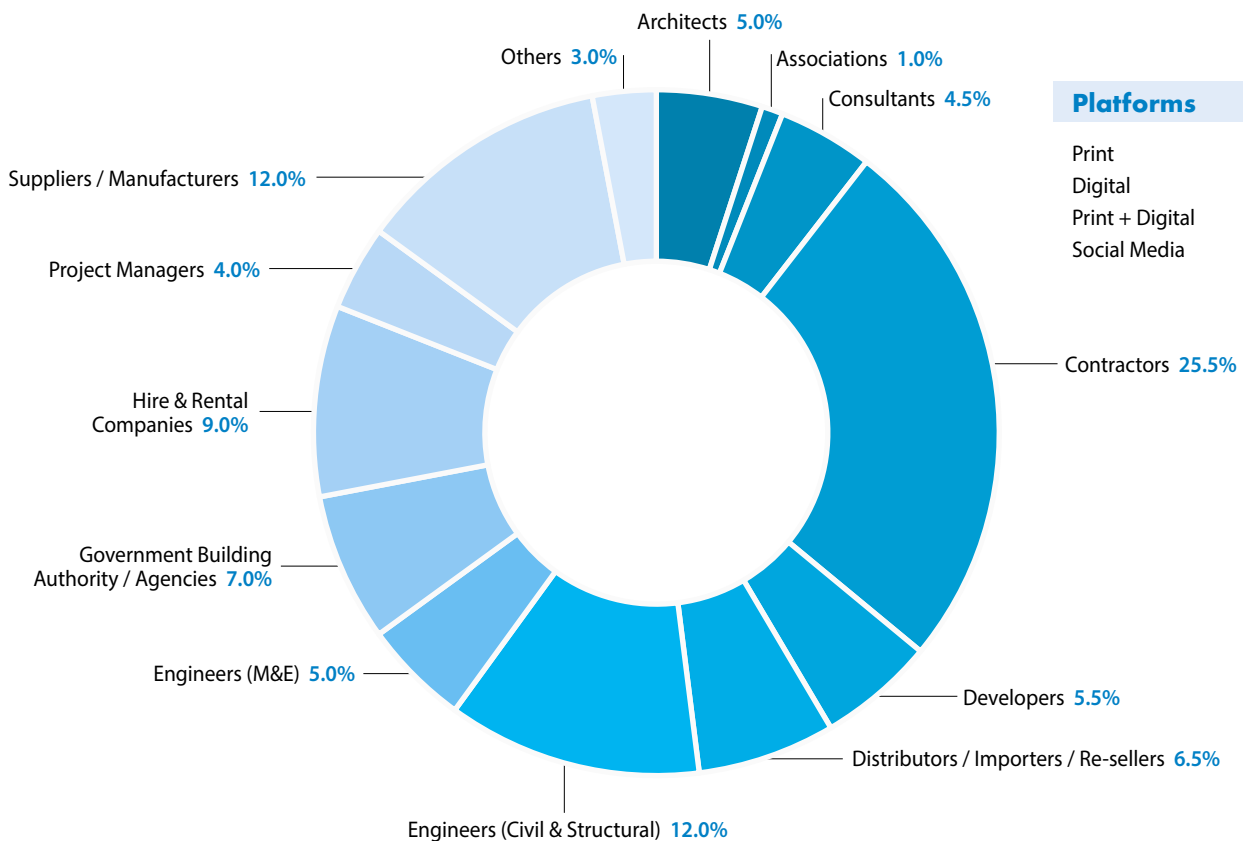
Southeast Asia 32,402

Brunei	66
Cambodia + Laos	752
Indonesia	3,192
Malaysia	8,866
Myanmar	1,110
Philippines	4,374
Singapore	9,526
Thailand	2,378
Vietnam	2,138

Total 61,930

Southeast Asia	32,402
East Asia	15,598
South Asia	4,346
Oceania	758
Middle East	1,810
Europe	3,089
North America	3,927

Readership by Job Function



Platforms

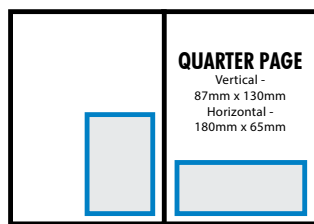
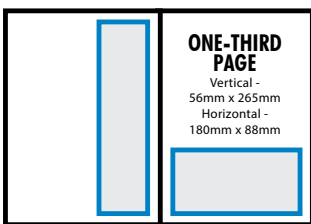
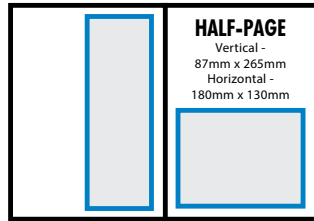
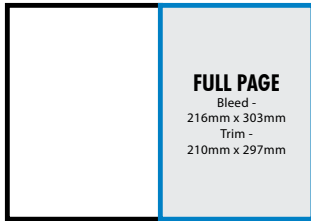
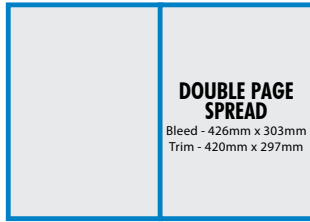
Print	35.0%
Digital	32.0%
Print + Digital	31.0%
Social Media	1.0%

2019 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN / FEB	*Worldbex 2019	Manila	The Philippines	13 – 17 March 2019
	*Megabuild 2019	Jakarta	Indonesia	14 – 17 March 2019
MAR / APR	*International Construction Week 2019	Kuala Lumpur	Malaysia	19 – 21 March 2019
	*Bauma 2019	Munich	Germany	8 – 14 April 2019
MAY / JUN	*Concrete Show India	Mumbai	India	16 – 18 May 2019
	*Trenchless Asia 2019	Jakarta	Indonesia	17 – 18 July 2019
JUL / AUG	*LaoBuild 2019	Vientiane	Laos	June 2019
	*LankaBuild 2019	Colombo	Sri Lanka	August 2019
	*Cambuild 2019	Phnom Penh	Cambodia	September 2019
	*Concrete Asia 2019	Bangkok	Thailand	September 2019
	*Intermat ASEAN 2019	Bangkok	Thailand	September 2019
	*Concrete Show SEA 2019	Jakarta	Indonesia	September 2019
	*BICES 2019	Beijing	China	September 2019
SEPT / OCT	*BuildTech Asia 2019	Singapore	Singapore	October 2019
	*MBAM OneBuild 2019	Kuala Lumpur	Malaysia	November 2019
	*Myanbuild 2019	Yangon	Myanmar	November/December 2019
	*Big 5 Construct Indonesia 2019	Jakarta	Indonesia	8 – 10 November 2019
NOV / DEC	*Philconstruct 2019	Manila	The Philippines	November 2019
	*World of Concrete Asia 2019	Shanghai	China	November/December 2019
	*World of Concrete 2020	Las Vegas	USA	4 – 7 February 2020

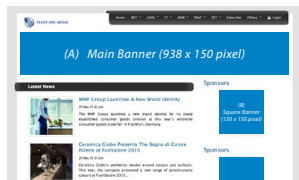
PRINT ADVERTISING



DIGITAL ADVERTISING

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

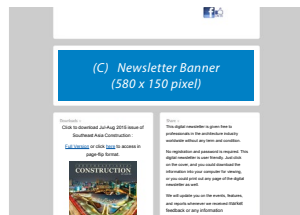
Web Banners



(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**


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 Product Story
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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

*Prices reflected are net prices and subject to change. Please log in to TradeCards Global (www.tradecardsglobal.com) to check on the latest prices or to enjoy any online promotion from time to time.

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INTEGRATED Print + Digital + Mobile App	PRINT	DIGITAL	MOBILE APP	RATE
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	Includes <i>Main Banner</i> (938x150 px) on SEAC's website + editorial support in selected issues.			
	HALF PAGE x 6 issues	HALF PAGE x 6 issues	ORGANISATION LISTING FOR 1 YEAR	<input type="checkbox"/> US\$12,000.00 <input type="checkbox"/> S\$15,600.00
Includes <i>Newsletter Banner</i> (580x150 px) on bimonthly newsletter + editorial support in selected issues.				

PRINT	AD SIZE (4-COLOUR)	SINGLE INSERTION	HALF YEAR (3 issues)	<i>Issues(s) for advertisement placement:</i> '19 '20 <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 <hr/> <i>Issues(s) for newsletter placement:</i> '19 '20 <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"/> DOUBLE PAGE	<input type="checkbox"/> US\$6,000.00 <input type="checkbox"/> S\$8,400.00	<input type="checkbox"/> US\$5,000.00 x3 <input type="checkbox"/> S\$7,000.00 x3	
	<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 x3 <input type="checkbox"/> S\$3,500.00 x3	
	<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 x3 <input type="checkbox"/> S\$2,800.00 x3	
	<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 x3 <input type="checkbox"/> S\$2,520.00 x3	
	<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 x3 <input type="checkbox"/> S\$2,100.00 x3	
	<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 x3 <input type="checkbox"/> S\$1,400.00 x3	

DIGITAL	<input type="checkbox"/> NEWSLETTER BANNER (580 x 150 pixel)	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00 X _____ issue(s)	<i>Preferred month(s):</i> 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 <hr/> 2020 <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 (938 x 150 pixel)	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00 X _____ mth(s)	
	<input type="checkbox"/> SQUARE BANNER (150 x 150 pixel)	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00 X _____ mth(s)	

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