

BUILDING PRODUCTS NEWS



➤ MEDIAKIT - 2013

BPN
BUILDING PRODUCTS NEWS



➤ The only national magazine in Australia covering products and their application

➤ Well respected within the building industry for over 40 years

➤ New Releases section informs readers of innovations in products and projects

BPN

BUILDING PRODUCTS NEWS



"REACHING OVER 89,190
BUILDING DESIGNERS,
ARCHITECTS, SPECIFIERS
AND BUILDERS"*

PRINT PROFILE

Established in 1967, BPN (Building Products News) continues to keep both commercial and residential building designers, architects, specifiers and builders up to date with the latest industry news and events, along with new products and their applications.

BPN's unique and sought-after editorial is specifically designed to engage its readers by providing the essential information needed to make informed decisions. BPN was also the first building industry publication to feature a sustainability building section, "Environ".

To ensuring maximum reach and longevity for your advertisement, each edition of BPN is sent to our newsletter subscribers as a digital magazine and is also housed on our website's magazine library.

ONLINE PROFILE

bpn.com.au

With an average of over 17,500 page impressions per month, bpn.com.au is an essential online source of information as well as a community hub where building professionals interact. The content of the site is updated daily and provides the latest news and developments, product launches, trade show coverage and a product directory.

DEMOGRAPHICS

AVERAGE NET DISTRIBUTION PERIOD ENDING MAR'13 - 19,350

NSW	43%
VIC	27%
QLD	15%
WA	6%
SA	5%
ACT / TAS / NT / OS	4%



CIRCULATIONS
AUDIT BOARD

SUBSCRIBERS BY JOB

ARCHITECTS	42%
BUILDING DESIGNERS & DRAFTS PEOPLE	29%
BUILDERS, DEVELOPERS & PROJECT MANAGERS	21%
ENGINEERS & CONSULTANT	6%
OTHER	2%

ONLINE STATISTICS

➔ OVER 17,500 PAGE IMPRESSIONS PER MONTH

➔ OVER 10,400 VISITS PER MONTH

➔ OVER 8,300 UNIQUE VISITORS PER MONTH

Source: Google Analytics Feb - April 13

*2012 Readers Survey



FEATURES

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Please send all editorial content to: editor@bpn.com.au | Features may change at editor's discretion

FEBRUARY	MARCH	APRIL 	MAY 	JUNE	JULY
<ul style="list-style-type: none"> • Timber • Water Management & Plumbing • Interior/Exterior Finishes • Environ 	<ul style="list-style-type: none"> • Lighting Design • Facades • Environ 	<ul style="list-style-type: none"> • Software for Specifiers • Heating & Insulation • Kitchen Components & Design • Environ 	<ul style="list-style-type: none"> • Concrete & Steel • Public Buildings & Healthcare Fitouts • Environ 	<ul style="list-style-type: none"> • Australian Made • Flooring • Roofing • Environ 	<ul style="list-style-type: none"> • Windows, Doors & Hardware • Facades • Environ
BOOKING: THU 13 DEC MATERIAL: TUE 15 JAN	BOOKING: FRI 01 FEB MATERIAL: MON 11 FEB	BOOKING: WED 06 MAR MATERIAL: FRI 15 MAR	BOOKING: WED 03 APR MATERIAL: FRI 12 APR	BOOKING: THU 02 MAY MATERIAL: FRI 10 MAY	BOOKING: THU 06 JUN MATERIAL: MON 17 JUN
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER 	DECEMBER 	
<ul style="list-style-type: none"> • Bathroom Components & Design • Timber • Renovations • Environ 	<ul style="list-style-type: none"> • Aged Care & Access • Paints, Stains & Coatings • Environ 	<ul style="list-style-type: none"> • Flooring • Bricks & Pavers • Air-conditioning & Ventilation • Environ 	<ul style="list-style-type: none"> • Outdoor Living & Landscape Design • Fire Protection • Environ • BPN Sustainability Awards FINALISTS EDITION 	<ul style="list-style-type: none"> • Roofing • 2013 Design Retrospective • Windows, Doors & Hardware • BPN Sustainability Awards WINNERS EDITION 	
BOOKING: FRI 05 JUL MATERIAL: TUE 16 JUL	BOOKING: FRI 02 AUG MATERIAL: TUE 13 AUG	BOOKING: FRI 06 SEP MATERIAL: MON 16 SEP	BOOKING: THU 03 OCT MATERIAL: TUE 15 OCT	BOOKING: WED 06 NOV MATERIAL: FRI 15 NOV	



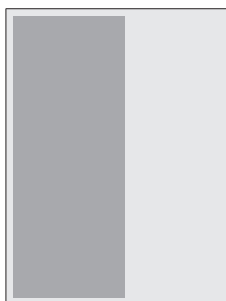
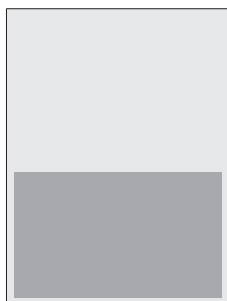
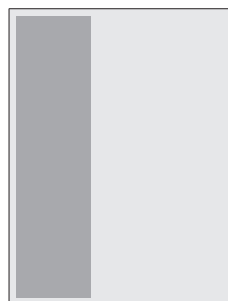
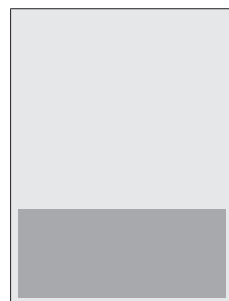
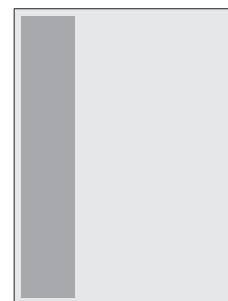
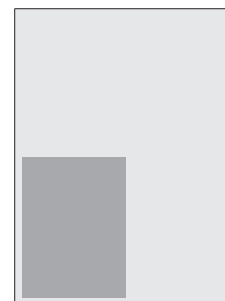
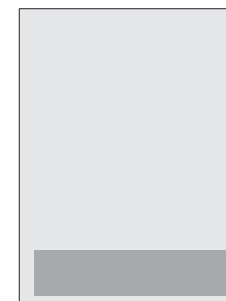
BPN SUSTAINABILITY AWARDS

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Now in its seventh year, the BPN Sustainability Awards continue to reward designers and builders for best practice in sustainable projects across Australia. The Awards were created to support ESD initiatives and recognise companies who are striving to create a more sustainable environment.

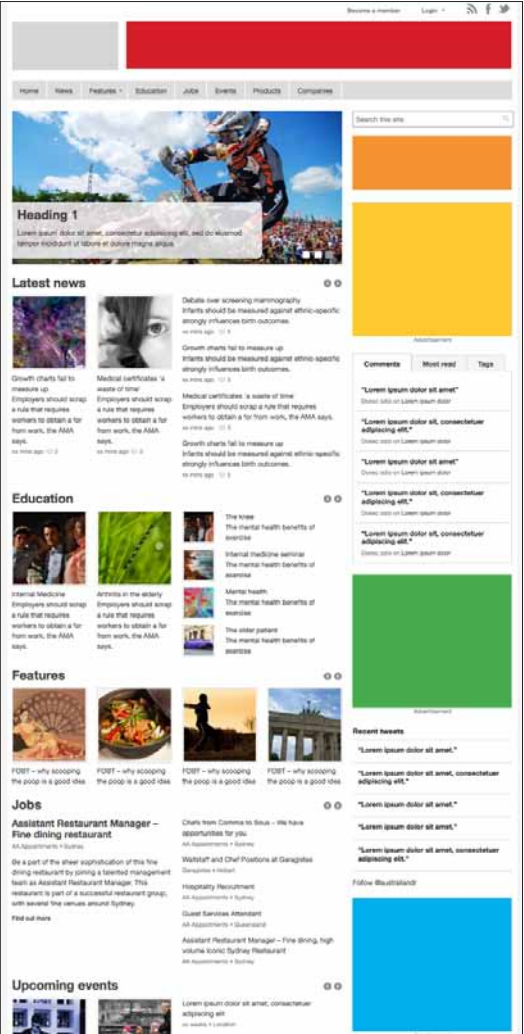
PRINT RATES & SPECS

AD SPACE	1X	6X	11X	TRIM AREA
DPS	\$11,477	\$10,329	\$9,181	297x470mm + 5mm Bleed (Type Area: 277x450mm)
Full page	\$6,951	\$6,256	\$5,561	297x235mm + 5mm Bleed (Type Area: 277x215mm)
1/2 page Vertical & Horizontal	\$5,271	\$4,744	\$4,217	V: 275x100mm H: 122x210mm
1/3 page Vertical & Horizontal	\$4,000	\$3,600	\$3,200	V: 275x65mm H: 80x210mm
1/4 page Vertical, Square & Horizontal	\$3,360	\$3,024	\$2,688	V: 275x45mm H: 60x210mm S: 122x100mm
Product of Month	\$4,557	\$4,101	\$3,646	
Q&A	\$6,951	\$6,256	\$5,560	
Insert	POA			


1/2 V

1/2 H

1/3 V

1/3 H

1/4 V

1/4 S

1/4 H

ONLINE DISPLAY ADVERTISING POSITIONS

WEBSITE//



LEADERBOARD

SITE SUPPORTERS

MREC 01

MREC 02

MREC 03

CONTRACT TERMS

	1 MONTH	2 MONTH	4 MONTH	6 MONTH
SPONSORSHIP (MREC 1 + LeaderBoard + newsletter) (1/6 SOV)	\$1,500	\$1,350	\$1,200	POA
MREC 2 SPONSORSHIP	\$600	\$540	\$480	POA
MREC 3 SPONSORSHIP	\$400	\$360	\$320	POA
SITE SPONSOR (Static Tile Logo) - Run of site				\$4,000

Terms and conditions

Website allows up to 6 advertisers at a time. Each receiving equal share of voice for the duration of a campaign.

FEATURES

- // ESSENTIAL ONLINE SOURCE OF INFORMATION FOR NEWS UPDATES, PRODUCT LAUNCHES, TRADE SHOW COVERAGE AND A PRODUCT DIRECTORY
- // OVER 17,500 PAGE IMPRESSIONS PER MONTH
- // 8,300 UNIQUE VISITORS PER MONTH

CONTACTS

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FOR MORE INFORMATION OR TO BOOK
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