

**CONSTRUCTION IN**  
*focus*

# FAST FACTS



# 65,600

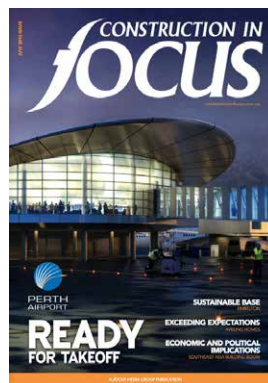
copies of Construction in Focus are distributed bi-monthly

*With over 40 years experience in marketing, advertising, publishing and design; Focus Media Group Pty Ltd is proud to present **Construction in Focus.***

## IN EVERY ISSUE:

- ▶ Industry News
- ▶ Industry Events
- ▶ Feature articles on the nation's leading construction, design and architectural firms.
- ▶ Advertising opportunities

ads appearing in CIF remain active on our website for 2 years ensuring **MAXIMUM VISIBILITY** to potential customers and clients



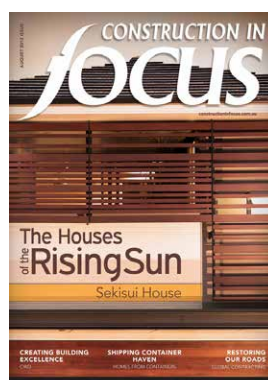
## RECENT SPECIAL FEATURES:

- ▶ A Reputation for Building Collaborative Partnerships
- ▶ Six Amazing Projects in One – Victorian Desalination Project
- ▶ Commercial and Industrial Infrastructure Solutions
- ▶ South East Queensland's Boomtown
- ▶ Supplying Sustainable Timber
- ▶ A Broad Range of Building Expertise



in addition to offering competitive advertising rates, we offer our **DESIGN SERVICES** to our clients to create custom ads **at no extra charge**

expanded monthly print editions bring CIF into the hands of **THOUSANDS** of industry leaders, and are prominently displayed at top industry events



The CIF Digital Edition is available to readers **FREE OF CHARGE** at:

**[constructioninfocus.com.au](http://constructioninfocus.com.au)**

# CONSTRUCTION IN FOCUS

## ABOUT US

At **Construction in Focus**, we take great pride in delivering a comprehensive view of the construction industry, month after month.

We keep our readers up to date on the latest news and events in the industry, as well as highlighting the nation's leading construction, design, and architectural firms.

We conduct in-depth, one-on-one interviews with top representatives in these firms, delving beneath the surface to uncover the true stories of their successes in the field.

In our pages you will also find informative features on Australia's most prominent organisations, institutes, associations, and government departments whose actions and policies have a direct impact on the construction industry. We profile the latest in green building trends and technology, and take a closer look at Australia's iconic buildings of historical and cultural significance.

We sit down with Managers, Founders, CEOs, and State Ministers to get at the heart of the story. And through our competitive and comprehensive advertising scheme, we can get your story out as well.

## OUR MANDATE

We believe advertising is at its strongest when it reaches its audience over the long run. At **Construction in Focus**, your advertisements will be featured in our bi-monthly digital and print editions, and will remain active on our website for two full years, guaranteeing you maximum visibility to potential clients.

You have the opportunity to take advantage of our talented in-house design team, who will create your company's ad free of charge. While other publications restrict the client's use of the custom ads they create, we allow our clients to make full use of our ads in other media, at no additional cost.

## BUILDING YOUR BUSINESS

At **Construction in Focus**, it is our business to help build your business. Our subscriber base is one of the strongest in the Australian market, giving your ads a broad reach at a competitive price. Our informative corporate profiles and thought-provoking features grab the interest of both vendors and potential clients, bringing the two together in a winning combination for advertisers.

Free custom ad design, a large readership, and your company's ad displayed online for two full years are a few ways **Construction in Focus** will help connect you with your customers.

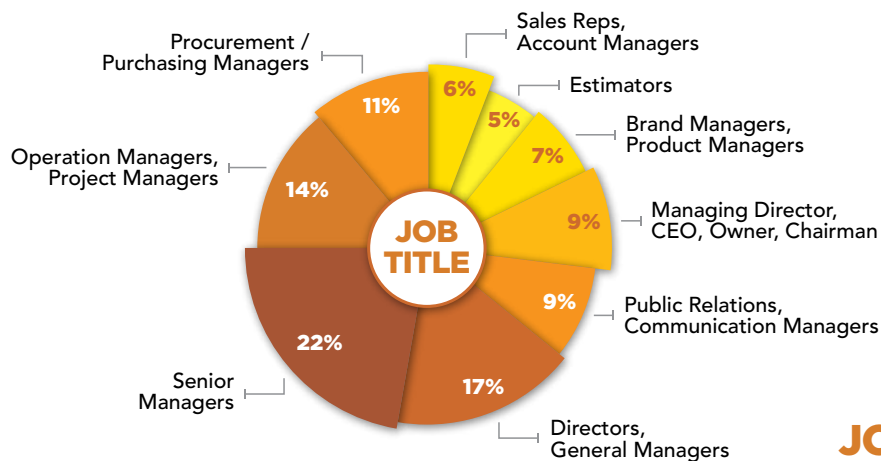
*Instead of ads being seen just once and never again, ads remain active and online for a much longer period of time and are viewed by potential clients over and over again.*

*Your advertisements will be featured in our bi-monthly digital magazine, our bi-monthly print editions, and will remain active on our website.*

*Free custom ad design. A large readership. Your company's ad displayed online for two full years.*

# READERSHIP

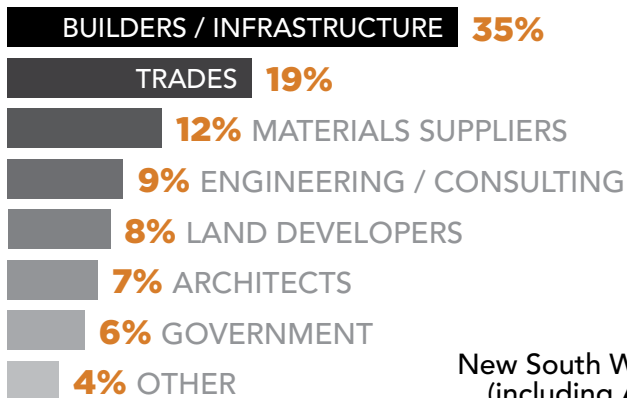
Each month, *Construction in Focus* reaches more than **65,600** leaders in all areas of the construction industry including land developer, builders, engineers, contractors, architects, materials suppliers, trades and government agencies.



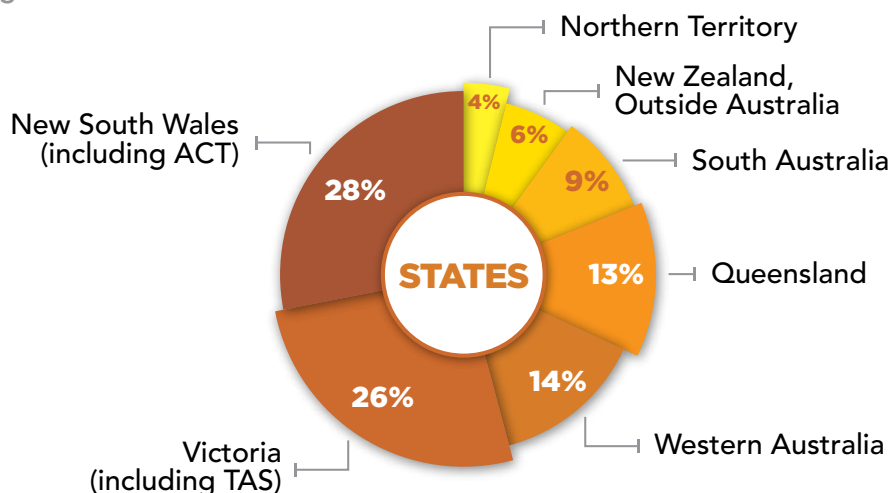
## JOB CATEGORY



## BUSINESS TYPE

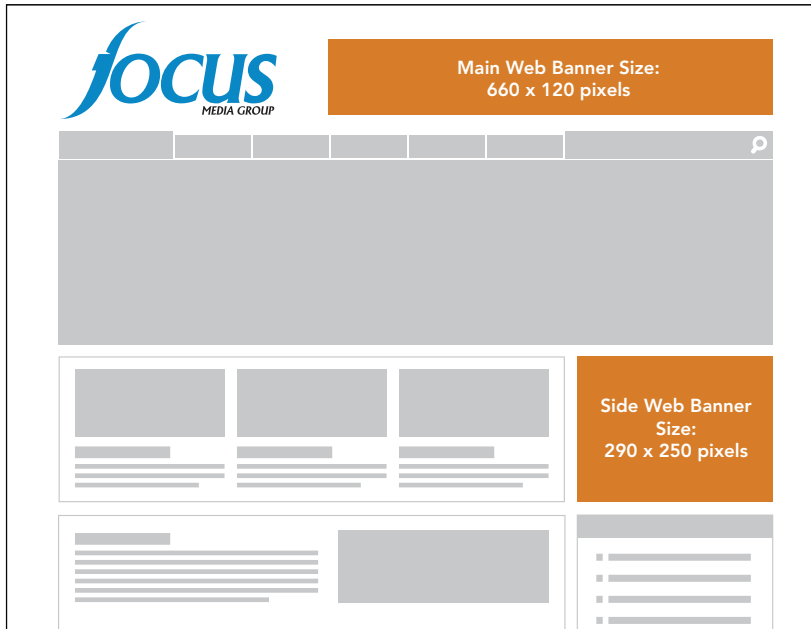


Information based on 2013 readership stats.



# SPECIFICATIONS

## WEB BANNER DIMENSIONS (Width x Height)



## ADVERTISING ENQUIRIES

For further enquiries about available specialty magazine advertising options including pricing, inside front covers, inside back covers, and centre spreads, please contact our production team at:

[accounts@focusmediagroup.com.au](mailto:accounts@focusmediagroup.com.au)

## CONTACT US

Sales and Advertising

[robert.chambers@focusmediagroup.com.au](mailto:robert.chambers@focusmediagroup.com.au)

Editorial

[tim.hocken@focusmediagroup.com.au](mailto:tim.hocken@focusmediagroup.com.au)

## ARTWORK SPECS

Images

- CMYK images supplied at 300 dpi.
- Low resolution images will not be accepted.
- Logos to be provided as Illustrator EPS (preferred) or high resolution JPGs or TIFFs.

Completed Artwork

- Finished artwork to be supplied as high resolution PDFs with type in outlines.
- Include fonts and support files if applicable.
- Avoid type running in the gutter for double page spread ads.

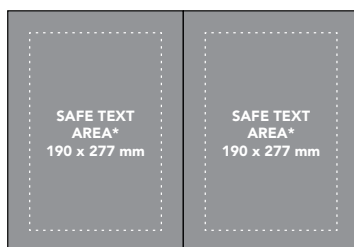
## BOOKING TERMS AND CONDITIONS

All material deadlines must be adhered to. Failure to deliver materials on time can incur a full fee as per advertisement booking. Any negotiated rates, added value and positioning is valid for the confirmed booking only. All prices quoted and agreed upon are exclusive of tax.

**Cancellation Policy** – All cancellations requested more than 24 hours, but less than 72 hours after booking, will be charged at 50% of the agreed rate. Cancellations requested after 72 hours of the booking date and time will be charged at 100% of the agreed ad rate. Any cancellations of an ad within a schedule will be charged at the full media kit rate. All cancellations must be provided in writing.

\*SAFE TEXT AREA: a recommended safe area where your advertisement content can get maximum readability.

## PRINT ARTWORK DIMENSIONS (Width x Height)



### Double Page Spread

420 x 297 mm

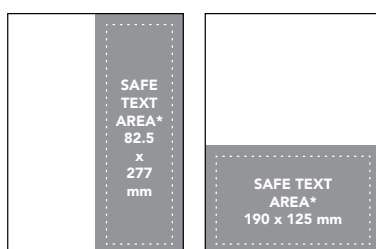
- Add 3 mm bleed on each side
- Add crop marks



### Full Page

210 x 297 mm

- Add 3 mm bleed on each side
- Add crop marks

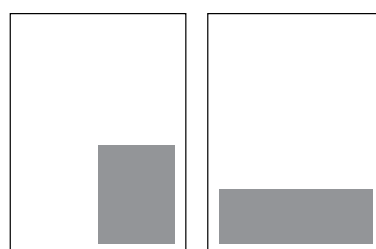


### Half Page

**Vertical:** 102.5 x 297 mm

**Horizontal:** 210 x 145 mm

- Add 3 mm bleed on each side
- Add crop marks



### Quarter Page

**Vertical:** 87.5 x 130 mm

**Horizontal:** 180 x 66 mm

- No bleed required
- Add crop marks