

# BUILT

OFFSITE

## 2019 MEDIAKIT

DEDICATED TO INNOVATION,  
ACCEPTANCE AND CHANGE FOR THE  
PREFABRICATED BUILDING INDUSTRY



**Dear Advertiser,**

PrefabAUS is Australia's peak industry body representing the collective interests of organisations and individuals dedicated to advancing the offsite construction industry through collaboration, innovation and education.

Change is already happening, and organisations that effectively adopt new construction, manufacturing and building methodologies can position themselves at the forefront of this new economy.

In collaboration with Boston Publishing we are pleased to support *Built Offsite*. It is an agent of change. It will speak to all those involved in the building industry including clients, builders, architects, engineers, suppliers, government agencies and researchers and will actively prime its readers to engage with this vibrant sector.

I encourage you to support *Built Offsite* as it forges its position as the most focused and influential voice in this exciting and progressive space.



**Thank you.**

**WARREN MCGREGOR**  
CEO – PrefabAUS

## THE PARTNERSHIP

In association with PrefabAUS the publication will drive and challenge existing design and building practices that have traditionally underscored the industry.

We will also work closely with the new research and development hub at Melbourne University dedicated to prefabrication, and other editorial contributors will include: The Structural College of Engineers Australia and the Institute of Quantity Surveyors.



## A PUBLICATION FOR TODAY

Australia's building industry is on the precipice of deep structural change and offsite construction is at the very heart of that process.

Prefabrication or offsite construction is changing the way buildings are designed and built.

By 2020 the offsite building sector is forecast to account for 10% of all GDP construction; a figure in today's statistics that represents \$3.2 billion.

This publication gives that process a voice and will bind the industry together in a sharp, well-written and researched voice that is published to be used.

Produced to newsstand quality and also as HTML5, it offers advertisers unparalleled access to every profession involved in this transition.



### **Vision**

A recognition across the construction industry that building offsite offers opportunities to improve project quality, deliver increased value, improve productivity and support a more sustainable industry.



### **Mission**

To work with professional and industry organisations that will collectively bring about a step-change increase in understanding, development and use of offsite solutions in all construction markets.



### **Goals**

Championing offsite construction and working with key stakeholders to bring about faster change.

Increased awareness raising of the proven benefits of offsite solutions.

Challenging the supply side to improve their engagement with clients, designers and constructors, to understand their project needs and to develop and promote efficient solutions.

Promoting membership of PrefabAUS and the development of the organisation and its work programme in support of the Mission.

“

*The publication is about driving innovation, capability and change.*

”

### EDITORIAL CONTENT

It is a constant source of fresh news, developments and ideas that will prime and motivate its readers to embrace this fast-changing industry and will equip individuals and businesses to capitalise on future opportunities.

Where relevant, materials, machines and methodologies will be used as 'examples' but all editorial will subscribe to the key themes that form the 'backbone' of the publication.



## KEY THEMES



### VALUE

#### Quality

Consistency of process corresponds to improved quality and more reliable performance.

#### Customer satisfaction

Improved quality assurance results in fewer defects.

#### Technical

Higher levels of product performance are achieved due to the quality assurance process used and investment in R&D.



### EFFICIENCY

#### Time

Decreased construction time as a result of scheduling activities to take place concurrently.

#### Waste

A factory environment results in tighter control of materials and the use of automation allows material usage to be optimised.

#### Flexibility

The utilisation of standardised component parts employing a mass customised approach ensures the desired level of variation to suit customer/client requirements.



### SUSTAINABILITY

#### Social

A factory environment improves working conditions and is a change in building culture by providing a safe place of work with improved job security and flexible shift patterns.

#### Environment

Constructing off-site in a factory corresponds to a more efficient use of materials secured through a qualified supply chain.

#### Economic

Utilising a local labour force to add value to a local supply chain for the delivery for a higher quality product.

## FREQUENCY AND DISTRIBUTION

Published bi-monthly and the distribution is a unique blend of print and digital.

*Built Offsite print edition is mailed directly to building developers, tier one/two builders, architects, prefabrication manufacturers, government departments and all members of PrefabNZ.*

*The digital edition is sent as a link to structural engineers, quantity surveyors, chartered building professionals, building surveyors a all members of ACIF (Australian Construction Industry Forum).*

## PUBLISHING SCHEDULE (PRINT AND DIGITAL)

**2019**

February / April / June / August / October / December

### ADVERTISING RATES

Advertising in *Built Offsite* covers both print and digital platforms. One rate = both platforms.

A unique and progressive blend of print and digital publishing giving advertisers unparalleled access to decision makers that span the complete lifecycle of the building industry. It's unique.

Double Page Spread + digital ..... **\$6,600**

Full Page + digital ..... **\$4,000**

Half Page Horizontal + digital ..... **\$2,900**

#### Preferred positions

Covers (IFC, IBC, BC)      **+25%**  
 Pages 3, 5, 7, 9              **+20%**  
 Nominated positions       **+10%**

#### Apply 10% GST

For series booking contact your account manager.

## PRINT EDITION

Building Developers ..... 950 copies  
 Builders: Tiers One and Two ..... 1,400 copies  
 Prefabrication Manufacturers ..... 400 copies  
 Architectural Practices ..... 800 copies  
 Government Departments ..... 300 copies  
 PrefabNZ ..... 400 copies

**Total print distribution                      4,250 copies**

## DIGITAL EDITION LINK SENT TO

Structural Engineers ..... 8,500 addresses  
 Quantity Surveyors ..... 4,000 addresses  
 Chartered Building Professionals ... 3,500 addresses  
 Building Surveyors ..... 1,000 addresses  
 ACIF (Australian Construction Industry Forum) ..... 9,500 addresses

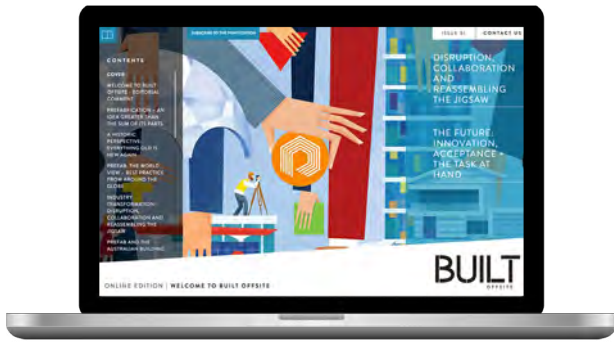
**Total digital distribution                      26,500 addresses**

SIZE	TRIM (mm)	TYPE (mm)	BLEED (mm)
Full page	297x210	277x190	307x220
Half page vertical	297x105	277x85	307x115
Half page horizontal	148x210	128x190	158x220

- Double page spread Supplied as two single full pages.
- 297 x 210mm Portrait, Printed 4 Colour Sheet-Fed Offset on Matt Art Paper and Saddle Stitched.

#### Print File Requirements

- Files must be compliant to the Australian Standard 3DAPv3 Papertype-1\_300.icc separation profile.
- Acrobat Distiller 6 or above is preferred.
- Files to be created in PDF version 1.3 or 1.4.
- All files to be supplied as composite CMYK and embedded images at 100% scaling, 300dpi.
- All fonts must be embedded into the PDF.
- All advertising material to include minimum 3mm bleed
- Crop, bleed and registration marks plus page information to appear on all advertising material, located 5mm outside the trim area.



## THE DIGITAL PUBLICATION

The *Built Offsite* digital publication will encompass a unique swipe functionality browsing experience tailored for mobile and tablet viewing. Built in conjunction with sister company Krafthaus digital agency, the *Built Offsite* digital publication provides a full screen in browser experience for content delivery. Articles are preloaded to provide a swipe magazine flipping like experience.

The digital publication is fully indexed by Google, and allows for interactive content and linking not available in traditional flipbook publications. This allows for calls to action and links from advertisements to company websites, embedding of video and analytics and tracking to see which articles and advertisements create the best engagement.

Advertisements will be run online in desktop, iPad and mobile formats.

Artwork can be re-created by Boston Publishing; however, it is suggested clients supply optimised advertisements in the following formats.

### Specifications

Desktop	2560x1440 pixels (Max file-size 400kb)
Tablet/Mobile	768x1024 pixels (Max file-size 200kb)



## CASE STUDIES

Control what you say, when you say it and how you say it with our special Case Studies that give you complete control over your content marketing message.

Available in either a half page, full page or double page format (includes digital edition as well) our studies give you the opportunity to tell your marketing story about your product or service.

It's easy. We will supply you a case study template – you complete the necessary details – we write it for you and send it through to you for your thoughts and approval.

**The rate assumes that all photography is supplied.**

Half page	<b>\$2,900</b>
Full page	<b>\$4,000</b>
Double Page	<b>\$6,600</b>

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