

# ART & SCIENCE OF THE BUILDING INDUSTRY IN MALAYSIA



## “Market Intelligence For Business Leads”

### INTRODUCTION

SINCE 1991, B&I MAGAZINE had been the art and science of the building & construction industry in Malaysia. It features various aspects of the industry that includes the latest in building products, projects, and technology etc. As the leading bi-monthly publication in terms of circulation, advertising impact and business leads, it is endorsed by CIDB, MATRADE and BMDAM etc. B & I provide the market intelligence and network to put you ahead.

Supported by our functional and interactive website [www.b-i.biz](http://www.b-i.biz), it is systematically promoted for maximum exposure and impact. We have no less than 30,000 website visitors annually and growing.

For Building Consultants, we provide an information **SOURCE** for costing and specification purposes. For Contractors, Importers/Exporters, Purchasers, it is a **TOOL** to identify various sources for buying & selling purposes. For Manufacturers, Distributors, Developers, it is the **MEDIA** to advertise and market your products & services locally or globally.

**QUALIFIED** advertisers, subscribers or readers are entitled to some of the following:

- Website hyperlink & Catalogue Exhibition
- Overseas business & exhibition tour
- B & I Report for project & business leads
- E-mail directory listing for building news & enquiries
- Upload of tenders notices, press releases, job vacancies
- Complimentary advertisement in B & I Diary etc.

### FREQUENCY & QUALITY CIRCULATION

Published every two months with a circulation of 10,000 printed copies, it is distributed to the building & construction industry in Malaysia as follows:

Architects / Interior Designers	25%
Developers / Project Managers	15%
Consultant Engineers	12%
Quantity Surveyors	10%
Contractors	20%
Manufacturers / Distributors	10%
Public Sector	5%
Overseas / Others	3%

### READERSHIP PROFILE

B & I MAGAZINE is comparatively better circulated and available at premier bookshops. With 10,000 printed copies and a readership of not less than 60,000, some major aspects of our readership profile may be summarized as follows:

- Not less than 80% of the building materials turnover in Malaysia goes through members of the BMDAM annually.
- Not less than 70% of our readers have an annual income of RM120,000 and above.
- Not less than 20% of our readers are millionaires.

Our **e-mail broadcasting & mailing list** are the best for the industry and continuously **updated and upgraded** for quality circulation and advertising impact. It is frequently rented by organizations wishing to promote their products and services to the building & construction industry in Malaysia

### BUILDING EXHIBITIONS & CONFERENCES

Authoritative exhibitions & conferences organizers worldwide frequently appoint B & I MAGAZINE as their official supporting publication. Some exhibitions & conferences include:

- ↳ BATIMAT PARIS ↳ DEX/ARCHITEX
- ↳ BATIMAT CHINA ↳ CHINA BUILDING
- ↳ BAUCON etc

We publish supplements in conjunction with selected exhibitions & conferences and participate by promoting our advertisers' products and services via **catalog exhibition** at our booth for the benefit of our advertisers.

## EDITORIAL

Published by professionals in the industry, for the industry, some editorial highlights will include Project News • New Products / Technology • Corporate Viewpoint • News Brief • Exhibitions & Conferences • List of Projects Approved • Home Improvement • Tall Buildings In Malaysia • CIDB / MATRADE / BMDAM news • Special Feature etc

We welcome *editorial contributions or press releases* from the building & construction industry worldwide. However, the editorial board reserves the right to edit or publish any contribution. Correspondents or media representatives are also welcome in major cities worldwide.

## B&I REPORT

B & I REPORT is one of our supporting publications. Publish every two months; it highlights new building & construction projects in Malaysia from the concept & design stage to early construction for the benefit our advertisers, subscribers and readers. It is essential for organizations wishing to make inroads into the building & construction industry in Malaysia.

B & I MAGAZINE is widely subscribed & circulated to specifiers & decision-makers of new and ongoing projects listed in B & I REPORT. It will greatly benefit our advertisers in terms of advertising exposure to attract immediate enquiries and sales.

## AHEAD WITH INFORMATION; AHEAD IN CIRCULATION

### ADVERTISING RATES

Code	Description	Malaysia (RM)	Other Countries (US\$)
H/P/BW	Half Page/Black & White	1,200	400
HP/C	Half Page/Color	2,200	700
FP/BW	Full Page/Black & White	2,200	700
FP/C	Full Page/Color	3,600	1,200
IBC	Inside Back Cover/Color	4,800	1,600
IFC	Inside Front Cover/Color	5,400	1,800
DS	Double Spread/Color	7,200	2,400
BC	Back Cover/Color	8,000	2,700

### ADDITIONAL COLOUR

RM500.00 per color

### SPECIAL POSITION

20% premium for any preferred position

### AGENCY COMMISSION

15% of the advertising rates to advertising agencies or freelance agent providing advertising materials.

### BOOKINGS

All bookings may be made within 1 month from date of publication and advertising materials must be submitted 3 weeks prior to publication. No cancellation will be entertained 3 weeks prior to publication. Series discount is negotiable.

### PRODUCTION CHARGES

Concept, design layout, copywriting, photography, artwork, color separation and proof etc. will be charge at trade rates.

### ACCEPTABLE SIZES

Our magazine size is A4 with specifications as follows:

Trim Size	: 210mm x 297mm
Bleed size	: 216mm x 303mm
Horizontal Half-Page	: 210mm x 145mm
Bleed size	: 216mm x 151mm
Lines Screen	: 150 - 175
Printing Material	: Positive films right reading with emulsion side down.

### PAYMENT TERMS

50% confirmation deposit and balance after publication. Cash discount of 8% when full payment is received with the advertisement order.

### TERMS & CONDITIONS

Subject to our terms and conditions of contract

Visit us at: [www.b-i.biz](http://www.b-i.biz)



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