

DESIGN BUILD

TOTAL FACILITIES

BESPOKE
DIGITAL
OPPORTUNITIES

DESIGNBUILDEXPO.COM.AU

TOTALFACILITIES.COM.AU



MORE

THAN

Digital Opportunities

AN

EVENT

Engage with professionals within the built environment community through digital channels, facilitating industry connection 365 days a year.

WHAT?

For the first time, in 2020 Total Facilities and DesignBUILD co-locate, creating the only dedicated event to bring together the best in Australia's built environment. This platform extends beyond a yearly event, with a myriad of digital opportunities to connect you with a combined online community of over 45 000+ building professionals.

WHY?

These are unprecedented times. As the industry and broader population faces increased screen time, we want to ensure your brand is in the best possible position to connect with our qualified audience. We have digital advertising solutions to suit all budgets and promote products, content and insights to our engaged online audience. Online content is more important than ever to address the developing trends in construction technologies and smart buildings.

WHO?

Professionals throughout the building community consume Total Facilities and DesignBUILD content to source connections, networking opportunities and industry product updates - now more than ever. Editorial contributions are sourced from partner publications, freelance writers and exhibiting/sponsoring brands.

Our Audience

Together, the DesignBUILD and Total Facilities readership consists of key decision makers from across the Asia Pacific region. These audiences are connected to new markets within industry via communications channels including the Blueprint newsletter, website and emails.

From Architects and Construction Managers to Facilities Managers, key manufacturers and suppliers. Our brands represent the breadth of the entire built environment community in one connected space.

33,000⁺

BLUEPRINT
SUBSCRIBERS

(including national & international)

450,000⁺

WEBSITE VIEWS
PER YEAR*

100,000⁺

WEB USERS
PER YEAR

145,000

WEB SESSIONS
PER YEAR

(*Total Facilities & DesignBUILD websites)

PRODUCT INTERESTS

- Workspace Design, Fitout & Space planning
- Energy Efficiency & Green FM
- Cleaning & Maintenance
- HVAC/R
- Security & Access Control
- Facilities Services
- Health & Safety
- Software, Technology & Smart Buildings
- Waste Management
- Exterior facades, Finishes & Surfaces
- Building Technology (BIM/CAD)
- Kitchen & Bathrooms
- Windows & Doors

Our built environment audience spans the following sectors:



Architecture & Design



Building & Construction



Government & Infrastructure



Trade Services



Corporate Real Estate



Facilities Management Services



Entertainment & Hospitality



Education



Residential Retail Estate



Distributor & Wholesale



Manufacturing

Website Opportunities

BANNER ADVERTISING

Total Facilities and DesignBUILD's digital platforms offer year-round engagement. These websites alone receive over 450,000 views each year.

Make the most of the lead up to the show with premium exposure to your target market while they are online more than ever before.

Premium Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages of either the Total Facilities or DesignBUILD website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages.

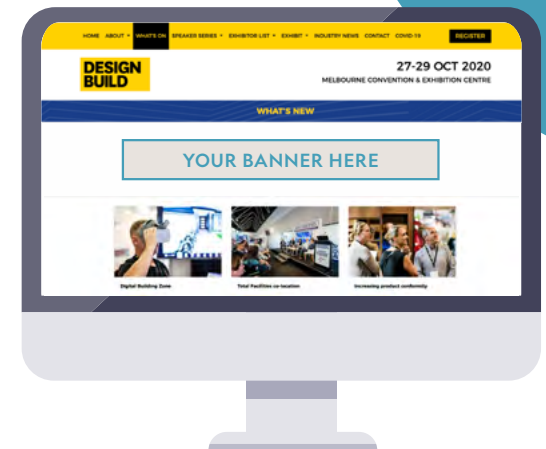
\$2,500 + GST

Standard Leaderboard

For prominent exposure, this leaderboard offers branding on the top visited pages of either the Total Facilities or DesignBUILD website, with the exception of the home page.

Your banner will appear as 1 of up to 3 banners prominently displayed on various inner pages, including the Industry News section.

\$2,000 + GST



All content to be provided by client

blueprint

Newsletter Opportunities

BANNER ADVERTISING

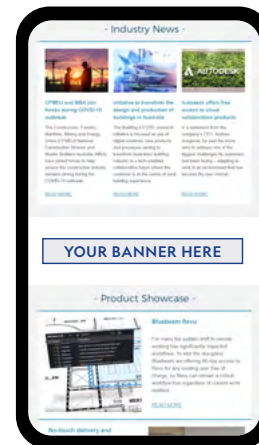
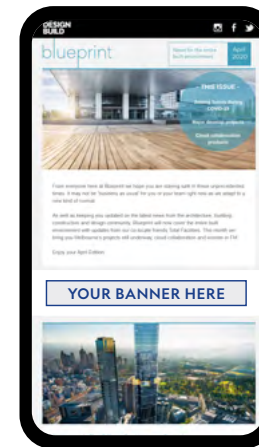
Blueprint is the official monthly e-newsletter for the built environment platform, hosting the latest industry news, unique editorial, partner and association announcements and industry product highlights.

Delivered directly to 33,000+ industry professionals around Australasia and beyond, it is proven source of quality construction, design and FM news. Align with Blueprint and put your brand in the inboxes of these engaged readers.

Premium Leaderboard

Your artwork will be the first leaderboard banner advertisement in one selected Blueprint monthly newsletter, linking to your provided URL.

\$2,500 + GST



Standard Leaderboard

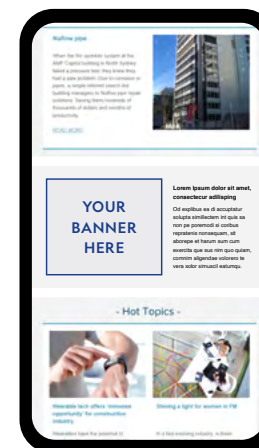
Your artwork will be the second leaderboard banner advertisement in one selected Blueprint monthly newsletter, linking to your provided URL.

\$2,000 + GST

MREC Advert

Your artwork will be the first MREC banner advertisement in one selected Blueprint monthly newsletter, linking to your provided URL.

\$1,900 + GST



EMAIL SEND: 34,016

OPEN RATE: 23%*

AUDIENCE LOCATIONS:

Australia & NZ 90%

US 5% **UK** 1.5%

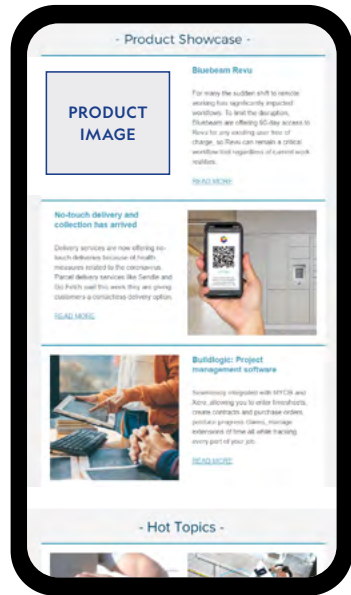
Rest of the world 4.5%

*Open rate across 25 issues

All content to be provided by client

CONTENT ADVERTISING

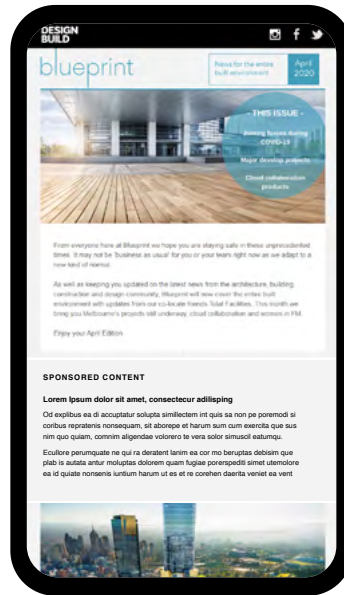
blueprint



Featured Product Highlight

Your product (new or existing) will feature as 1 of 3 products highlighted in a selected edition of Blueprint, linking to further detail hosted as Industry News on the relevant event website, including a URL of your choice.

\$1,000 + GST
(limited per issue)

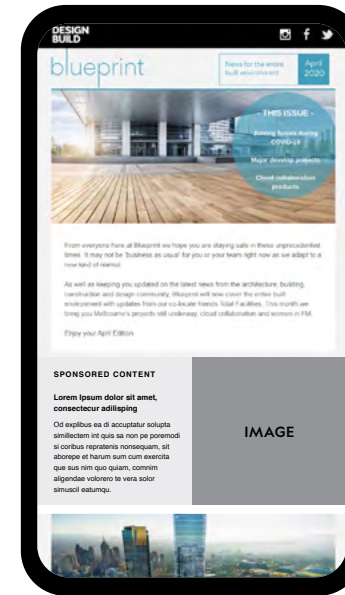


Sponsored Article (Editorial or Advertorial) No image in newsletter

Your content piece will be featured as a sponsored article in one selected edition of Blueprint.

The newsletter will feature an article teaser, linking through to the full content hosted as Industry News on the relevant event website, including a URL of your choice.

\$1,300 + GST
(limited per issue)



Sponsored Article (Editorial or Advertorial) Inc. image in newsletter

Your content piece will be featured as a sponsored article in one selected edition of Blueprint.

The newsletter will feature an article teaser with an image of your choosing, linking to the full content hosted as Industry News on the relevant event website, including a URL of your choice.

\$1,500 + GST
(limited per issue)

All content to be provided by client

NEWSLETTER PACKAGES

Takeover Blueprint!
Catch your target audience's attention with two touchpoints.

Choose to run your banner and article/product highlight in the same newsletter edition or separate them into different months for sustained branding.

ACTIVE SOCIAL CAMPAIGNS

Featuring an article in Blueprint?
As well as your article being featured in the newsletter and website, it will also be shared across the brand's active social channels.

Premium Leaderboard
+ Sponsored Article

\$3,400 + GST

Standard Leaderboard
+ Sponsored Article

\$2,975 + GST

Premium Leaderboard
+ Featured Product Highlight

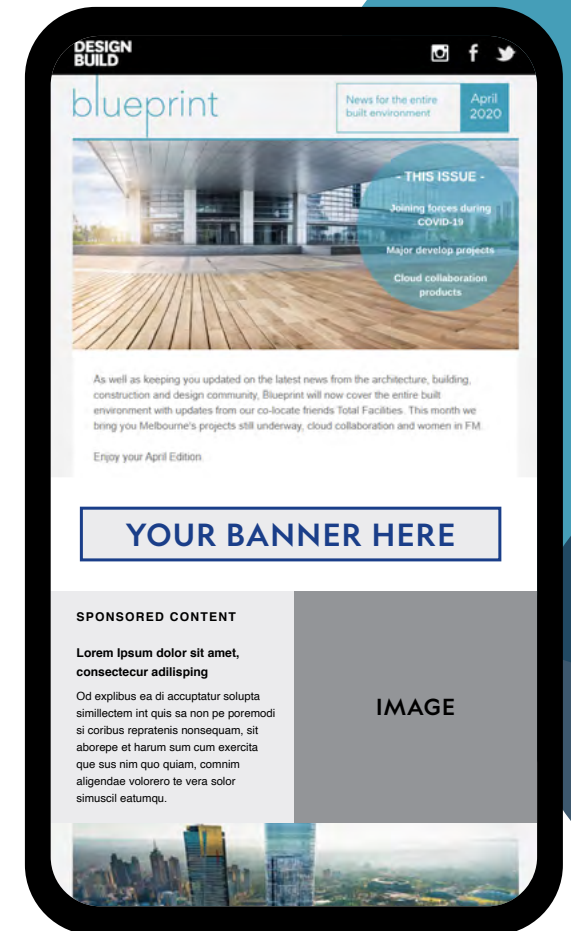
\$2,975 + GST

Standard Leaderboard
+ Featured Product Highlight

\$2,550 + GST

FIND US ON SOCIAL:

- 📷 @designbuillexpo
f /designbuillexpo | /totalfacilitiesexpo
🐦 @DesignBUILDEXPO | @totalm_au
in DesignBUILD Expo | Total Facilities



All content to be provided by client

Solus eDM

Solus emails are a great way to expand your marketing reach outside your own list and connect with our highly qualified, highly engaged audience.

Send your message without interruption to either the Total Facilities or DesignBUILD database via a solus eDM blast, with our branding included.

BESPOKE AUDIENCES

This opportunity includes the option to segment and send to specific audience based on your brand's needs, including specific product, verticals, job titles or geographical locations.

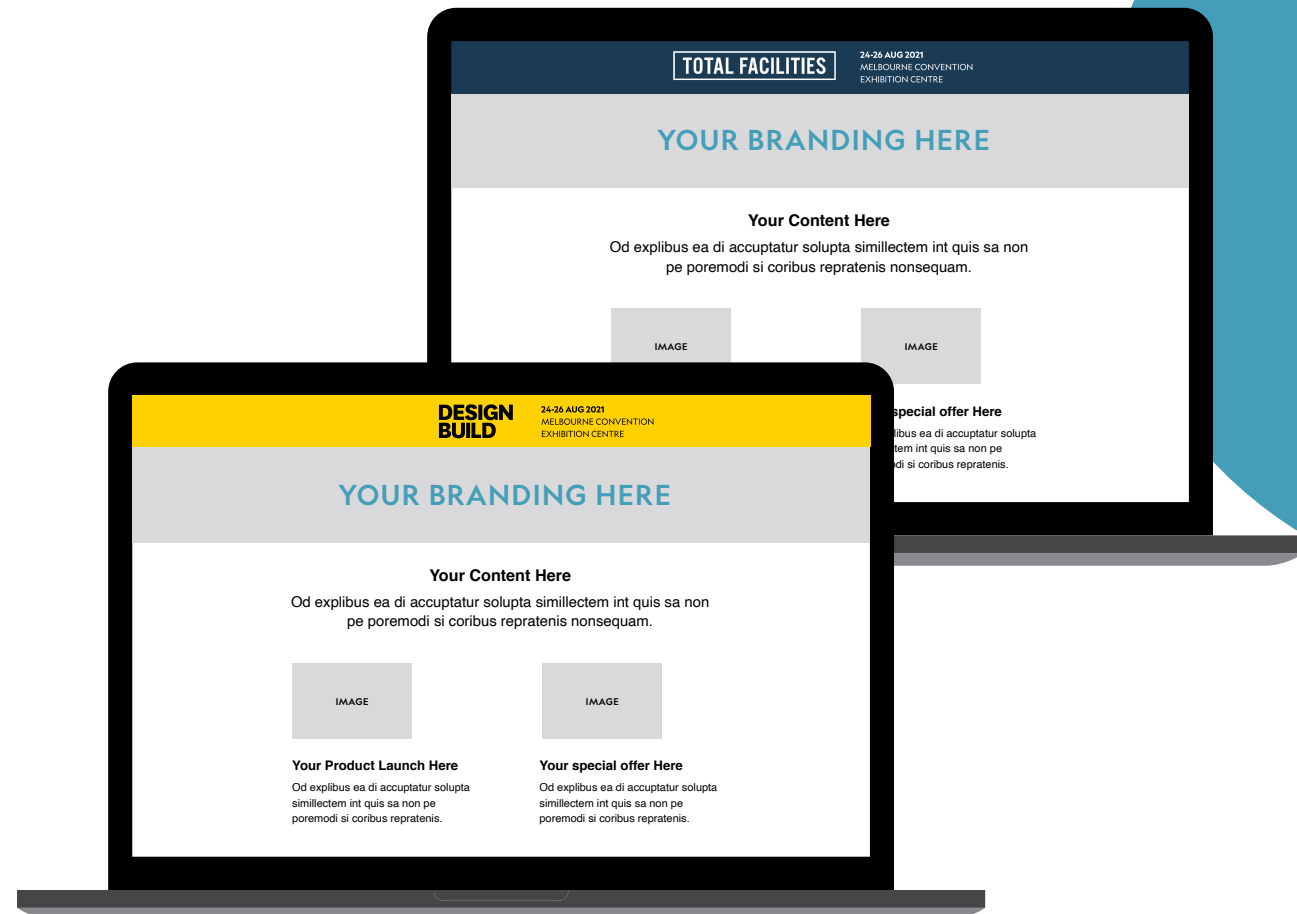
Suggested topics to promote via solus eDMs include:

- Product launches
- Special deals
- Content pieces
- Topical advertorial

\$5,000 - \$7,500 + GST

TOTAL FACILITIES

**DESIGN
BUILD**



Tailor a Package

Can't quite find what you are looking for?

Or would like to combine activity to give your brand maximum exposure?

Our team is available to chat you through the options that best fit your business objectives.

GET IN TOUCH TODAY

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