

Selector.com + Architects Handbook

A powerful combination – part of the Architecture Media Product Network.



Rate Card 2008/09

Profile

Selector.com and the Architects Handbook – part of the Architecture Media Product Network, Australia's largest product information resource for architects and building industry professionals – are a unique source of essential product and supplier information, and a powerful resource for specifiers. Offering web and print options, these products can be taken separately or as a package to maximise results.

It's all about linking suppliers with specifiers.

Products

Web: Selector.com is the online, searchable library of products and suppliers.

- An extensive, searchable, product information library.
- Product details classified according to an easy-to-follow category system.
- Comprehensive supplier listings and contact details.
- Direct access to suppliers.

Print: Architects Handbook is the take-anywhere, essential, ready reference product and supplier directory.

- Comprehensive supplier listings and contact details.
- Indexed product details classified according to an easy-to-follow category system.
- Technical information and design notes.
- Handy, easy-reference industry information, facts and figures.

Web + print package: Selector.com + Architects Handbook

is a powerful combination providing both an easy-to-access, online library of products and suppliers, and a handy, compact print directory. Together they are an essential resource for architects and building industry professionals.

- An extensive, searchable product information library.
- Indexed product details classified according to an easy-to-follow category system.
- Comprehensive supplier listings and contact details.
- Direct access to suppliers.

Supported by easy-to-use

- Technical information and design notes.
- Handy, easy-reference industry information, facts and figures.

Key facts

Selector.com website

- Endorsed by the Royal Australian Institute of Architects.
- Australia's most useful online product information library – easy to search, easy to find products, easy to respond.
- 83,000 registered users – 53,000 professionals, 30,000 client consumers.
- Weekly email contact with more than 30,000 users.
- Comprehensive company and product listings.
- Constantly updated.

Architects Handbook

- Endorsed by the Royal Australian Institute of Architects.
- Australia's only printed product information directory for design professionals – a user-friendly, desktop-size reference guide.
- 9,000 circulation – sent to RAI A members and subscribers.
- Over 500 pages of useful reference information, including the 325 page directory.
- Revised annually.

Statistics

The Selector.com website and the Architects Handbook reach professional specifiers as well as their clients – key decision makers.

Analysis by job function

	Website	Handbook
Architect	10,750	7,514
Builder/developer	10,806	212
Building designer	6,896	436
Engineer	4,803	75
Interior designer	5,321	158
Others	14,511	223
Total	53,087	8,618

Analysis by job location

	Website	Handbook
NSW / ACT	19,274	3,232
Vic / Tas	15,383	2,705
Qld	8,818	1,452
WA	3,954	633
SA / NT	3,128	565
NZ / overseas	2,530	31
Total	53,087	8,618



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Options	Selector.com	Architects Handbook 2008/09	Rate ¹
Cross-media packages ^{2,3} (online: Selector.com and print: Architects Handbook)			
Starter package	Full product listing ⁴	Half page advertorial ⁵ + Bold listing ⁶	\$2,550
Plus package	Full product listing ⁴	Full page advertorial ⁵ + Bold listing ⁶	\$3,620
Power package	Full product listing ⁴	Double page advertorial ⁵ + Bold listing ⁶	\$5,120
Online (including Selector.com E-newsletter)			
Selector listing (first line)	Full product listing ⁴	Bold listing ⁶	\$1,600
Additional Selector listings ⁷	Full product listing ⁴	Bold listing ⁶	\$960
E-news strip ad	Newsletter to 30,000 users		\$500
Print (Architects Handbook)			
Advertorial	Enhanced listing ⁸	Third page	\$1,590
	Enhanced listing ⁸	Half page	\$2,100
	Enhanced listing ⁸	Full page	\$3,000
	Enhanced listing ⁸	Double page spread	\$4,800
Display ⁹	Enhanced listing ⁸	Full page	\$3,000
	Enhanced listing ⁸	Double page spread	\$4,800

Notes: 1. All rates exclude 10% GST.

2. All packages are for one edition of the Architects Handbook and for 12 months on the Selector.com website.

3. Packages will be invoiced when the first component is published.

4. Full product listing with Selector.com means one product line, company logo, company profile page, contact details, web link and email contact form.

5. Advertorial in the Architects Handbook means product or company editorial profile, logo, single company address, phone, fax, email and web address.

6. Bold listing in the Architects Handbook is bolded company name, phone and fax, plus web address details.

7. Additional Selector.com listings are only available to companies with a current advertising schedule.

8. Enhanced listing with Selector.com means company logo, company profile page, contact details and email contact form.

9. Advertiser preferred positions in the Architects Handbook will incur a 10% loading.

Architects Handbook dates & deadlines

	Package bookings	Package material	Ads bookings	Ad material	On sale
Before	25 Feb 2008	3 Mar 2008	18 Mar 2008	25 Mar 2008	6 Jun 2008

Advertising production enquiries

For information on accepted file formats, sizes and other production information please contact advertising sales.

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Architecture Media Group profile

Architecture Media is Australia's leading publisher for the architecture and design community and an associate company of the Royal Australian Institute of Architects.

Our market-leading portfolio includes Architecture Australia, Artichoke®, Houses®, the Houses® Style: Kitchens+Bathrooms series, Landscape Architecture Australia, Architectural Product News, the Architects Handbook and Selector.com – essential resources for all architecture and design professionals. Our subsidiary, AGM Publishing Limited, serves the New Zealand market with a range of similar titles.

