

**DESIGN
BUILD**

**Be 7
L Summit**

TOTAL FACILITIES

**BESPOKE
DIGITAL
OPPORTUNITIES**

DESIGNBUILDEXPO.COM.AU

TOTALFACILITIES.COM.AU

BESUMMIT.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 2021, Total Facilities and DesignBUILD co-locate, creating the only dedicated event to bring together the best in Australia's built environment. Extending beyond a yearly event, we provide a platform that serves as a digital nexus for brands in the built environment. We have an extensive portfolio of digital opportunities on offer, enabling you to connect with a wide-reaching community of over 45,000+ industry professionals.

WHY?

Online content is more important than ever as the industry and broader population are increasingly turning to their screens to consume insight and do business. We have a range of digital solutions to suit all types of budgets and advertising needs, giving your business the perfect platform to promote products, content and industry insights to our established and highly qualified audience of building, construction and FM professionals.

WHO?

DesignBUILD, Total Facilities and the Built Environment (BE) Summit content is viewed by a broad but targeted segment of professionals and influential decision makers looking to create connections, seek inspiration and keep up with industry innovation. Editorial contributions are sourced from partner publications, freelance writers and exhibiting/sponsoring brands.

Our Audience

Together, the DesignBUILD, Total Facilities and BE Summit 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 our content channel Blueprint, 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.

26,000+

BLUEPRINT
SUBSCRIBERS

(including national & international)

450,000+

WEBSITE VIEWS
PER YEAR*

100,000+

WEB USERS
PER YEAR

145,000

WEB SESSIONS
PER YEAR

Statistics based on 2019 show year from
Total Facilities and 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

TOTAL FACILITIES

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.

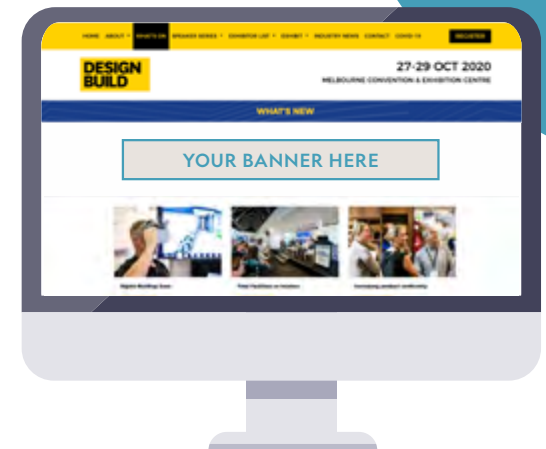
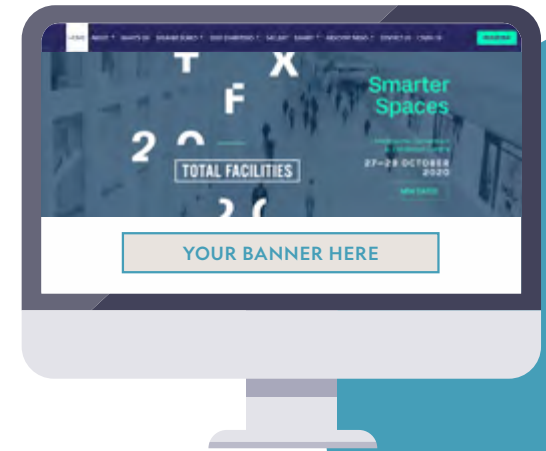
\$2,500 + GST

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

Content Opportunities

BANNER ADVERTISING

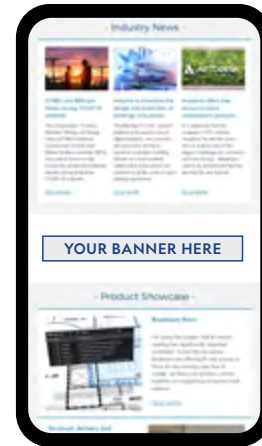
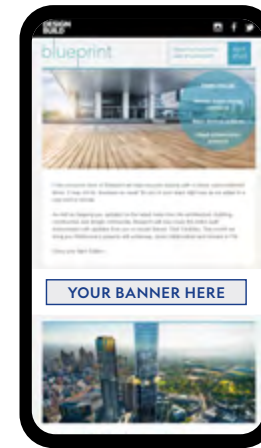
Blueprint is the official content channel for the built environment platform, hosting the latest industry news, unique editorial, partner and association announcements and industry product highlights.

Delivered directly to 26,000+ industry professionals around Australasia and beyond, it is a 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, linking to your provided URL.

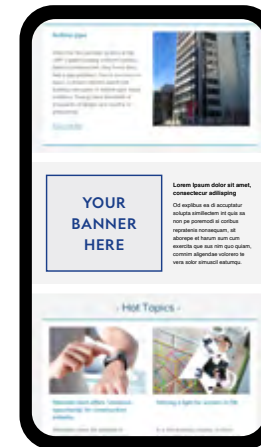
\$2,500 + GST



Standard Leaderboard

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

\$2,000 + GST



MREC Advert

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

\$1,900 + GST

All content to be provided by client

EMAIL SEND: 26,664

OPEN RATE: 23%*

AUDIENCE LOCATIONS:

Australia & NZ 90%

US 5% UK 1.5%

Rest of the world 4.5%

*Open rate across 2020 issues

CONTENT ADVERTISING

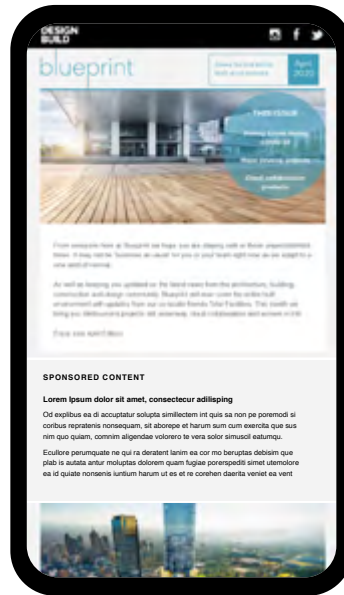
blueprint



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)

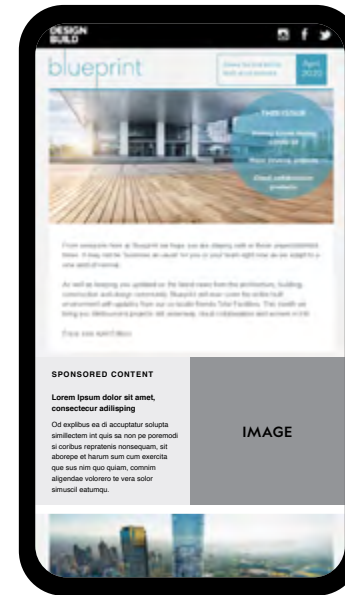


Sponsored Article (Editorial or Advertorial) No image

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

Features: 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) Including image

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

Features: 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

ADVERTISING & CONTENT PACKAGES

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

Choose to run your banner
and article/product highlight
in the same edition or separate
them into different editions 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.

blueprint

Premium Leaderboard
+ Sponsored Article

\$3,400 + GST

Standard Leaderboard
+ Sponsored Article

\$2,975 + GST

Premium Leaderboard
+ Featured Product Highlight

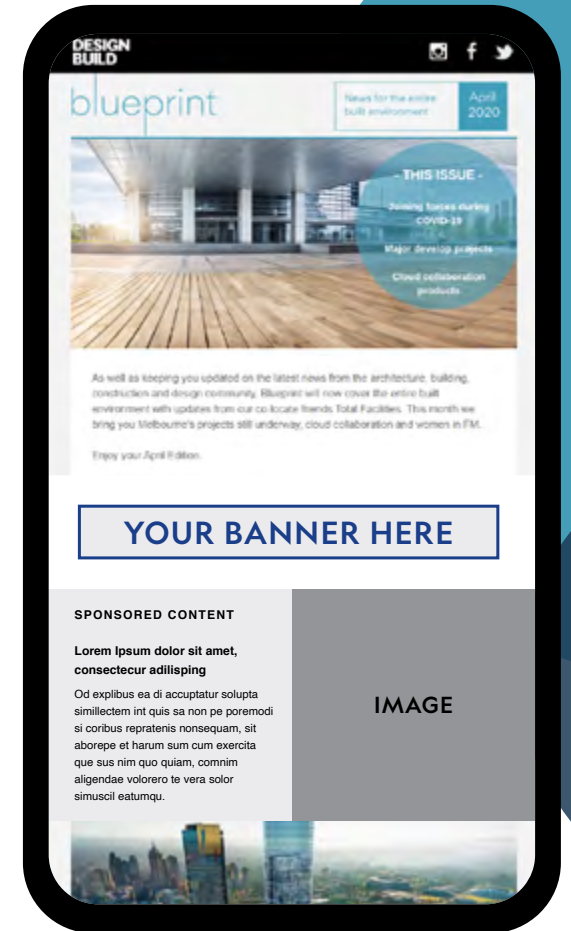
\$2,975 + GST

Standard Leaderboard
+ Featured Product Highlight

\$2,550 + GST

FIND US ON SOCIAL:

- 📷 @designbuildexpo
 /designbuildexpo
/totalfacilitiesexpo
/TheBeSummit
- 📧 @DesignBUILDEXPO
 @totalm_au
@the_be_summit
- 📺 DesignBUILD Expo
 Total Facilities
besummit



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.

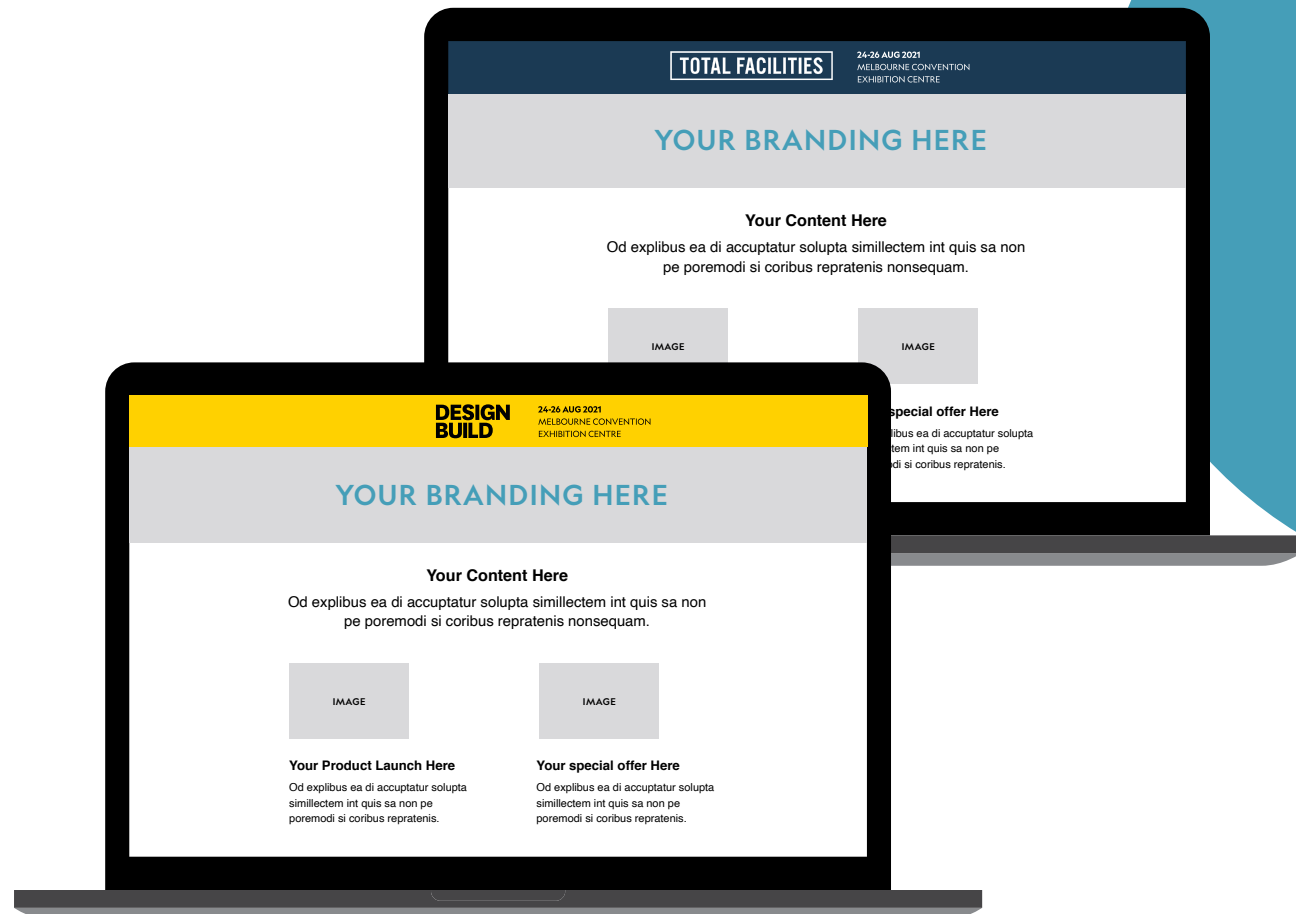
Suggested topics to promote via solus eDMs include:

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

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

DESIGN BUILD Be7 Summit

TOTAL FACILITIES



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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COMMUNICATIONS ■ AUSTRALIA

