

# PROGRESSIVE BUILDING+INFO-LINK MAGAZINE

## Rate Card 2010

An AGM publication.

### Profile

*Progressive Building+Info-Link* magazine brings access to New Zealand's key building specifiers and related industry professionals, and promotes products and services to key design and building professionals – architects, designers, builders and specifiers. The magazine spans the residential, commercial and institutional building sectors and provides useful insight, opinion, and information on industry news and events.

### Key facts

- Endorsed by the New Zealand Institute of Building.
- Measures responses, and offers branding opportunities.
- Delivers essential building product information to specifying industry professionals.
- Valuable exposure via Info-Link online, [www.info-link.co.nz](http://www.info-link.co.nz)
- Readership of more than 76,000 key professionals\*.
- The Department of Building and Housing has accepted the magazine as a publication that will earn points for the Licensed Building Practitioners Scheme for skills maintenance.
- Distribution 20,000 copies.
- Published bi-monthly, ABC audited.

\* *Progressive Building Reader Survey 2006.*

### Circulation profile

Architects, Architectural designers and draughtsmen, Builders, Building merchants / certifiers / inspectors, Building and construction companies, Cabinetmakers, Engineers, Furniture manufacturers, Interior designers, Joiners, Laminate fabricators, National Kitchen & Bathroom Association, New Zealand Institute of Building, New Zealand Retail Interiors Association, Product manufacturers / distributors, Project and construction managers, Property developers / professionals, Quantity surveyors, Specifiers throughout the Pacific islands, Suppliers to the building industry, Territorial authorities

### AGM – New Zealand's leading design publisher

AGM Publishing Limited and its sister company Architecture Media Pty Ltd publish a number of award-winning titles directed at the architectural, building, and construction communities, and at design-literate readers. Other titles include *Urbis*, *Architecture NZ*, *Houses NZ*, *Landscape Architecture NZ*, *ProDesign*, *Architecture Australia*, *Landscape Architecture Australia*, *Artichoke*, and *Architectural Product News*.



**agm**

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URBIS / HOUSES NZ / ARCHITECTURE NZ / PRODESIGN / LANDSCAPE ARCHITECTURE NZ / PROGRESSIVE BUILDING+INFO-LINK

<b>Issue dates and deadlines</b>	<b>Bookings before</b>	<b>Ads before</b>	<b>Published</b>
February / March 2010	29 Jan 2010	05 Feb 2010	26 Feb 2010
April / May 2010	02 Apr 2010	09 Apr 2010	30 Apr 2010
June / July 2010	02 June 2010	09 June 2010	30 Jun 2010
August / September 2010	03 Aug 2010	10 Aug 2010	31 Aug 2010
October / November 2010	01 Oct 2010	08 Oct 2010	29 Oct 2010
December 2010 / January 2011	05 Nov 2010	12 Nov 2010	03 Dec 2010

<b>Advertising rates</b>	<b>Casual</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Double page spread	\$9780	\$9190	\$8610	\$8020
Full page	\$5150	\$4840	\$4530	\$4220
Half page*	\$3450	\$3240	\$3040	\$2830
Quarter page*	\$2420	\$2270	\$2130	\$1980
Eighth page	\$1450	\$1300	\$1170	\$1060

\*Advertorial options in Info-Link section. Also available as display advertisements in Progressive Building section.  
Rates exclude GST. Production charges do not apply for Info-Link advertorials. All other advertisements attract production charges if advertisement is designed by AGM.

### **Cancellation**

Must be in writing and no later than 1st of month, three months prior to publication date.  
Please note we do not accept cancellations for bookings made within this period.

### **Loose inserts**

POA.

### **Series discounts**

Advertisers can build series discounts by advertising a number of times across any combination of AGM and Architecture Media magazines.

### **Cover and preferred position**

Frequency rate plus: First page (Info-Link) +25%, outside back (Info-Link) +25%, inside front +20%, advertiser preferred position +10%.

### **Mechanical data**

Page trim size 325mm deep x 240mm wide.  
Cover 200 gsm Media satin with satin Aqueous. Text 100 gsm Expression satin.  
Saddle stitched.

### **Advertising enquiries**

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