

# Our Procedure to Increase Your Sales with Architects, Designers + Specifiers

## PHASE 01

Your target market  
Architects, Designers,  
Builders, Specifiers,  
Engineers



Strategy

## PHASE 02

Write Paper, Case Study,  
Specification Guides,  
Company and Product  
Profiles, Infographics



Build Trust  
Position as Authority  
Become the Expert

## PHASE 03

Magazine, Email,  
Banner, Website,  
Social



Distribution  
Channels

## PHASE 04

Leads  
Traffic  
Measurement  
Reporting



Sales

2017 Media Kit  
**Specifier**

## White Paper

A White Paper will position you as an **expert**, brand your company as an **authority, build trust**, and ensure you're seen as having **cutting edge products, processes, and services**. Our expert writers and designers will produce a detailed report on a topic of your choice using your product details, your projects, your expertise, your service standards and warranties.

## Case Study

An in-depth look at a particular project or development as an example and note the ways in which your company's products have solved design challenges and exploited design opportunities. Specifier Case Studies are researched and written by our in-house copywriters and will build **credibility and an indispensable tool in the sales relationship process**.

## Specification Guide

Our Specification Guide will be an authoritative technical reference source for your particular category. It will detail product options and serve as a definitive platform for your expertise service and standards.

### Content Creation Rates (excl. GST)

|                     | 4 Pages | 6 Pages |
|---------------------|---------|---------|
| White Paper         | \$4,595 | \$5,895 |
| Case Study          | \$4,295 | \$5,295 |
| Specification Guide | \$3,400 | \$5,400 |

*For Infographic Design Add 20%.*

### Distribution Channels (excl. GST)

|  |         |
|--|---------|
| Magazine<br><i>(4 pages)</i>   | \$4,295 |
| Content Marketing<br><i>(1 Year) (Long-form blogs, Brochures, Press Releases + Videos)</i> | \$2,595 |
| Email Blast<br><i>(Exclusive Voice)</i>  | \$1,795 |
| Banner   | \$1,595 |

### Some of Specifier's Existing Clients



### Content Creation Schedule

|        |  |
|--------|--|
| Day 1  | Initial content is uploaded to a shared Dropbox folder |
| Day 7  | Meeting with the writer                                |
| Day 12 | Proposal, outlining direction, is approved             |
| Day 22 | Initial draft is presented for feedback                |

*We allow two weeks for edits to be made and can begin distribution on our website immediately upon your approval.*



### Google Analytics Statistics (Specifier.com.au)

|  |                      |
|--|----------------------|
| Page Views   | 4.5 million per year |
| Unique Visitors per Month                                    | 114,345 per month    |
| Email Newsletter<br><i>(Based on our opt-in email lists)</i> | 16,864 subscribers   |
| Impressions for Banner Advertisement                         | 42,348 per 2 months  |

### Magazine Distribution (Specifier)

|                    |                |
|--------------------|----------------|
| Print Run          | 16,761         |
| Average Readership | 4 per magazine |
| Total Readers      | 66,523 readers |

### Audience Break-down (By Profession)

|   |       |
|---|-------|
| Architects                                  | 36.1% |
| Interior Designers                          | 21.1% |
| Engineers<br><i>(Structural + Building)</i> | 20.2% |
| Builders                                    | 18.1% |
| Project Managers                            | 5%    |
| Development Planners                        | 4.1%  |

### Audience Break-down (By State)

|                                   |       |
|-----------------------------------|-------|
| NSW + ACT                         | 39.1% |
| VIC + TAS                         | 26.8% |
| QLD                               | 11.1% |
| WA                                | 6.8%  |
| SA + NT                           | 5.1%  |
| NZ<br><i>(And Other Overseas)</i> | 4.1%  |

### Virtual Exhibition (excl. GST)

12 months

#### Starter

(Up to 3 brochures, 3 SEO articles & unlimited press releases)

\$2,160

#### Intermediate

(Up to 7 brochures, 7 SEO articles & unlimited press releases)

\$4,200

#### Advanced

(Up to 15 brochures, 15 SEO articles & unlimited press releases)

\$7,500

### Display Advertising Rates per month (excl. GST)

x1      x2      x4      x6      x12

#### Banner - Wide Header

\$2,640    \$2,400    \$2,300    \$2,200    \$2,050

#### Banner - Skyscraper

\$2,640    \$2,400    \$2,300    \$2,200    \$2,050

#### Banner - Homepage Holder

\$3,036    \$2,760    \$2,645    \$2,530    \$2,357

#### Banner - Logo Header

\$3,168    \$2,880    \$2,760    \$2,640    \$2,460

### EDMs Rate - Exclusive Voice

x1      x2      x3      x4

#### Email Blast - Daily Treasure

\$2,640    \$2,500    \$2,400    \$2,300

### EDMs Rate - with max. 5 other products

x1      x2      x3      x4

#### Email Blast - Specifier Product News

\$1,630    \$1,530    \$1,430    \$1,340

#### Horizontal Banner ad

\$1,800    \$1,750    \$1,700    \$1,600

### Magazine Advertising (excl. GST)

x1      x2      x4      x6

#### Full Page

\$5,507    \$5,198    \$4,770    \$4,338

#### 1/2 Page

\$2,871    \$2,790    \$2,591    \$2,384