



Winning Designs Queensland



The new BDAQ flagship publication is *Winning Designs Queensland* which showcases all the Queensland Building Design Awards finalists and winners. The magazine is published annually by Think Publishing in partnership with BDAQ, has a print run of 3000 and is sold in over 600 newsagents across Queensland. In addition, BDAQ direct mails *Winning Designs Queensland* free of charge to all members and other subscribers.

BDAQ has a number of **FULL PAGE ADS** available for sale at a discounted rate for our partners.

Other size ads should be accessed directly through Think Publishing (contact Gary Takle at info@thinkpublishing.com.au).

Advertising Rates - 2012

Full page advertisement in *Winning Designs Queensland* \$1300

The Building Designer



In 2012 BDAQ is trialling publishing the two monthly feature magazine *The Building Designer* on the internet. In past years the advertising income has fallen well short of the increasing printing and mail-out costs. BDAQ has been forced to carefully frame the 2012 budget and this trial will be monitored to ensure that the magazine remains an important part of our program.

It is anticipated that as an electronic publication *The Building Designer* will actually reach a wider audience than can be achieved as a print post magazine.

The look and feel of the magazine will be retained and an online publishing format will be used to allow readers to see a double page format in the same way as they would with a hard copy.

The content will still be based around featured designs sourced from the Queensland Building Design Awards finalists to make it attractive to potential building design clients. Promotion and access via the new BDAQ web site will ensure that a key target audience is people in the market for new buildings or refurbishment of buildings.

This could be an ideal promotional tool for your product or service to both designers, industry players and the buying public.

Advertising Rates - 2012

Full page (1 issue)	\$400
Full page (5 issues)	\$1800
Half page (1 issue)	\$300
Half page (5 issues)	\$1395
Quarter page (1 issue)	\$250
Quarter page (5 issues)	\$1200

Member e-News

BDAQ e-News is a new emailed newsletter for members launched as a vehicle for member news and technical information. It is a one email which has an article brief and a link to the story which is shown in full on the BDAQ Blog or an external web site.

This may be a way in which you as a BDAQ partner can deliver technical information or new product information directly to the BDAQ membership.

This offer is free but only available to partners who have agreed to any sponsorship or advertising within this booklet.

