



Project:

**BuildIT™**

*The Builders & Renovators Resource Guide  
Issue 02 2022.*

**Media Kit**





# Welcome

Thank you for your interest in the third issue of the 2022 edition of *BuildIT™*, the builders and renovators resource guide now in its 24th year of circulation.

*BuildIT* provides information on a vast range of building resources, technology and services to assist those in the building industry and renovators locate the right information, product, and specialist – all in the one place.

To ensure your message is seen by the widest industry markets *BuildIT* is produced in both print and digital formats with a distribution that includes:

- Hard copies to award winning master builders, building designers, developers, architects, interior designers and landscapers
- Digital flipbook to all HIA members
- Digital EDM to 85,000+ industry professionals from the Oliver Kinross database
- 5,000+ copies distributed at Sydney Build Expo November 2021 in visitor bags, café areas and networking lounges
- National newsagency programs (September edition only)

*BuildIT's* digital edition flipbook and micro-site provides your company with an unlimited audience across digital and social media. Through the conversion process your links are embedded enabling customers to easily reach you. To capitalise on the ever-increasing use of mobile technology, the mobile responsive edition of *BuildIT* allows customers to contact your company anytime, anywhere.



ARK Media specialises in producing print and digital publications and partners with a wide range of leading industry associations in building and construction associations including Master Builders Australia, Building Designers Association of Australia, National Alliance of Building Designers and the Timber Development Association, to name just a few.

Our experience and industry contacts support the success of *BuildIT*, and it is our pleasure to welcome you to this popular and reliable resource guide.


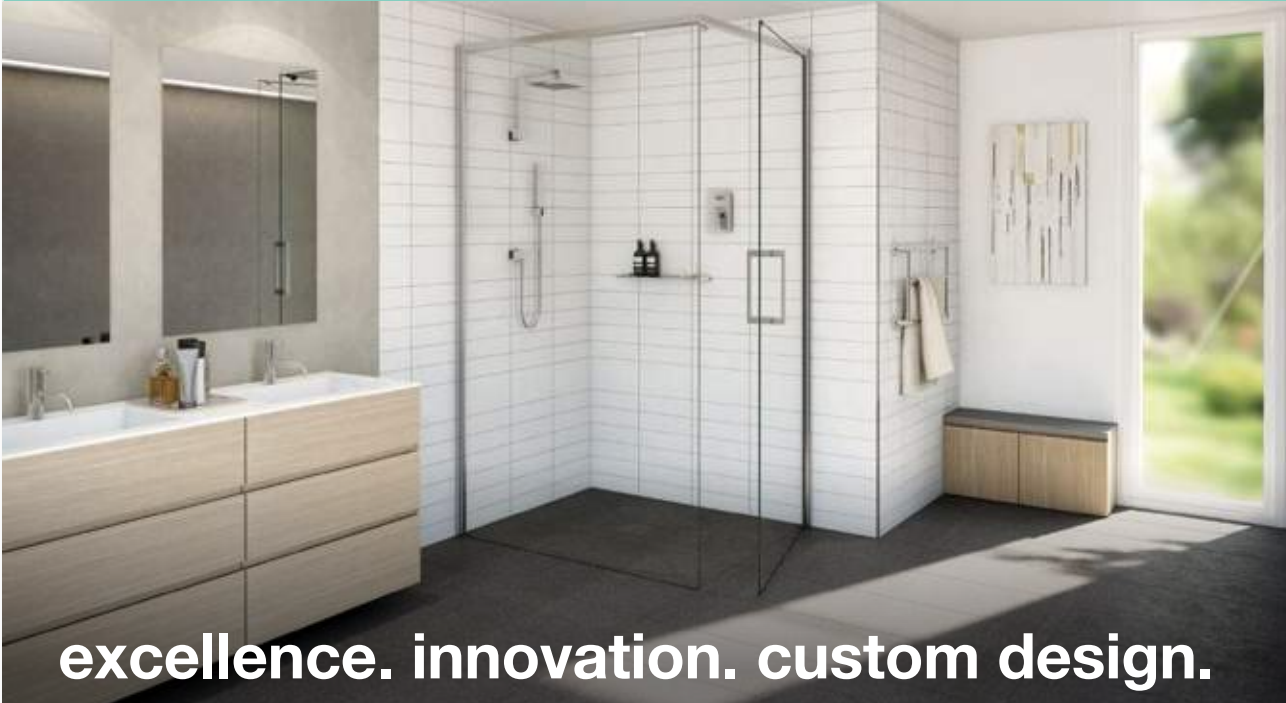
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# Rates and sizes

BuildIT works for advertisers in many different ways. BuildIT's bi-annual schedule means that repeat advertising will build brand awareness through economical rates. Its production quality and format allows advertisers the option of presenting their messages through special features, product profiles as well as key placements.

14 | Advertiser

**excellence. innovation. custom design.**

Danmac is a glazing industry leader in design and distribution of aluminium products.

Since the commencement of business in 2000, Danmac has grown from strength to strength. Originally a family-owned company, now part of the Alspeck family we continue to be the leading designer of shower screens to the building and glazing industry in Australia.

Danmac's commitment to excellence and innovation in design covers frameless, semi-frameless, fully-framed, wheelchair and disabled-access shower screens to suit individual requirements. Providing the very best in service and quality through our fabrication and supply of bespoke products to suit any requirement, style or area.

At Danmac we provide high-quality custom-built products to suit individual requirements and we continually develop and introduce new products that meet or exceed Australian design and safety standards.

Glaziers, architects, fabricators, builders and renovators utilise our wide range of systems for residential, home improvement and commercial applications.

We present design options to enhance the look of any bathroom. While functional and practical considerations are paramount, our extensive colour range and innovation designs ensures an aesthetically pleasing result for any project.

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- **Affinity 18 full opening door system**
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- With or without sill (wheelchair access)
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- **Bath screens**
- **Fixed panels**

Available in bespoke kit form and or in lineal lengths for self-fabrication.

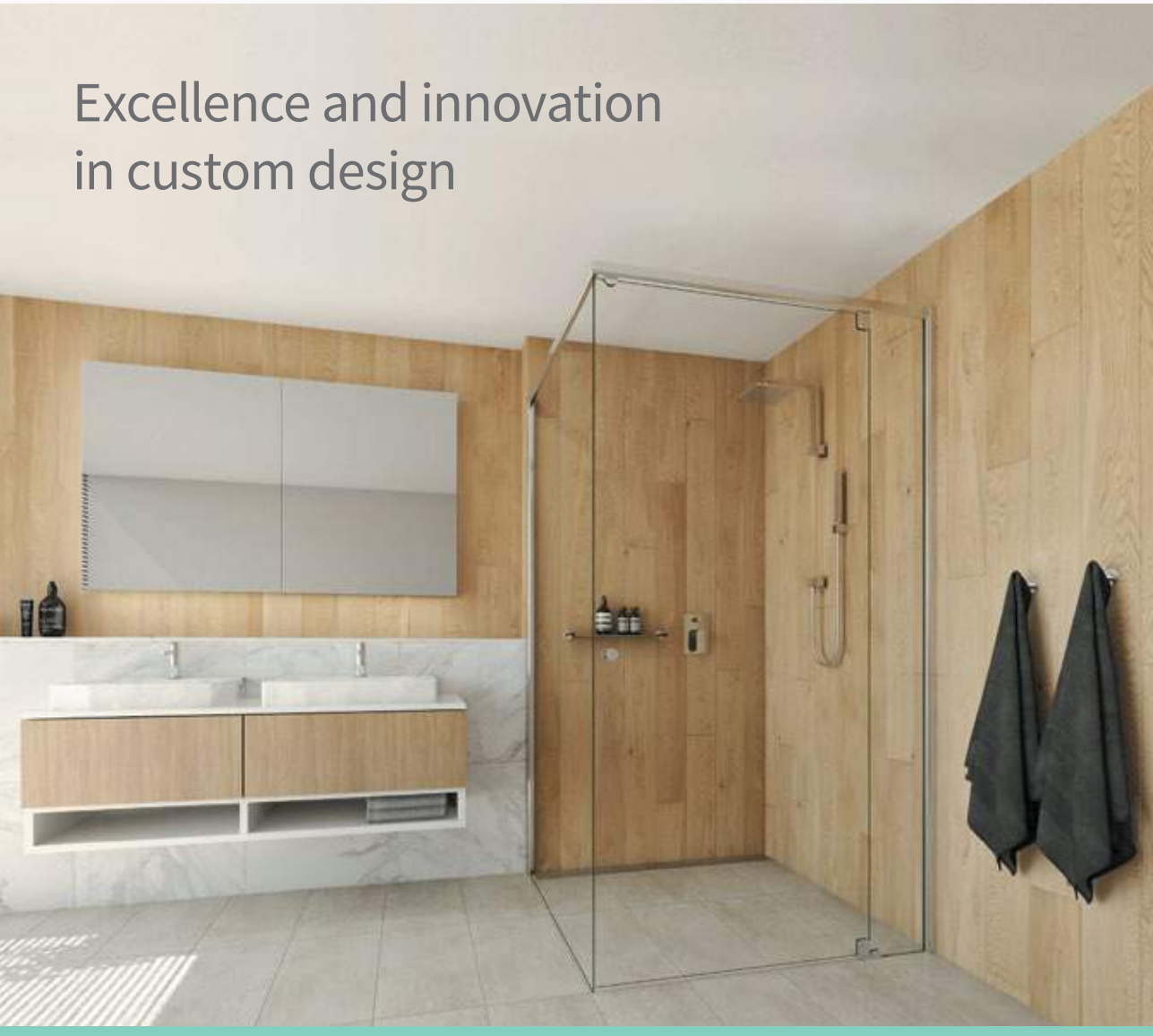
Danmac also offers two types of glass coatings Enduroshield and Nanokote to reduce cleaning time by up to 90%. Refer to website for further details.

At Danmac we place great value on developing and maintaining client relationships. Contact us for personal and reliable service and high-quality custom-built products that meet your glazing and aluminium requirements.

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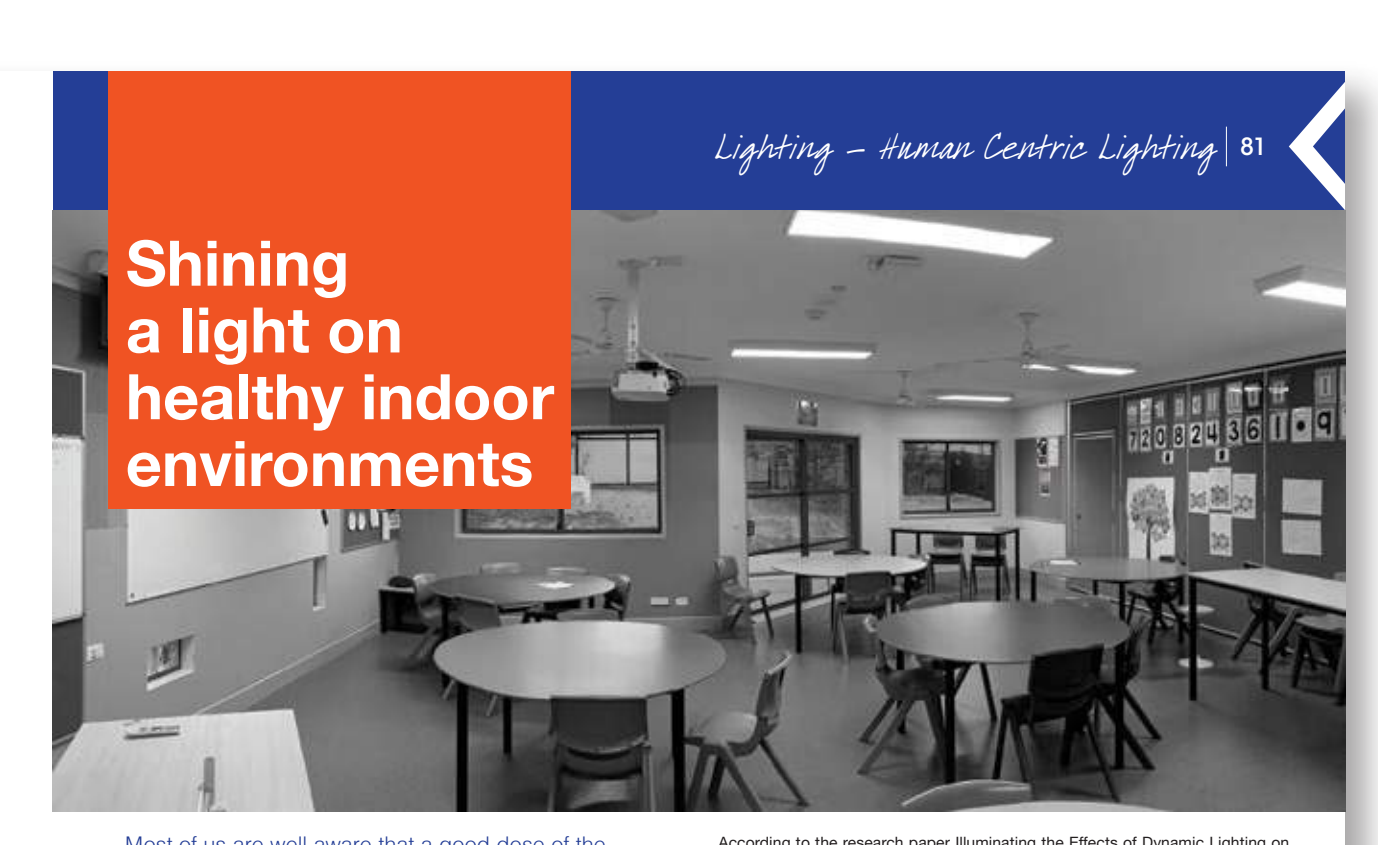
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Lighting - Human Centric Lighting | 81



**Shining a light on healthy indoor environments**

Most of us are well aware that a good dose of the outdoors will improve our mood and overall wellbeing. The importance of listening to our body clocks (known as circadian rhythms) is fast becoming common knowledge and we've been warned against screen time prior to sleep. Light and its impact on our health and state of mind is becoming more widely understood every day. It follows then, that the lighting we use in indoor environments will have a significant impact on the quality of learning that takes place therein.

Because lighting affects us on a biological level, it can have a profound effect on how we function, particularly in areas such as vision, mood and cognition. In indoor environments, it's been shown that good lighting can have a positive effect on occupants, helping to increase their focus and enable higher levels of concentration on activities.

Human Centric Lighting (HCL) systems are designed to induce human biological responses that support health, wellbeing and performance. The systems feature controllable lighting within a spectrum of correlated colour temperatures that range from warm to cool. This means that either the user or the lighting system itself (via inbuilt smart) can control the colour temperature variations throughout the day to simulate the varied spectrum of natural daylight - warmer, orange colours during morning and evening and cooler, crisp blue colours during the day.

"HCL enables occupants to easily adjust an environment's lighting to meet their needs at a given time. For example, a bright, blue-enriched light may be used to aid concentration tasks, and this may be transitioned to a warmer, dimmed light for wind-down time or quiet discussions. Where indoor lighting is able to imitate natural light, quality and duration of sleep can also be improved, which has a marked impact on learning, attention and wellness," says Stephen Micallef, General Manager at Integrated.

According to the research paper Illuminating the Effects of Dynamic Lighting on Student Learning published in Sage Journal, a US study that analysed behaviour under various lighting settings - Normal, Focus, Energy and Calm - corresponding with classroom activities, showed that exposure to focus lighting led to an increase in oral reading fluency performance of 36 per cent in a group of 84 year three students. Furthermore, HCL has been shown to help increase efficiency and performance in studies by promoting circadian rhythm.

"There are studies that show that workplaces and educational environments with HCL can be more productive as the artificial light within them is designed to respect the human circadian rhythm. The body is awakened by warm 'sunrise' light, then is at its most productive while the light is brighter and cooler during the middle of the day. It then starts to wind down in the 'sunset' period where the light becomes warm again," says Micallef.

"We have also seen studies that show reduced levels of absenteeism, both for students and staff, where HCL is applied. The sensors in HCL lighting ensure that spaces are able to make the most of natural light from windows, again allowing humans to function in a way that is more sympathetic to their body clocks."

The revelation that one's general quality of sleep at night has a significant impact on our levels of alertness and our ability to retain information during the day, is hardly new. But what is only just becoming widely understood is the impact of blue light on our sleeping patterns.

"It is important to realise that towards the end of the day, once the blue light stimulus to the eye is reduced or removed, the time for the stimuli to the brain to subside can be a matter of hours - it is not immediate. It is this realisation that has highlighted the potential impact that artificial electric lighting is having on us all during evening times. The ability to reduce the stimuli some hours before sleep, within the latter parts of the day, impacts positively on the quality of sleep that evening," says Tim Hanson, Design Manager Vic/Tas/SA for Perlite.

"Changing to warmer colour temperatures whilst still in the learning environment has no immediate effect on reducing focus but it does assist in reducing the stimuli early, in synchrony with the natural rhythm of the day. It also has the benefit

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**Key Dates**

Issue 02 distribution: September 2022

\*Multiple bookings attract a 5% Discount per edition

**Distribution**

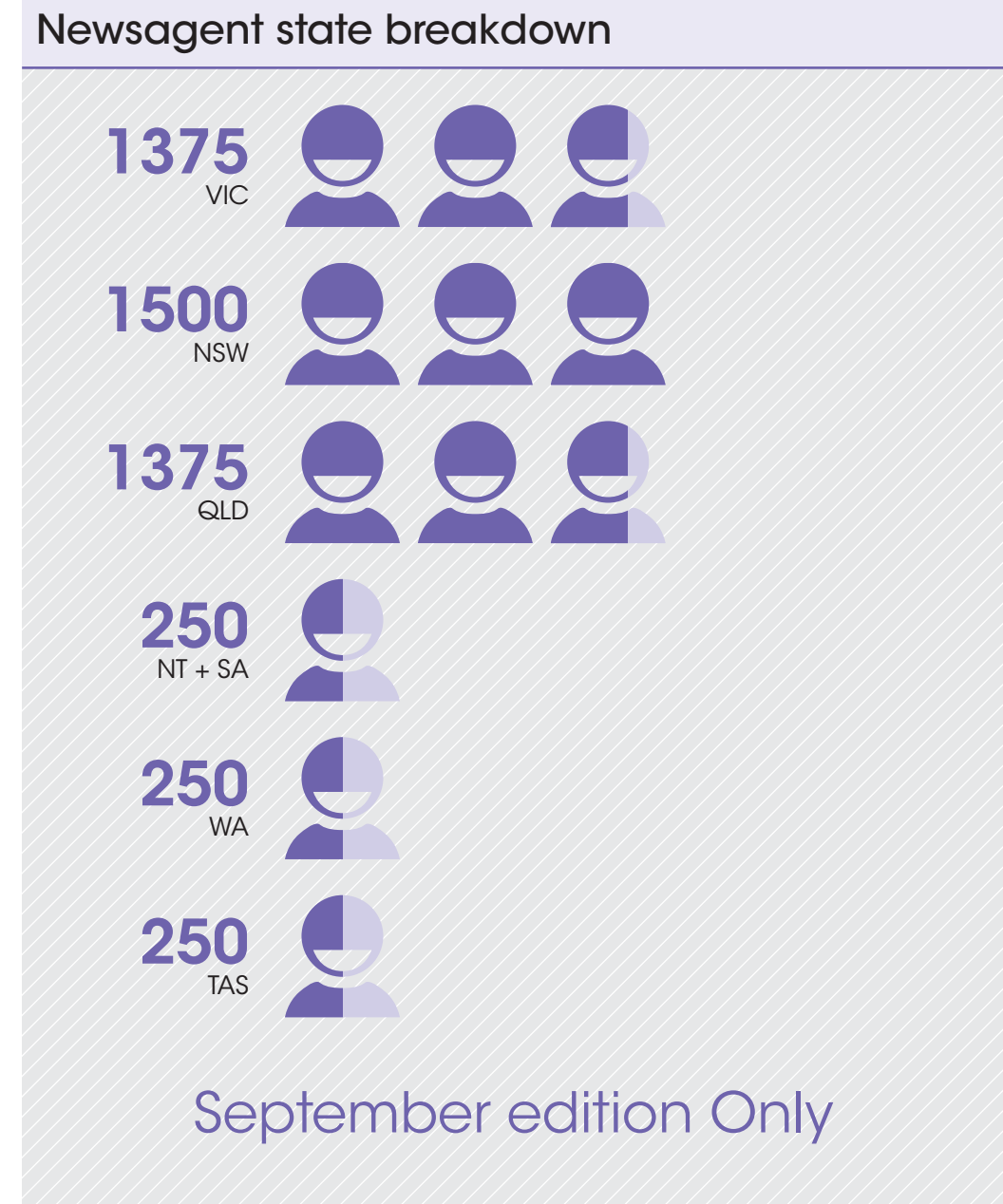
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# Audience Profile



### Overview

- 85,000+ industry contacts will receive *BuildIT* in their inboxes via an EDM to Sydney Build Expo attendees
- 40,000+ industry contacts will receive *BuildIT* in their inboxes via an EDM to HIA members
- 5,000 copies of *BuildIT* are produced + distributed via an extensive national newsagent program
- 5,000 copies distributed at Sydney Build Expo in November 2021
- 3,000+ copies direct mail recipients are from the following industry award programs: Australian Institute of Architects, Master Builders Association, Timber Development Association, Building Designers Association, Housing Institute of Australia, Australian Interior Designers + the National Alliance of Building Designers.
- Traditional circulation: 18,000+ | Digital circulation: 125,000+

\*Audience profile is based on available information and may vary at the time of publication.

