



www.ecobuildmagazine.com

First Annual GREEN BUILDING PRODUCT AND SERVICES GUIDE – ASIA

An Industry First!

- * Reach over 10,000 potential customers in Asia through our print edition
- * Reach thousands more through immediate online listing
- * Connect with live projects from our project partners
- * Align your brand with best practice
- * Demonstrate your green credentials
- * Stand out amongst industry trends
- * Showcase the latest technologies
- * Attract partners and investors
- * Join the green revolution.....

PLUS Asia's First Ever Green Building Location Hunting Guide

Contents:

1. Why list and who we are
2. Distribution and reach
3. Types of listing
4. Sample page
5. Booking form

Supporting Organisations



Green Buildings, Eco-Cities and Sustainable Energy Solutions

Ride on the Asian Eco Wave

Asia is rapidly advancing the green agenda. Now is the time to get green building technologies, products and services in front of the people who matter. List in the EcoCity Guide to connect with live projects today.

Perfect Showcase for Asian Buyers

Finally a comprehensive guide of green building products and services that will prove an indispensable tool for every one from investors to building occupiers. Act now to reach tens of thousands of buyers (distributors, suppliers and end-users), specifiers and investors of your green building or renewable energy offering in print and online. Bought to you by the people who created RFP Magazine and EcoBuild Magazine in association with Real Kaiten, the EcoCity guide is both an industry reference and a tool for the government and private sector.

More than just Classified listings

Your latest in thinking, technology and design! The guide not only allows organisations to showcase products (not to mention in a handy portable format that can be shared, indexed and consulted all year), it also gives you the opportunity to tell your story. In addition, it is the perfect way for potential clients to see what other certifications or credentials you have to share. Stand out from the crowd by sponsoring magazine style articles offering readers genuine information and to view project success stories.

Multiple Exposure Opportunities

Each listing will provide the name and contact information plus a description of the product or service and what other green labels, ratings and credentials it holds (turn over for details). Even the basic packages hit clients with the most important information about your product, but for those wanting to make a bigger splash announce your credentials through a sponsored feature article in prime position. The 100+ page guide will come complete with sections on different accreditation and certification schemes plus listings of institutes and other important resources. See below for more information.

In Collaboration With



EcoBuild Magazine is Asia's first magazine on green building, eco-cities and greening energy. Covering the building lifecycle EcoBuild covers all areas of the green building and low carbon community from regulations, to financing through to the design and management of the buildings themselves.

EcoBuild was launched as a stand alone title in 2009 having previously been a supplement to the industry's most recognised regional trade magazine RFP.

Here are some quick facts about RFP EcoBuild Magazine:

Each month goes to around 10,000 building owners, architects, property investors, facilities managers, project managers, engineers, sustainability managers and developers around Asia.

It gets to them by:

- Direct delivery to the desks of a stable base of subscribers,
- Through purchase at book stores in Hong Kong and Singapore
- At all significant green building exhibitions and conferences in Asia as well as many other building and energy related events region-wide
- Plus online distribution globally

EcoBuild is fully bilingual in English and Putonghua.

The EcoCity guide is published by First Space Ltd.



REAL KAITEN Group productizes patents in green technologies, with a growing in-house engineering and R&D team to develop their applications for mass infrastructure projects in emerging markets. Its efforts are supported by active fund raising initiatives for project funding with private investment communities. It seeks partnerships with patent holders for green technology.



The EcoCity Guide's exclusive online partner

Ecopoint is completely free to use for its community of members, from user content through to a standard listing for companies. Enhanced collaboration and promotional tools will be available at modest premiums.

Ecopoint Limited is a member of the Kleef & Co Group, developed by Karma Technologies Limited.

For more information, please visit: www.ecopoint.asia

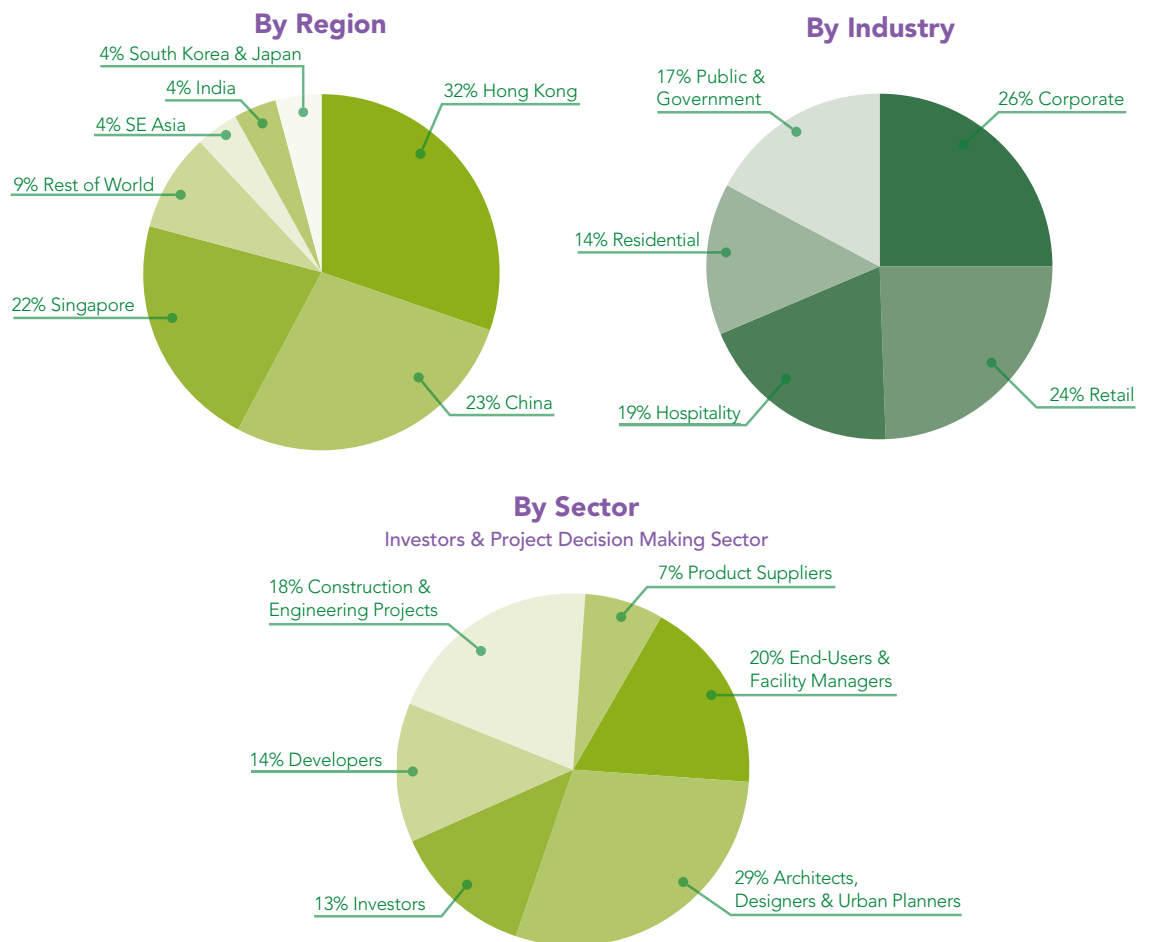
Readers & Distribution

10,000 copies of the guide will reach buyers (distributors, suppliers and end-users), specifiers and investors at the following companies and public institutions:

- Architects
- Building and Construction
- Commercial Real Estate Services
- Consultancy Services
- Contractors
- End Users
- Engineering Companies
- Project Managers
- Engineers
- Environmental Certification Organisations
- Facilities Management
- Facilities Managers
- Financial Services and Investors
- Government / NGO's and Associations
- Green Technology FUNDS and Investors
- Interior Designers
- Materials & Equipment Manufacturers
- Project Owners
- Property Developers
- Urban Planner

Copies will also be distributed at leading **upcoming** property, construction and renewable energy related trade shows and conferences all over Asia.

Distribution



Online Readership

- Over 5,000 unique viewers per month
- Average stays of over 2.5 minutes
- Traffic and click through rates from people looking for products and services like yours

Types of Listing and Rates

Want more exposure to these important decision makers?
A sponsored article is the most popular choice. Why?

- Prime position at the beginning of the chapter
- Three times more likely to be noticed than the next most prominent advertisement
- Show you know what you're doing
- Explain your technology
- Establishes credibility
- Demonstrate prestige branding
- Establish yourself as a knowledge leader

Example

To ensure prime position book your space today!

Insertion Type	Rate (SG\$)	Size (mm)	Color	Details
Basic Package	200	Standard size - 45 x 65	Black and White	Includes company name listing, product features, certifications or awards, contact details in print booklet and on the web listing at ecopoint.asia. Plus 3 free copies of guide
Logo Package	400	Standard size - 45 x 65	Colour and Bold Permitted	As basic listing plus colour logo company name. Plus 3 free copies of guide
Quarter Page Advertisement	800	70 x 100	Full Colour & Design	As logo listing and full design over quarter page plus premium listing on the online guide. Plus 3 free copies of guide
Half Page Advertisement	1500	140 x 100	Full Colour & Design	As quarter page package over a half page plus premium listing on the online guide. Plus 3 free copies of guide
Full Page Advertisement	2600	140 x 210	Full Colour & Design	Full page advertisement at beginning of section plus premium listing on the online guide home page and basic listing in up to two sections. Plus 10 free copies of guide
Prime position full page	3500	140 x 210 + 45 x 65	Full Colour & Design	Full page advertisement in prime position at beginning of guide plus basic listing in up to two sections. Plus 10 free copies of guide
Individualised Promotion (Cover logo, book mark, cover wrap)	Auctionable	Designed after confirmation	Full Colour & Design	Individualised promotional item plus internally a Logo package. *Note that there are only one each of these items. Plus 10 free copies of guide
Sponsored Feature	5000	Two pages + 45 x 65	Full colour & Design	Two pages editorial written and designed for you by the EcoBuild Editorial team. Plus plus logo package in up to two sections. Plus 10 free copies of guide

* The retail price for additional copies is S\$40/HK\$200 per copy (with 20% discount for those who order 10 or more)

PRINT AND ONLINE VERSIONS AVAILABLE



SECTIONS - please choose up to three

The RFP EcoCity Guide will be split into magazine and classified sections for easy reference. The classified sections will be as follows:

Products

- Building Controls & Automation
- Building & Construction Products - Exterior
- Building & Construction Products - Interior
- Energy Saving
- Flooring
- Furniture
- Health and Well-being
- HVAC&R
- Indoor Air Quality
- Integration Systems
- Landscaping
- Lighting
- Monitoring & Measurement
- Paving
- Renewable Energy
- Soft Furnishings
- Technology/Software
- Vertical Transportation
- Wall Covering
- Waste Management & Recycling
- Water Efficiency
- Water Treatment

Services

- Architecture
- Consultant
- Contractors / Construction
- Designers
- Energy Management
- Engineering
- Environmental Management
- HR and Recruitment
- Landscaping & Master Planning
- Legal, Financial & Insurance
- Logistics & Supply Chain Management
- Property/Facilities Management
- Surveyors and Valuers
- Systems Integrators
- Testing, Measurement & Certification

Resources

- Associations, Institutes and NGOs
- Education & Training
- Publications

Green Building Location

Hunting Supplement

An official guide to green buildings and developers in Asia sent to corporate end user occupiers and investors for use in their building selection process for

- Office
- Retail
- Residential
- Hospitality
- Industrial Properties

** The industry is moving so fast and it is sometimes hard to keep up. If your product or area has not been covered by the above then please contact us and we will make sure we fit you in.*

BOOKING FORM

INSERT YOUR PROMOTIONAL CODE HERE: _____
FOR UP TO **50% DISCOUNT!**

COMPANY DETAILS (Please use BLOCK LETTERS)

First Name (Mr/Mrs/Ms/Miss/Dr): _____	Last Name: _____
Job Title: _____	COMPANY: _____
TELEPHONE: _____	Direct Line: _____
Email: _____	FAX: _____
PRODUCT / SERVICE NAME: _____	WEBSITE: _____

ORDER DETAILS (Please tick the box to indicate the insertion type)

- Basic Package (SG \$200)
 Logo Package (SG \$400)
 Quarter Page Ad (SG \$800)
 Half Page Ad (SG \$1,500)
 Full Page Ad (SG \$2,600)
 Prime Position Full Page (SG \$3,500)
 Individualised Promotion
 Tell Your Story Sponsored Feature (SG \$5,000)

Product Description (max. 50 words and/or characters): _____

For **logo or advertising packages** please email attachments to ml@ecobuildmagazine.com citing company and product name. Note Company details in CAPS above will be published in the guide. Personal details such as name and email will not.

PAYMENT METHOD

Payment Options: Please tick the relevant box to indicate your method of payment. Order will be confirmed once payment is received. If payment is not received by stipulated cut off date the listing will not appear in the guide. Further Terms and Conditions available at www.ecobuildmagazine.com.

INVOICE MY COMPANY

Please invoice my company quoting the following reference:

CHEQUE OR BANKDRAFT

Please make your crossed cheque or bank draft payable to First Space Ltd. in SG\$, US\$ or HK\$ only. Please contact First Space customer service for standard exchange rate. PLEASE mail your cheque or bank draft and booking form (including mailing label) to **FIRST SPACE LTD.**,
- 12/F Des Voeux Commercial Bldg, 212-214 Des Voeux Rd Central, Hong Kong
- #2213 Xuhui District No.500 Xiang Yang Nan Rd, Shanghai 200031, China
- 60 Kaki Bukit Place, #07-06 Eunos TechPark, Singapore 415979

PAYPAL/CREDITCARD (Visa or MasterCard only)

Email address: _____

We will send you an email with a request for payment from you.

SPECIFICATIONS

Print: 300dpi / CMYK

Recommended Formats: .pdf / .ai / .tif / .psd / .jpg

ACTUAL SIZE

Green Products

Basic Package

Size: 45 x 65 mm

B/W Colour
Incl. company name,
product features, certifi-
cation or awards.

BEE inc 安生态
Sustainable Engineering & LEED Consulting
www.bee-incorporated.com +86 21 32160892
info@bee-incorporated.com



Engineering consultancy specialized in building simulations (energy, light, thermal, acoustical), commissioning & energy audits, and LEED Certification for all project types anywhere in the world. 致力于各种专业建筑模拟（如能耗、光照、热环境和噪声模拟），设备调试与能源审计以及世界各地的各类 LEED 认证服务。

Innovasians Ltd
www.innovasians.com +852 34283102

Innovasians Ltd develops eco and sustainable lifestyle products (everything you touch in the course of a day) through security the technology in raw materials. Innovasians supply Blue Chip clients. Innovasians implement license 'gebinsbep' to qualify this.

Logo Package

Size: 45 x 65 mm

4C Colour
Incl. company basic list-
ing with colour logo.

LEGRAND 罗格朗 

Lighting Management (照明节能管理解决方案)
www.legrand.com.sg +65 6416 1588

Legrand's solutions offer technical compliance on building energy efficiency requirements, but they also go further, enabling significant energy savings and cuts in running costs while creating a safer, more comfortable environment for building users. 罗格朗照明节能管理解决方案，确保在适当的时间和地点使用适当数量的照明。为建筑节能管理要求，提供符合标准的技术和其他更多价值，例如可以减少能源消耗，并降低建筑的日常运营费用。

Half Page Advertisement

Size: 140 x 100 mm

4C Colour
Advertiser to supply own
artwork.



'0' VOC
ECOZMO Natural Paint

- breathable
- balance of humidity
- non acrylic / vinyl / PVA / PU
- static free
- non film forming
- no hazardous content
- Products:
 - Ecozmo Eco Emulsion
 - Ecozmo fineEarth Clay Paint
 - Ecozmo proAqua Varnish
 - Ecozmo proAqua Eggshell
 - Ecozmo proAqua Lacquer



'0' VOC
SILIN Ecological Paint

- micro-crystallized structure, non film forming
- harden with CO₂ (Silicification)
- high alkaline (pH 12)
- good colour retention
- resistant against acid rain, pollutants
- fire retardant, non-flammable
- static-free
- breathable
- biodegradable
- applicable on glass, stone and concrete
- Products:

Silin AZ Point	Silin Concrete Protection
Silin WR Point	Silin Façade Cleaner
Silin OKO Point	Silin Fungicide
Silin Silith Point	Silin Point

PAINT GREEN . BREATHE CLEAN

ECOTEC Natural Paint Ltd | 85212847 3377 | www.ecotecnaturalpaint.com | info@ecotecnaturalpaint.com



Quarter Page Advertisement

Size: 70 x 100 mm

4C Colour
Advertiser to supply own
artwork

**Shaping the Present
Sustaining the Future**



As Singapore's property pioneer since 1963, City Developments Limited has been championing the development of Green Buildings for over a decade.

As we lead the transformation of Singapore's cityscape, sustainable development remains our priority. We will continue to set new benchmarks in eco-innovation, quality and service excellence.



CITY DEVELOPMENTS LIMITED
Conserving the Environment • Caring for the Community

www.cdl.com.sg

Full Page Advertisement

Size: 140 x 210 mm

4C Colour
Advertiser to supply own
artwork

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