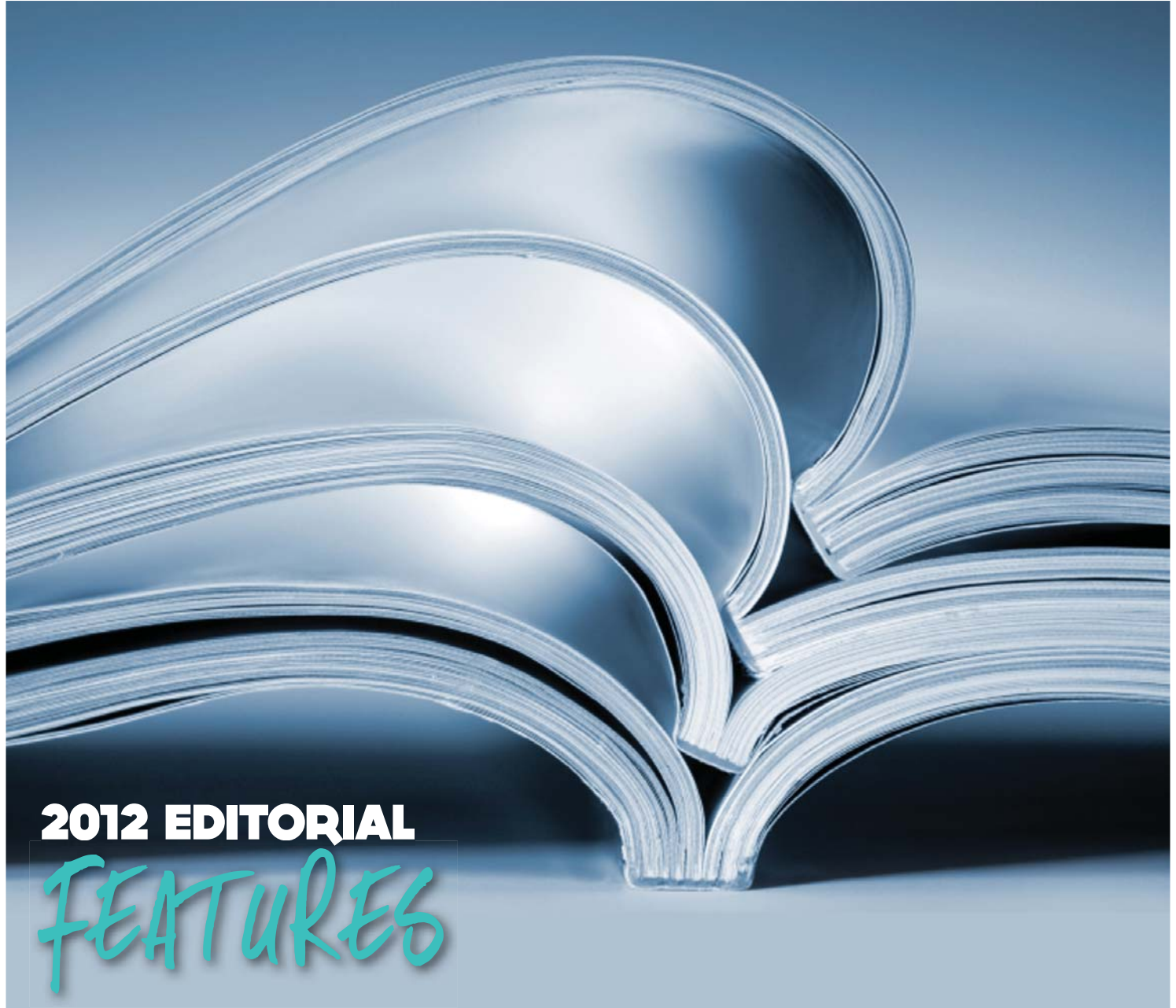


ENERGYSMART

BUILDINGS



2012 EDITORIAL
FEATURES

› **AUTUMN**

March – May

**SMART
INSULATION**

› **WINTER**

June – July

**SMART
LIGHTING
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BLOCKS**

2012 EDITORIAL FEATURES



Reach a Highly Targeted Readership with Quality Editorial Content

- Readers of *EnergySmart Buildings* – magazine are architects, building owners and managers of commercial buildings - new and old
- Our highly targeted readers have a need to learn about “Energy Intelligence” from the quality editorial which is provided.
- advertising in this rich editorial environment positions your company as a provider of energy smart solutions.

“ In a field of industry brochures, *EnergySmart Buildings* stands out for its focused case studies of worthy sustainable architecture. Each article and ESD checklist zeros in on project essentials. It makes you want to know more about the ideas, technology and products behind each project. ”

FRANK STANISIC; DIRECTOR, STANISIC ASSOCIATES ARCHITECTS



➤ **AUTUMN** March – May
SMART INSULATION

The latest trends and products available to ensure commercial buildings optimise energy savings. Also profiling case studies on retrofitting older buildings to show how maximise energy savings and therefore rental income.

In the Autumn edition of *EnergySmart Buildings*, we ask experts to discuss the various products and benefits of effective energy saving insulation. We will look at the “R” values for walls and ceilings in both glass-wool and polyester products. It will include reflective roofing products – foils, insulations in walls, ceilings and roofing systems.

If your organisation markets the following products, then this edition is absolutely the ideal editorial environment to compliment and bring focus and attention to what you have to offer this very lucrative and growing market.

KEY PRODUCTS

The most cost effective applications to save energy for commercial buildings:

- Flooring
- Ceilings
- Facades
- HVAC

CASE STUDIES

As well as looking at new commercial buildings; we will also be bringing you the benefits of retrofitting older buildings to ensure optimal insulation. It will be an important issue, full of valuable information and knowledge for anyone who is involved in ensuring commercial buildings are “energy smart”.



› **WINTER** June – July
**SMART LIGHTING
TECHNOLOGIES**

Smart Lighting Technologies – Optimising energy efficiency with the latest products in energy efficient lighting solutions.

The Winter issue of EnergySmart Buildings investigates the latest lighting efficiency products: How can they reduce energy and create faster returns on investment for building owners? We will be asking the experts about the phasing out of incandescent bulbs, the benefits of LEDs, and describing the latest lighting codes and standards that product specifiers need to know about.

If your company is looking to inform architects, building owners and managers of commercial buildings about the effective applications of your products and services, this editorial environment will complement the products and services your company offers. The readers of ESB magazine have one question in mind when they read it: how do I optimise the energy efficiency in the buildings we own, design or build?

KEY PRODUCTS

The most cost effective solutions to save energy using:

- Light fittings
- Controls
- Sensors
- Daylight solutions

CASE STUDIES

As well as looking at new commercial buildings; we will also be bringing you the benefits of retrofitting older buildings to ensure optimal lighting. It will be an important issue, full of valuable information and knowledge for anyone who is involved in ensuring commercial buildings are “energy smart”.



› **SPRING** August – October
GOING NATURAL

The latest technologies and products that make the most of natural ventilation and insulation for commercial buildings. Also looking at the new technologies that are awakening architects and lighting engineers to the great benefits of daylighting.

The spring issue of EnergySmart buildings will explore how effective glazing technologies and lighting control systems can enable the harvesting of daylight for commercial buildings. It will also look at the increasingly popular trend of using natural green plants for roofs and walls as insulation elements.

Is your company at the leading edge of new daylighting technologies or the “greening” of new or existing commercial buildings? If so, use this edition to display your knowledge and expertise to the ESB readers who are thirsty for such information.

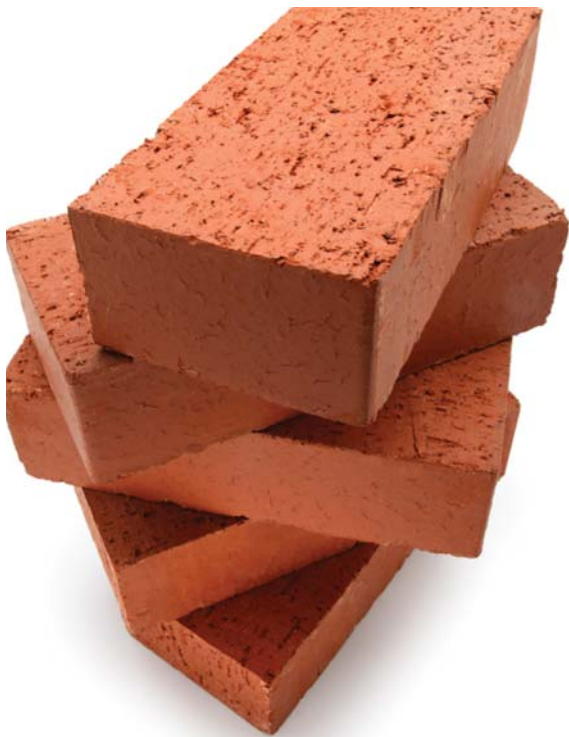
KEY PRODUCTS

Cost effective solutions to save energy in commercial buildings

- Natural Daylighting – new glazing and lighting control technologies
- Natural Insulation – acoustic installations/ roofing blankets/ thermo foils/ pipe installations
- Natural Ventilation – mechanical ventilation systems
- Green Vegetated Rooftops and Walls - retrofits and new buildings.
- Solar Energy – solar walls, thermal energy, photovoltaics

CASE STUDIES

Exploring applications for new commercial buildings and retrofitting older buildings. This edition is the best opportunity to reveal the latest applications. ESB offers a premium readership – people who need to know how to save energy to optimise the returns on rental space. They want to make sure their buildings can be as energy smart as possible.



➤ **SUMMER** November – December
GREEN BUILDING BLOCKS

The Summer edition of EnergySmart Buildings will focus on the materials used to build new buildings or to retrofit existing buildings.

We will ask industry leaders to discuss how materials with low volatile organic compounds (VOC) can earn building owners green star credits. We will also look at other building materials that can enhance the energy efficiency of the building.

KEY PRODUCTS

Cost effective solutions to save energy in commercial buildings

- Paints
- Bricks
- Natural coatings
- Carpets
- Sealants

PUBLISHING DEADLINES

ISSUE	EDITORIAL DEADLINE	BOOKING DEADLINE	ARTWORK	DISTRIBUTION DATE
Autumn	8-Feb	15-Feb	22-Feb	14-Mar
Winter	2-May	9-May	16-May	6-Jun
Spring	1-Aug	8-Aug	29-Aug	5-Sep
Summer	31-Oct	7-Nov	14-Nov	5-Nov

Editor's Note: We invite case studies for editorial consideration which can enrich our reader's knowledge bank and maintain connection with insight and trends in this dynamic and important growth sector.

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