



Buildingtalk is the leading online resource for the latest news, product updates, and technical information for building professionals in the construction industry.

Since 2000, it has offered a range of in depth articles, blogs, features, and case studies. It is supported by its two sister publications, abc&d and Public Sector Building Magazines, and associated with FastrackCAD.

## Growing new business through online advertising...

Whether you have a product to promote or a story to tell, Buildingtalk has a package that can help. Get listed on our extensive directory to promote your product and company news, reaching out to our readership of building professionals across the UK. Get in touch with our sales staff to create an entirely bespoke advertising solution that makes the most of Buildingtalk's digital expertise:

**Product and project stories:** Promote your latest products and services through SEO-friendly editorial, video material, and technical brochures and downloads.

**Banner campaigns:** Place promotional material in prime positions across Buildingtalk website and newsletters, to expose your brand to our users as they navigate.

**E-newsletters and dedicated solus broadcasts:** Feature in one of our industry-focused e-newsletters, or create a targeted campaign, distributed to our 100% requested subscriber database of 22,000.

**Blogs:** Written for building professionals, by building professionals. Contribute your own piece, or get involved with discussions and debates on the latest hot topics in the industry.



## Dedicated solus broadcast

## Who visits Buildingtalk?

With approximately 99% of specifiers doing their building product research online, Buildingtalk offers a high-visibility way to promote your portfolio, services, and brand to architects, builders, specifiers, and contractors across the industry.

Buildingtalk attracts thousands of unique visitors per month. Our readership consists of:

- |                               |                       |                  |
|-------------------------------|-----------------------|------------------|
| ■ Architects                  | ■ Allied Trades       | ■ Engineers      |
| ■ Specifiers                  | ■ Designers           | ■ Private Sector |
| ■ Contractors                 | ■ Property Developers | ■ Public Sector  |
| ■ Building/Quantity Surveyors | ■ Facilities Managers | ■ Commercial     |



A large proportion of users find us through search engines. Thanks to our editorial team, who are dedicated to creating SEO-friendly content, Buildingtalk enjoys a prominent position on Google, which attracts new visitors every day.

An increasing number of users are finding us through social media networks, such as Twitter and Facebook, on which we enjoy an ever-growing following.



[www.twitter.com/buildingtalk](http://www.twitter.com/buildingtalk)

[www.facebook.com/BuildingtalkUK](http://www.facebook.com/BuildingtalkUK)

## PR Packages

### Option 1

Single product or project story added to Buildingtalk, with images and links.

### Option 2

As above, with inclusion in an e-newsletter and tweeted.

### Option 3

Video of the Week, promoted in an e-newsletter and tweeted.

### Option 4

3 month package including: unlimited PR, company profile, and two newsletter slots.

## E-Marketing

Bi-weekly e-newsletters Individual advertising slots, featuring your promotional material and weblinks.

Interactive banner slots, linking to a website of your choice.

### Dedicated solus broadcasts

A targeted e-shot, tailored to your company.

Created in-house, or designed and provided by you.

Our e-marketing campaigns are distributed to 22,000 industry subscribers.

## Solus Broadcast

**FLIR**

**THERMAL IMAGING FOR FACILITIES MAINTENANCE**  
Thermal imaging cameras are powerful, non-contact tools for monitoring and diagnosing the condition of HVAC, electrical systems, plumbing, and building envelopes.  
[Get your free guide.](#)

**THE GAME-CHANGER**  
*"The amount of time and energy that is saved by using the EB has been unbelievable. This is probably the best tool I have ever used as an energy auditor!"*

**THERMAL IMAGING REVEALS HIDDEN DEFECTS IN FLOOR HEATING SYSTEMS**  
The best heating system a house can have is the one you don't realize is there. Find out how an Italian engineer utilised the power of thermal imaging to present the invisible, and ultimately win more business.  
[Read the full story.](#)

## Banner Advertising

**Leaderboard and MPU**  
Advertise your company by placing banners run of site, on your profile and/or own stories, or sponsor specific categories relating to your brand.

### Mobile

Our banners are optimised for all handheld devices.

### Newsletter

Choose to sponsor one or more of our e-newsletters to reach our dedicated subscriber database of 22,000 industry professionals.

## Banner Specification

**Leadership** 728 x 90

**MPU** 300 x 250

**Newsletter** 600 x 74

**Mobile** 320 x 50

Files must be no larger than 56K. We accept static JPEG/PNG and animated GIF files. We require a target URL, linking to a webpage of your choice. Tracking codes can be added if required.

Talk to us about your advertising needs...

Our sales team can create bespoke packages, combining a variety of advertising options, to suit your requirements.

## Editorial and Production

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