

Building

CAPABILITIES 2012

Research

Direct Marketing

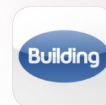
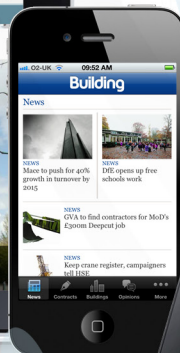
Branding

Thought Leadership

Audience Measurement

CPD

Multiplatform





Building

SERVING THE BUILT ENVIRONMENT

Unrivalled coverage

from data to comment, professional to technical, Building covers all news, intelligence and analysis to UK, European and global construction and infrastructure communities

Senior decision makers

70% manager or above across consultants, architects, contractors and clients

Cross platform

magazine, tablet, website, email, mobile, iPhone, iPad, social media, whatever format your campaign needs



Building

Cross communities

subscribers, registered readers, social groups, newsletter readers, targeting your audience across platforms

Authoritative history

a provider of news since 1843

"To please, inform and instruct"

George Godwin

Creativity

flexibility is our aim, tailoring the campaign to your needs



AUDIENCE MEASUREMENT

In 2011 we introduced a new cross-platform audience measurement method to audit Building's multiplatform engaged audience.

The Building Weekly Audience Measure (WAM) was developed by UBM Built Environment to show the number of people who, in a typical week, actively engage with Building content via our magazine or by accessing our website and was subject to independent assurance by PricewaterhouseCoopers LLP UK.

This innovative report shows not only the breadth of measurement across multiple platforms but also details of seniority and demographics of our audience allowing you to target precisely who you need for your brand.



Demographics	Print circulation	Readers per copy	Print audience	Digital edition	Magazine audience	Website audience (registered active users)	Gross audience	Duplication (super-users)	Weekly Audience Measure
Consultants	5,073	x 2.81	= 14,255	+ 259	= 14,514	+ 4,575	= 19,089	- 3,084	= 16,005
Architect	886	x 2.81	= 2,490	+ 45	= 2,535	+ 823	= 3,358	- 542	= 2,816
Contractors	2,545	x 2.81	= 7,151	+ 130	= 7,281	+ 2,478	= 9,759	- 1,574	= 8,185
Client	1,393	x 2.81	= 3,914	+ 71	= 3,985	+ 1,124	= 5,109	- 827	= 4,282
Other	1,995	x 2.81	= 5,606	+ 102	= 5,708	+ 2,127	= 7,835	- 1,262	= 6,573
Multi-copy subscription sales	3,582	x 1	= 3,582	+ -	= 3,582	+ 363	= 3,945	- 363	= 3,582
TOTAL	15,474		36,998	+ 607	= 37,605	+ 11,490	= 49,095	- 7,652	= 41,443

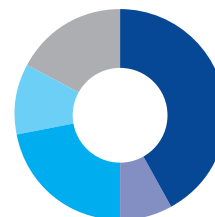
WAM subject to independent assurance by PricewaterhouseCoopers LLP UK: refer to www.building.co.uk/WAM for detailed WAM methodology and the PricewaterhouseCoopers LLP UK independent assurance opinion.

Demographics and Seniority

The two charts break down the detailed demographics and seniority of Building's engaged audience. For seniority it shows that 70% of Building's audience is manager or above.

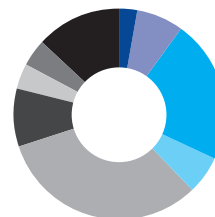
Demographic

Consultant	42%
Architect	8%
Contractors (inc housebuilders, management)	22%
Client	11%
Other	17%



Seniority

CEO/Chair	3%
MD	7%
Director/Partner	22%
Owner	6%
Manager	32%
Consultant/Advisor	9%
Associate	4%
Graduate	4%
Other	13%



Print Circulation Breakdown

Data and independent assurance for the issue of 18th November.

	TOTAL	UK	Other countries
Total Print Circulation	15,474	15,269	205
Newsstand Sales	204	204	0
Single Copy Subscription Sales			
At full rate	3,739	3,650	89
At between 50% and 100% of full rate	5,436	5,327	109
At less than 50% of full rate	2,513	2,508	5
Sub Total	11,688	11,485	203
Multiple Copy Subscription Sales			
At full rate	25	25	0
At between 50% & 100% of full rate	54	52	2
At less than 50% of full rate	3,503	3,503	0
Sub Total	3,582	3,580	2

The basic cover price was £4.10. The United Kingdom Annual Subscription Rate for the selected issue ranged between £139 and £55. The Other Countries Annual Subscription Rate for the selected issue ranged between £259 and £95.

For single copy subscription sales the estimated Readers per Copy of 2.81 has been calculated as an average across all demographics. For multiple copy subscription sales the estimated Readers per Copy has been assumed to be 1.

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Building

MULTIPLATFORM REACH

Building offers unrivalled advertising opportunities across its magazine and website to highlight your brand alongside editorial from the leading authority in construction.



Print: Display advertising alongside Building's award winning editorial

Display print advertising can be used in many forms across Building's portfolio of features and supplements as well as within the core magazine itself. Advertising options can vary from high profile positions facing news and analysis reaching the entire audience, to more specific topic led content.

Website: Display advertising on building.co.uk

Web display advertising takes the form of leaderboards, MPUs, wallpaper or home page / site takeovers. Advertisers can choose to combine lead and traffic generation with brand awareness, with options to appear run of site or to target more specific audience groups.

MULTIPLATFORM REACH

Zone sponsorship: Maximise your share of voice within a specific topic area by sponsoring a website zone of building.co.uk

With just two other sponsors in the zone, your branding will stand out in front of a highly relevant and engaged audience. You may also include your own content within your profile section of the zone.

Newsletter sponsorship:

Newsletter sponsorship includes exclusive branding on weekly and daily newsletters in the form of banner and skyscraper display advertising. Building.co.uk also publish a series of sector specific newsletters which are available for sponsorship.

Mobile: Brand awareness, response generating

Reaching an average audience of just under 11,000 unique users, the mobile site provides display advertising on the move to a highly engaged audience. Furthermore, click-to-dial facility generates immediate response.

iPhone App: Brand awareness, data capturing, thought leadership

Interstitial page ads, banners, sponsor's section page, data capture.

Tablet App: Brand awareness, thought leadership, aligned with current, focused editorial

Video, offer downloads, discuss research and data, 'proud to support banner', interstitial page ads.

Advantages include:

- Measurable cross platform campaigns
- Flexibility
- Concentrated audience
- Clear ROI
- Aligning with brands
- Audience highly engaged with content
- Being seen as innovative
- Consistent & unrivalled reach – any time, any place



CPD sponsorship: CPD Modules are a unique way of conveying your message to the marketplace with measurable return on investment. Utilising both print and digital platforms CPD modules enable your business to position themselves as thought leaders within their given field and are a highly valued by the audience

Benefits

- 5 pages of coverage in Building per module (inc 1 Full page advert)
- Full lead generation from the completed modules (average 300-500 per module) supplied to sponsor
- Project management of the module from our dedicated editor
- Brand positioning in the market as leaders on particular topics
- Module hosted on the building.co.uk/cpd section of the site for 12months



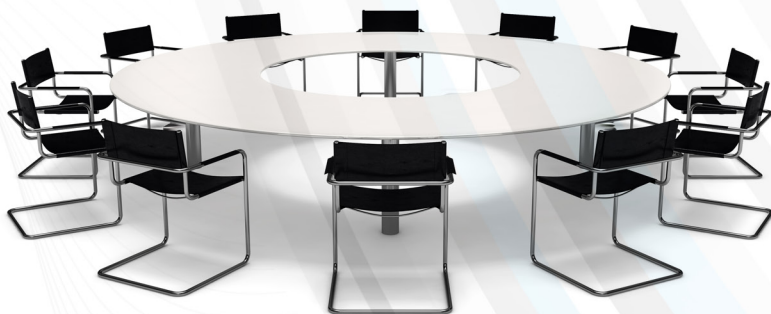
BRANDING AND THOUGHT LEADERSHIP

Small industry events

Face-to-face networking will always be important. It's crucial to business success, be it in the property or construction marketplace. From round table events with 10 industry figures all the way through to weighty big debates in front of audiences of up to 500 - we can make it happen.

Benefits

- Positioning as thought leader on important industry issues
- Raising your company profile
- Alignment with editorial integrity and trusted quality content
- Networking opportunities with a VIP audience of your choosing
- A leading journalist chairing the discussion
- Editorial exposure in print, online and video



Webinars

We have a huge amount of experience producing both editorial and client led webinars for a range of clients supported by award winning journalism. We can produce reactive webinars on a single topic or a series of webinars exploring key issues in more depth providing an online resource for our audiences.

Benefits

- In depth audience analytics, data and lead generation
- Positioning as a thought leader on important issues
- Educating on key industry developments and regulations
- Engaging with a targeted audience
- Editorial integrity and high-quality content
- Hosted on demand for 3-6 months

BRANDING AND THOUGHT LEADERSHIP



Video

Work with us to present your company, your products, project and themes in the most visually engaging way. We create professional high-quality film from documentaries, corporate promos to case studies.

Our team will work with you to develop a concept and narrative that will engage and resonate with your target audience. Your video will be hosted online and promoted via a bespoke campaign.



Custom Publishing

Whether it's a stand-alone supplement or a one-page sponsored feature, custom publishing can give you the opportunity to talk to your key audience in a unique way.

Benefits

- Full tracking and data on reach and readership
- Work with an experienced and dedicated team
- Positioning as thought leader on important industry issues
- Raising your company profile
- Tapping into editorial integrity and high quality content
- Editorial exposure
- Full distribution in print and online

DIRECT MARKETING AND SEARCH

The versatility of direct marketing and search offers specific targeting for your message, one-to-one contact and gives customers the means to respond to you directly. Direct marketing and search can be co-ordinated with print and web advertising to optimise campaign results.

3rd party emails: align your organisation or products with building.co.uk by sponsoring 3rd party emails

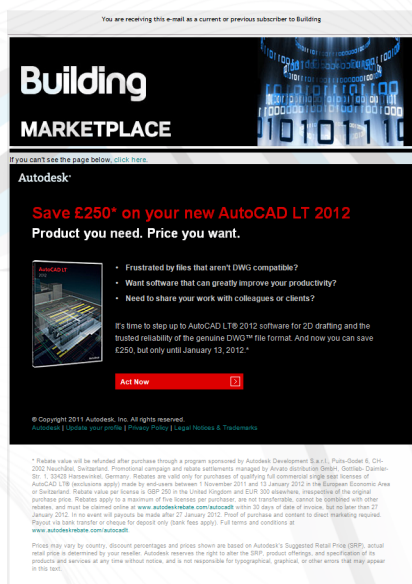
3rd party emails are sent from building.co.uk to registered users. Sponsors' content is sent in a Building branded email direct to the inbox of our fully opted-in audience of construction professionals.

Data list sales: as part of UBM Built Environment, Building clients have access to an unrivalled suite of data sets

Pulled together from Building, Barbour ABI and other UBM owned industry brands within construction and architecture, a series of data sets are available for purchase. Data can be split by geography, demographic or even project specific. This service can be combined with 3rd party emails and/or inserts.

Inserts: loose inserts can be included in Building and any of its supplements

Advertisers can choose to send inserts either to the entire Building readership, or via regional breakdown. Pricing is based upon volume.



Building

DIRECT MARKETING AND SEARCH

Building Product Search: An online product directory providing all the information the specifier audience need to select the right product and manufacturer

Promote your company and product profile to key decision makers through a Premier Profile, e-newsletter sponsorship or web banners. Having evolved from the Barbour Compendium, Barbour Product Search benefits from an established brand that is trusted throughout the construction industry.

Targeted paid search programme

Building.co.uk's targeted paid search programme displays contextual adverts adjacent to relevant content, ultimately optimising response and conversion whilst optimising SEO.



Building
product search

RESEARCH

Targeted email surveys and reader panel surveys.

Research and surveys can be linked to almost any marketing activity

- To set the agenda
- To gauge sentiment
- To provide a tangible return

Email Survey

- Sent to between 15,000 & 20,000 recipients as selected by sponsor
- Typically up to 15 questions
- Range from company perception, to industry issues

Reader Panel Survey

- Circa 650 readers have actively requested to join each of our brand reader panels
- High level of engagement with a much smaller distribution – ideal for pre and post campaign studies

Benefits

- Valuable qualitative and quantitative data
- Can provide a measurable return from activity
- Help understand industry sentiment, stimulate debate
- Help position your brand as a thought leader of specific topic
- Help plan your communication and provide insight to shape your strategies
- Data capture and lead generation





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