MEDIA INFORMATION

Buildingtalk

www.buildingtalk.com

Buildingtalk is the leading online resource for the latest news, product updates and technical information for professionals in the private, commercial and public sector 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 (Architecture, Building, Contracting & Developing) and PSB (Public Sector Building) Magazines, and associated with FastrackCAD.

Growing new business through online advertising...

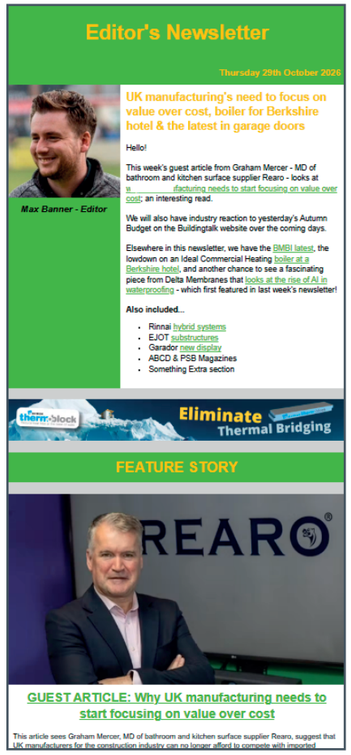
Whether you have a product to promote or a story to tell, Buildingtalk has a package that can help. Get listed on our extensive directory to promote your product and company news, reaching out to our readership of building professionals across the UK. Get in touch with our sales staff to create an entirely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

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

Banner campaigns: Place promotional material in prime positions across the 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 subscriber database of approximately 22,000.

Guest articles: Written for building professionals, by building professionals. Contribute your own thought-led editorial piece, or get involved with discussions on the latest hot topics in the industry.



Who visits Buildingtalk?

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

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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 LinkedIn, Instagram and X, on which we enjoy an ever-growing following

www.x.com/buildingtalk
LinkedIn www.linkedin.com/company/koru-media-limited

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 on socials.

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

Bespoke
3 month package including (eg): unlimited PR, company profile, and two newsletter slots.

Talk to us about your advertising needs...

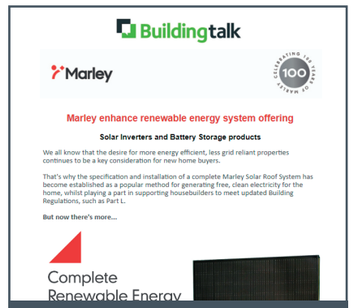
Our sales team can create bespoke packages, combining a variety of advertising options to suit your requirements.

E-Marketing

Weekly e-newsletters with Individual advertising slots, featuring your promotional material and weblinks.
Interactive banner slots, linking to a website of your choice.

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

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 approximately 22,000 industry subscribers.



Solus broadcast

Banner Advertising

Advertise your company by placing banners run of site, on your profile and/or own stories, or sponsor specific categories relating to your brand. All advert positions appear on all pages and are shared unless stated. Exclusive options are available on request. The position of your advert is based on availability of booked areas.

Banner Specification

Leaderboard	728 x 90px
Billboard	970 x 250px
MPU	300 x 250px
Carousel	970 x 100px
Newsletter	600 x 74px
Button	140 x 140px
Desktop Site Takeover	240 x 780px
Floating Footer	970 x 100px

Files must be no larger than 2MB. 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. Buildingtalk banners are optimised for all handheld devices.

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