



Contact us

To discuss your requirements please contact one of our sales consultants on:

Kelly Plant

email:kelly@tspmedia.co.uk

Tel: 01952 234000

David Stiles

email:david@tspmedia.co.uk

or send a general enquiry to

moresales@tspmedia.co.uk

www.thebuildingproductdirectory.co.uk

www.thebuildingproductlibrary.co.uk

www.thebuildingproductupdate.co.uk



the building product directory



the building product library



the building product update

Three proven media platforms that will generate sales enquiries, brochure downloads, traffic to your website, increased visibility, brand promotion and detailed analytics **all year round.**

Find out more at by calling 01952 234000 or email moresales@tspmedia.co.uk



TSP MEDIA HAVE DEVELOPED AN EXCITING DIGITAL PLATFORM THAT OFFERS YOU THREE KEY WAYS TO GENERATE WEB TRAFFIC, SALES ENQUIRIES AND BUILD BRAND AWARENESS ABOUT YOUR COMPANY AND ITS PRODUCT OFFER.

THE BUILDING PRODUCT DIRECTORY is a comprehensive product directory that has been designed to provide today's busy specifier with instant access to your companies products and services. This includes technical information, product images, case studies, videos, literature, CPD and BIM content.

THE BUILDING PRODUCT LIBRARY hosts your companies literature in an easy to use category system. It provides the user with an option to view, download or request your brochures in print. It is one of the few directories in the industry that captures the users information and forwards their details to you in real time.

THE BUILDING PRODUCT UPDATE is a monthly digital product magazine that has been specifically designed to carry PR, case studies and brochures that can be viewed on desktop, tablet and mobile formats.

For companies whose products are already featured across our directory platform it is proving to be an excellent way of generating increased interest in your product offer.



Introducing the Building Product Directory

The ultimate product directory for the construction industry

Welcome to the Building Product Directory, a comprehensive, user-friendly directory expressly designed to promote your company and its products to architects, contractors, developers, specifiers and procurement personnel working across the construction industry.

The result of extensive research with architects and specifiers, the Building Product Directory hosts company details, technical information, product images, case studies, videos, literature, CPD and BIM content in an easily accessible company profile.

The Building Product Directory is searchable via

Individual keywords

Company search

Product Search

An industry recognised category system



Features & benefits

The Building Product Directory has many features and benefits and is specifically designed to generate more leads for your business.

- Our audience comprises active specifiers who are working on live construction projects. This key factor ensures your products are being seen by the right people at the right time.
- An easy to use interface means that your business and its product can be found with the minimum of effort.
- Customised company profiles which can include high quality images, videos, literature, technical data, CPD and BIM information.
- The opportunity to promote your products on the landing page of the directory
- The Building Product Directory is accessible on mobile devices such as smart phones and tablets.
- The Building Product Directory is supported via an ongoing marketing campaign that includes on the page advertising, PR, direct mail, a weekly ebulletin*, monthly digital magazine and a social media campaign using Twitter and Pinterest.
- *A weekly "What's New in the Directory" ebulletin sent out to over 12000 specifiers helps drive traffic to the directory.
- The Building Product Directory has a built in search facility designed to make it easy to find your products. We agree and preload between 5 - 10 keywords per product or brochure and then optimise the results so that your products appear in as many relevant categories as possible.
- The Building Product Directory is part of TSP Media, an established publishing business with extensive knowledge of the construction industry. We publish Specification Magazine Specification Product Update, Housing Specification, Public Sector Building Specification and Hotel, Sport & Leisure, as well as host of other successful print and online platforms for the architectural, building and construction sectors. These platforms provide us with rich data for circulation purposes.

Building Response Enquiry Tracker System

TSP Media have recently launched what they believe to be the most comprehensive and robust reader enquiry and online statistical tracking system in the market. Now when you place an advertisement, run a press release, feature a case study, are included in an ebulletin or feature across any of our print, social media or digital platforms, we will monitor all the activity generated by your business and provide you with detailed analytics and response figures.

Profile Options

We have a profile options to suit any company, from those who may wish to feature just one product to larger companies with 20 or more products to showcase.

Listings include a company profile, full contact details, quick links to downloadable literature, video, product information as well as the ability to include. Case Studies, CPD and BIM information can also be included.

An example product listing is shown below.

The screenshot shows a product listing for 'Methven Satinjet shower - Methven'. It features a main image of the shower, a detailed description of its benefits (water-saving, sensory experience), and a 'New Additional Information' section with links to 'Download Brochure', 'Technical Data', and 'Video'. The company name 'METHVEN' is prominently displayed at the bottom, along with contact information and a 'Click here to enquire' button.

Advertisement Rates

Every company manufacturing or supplying building materials and services in the UK is entitled to a free basic listing on the directory, which includes your company name and full contact details.

Company logo - £50 for 12 months

To accompany your basic company listing.

Bronze - £250 for 12 months

Detailed company profile including 100 word overview plus one product listing, one downloadable brochure, one video, one technical data download.

Silver - £500 for 12 months

Detailed company profile including 100 word overview plus 5 product listings, 5 downloadable brochures, 5 videos and 5 technical data downloads,

Gold - £750 for 12 months

Detailed company profile including 100 word overview plus 10 product listings, 10 downloadable brochures, 10 videos and 10 technical data downloads.

Add Case Studies £75.00 per CS

Add CPD Information £75.00 per CPD

Add BIM information £100.00

Platinum - £1500 for 12 months

Detailed company profile including 100 word overview plus 20 product listings, 20 downloadable brochures, 20 videos and 20 technical data downloads, CPD and BIM information if applicable. Platinum advertisers are also able to add up to twelve case studies per annum to their listing.

Home page

Featured products

A great add on to your listing is to have one of your products featured on our homepage. For a period of one month, your entry will appear on a loop with three other companies.

Cost: **£250 per month**

Category page

Featured product

On each category heading there is an opportunity for a solus position for your company's products. Featuring a loop of four images, this sponsored position is a unique way of promoting your product portfolio.

Cost: **£150 per month**



If you would like more information regarding any of the special media opportunities featured please contact your area consultant today.

What's new in the Directory

To help make the most of your directory listing we produce a regular e-bulletin to drive traffic to the website and your product entries.

This bulletin is sent to over 10,000 active specifiers and is designed to give those products featured the maximum amount of exposure to their target audience.

Rates

Solus Position -

£125 per bulletin

One of three product entries -

£95 per bulletin

One of four brochure downloads -

£75 per bulletin

Solus Banner Position -

£100 per bulletin

The Building Product Library

A unique online directory of building product manufacturers literature available to download or request in print at the click of a button

Welcome to The Building Product Library a comprehensive, user friendly online database expressly designed to market the brochures and literature that you have produced to promote your company's products and services.

Targeting architects, contractors, developers, specifiers and procurement officers working across both the private and public sector, The Building Product Library is the only directory of it's kind that concentrates solely on promoting company literature.



Features & benefits

Unique Directory enquiry service

Online users of The Building Product Library can download your company's brochure to their desktop or if preferred, request it in print. We capture the information of every download and forward the enquirers details to you in real time. Over 90% of enquirers are now preferring to download information to their desktop.



What's New In The Library

All new brochures added to the library can also be featured on our weekly product bulletin

What's New In The Library is a weekly ebulletin that is sent out to over 11000 active specifiers drawn from the TSP media database. This includes a live feed from Glenigan to ensure that your brochures are being seen by specifiers who are working on live construction projects. Every brochure that is included in the directory will be featured on this ebulletin within a month of being uploaded onto the platform.



Contact one of our library consultants today to ensure your company is not missing out on genuine enquiries to your business's products and services

Rates & Data

website

Analysis of brochure download and visitor demographic

Brochure download analysis

		Glenigan Match
Architects	9370	91%
Contractors	4515	74%
Housebuilders & Developers	2160	83%
Direct Clients	1150	67%
Engineers & Surveyors	975	58%
Procurement officers	490	56%
Total	18660	72%

Visitor Demographic

Architects	1490
Contractors	715
Developers	66
Direct Clients	350
Procurement officers	90
Total	3305

The Building Product Library pricing options

The Library	Per brochure	Listing
One brochure	£150	12 months
Three Brochures	£100	12 months
Six Brochures	£75	12 months
Twelve + Brochures	£50	12 months
Banner advertisement on rotation	£300	Per Month

Copy requirements for Banner (454 x 70 pixels)

**“Over 18,000
brochure downloads
in 12 months over
3000 unique visitors
per month”**

Circulation of weekly e-bulletin

Each week we source active specifiers with an email address from Glenigan and the TSP media database and mail them the latest additions to the library

Architects	5795
Contractors	2100
Housebuilders & Developers	1535
Direct Clients	760
Engineers & Surveyors	550
Procurement officers	320

Total 11060

What's New in the Library weekly e-bulletin

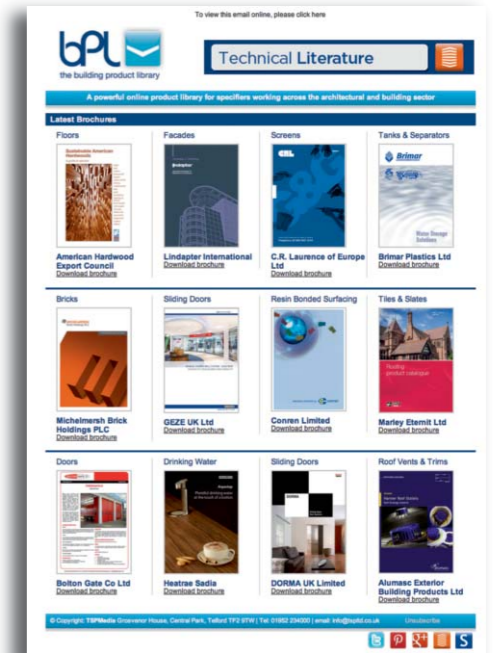
E Bulletin Per brochure

One of twelve brochures	£50 Per week
Banner advertisement on rotation	£100 Per week

Copy requirements for Banner (454 x 70 pixels)

**“Actively generating brochure
downloads from key individuals on a
weekly basis”**

www.thebuildingproductlibrary.co.uk



the Building Product Update a monthly digital publication

The Building Product Update is a new digital publication that has been designed to generate sales enquiries and drive traffic to both the building product directory and the building product library. Broken down into 36 specific categories BPU can be used as a vehicle to help companies promote their products and services.

It can also be used to help promote companies new products that have recently been added to both the directory and library.



Circulation, Rates & Data

Circulation

Building Product Update is circulated in the first week of the month to over 13600 active specifiers drawn from the TSP Media and Glenigan database. These include architects, builders and specifiers who have individually requested to receive the magazine in its digital format.

Architects	6581
Clients	1005
Planner	915
Surveyor	2589
Project Manager	1201
Engineers	445
Contractor	2314
Total	15,050



Rates & Data

PR & Advertisement Rates	Standard	Directory Advertisers
PR editorial/case study	£150	£75
Literature Update	£75	£50

“The Building Product Update digital magazine provides architects and specifiers with an immediate link to detailed information on their company’s products and services

TSP Media Online Product Directory Platform Maximum Exposure Maximum Response

Whether purchased as a package or individually our suite of product directories offer you maximum exposure that is designed to generate maximum response.

Take a look at the packages opposite to decide which one offers you the best all year round coverage for your business.

Alternatively contact us today for more information.



Maximum Exposure

Bronze - £500 for 12 months

- Company overview on the directory
- 1x product entry on the directory (5 images)
- 1x company brochure, technical data and video
- 1x brochure on the Building Product Library
- 1x Product on BPD weekly E-shot to over 10,000
- 1x brochure on BPL weekly E-shot to over 10,000
- 1x PR editorial/case study in our monthly digital magazine
- 1x brochure in our monthly digital magazine

Silver - £900 for 12 months

- Company overview on the directory
- 5x product entry on the directory (5 images)
- 5x company brochure, technical data and video
- 5x brochure on the Building Product Library
- 5x Product on BPD weekly E-shot to over 10,000
- 5x brochure on BPL weekly E-shot to over 10,000
- 5x PR editorial/case study in our monthly digital magazine
- 5x brochures in our monthly digital magazine

Gold - £1500 for 12 months

- Company overview on the directory
- 10x product entry on the directory (5 images)
- 10x company brochure, technical data and video
- 10x brochure on the Building Product Library
- 10x Product on BPD weekly E-shot to over 10,000
- 10x brochure on BPL weekly E-shot to over 10,000
- 10x PR editorial/case study in our monthly digital magazine
- 10x brochures in our monthly digital magazine

Platinum - £2250 for 12 months

- Company overview on the directory
- 20x product entry on the directory (5 images)
- 20x company brochure, technical data and video
- 20x brochure on the Building Product Library
- 20x Product on BPD weekly E-shot to over 10,000
- 20x brochure on BPL weekly E-shot to over 10,000
- 12x PR editorial/case study in our monthly digital magazine
- 12x brochures in our monthly digital magazine