



**Barbour**  
PRODUCT SEARCH

**Showcase your construction  
products with our online  
directory**



**THE FASTEST ROUTE TO THE RIGHT PRODUCT  
FOR ARCHITECTS, CONTRACTORS  
& BUILDING SPECIFIERS**

**[www.barbourproductsearch.info](http://www.barbourproductsearch.info)**

**Building**  
product search

**bd**productsearch.co.uk



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# Brand Strength

Barbour Product Search is a key brand within UBM Built Environment which includes some of the most influential brands in the industry such as Building, Building Design and Property Week magazines, plus an array of events including Thames Gateway Forum and kbb. UBM Built Environment is a business division of United Business Media - a globally recognised brand supported by an unparalleled team of experts.

Your sales and marketing effort will benefit immediately from advertising with Barbour Product Search, simply because you'll be joining the largest multi-channel sales and marketing solution for product manufacturers in the UK.



## Barbour ABI

**Building**  
product search

**bd**productsearch.co.uk

  
**UBM**  
Built Environment



**bd**

**Property  
Week.**



**TGF**



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# Our essential media pack

Welcome, we would like to introduce you to Barbour Product Search, our leading online construction product directory.



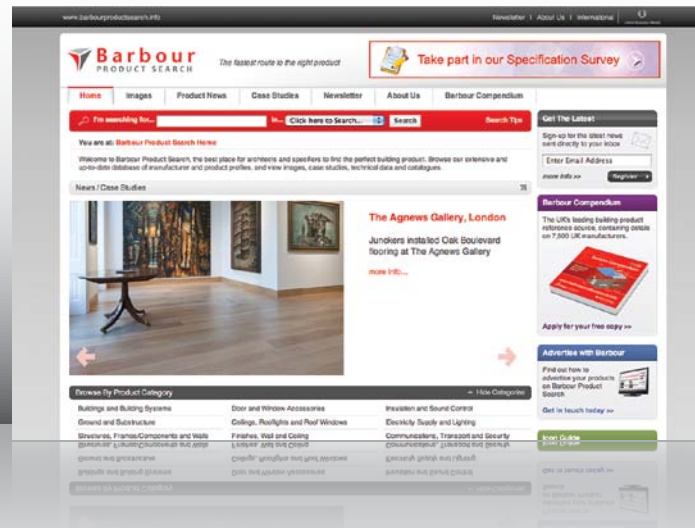
We think that Barbour Product Search is a great way to showcase our Company's products and services on-line.

The team at Barbour are always keen to get the latest information and help to maximise our profile by alerting and prompting us to use the features within the website.

POLYFLOR

Barbour Product Search was borne out of the success of our printed product directory the Barbour Compendium, and they share the same aim – **to drive specifiers to the right products and provide a cost effective route to market for advertisers.**

**For the fastest route to the right product,** industry professionals like yourself often choose our digital directory. Reaching your core target market couldn't be easier with us, **our premier profile offers enhanced company and product profiles, with priority ranking in our search results, and a dedicated editorial team to ensure your listing is optimised and regularly updated.**



# Unique Selling Points

## barbourproductsearch.info

Product led, image rich online directory with dynamic content and daily updates.

Dedicated editorial team to create and manage your profile

E-newsletter advertising opportunities.

Enhanced technical capabilities and flexible platform for future advances.

Increased usability and visibility in search engine results, helping to drive more traffic to advertisers.

Link building – the strength of our brand will be immediately notable, a link from us may improve your SEO!

Access to performance statistics online.

A fully searchable database of products and suppliers delivering over 29,000 pages – this figure keeps growing!

Search engine friendly with strong meta tags.

Your products and services could also feature on the two newly launched sites, Building Product Search and BD Product Search, which means even more market exposure for your products.

**Building**  
product search  
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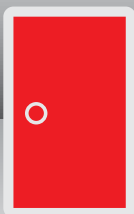
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# Choose Barbour to secure your route to market

Securing a quick route to the construction market couldn't be easier for manufacturers and suppliers. We offer:

“ We really appreciate the attention to detail. It is rare to find such an accurate and comprehensive listing – it honestly delivers the promises it makes!

- One centralised sales team to handle all your advertising enquiries for Barbour Product Search.
- A dedicated in-house editorial team serving your copy requirements.
- We make 25,000 calls to specifiers each month – we understand how manufacturers' products are used in this marketplace.
- Supported by other leading construction industry specific businesses (other divisions within UBM).
- Owned by a well established global brand – United Business Media.



# The fastest route to the right product

The screenshot displays the Barbour Product Search website. At the top, the navigation bar includes links for Home, Images, Product News, Case Studies, Newsletter, About Us, and Barbour Compendium. A search bar is prominently featured with the text "I'm searching for..." and a "Search" button. Below the search bar, a welcome message states: "Welcome to Barbour Product Search, the best place for architects and specifiers to find the perfect building product. Browse our extensive and up-to-date database of manufacturer and product profiles, and view images, case studies, technical data and catalogues." A featured article titled "The Agnews Gallery, London" highlights "Junckers installed Oak Boulevard flooring at The Agnews Gallery." To the right, there are sections for "Get The Latest" (newsletter sign-up), "Barbour Compendium" (a reference source), and "Advertise with Barbour". At the bottom, a "Browse By Product Category" section lists various building product categories such as Buildings and Building Systems, Ground and Substructure, Structures, Frames/Components and Walls, Structures, Floor and Stair, Structures, Roofs, Windows and Window Openings, Doors and Doorways, Door and Window Accessories, Ceilings, Rooflights and Roof Windows, Finishes, Wall and Ceiling, Finishes, Floor and Stair, Finishes, Roof, Refuse Disposal, Drainage and Water Supply, Heating/cooling, Ventilation and Air Conditioning, Insulation and Sound Control, Electricity Supply and Lighting, Communications, Transport and Security, Fittings and Furniture, Fittings, Sanitary, External Works, and Building Materials. A sidebar on the right contains a "Factfile" section and a "Contact Us" section.

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# Facts & stats for [www.barbourproductsearch.info](http://www.barbourproductsearch.info)

“ Getting to grips with a new directory and finding ways to get the best for one’s company in this type of environment is not a easy task. Barbour Product Search can only help raise awareness of my company’s offerings in this highly competitive marketplace.

## [www.barbourproductsearch.info](http://www.barbourproductsearch.info)

<b>TRAFFIC</b>	<b>575% increase in traffic!</b> (compared to the old site – barbourcompendium.co.uk).
<b>VISITORS</b>	<b>40,877 average monthly visits</b> , and 113,521 average monthly page views
<b>PAGES INDEXED BY GOOGLE</b>	<b>Full indexing of site by Google</b> includes images, catalogues, data sheets, product profiles, project/news items, supplier links – and, these figures are increasing each month!
<b>E-NEWSLETTER</b>	<b>28,500 specifier subscribers (and growing) receive our monthly e-newsletter</b> , generating an extensive amount of clickthroughs to individual listings/news.
<b>WEBSITE LINKS</b>	<b>316% increase</b> in advertiser website clickthroughs from Feb to Oct 09.



  
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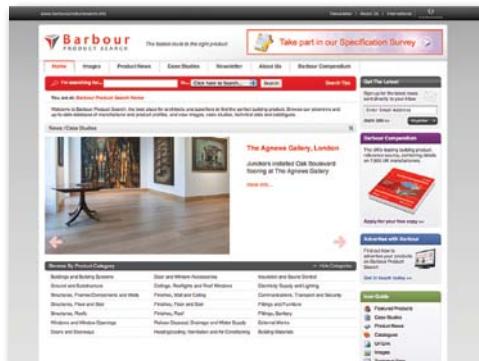
  
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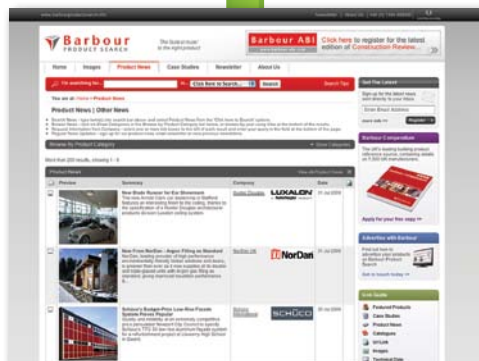
  
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# Take a look at samples of an online listing and e-newsletter opportunities...



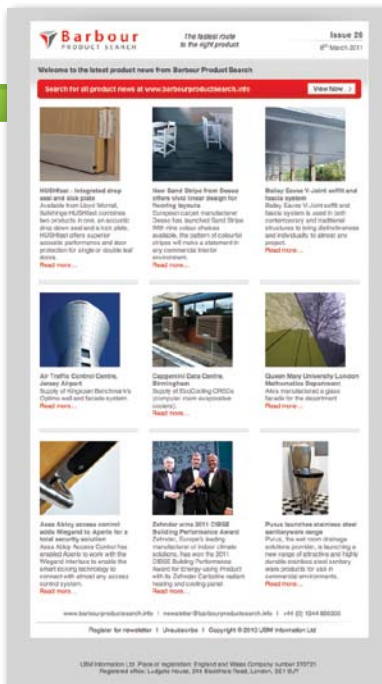
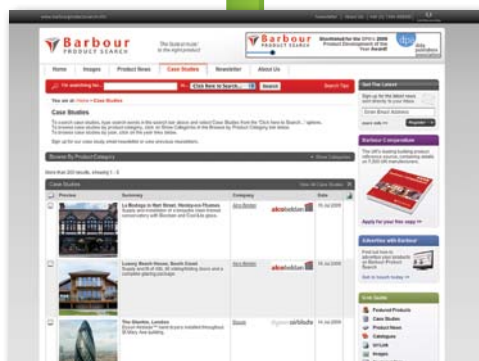
## BARBOURPRODUCTSEARCH.INFO

It's a user friendly, searchable database of products and suppliers, including images, case studies, technical data, catalogues, news and project data.



## E-NEWSLETTER

Our e-newsletter is great for communicating your company's products to a highly targeted audience.





# Advertising opportunities on [www.barbourproductsearch.info](http://www.barbourproductsearch.info)

## PREMIER PROFILE (12 MONTH SUBSCRIPTION)

- One product profile with product description and unlimited captioned images
- Company profile and company logo
- Full contact details including website link, email and multiple branch details
- Up to 10 in-depth case studies with up to six captioned images each
- A total of 20 product catalogues/technical data sheets, linked to product profiles
- Product and trade name listings
- Priority ranking of company and products in the search results on the website
- New product press releases
- Regular online updating opportunities

## ENHANCE YOUR PROFILE WITH

- E-newsletter slot
- Additional featured products
- Additional case studies, catalogues & technical data sheets
- Feature in our product e-newsletter, sent twice monthly to nearly 29,000 specifier subscribers
- Feature in our monthly Manufacturer Spotlight newsletter, which focuses solely on your company & products

## MULTI PRODUCT OPTIONS

Additional reductions can be offered when purchasing more than one product from our portfolio. **e.g. From Barbour Product Search, Barbour Compendium and/or Barbour ABI.**

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# Technical specifications for your www.barbourproductsearch.info entry

## WEB LISTINGS

### IMAGES

Images can be emailed as a JPEG, TIFF or EPS file, preferably in a PC format (your Account Manager will adjust image sizes accordingly).

### COPY

Copy can be supplied in any format as long as it's PC compatible (again your Account Manager will adjust the font style/size).

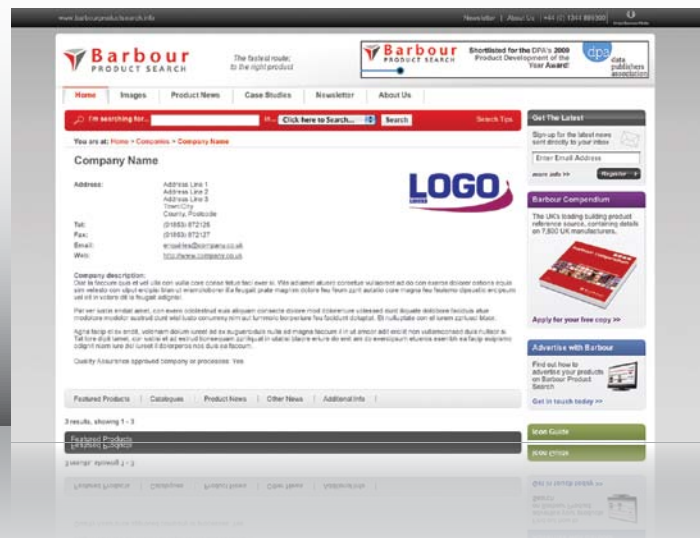
### CATALOGUES

Catalogues need to be supplied in PDF format, maximum size is 5MB per catalogue.

Discover the best way to get your construction products noticed – take a listing with Barbour Product Search today

You will be assigned a dedicated Editorial Account Manager who will assist you every step of the way. Your Account Manager will fulfil your package requirements by formatting your details, then emailing you a link to review.

Entries will be published straight away, and they can be updated as often as you like. Detailed case studies are limited to 10, but press releases are unlimited and can be supplied to your Account Manager as and when you want.



# Take the next step, get in touch...

## HOW TO CONTACT

### ADVERTISING

To discuss your advertising enquiries, **call us on 0151 353 3500** or email us at [info@barbour-abi.com](mailto:info@barbour-abi.com)

### EDITORIAL

For editorial enquiries contact Karina Moody,  
Web Content Manager on **0151 353 3605**  
Email: [karina.moody@ubm.com](mailto:karina.moody@ubm.com)

### SALES TEAM

Hinderton Point  
Lloyd Drive  
Cheshire Oaks  
Cheshire CH65 9HQ



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