

# Construction Products Directory

maximise product awareness to increase demand and specification opportunities.



# Barbour Product Search

is the only digital product directory that proactively engages building material manufacturers with key decision makers from across the entire specification, procurement and supply chain.

Brought to you by Barbour ABI, the market leaders in construction intelligence, the directory gives product manufacturers a proven marketing channel to:

- **Enhance Product and Brand Awareness**
- **Develop New Relationships**
- **Improve Sales Targeting Efficiency**
- **Generate New Revenue Streams**

by showcasing your product range and promotional content to an engaged and diverse subscribed community. Our trusted directory has over 200,000 page views per month from a 40,000+ strong audience. Our audience consists of architects, specifiers, contractors, and installers giving you the best opportunity to be seen by the industries key decision makers in **specifying, procuring** and **installing** product.

Trusted by leading brands



Over **200,000**  
page views per month



In excess of **40,000**  
news readers per month



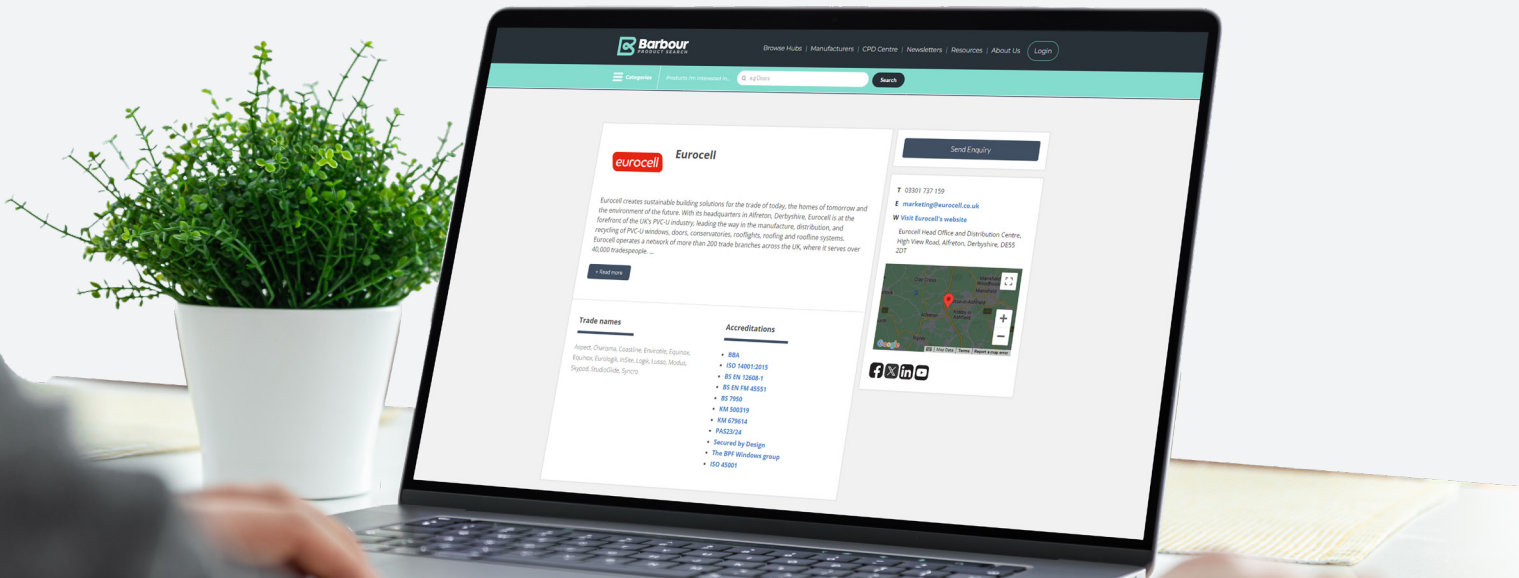
More than **12,000**  
file views per month

# Your Barbour Product Search Profile

With expert editorial support, your company and product content will be positioned in a simple searchable format, allowing key industry professionals to browse and digest the information they need, with the option to request more information on products that they are specifically interested in.

## What will be featured on my profile?

- Company information, contact details and social media links
- Products
- News items (case studies, product news, company news)
- Catalogues & Technical data
- Multimedia content including video
- CPDs



## Benefits of Barbour Product Search Profile



### Showcase Products

host your best news and product content on your company profile.



### Enhance Brand Awareness

maximise product awareness to increase demand and specification opportunities.



### Improve Targeting Productivity

the only product directory proactively using promotional marketing outreach.



### Develop New Relationships

engage new companies and contacts to boost your network.



### Engage Active Buyers

reach verified buyers and specifiers from across the built environment.



### Identify Sales Leads

access engagement insights to convert leads.



### Leverage our support team

a dedicated Editorial Account Manager working on your behalf.



### Generate New Revenue Streams

a new promotional channel to enhance your marketing efforts.

# How is my profile managed and updated?

You'll be assigned a dedicated Editorial Account Manager that will keep in regular contact to ensure your subscription is being utilised to its full potential.

All you need to do is provide your Editorial Account Manager with regular content and they will take it from there! They'll upload all of your content to your company profile, which is then featured across the Barbour Product Search homepage and social media sites including LinkedIn and Instagram.

**The more content you feature on your profile, the more opportunity you have of being sourced and specified by the businesses you want to target.**

**Get your content uploaded to Barbour Product Search**

**Leverage our extensive community to showcase your products to the market, building product and brand awareness**

**Continue to promote your content to audiences across the specification chain**

**Educate an engaged audience of buyers, specifiers and installers on the benefits of your products**

**Build direct relationships with decision makers to get your products specified**

**GENERATE NEW REVENUE STREAMS**



**Richard Pennington**  
Head of Client Services



**Abbie Audsley**  
Editorial Account Manager



**Katie Ashton**  
Editorial Account Manager



# Enhanced Insights

## The analytical brain behind the profile

### How do I measure the success of my profile?

With Barbour Product Search you don't just see your profile viewer numbers, Enhanced Insights give you the who, the when, and the where of the businesses showing interest in your products.

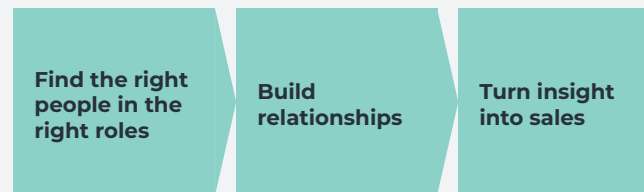
Enhanced Insights let you track:

- **The companies who view your content**
- **What they view, when they view and for how long**
- **The full journey they take across your profile**
- **Specific content they're likely interested in**

Use Enhanced Insights to make intelligent targeting decisions, gain increased conversions and deliver a solid return.

### Are you a Barbour ABI client?

Search the companies engaged with your products on your Barbour ABI platform to discover the projects they are working on alongside fully GDPR-compliant decision maker contact details.



Find individual contact details by combining the power of Barbour Product Search and Barbour ABI:



### Barbour Product Search statistics

Businesses across the entire specification and procurement chain use Barbour Product Search to find new suppliers and products that meet their project needs.

With our audience you'll drive new traffic to your website. creating new opportunities for your business development and sales teams:

- **Over 35,000 monthly product views**
- **More than 2,500 monthly clicks through to client websites**
- **40,000 newsletter subscribers**

# Newsletters

## Reach more prospects with your most powerful content

### What are my options?

#### General Newsletters

The one with the biggest audience. Get your products in front of 40,000 subscribers receiving our bi-weekly general newsletters.

#### Sector Newsletters

The one with an audience made up entirely of sector-specific individuals. Showcase sector-specific content to an audience guaranteed to consist of relevant specifiers and buyers in that sector, thanks to our relationship with Barbour ABI project data.

The topics of our Sector Newsletters include:

- Residential
- Commercial & Retail
- Infrastructure, Civic & Public
- Education
- Medical & Health
- Industrial
- Hotel, Leisure & Sport

#### Manufacturer Spotlight (Solus)

The one dedicated completely to you! An entire newsletter can be yours to showcase a CPD, a new product launch, an upcoming event, or any piece of news that you want to get in front of our 40,000 strong audience.

Simply let your Editorial Account Manager know what newsletters you'd like to be featured in, send in your chosen content, and we'll ensure we're getting your business recognised by your top targets.

#### Technical Newsletters

The one whose audience is entirely made up of specifiers and buyers based in technical roles on Barbour ABI projects. Deliver your most tech-savvy content to an audience of 20,000+ sub-contractors, engineers, technical advisors, consultants and more.

The topics of our Technical newsletters include:

- Acoustics
- Water Management
- Innovation (BIM & Offsite)
- Interiors
- Landscaping
- Sustainability
- Safety, Security & Fire Protection

### How does my content reach the widest audience of architects, specifiers, contractors, installers and more?

Barbour Product Search newsletters are our highest impact resource to enhance your brand exposure to key decision makers.

Each of our newsletters are sent to a specifically chosen audience that will deliver the best chance for success and engagement with your content.

Across all of our newsletters, our engaged audience consists of architects, contractors, specifiers, installers and the wider supply-chain.

# Promote your CPDs

The Barbour Product Search CPD Learning Centre allows our valued clients to host and promote CPDs to our engaged audience of architects, specifiers, contractors and installers from across the supply chain.

When a company or person engages with your CPD content on our platform, we'll provide their contact details to you for your teams to engage directly.

## How can we support your CPD?

By choosing to host your CPD with us, we can:

- **Repurpose your existing CPD.**
- **Provide details of professionals completing your CPD.**
- **Promote your CPD across our platforms, including various newsletters and social media channels.**

Get in Touch



# Choose your package

## What packages are available?

We understand every business has its own marketing budget and a unique set of targets, and though Standard is our most popular package, we have a range of add-ons as well as Campaign Packages, as it's important you receive the right service for you.

1

### Choose a package

Initiate

Standard

Enhanced

Campaign (add on or separate)

2

### Add your extras

|                                        |        |
|----------------------------------------|--------|
| Product Listings (+1)                  | £495   |
| Content Uploads (+5)                   | £145   |
| General Newsletter (+1)                | £400   |
| Technical Newsletter (+1)              | £525   |
| Sector Newsletter (+1)                 | £525   |
| Spotlight Newsletter (max 4 per annum) | £1,500 |
| Hosted CPD                             | £1,200 |
| Banner Ad (4 weeks)                    | £1,200 |

**Begin by choosing one of our two main packages:** Standard or Enhanced.

Next, take a look through our list of extras so you can customise your package as you need.

**Launching a product or need a one-off boost?** Our Campaign Options are designed to add to an existing package or can be used separately.

**Not sure?** Don't worry, we'll help you to create a package to realise the success your business needs.

| Initiate                                              | Standard                                              | Enhanced                                              |
|-------------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <b>Package includes:</b>                              | <b>Package includes:</b>                              | <b>Package includes:</b>                              |
| Product Listings 1                                    | Product Listings 3                                    | Product Listings 4                                    |
| General Newsletters 2                                 | General Newsletters 4                                 | General Newsletters 8                                 |
| Content Uploads 5<br><small>case studies only</small> | Content Uploads 20                                    | Content Uploads Unlimited                             |
| Enhanced Insights <input checked="" type="checkbox"/> | Enhanced Insights <input checked="" type="checkbox"/> | Enhanced Insights <input checked="" type="checkbox"/> |
| <b>Total Price = £960</b>                             | <b>Total Price = £3,595</b>                           | <b>Total Price = £5,995</b>                           |

### Campaign Options

#### Campaign Option 1

|                       |         |
|-----------------------|---------|
| General Newsletters   | 2       |
| Spotlight Newsletters | 1       |
| Banner Ad             | 8 weeks |

**Total Price = £4,700 £3,290**

#### Campaign Option 2

|                       |          |
|-----------------------|----------|
| General Newsletters   | 4        |
| Spotlight Newsletters | 2        |
| Banner Ad             | 12 weeks |

**Total Price = £8,200 £4,920**



# Book a demo and get on board

## How do I join Barbour Product Search?

Interested in how we can support your reach and growth?

**Book a demo today and fully immerse yourself in the Barbour Product Search experience.**

Tour our platform and see Enhanced Insights in action, then discuss the bespoke package that will drive exposure, brand awareness, and drive sales opportunity for your business.

[Book Your Demo](#)

**Or call us on 0151 353 3500**

Monday to Thursday: 8:30am – 5:00pm  
Friday: 8:30am – 3:00pm





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