

CONSTRUCTION

I N T E R N A T I O N A L

*The World's Leading Portal
for the
Construction Industry ...*

Media Pack - 2006

www.construction-int.com



PLAN FOR MORE CUSTOMERS THROUGH CONSTRUCTION INTERNATIONAL

PORTAL CONCEPT

Construction International is an online information resource designed to help decision makers keep up to date with the latest developments in Construction technology. It covers all of the latest trends in this changing market and highlights the leading companies committed to providing Construction Systems & Equipment, Construction Design & Planning, Construction Management and Building Projects. **Construction International** reaches the largest target audience through its effective use of the Internet and provides advertisers with the following:

❑ AUDIENCE

The audience is truly global. Every day we have your potential new customers viewing our portal all over the world. Many use the site time and time again as it is updated every minute with the important news issues affecting Construction today.

❑ COMPANY PROFILE

Each advertiser may submit up to 250 words giving a summary of their company's products and services. You may include a logo and as many contact details as you wish.

❑ SEARCH ENGINE OPTIMIZATION

Every month we register your submitted articles to the major search engines. This results in increased traffic to those articles and gets your message in front of new customers. We are consistently enabling our customers to clinch new business deals as a result.

❑ UNLIMITED PRODUCT & SERVICE LISTINGS

Each advertiser may be listed in as many product and service categories as they wish. The advertiser can update these as and when required. The advantages of this is that if you launch a new product, even a few months after joining the portal you may add it to our products & service section. Any product and service listed on **Construction International** is also submitted for search engine optimization to ensure maximum enquiries for our clients.

❑ ARTICLES

Should you choose the 12 month package, you will be entitled to post up to 12 articles to the portal with colour pictures and/or photographs. Hyperlinks may be included to increase investment traffic to your own website. You may provide all 12 articles over a short period to take full advantage of our search engine optimisation service, or, as many clients do, you may provide one article per month over the year's duration.

❑ E-ZINE – *Electronic Magazine*

Each month we email all of the subscribers to our **Construction International** e-zine the articles that were uploaded to the portal during the previous month. This ensures that the people who have requested our e-zine receive the up to date information directly to their inbox. Our readers include: Senior Buyers, Construction Development Directors, Product Managers, Brand Managers, Purchasing Officers, Marketing Directors & Prepress Managers

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MAKE THE RIGHT MOVE... FOR NEW CUSTOMERS WORLDWIDE

SPECIALISED EDITORIAL CONTENT

Leading associations, organisations and forums participate by supplying informative and unbiased editorials in their specialist fields. These editorials head up each specialised section of the publication and provide a valuable source of information to all readers.

OUR BACKGROUND

Copybook Solutions is rapidly becoming a world leader in providing up to the minute information on global issues affecting governments, companies and executives worldwide.

Founded in 1996 in the financial square mile in the City of London, Copybook Solutions has rapidly grown into a firm with a global presence supported by a professional staff of committed individuals. Our company was founded to help educate and inform industry heads as to what new technologies were available to assist them with running their businesses more smoothly, efficiently and cost effectively.

OUR WEB PORTALS

Through our specific industry portals, Copybook's challenge is to bring to every client and user more than just world-class information. Unless we focus on issues, developments and topics that are emerging today to become the technology of tomorrow, then our efforts will be, at best, short-lived.

Now, more than ever before, it is our duty to inform the world of news, events and issues in several sectors of industry as and when it happens.

Whether you are a user or a customer, our aim is to provide the Internet's most powerful 'one-stop-shop' bringing together buyers and suppliers worldwide. Through sharing hyperlinks with all the leading industry associations and government bodies, our portals ensure that new customers will visit our clients' websites.

UP TO THE MINUTE NEWS

We are proud to announce that all of our portals are updated every minute, every day of the year. This helps us keep all interested parties ahead of competitors when they access our sites regularly.



BUILD A MARKETING SOLUTION

ADVERTISING & FORMAT

For more information or to advertise in **Construction International** please contact:

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