

# EXTERNAL WORKS

[www.externalworks.co.uk](http://www.externalworks.co.uk)

**ESI.info**  
Established 1988

## MULTI-CHANNEL MARKETING OPPORTUNITIES

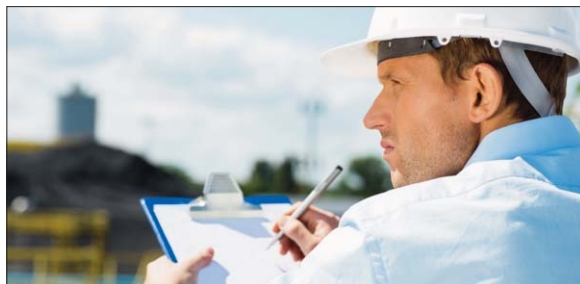
"Whether you want to win projects, get your company specified or proactively target qualified decision-makers, you'll find more decisions go in your favour when you influence your audience with our marketing opportunities."

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Our market research team has over 25 years experience identifying decision-makers in key and complex organisations, including consultants, contractors, government agencies and commercial organisations.

Relationships established over many years give us a huge advantage when identifying key players. People tell us what they're doing, what their interests are and how their organisations are structured. It's a time-consuming process, but it helps us make sure our clients are reaching the decision-makers with the most significant purchasing power.

You can reach and influence our audience through our website and social media platforms, email bulletins, printed publications and direct marketing services.



We market our clients' expertise to leading designers, specifiers and buyers

## 36,049 PROFESSIONAL DECISION-MAKERS AND INFLUENCERS IN KEY ORGANISATIONS

<b>CONSULTANTS</b>	<b>22,478</b>
Landscape architects and designers .....	3008
Civil, structural and highways engineers .....	2950
Architects and planners .....	14,500
Building and quantity surveyors .....	1700
Facility managers .....	320
<b>CONTRACTORS</b>	<b>5750</b>
Civils, building, construction, facilities mgmt .....	3365
Landscape, sportsground and fencing .....	1385
Housebuilders .....	1000
<b>LOCAL AUTHORITIES</b>	<b>4400</b>
Highways and transportation .....	1400
Landscape and urban planning .....	750
Property and architectural services .....	900
Leisure and recreation .....	700
Contract services .....	650
<b>CLIENTS</b>	<b>3421</b>
Property developers, housing associations .....	500
Government agencies: EA, DIO, GTs et al .....	420
Transportation .....	276
Heritage and conservation .....	265
Leisure and recreation .....	210
Education and healthcare .....	950
Commercial and industrial .....	800

Whether you want to increase brand recognition, get your products specified, drive traffic to your website or generate high-quality leads for your sales teams, we have a solution to help you grow and protect your share of the UK market.



**ONLINE PLATFORM** ..... 4-7  
Leverage the EXTERNAL WORKS online platform to give buyers detailed information on your key products and services without adding to your personal workload.



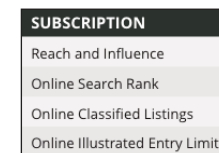
**BULLETIN PROMOTIONS** ..... 8-9  
Build trust in your brand by promoting your expertise and capabilities to an engaged professional audience interested in keeping up-to-date with sector innovations.



**PRINT SHOWCASE** ..... 10-13  
Showcase your star products and projects to buyers who use print before they search online – make sure you're in the frame at the start of a project.



**BUSINESS ADDRESS BOOKS** ..... 14-15  
Use our business lists and direct marketing services to talk directly with your target audience, drive traffic to your website and generate high-quality leads for your sales team.



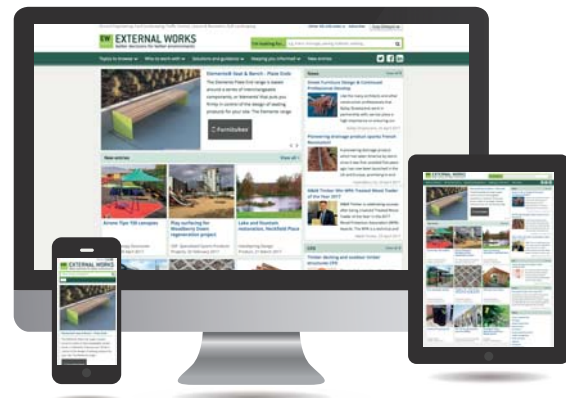
**MARKETING SUBSCRIPTIONS** ..... 16-17  
Increase your visibility and get more decisions going in your favour with a value-added marketing subscription.

// We have been with [ESL.info](http://ESL.info) for many years and I would not hesitate to recommend them as partner for any company. They have a clear strategy and focus which is geared around their clients' needs. //

Take advantage of the EXTERNAL WORKS online platform to extend your brand reach and influence without adding to your personal workload.

Reach designers, specifiers and buyers who trust and value the quality of information we deliver. By giving them qualified choice, we cut out the headache associated with visiting multiple websites to find new suppliers to work with.

Whether you're an established market leader or an innovative start up, we can make sure that buyers have access to well-presented, detailed information on your most important products and services whenever they need it.



EXTERNAL WORKS is a responsive website with dynamic navigation optimised for desktop, tablet and mobile.

EXTERNAL WORKS online is the most comprehensive, dedicated information resource available to external built environment professionals – the website helps buyers reach faster, better quality decisions about who and what to work with.

By illustrating your key products and services, you extend your reach and influence by a factor of 10 – illustrated entries account for over 90% of all entry views.

## What you get as a subscriber

- 1 Content experts to build your microsite and manage your entries for you.
- 2 Your branding on every entry with contact details, social media links, an enquiry form and tools to help buyers progress their interest.
- 3 Up to 12 illustrations per entry, captioned to maximise understanding and engagement.
- 4 Fast facts to help buyers find and understand your business proposition quickly and efficiently, with copy spec functionality for products.
- 5 Downloads and videos to educate and inform.
- 6 Links to related products, projects and services to maximise cross-selling opportunities.
- 7 High-quality links to deep pages on your website to boost your rank in search engine results.
- 8 No promotion of alternative suppliers on your online pages.
- 9 Prioritised ranking in category search results to maximise exposure and engagement opportunities.
- 10 External promotion to search engines.
- 11 Three month promotion of new entries to increase your brand reach and influence.
- 12 Promotion in EXTERNAL WORKS email bulletins, social media sites and printed publications.

We provide a full content editing and production service. Tell us what you'd like to promote and we'll do the work for you.

Buyers can discover and engage with any of your promoted products and expert services from your company microsite.

Detailed illustrated information with downloads and links to related entries to maximise your new business opportunities.

ESI.info's content management system is used to enhance your online content and give you metrics on online entry views, downloads and bulletin promotions.

## What you get as a registered user

- Access to metrics:
  - online entries selected and viewed
  - downloads requested
  - bulletin opens and click throughs
- An interface to manage your company brand, with the ability to add multiple logos and to specify social media links.
- An address management centre where you can add regional and agent addresses in the UK and abroad.
- Access to your published online entries with filters to refine by category, entry type or published status. Clicking through to the detail page, allows you to:
  - edit descriptions, snippets and keywords
  - check and add key data
  - add or suppress illustrations
  - download illustrations
  - add downloads and videos
  - link to related entries
  - specify outbound links to pages on your website
- A management interface that makes it easy to book and schedule slots for bulletin promotions and monthly features.
- Details of your marketing subscription.

## FULL EDITING AND PRODUCTION SERVICE

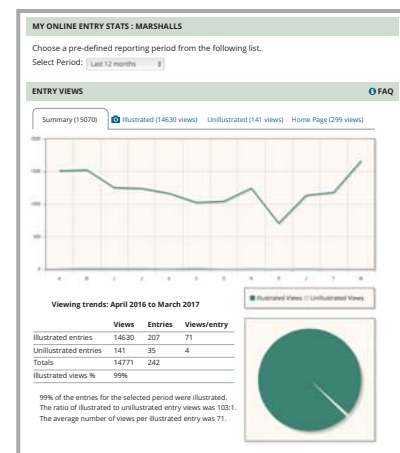
We provide a full content editing and production service for all value-added subscriptions. All you need to do is to tell us what you'd like to promote and we'll do the work for you.

## ONGOING CONTENT CURATION

Once you're up and running, we proactively manage your content for you, checking for changes on a regular basis. If you rebrand, update your downloads or launch a new website, we pledge to update your content on our website within seven days of being notified.

The screenshot shows the ESI.info CMS dashboard. At the top, there's a navigation bar with 'ESI Tools', 'My Shopfront', 'My Company', 'My Campaigns', 'My Metrics', and 'Marketing'. Below this is a sidebar with 'Marshall's' and 'MY SHOPFRONT' sections. The main area is titled 'MY ONLINE ENTRIES' and includes filters for 'Category filter', 'Entry type filter', 'Publishing Status', and 'Order by'. There are three entries listed, each with a 'Live' status and a brief description.

Your content on all ESI.info websites is managed through the CMS.



Metrics show you how your online entries are performing.

## REQUEST A DEMO

If you would like a demo to find out what we could do for you, please call us on **0131 586 4466** or email [marketing@esi.info](mailto:marketing@esi.info) and we will set up a meeting at a time to suit you.

Buyers use EXTERNAL WORKS online because it helps them make better decisions about what to use and who to work with – that means detailed information supported by downloads, case studies and tools to help them explore, refine and choose the right solution for their project.

## What we'll do for you

We'll make sure detailed information on your key products and services is available to buyers when they search EXTERNAL WORKS to find materials and partners for their projects.

## PROCESS

### Consult

- Clarify your marketing goals and challenges
- Identify key products and services you want to promote
- Prepare a content-driven plan to support your objectives

### Promote

- We create any new entries you need
- Improve existing entries as required
- Enrich entries with illustrations, downloads and videos
- Cross reference to maximise sales opportunities

### Support

- Check objectives are being met through regular reviews
- Help you market what's new on an ongoing basis

*It saves a lot of time, having a lot of companies' information in one place, rather than having to search through numerous websites.*

Sarah Daniel, Locality Team Leader,  
Ashfield District Council

*I use your website frequently to find the information I no longer store on my desk. The search facility lets you quickly home-in on the product you are looking for.*

Paul Butcher, Principal Civil Engineer,  
MWH UK Ltd

*ESI.info updates our content on External Works as I'm busy so don't have time to do all of it myself! It's a pretty smooth process – I send them new project information as it comes in, and they upload it and also prompt me to choose the best case studies to promote in their email bulletins.*

Mark Chessell, Chief Executive,  
IOTA

## BENEFITS

- High-quality promotion of your key products and services
- Increased brand awareness
- More new business opportunities
- More inbound links to your website
- Expert content support to minimise demand on your time and resources

EXTERNAL WORKS bulletins are sent to professional decision-makers who are interested in keeping up-to-date with sector innovations.

Any illustrated entries published on the EXTERNAL WORKS website can be promoted, including case studies, products, articles, CPD and news.

Promoting your products and services through bulletins is a great way to increase your brand's reach and generate tangible returns on your marketing investment.

## EXTERNAL WORKS Bulletins INCREASING BRAND REACH AND INFLUENCE

Metrics for Issue 144, May 2017

Sends to B2B specifiers & buyers	21,675
Buyers exposed to promoted brands	4,787
Buyers who clicked for more info	477
Email delivery rate	93%
Send to open ratio	23.07%
Open to click-through ratio	10.96%

EXTERNAL WORKS bulletins are sent to opt-in subscribers and a list of qualified prospects.

To see the audience you could reach and a sample of the bulletins, go to the EXTERNAL WORKS website and click on [Advertise](#).

**EXTERNAL WORKS BULLETIN** Thursday 26 Apr 2017

**Projects**

**Sedum roof secure cycle shelters for modern development**

Queens Park Place, North West London, is a residential development offering modern apartments and penthouses designed for metropolitan living in a Manhattan style. This contemporary development required quality landscaped areas with secure cycle parking to link effortlessly with the building's facade. Langley Design provided a set of cycle shelters with sedum roofs...

**Bespoke street furniture for First Street, Manchester**

Woodscape was awarded the contract from Carlisle Construction Services to design, build and install the bespoke street furniture on site for First Street in Manchester city centre, working from the initial concept designed by Phipps+Landscape Architects. Covering over 20 acres of city centre heartland, First Street is a multi-media cultural...

**Products**

**La Linia Priora textured permeable concrete block paving**

La Linia Priora permeable block paving has a finely textured finish. Manufactured from high-quality exposed aggregates, the paving is available in a range of plan sizes and four tonal greys, enabling striking...

Click-throughs are indicators of real interest - they've seen the visual, read the snippet and want more information ...

**MY BULLETIN STATS : MARSHALLS**

You were promoted in ESI.info email bulletins.

To gauge the quality of your exposure and to see who clicked on your promoted entry, click on the "View" link in table below.

Bulletin	Date	Opens	All Clicks
External Works - Issue 141, Apr 2017	20/04/2017	3713	571
Interior Design - Issue 54, Mar 2017	28/03/2017	2809	122

**EXTERNAL WORKS BULLETIN - ISSUE 141, APR 2017 : CLICKS AND OPENS**

Promoted entry Conversion (29 Clicks) Exposure (3713 Opens)

**Product: La Linia Priora textured permeable concrete block paving**

La Linia Priora permeable block paving has a finely textured finish. Manufactured from high-quality exposed aggregates, the paving is available in a range of plan sizes and four tonal greys, enabling striking visual effects through both colour and shape. Bond patterns can range from simple to complex, from traditional to contemporary. Suitable for pedestrian areas and occasional HGV vehicular...

Promoted entry Conversion (29 Clicks) Exposure

Company	Town	Job title
Glasgow City Council	Glasgow	Asset Manager
City of York Council	York	Landscape Architect
Studio 4	Telford	Managing Director
Douglas Borough Council	Isle of Man	Assistant Borough Engineer
Historic Royal Palaces	East Molesey	Maintenance Surveyor
PRP Architects	London	Landscape Architect
Mott MacDonald	Croydon	Senior Landscape Architect
Ciancy Consulting	London	Divisional Director
Maldon District Council	Maldon	Conservation Officer
Property Elephant	Peebles	Director
Vincent Edberg Chartered Architects	Petersfield	Chartered Architect
Breeze Landscape Architects	London	Partner
DSA Environment & Design	Nottingham	Principal
FM Conway	Sevenoaks	Buyer
Real Landscapes	Holmfirth	Professional Horticulturist
Central Bedfordshire Council	Shefford	Building Surveyor
Fletcher Priest Architects	London	Partner
Barton Willmore	Reading	Landscape Architect

When you are promoted in a bulletin, you can gauge the quality of your exposure through your metrics dashboard. We report the job title, company and location of everyone who opened the bulletin and clicked through to your promoted project, product or service.

There is an engaged, professional audience interested in keeping up-to-date with sector innovations. EXTERNAL WORKS bulletins are a great way to promote your expertise, build trust in your brand and keep your company front-of-mind.

## What we'll do for you

We'll make sure anything you do that is new and interesting is highlighted and promoted to your core target audience through our bulletins and social media channels.

## PROCESS

### Plan

- Identify products or services you want to promote
- Reserve and schedule your slots in less than a minute

### Promote

- Prepare the bulletin for publication
- Proof and check your entry to ensure you're presented to best advantage
- Mail the bulletin to professional buyers and specifiers
- Post links to your promoted entries on EXTERNAL WORKS Twitter and Facebook accounts

### Report

- Show you the job title, company and post town of everyone who has opened the bulletins and who has clicked through to your entry so you can gauge ROI

Thank you. It looks good! I recognised one company which we've recently had an enquiry from.

Dorota Smilgin, Marketing Manager,  
Kee Safety Ltd

Your External Works ebulletins are great - got me looking at a few websites which might be useful when specifying - thanks for opening up my world a bit!

Sheena Raeburn, Director,  
Ian White Associates

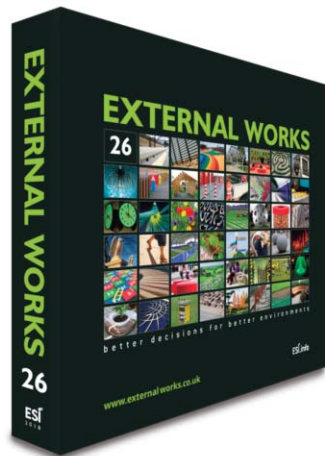
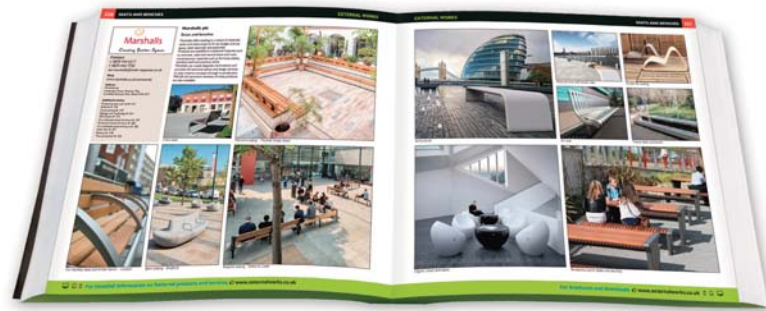
Thank you for featuring our Regents Place case study in your ebulletin. Within an hour of the ebulletin being sent we received an enquiry over the phone for grilles. We are always very impressed with the results we see from our coverage on ESI websites. However, to receive an enquiry within such a short time-frame really proves how effective interacting with your audience can be.

Kent Stainless (Wexford)

## BENEFITS

- Builds trust in your brand
- Extends your reach and influence
- Creates new business opportunities
- Drives traffic to your website
- Seeing the audience you've reached and who's clicked for more information makes it easier for you to assess ROI

EXTERNAL WORKS continues to exert a powerful influence during the early stages of a project. It's the best place for buyers to get a clear overview of market-leading companies and products to work with.



Edition 26 will give you 18 months high-quality, branded promotion from September 2018.

**Publication September 2018**

Print run 10,500  
Guaranteed circulation 10,000

**Advertising costs**

Half page £825  
Full page £1650  
Double page spread £2475  
Additional pages £825

\* Pages are included for subscriptions with a commitment period extending 12 months from publication date - see page 16 for details.

**Production data**

Page size 230x210mm  
Illustrations Screen 150

## 10,000 GUARANTEED CIRCULATION

**LOCAL AUTHORITIES 1750**

Landscape and urban planning 450  
Leisure and recreation 350  
Highways and transportation 550  
Property and architectural services 200  
Contract services 200

**CONSULTANTS 4800**

Landscape architects and designers 1900  
Architects and urban designers 1800  
Civil, structural and highways engineers 900  
Construction management surveyors 200

**CONTRACTORS 2250**

Civil engineering and construction 1200  
Landscape, sportsground and fencing 800  
Housebuilders 250

**CLIENTS 1200**

Property developers, housing associations 200  
Government agencies: EA, DIO, GTs et al 175  
Transportation 110  
Heritage and conservation 155  
Leisure and recreation 180  
Education and healthcare 300  
Commerce and industry 80

Our core audience is landscape architects, civil engineers, architects and quantity surveyors across the four segments. We identify and reach professionals in leading organisations who are responsible for the bulk of major projects in the UK.

EXTERNAL WORKS is used by designers and specifiers during the early stages of a project to generate ideas and identify suitable products and partners. They use it to review options in design meetings and discussions with clients, or simply to get a quick overview before getting more detailed information online.

### What we'll do for you

We'll make sure buyers who like using print have an overview of your products and services so you're in the frame at the start of a project.

## PROCESS

**Consult**

- Identify star products and services you want to illustrate and promote

**Design**

- Create entries that are visually striking and informative

**Check**

- Send you a PDF proof for approval

**Promote**

- Send a copy of EXTERNAL WORKS to every buyer who has requested a copy to help them make better decisions about who and what to work with

Hard copy is easier to browse when discussing options with colleagues and clients.

Principal Engineer, Waterman Infrastructure & Environment Ltd

I use a combination of website and the book, but tend to look at book first.

Senior Landscape Officer, Cardiff Council

We use it in and out of the office.

Director, City Design Co-operative Ltd

I like to get a quick overview of all the products by flicking through the pages and then use the internet to check up on specific product information.

Principal Landscape Architect, Gillespies LLP

Locating a supplier via the internet requires some idea of which range of firms you might be considering. This is much more time-consuming than flipping through well-illustrated pages which give an inspiration for products which you might not know existed.

Senior Associate, Donald Install Associates Ltd

## BENEFITS

- Designers and specifiers get a clear, illustrated overview of your key products and services
- You have an excellent chance of being approached or specified early in the project

EXTERNAL WORKS print pages are based on a flexible grid so you can emphasise your key strengths and create a strong impression.

Double page spreads, full pages and half pages can all be used to showcase and promote your star products and services.

We'll prepare the pages for you - all we need is a clear idea of what you want to promote and high-quality illustrations to create an attractive and compelling layout for you.

### Production process

We start to prepare your entries four months before the close of sales. Proofs are typically supplied for approval two weeks after illustrations have been submitted.

### Descriptions and contact details

We prepare the description and the contact panel using source data supplied by you to our standard house style.

### Specification for illustrations

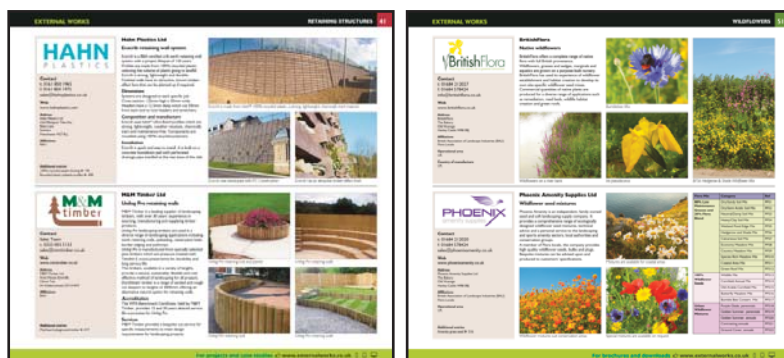
- Minimum resolution 300 dpi
- Formats accepted eps, tiff or jpg
- Illustration options
  - Product photographs
  - Projects to show applications
  - Line drawings and diagrams
  - Process schematics
  - Tabulated information



Double page spreads give you maximum impact



Full pages can be used to create impact or to illustrate up to 13 products



Half pages ensure you have branded presence in the printed edition

Focused entries get the best results - use your pages to promote distinct products and services

### GROUNDWORKS

- Geomembranes and environmental liners
- Ground reinforcement – non-degradables
- Ground reinforcement – biodegradables
- Green roof products and systems
- Retaining structures
- Hydroseeding
- Knotweed management
- Landscape services

### DRAINAGE

- Headwalls and outfalls
- Stormwater flow control devices
- Stormwater storage and attenuation
- Sports pitch drainage
- Geocomposite drains
- Cellular permeable paving systems
- Porous resin-bound systems
- Permeable concrete block paving systems
- Linear channel drainage systems
- Combined kerb and drainage

### PAVEMENTS

- Kerbs
- Landscape edgings
- Tactile paving
- Asphalt
- Resin bound pavements
- Concrete paving flags
- Concrete block paving
- In-situ decorative concrete
- Porcelain tiles
- Natural stone
- Footpath and landscape aggregates
- Surfacing ancillaries
- Decks and boardwalks
- Pedestal support systems
- Metal floor gratings
- Bridges for foot and light vehicular traffic

### FENCING

- Mesh, grating and louvred fences
- Vertical bar, ornamental and estate railings
- High-security fencing
- Recycled plastic fencing
- Timber fencing and slatted screens
- Construction netting
- Acoustic barriers and green screens

### TRAFFIC

- Gates and turnstiles
- Road barriers and blockers
- Vehicle safety barriers
- Post and rail systems, guardrails and handrails
- Traffic calming, speed and flow control systems
- Parking posts
- Bollards
- Crash rated bollards
- Utility posts
- Cycle shelters and stands
- Architectural and corporate signs
- Urban wayfinding and digital signs
- Signs for parks and rural locations
- Illuminated bollards
- Reflective bollards
- Solar sign lighting systems

### AMENITIES

- Road, street and amenity lighting
- Co-ordinated street furniture
- Seats and benches
- Litter bins
- Recycling units
- Planters and planting systems
- Shelters, canopies and walkways
- Shade sails and tensile structures
- Amenity and leisure buildings
- Plant housings
- Storage compounds and bin stores
- Gatehouses and kiosks

### FEATURES

- Bespoke timberwork
- Bespoke metalwork
- Architectural cast stone
- Public art and sculpture
- Exterior clocks
- Landscape ornament
- Fountains and water displays
- Lakes and watercourses
- Swimming pools and spas

### RECREATION

- Playgrounds
- Outdoor fitness
- Safer surfacing
- Playground fencing
- Skate parks
- Multi-use games areas
- Artificial sports pitches and accessories
- Natural sports pitch construction
- Sports sands
- Sports equipment
- Sports shelters
- Sports fencing
- Sports netting
- Spectator railings

### SOFTSCAPE

- Irrigation
- Weed control fabrics
- Cultivated landscape and sports turf
- Grass seed specialists
- Wildflowers
- Tree protection
- Arboricultural services
- Trees
- Hedging and topiary
- Shrubs and climbers
- Herbaceous perennials
- Hardy exotics
- Aquatic plants

If your product or service is not covered, we'll create a category for you.

ESI.info has an unrivalled database of professional designers, specifiers and buyers that you can leverage to maximise returns on your marketing campaigns.

decision-makers in key and complex organisations, including local authorities, and leading consulting, contracting and client organisations are thoroughly researched and checked each year.

Taking advantage of our address books of qualified contacts ensures your email campaigns reach the decision-makers and influencers that matter to you.

Contacts can be selected by business activity, job function or geographical location. Address books can be deduplicated against your own contacts to give you new business opportunity files.

## Business List Rental Rates

### Cost per '000 business contacts

Platinum marketing subscription	£275
Gold marketing subscription	£325
Silver marketing subscription	£450
Bronze marketing subscription	£525

Business contact lists include full address, telephone, direct business email and segmentation codes. For Platinum subscriptions, the first 5000 contacts are included in the subscription costs.

## 36,049 PROFESSIONAL DECISION-MAKERS AND INFLUENCERS

### CONSULTANTS 22,478

Landscape architects and designers	3008
Civil, structural and highways engineers	2950
Architects and planners	14,500
Building and quantity surveyors	1700
Facility managers	320

### CONTRACTORS 5750

Landscape, sportsground and fencing	1385
Civils, building and construction	3175
Facilities management	190
Housebuilders	1000

### LOCAL AUTHORITIES 4400

Highways and transportation	1400
Landscape and urban planning	750
Property and architectural services	900
Leisure and recreation	700
Contract services	650

### CLIENTS 3421

Property developers, housing associations	500
Government agencies: EA, DIO, GTs et al	420
Transportation	276
Heritage and conservation	265
Leisure and recreation	210
Education and healthcare	950
Commercial and industrial	800

June 2017 snapshot. Selections are customised to suit your requirements - counts available on request.

## HIGH-QUALITY LISTS

We don't supply generic emails - 82% of our contacts have personal business email addresses. Full postal addresses are available for the most influential contacts.



## MANAGED CAMPAIGNS

ESI.info runs professional mailing campaigns for clients. We can use your email html or one of our mobile-optimised template designs. Details on request.

Whether you want to drive traffic to your website, launch a new product or service, or simply reach a wider audience for your news and promotions, we can create a customised email address book to help you achieve your objectives.

## What we'll do for you

We'll create high-quality address books to help you maximise returns from your direct marketing activities.

## PROCESS

### Plan

- Plan a campaign or series of campaigns
- Tell us who you want to target or call us to talk through your requirements and explore possibilities
- Let us know when you need the address books

### Search and select

- We select contacts to match your target customer profile by business sector, job function or location
- Process any contacts you want to include or exclude
- Provide you with a summary report for approval
- Finalise the contact selection for you

### Deliver

- Provide you with reports and an excel file to import into your email or CRM system. Contacts are classified by business activity, job role and location, making it easy for you to segment your datasets.



## Managed campaign case study

Business email address books from ESI Direct  
Client: Newton Waterproofing Systems

- 11 managed email campaigns
- 95.33% of emails delivered
- 28,007 unique opens
- 2901 link clicks to find out more

*With gone-aways at a minimum and response levels well above average, ESI.info is a company that truly understands the market and has the capability of compiling a selection of named contacts that matches client needs. I continue to value the additional insights they provide.*

Nick Gill, Client Services Account Director,  
CIB Communications Ltd

## BENEFITS

- High quality business lists ensure you maximise the effectiveness of your email and direct marketing campaigns
- Generate high-quality leads for your sales team
- Build brand awareness
- Drive traffic to your website
- Easily quantify return on investment



Whether you want to win projects, get your company specified or proactively target professional decision-makers, you'll find more decisions go in your favour when you influence your audience with one of our value-added marketing subscriptions.

SUBSCRIPTION	BRONZE	SILVER	GOLD	PLATINUM
Reach and Influence	x10	x20	x50	x200
Online Search Rank	2	2	1	1
Online Classified Listings	✓	✓	✓	✓
Online Illustrated Entry Limit	10	20	40	80
Bulletin Promotions	1x per year	2x per year	4x per year	8x per year
Print Showcase Pages*	1x half page	1x full page	2x full pages	4x full pages
Online Monthly Features			1x per year	2x per year
Business List Rental				5000 contacts
Annual Subscription	£995	£1788	£2976	£5974

Subscriptions can be customised to suit requirements. For a full description of features, go to [www.externalworks.co.uk/opportunities](http://www.externalworks.co.uk/opportunities)  
 \* Print Showcase Pages in EXTERNAL WORKS are included for subscriptions covering 12 months from the scheduled publication date.

SERVICE & SUPPORT	BRONZE	SILVER	GOLD	PLATINUM
Content Management System	✓	✓	✓	✓
Content Framework	We build it	We build it	We build it	We build it
Annual Content Audit	✓	✓	✓	✓
Full Entry Production	5x per year	10x per year	25x per year	50x per year
Major Changes Service	✓	✓	✓	✓
Managed News Service			✓	✓
Engagement Metrics	✓	✓	✓	✓
Account Reviews	Annual	Biannual	Biannual	Quarterly

### Making it easy for you

Paid-for subscribers are provided with a full production service.

We will create and enhance entries for any products and services you want to promote up to your annual full entry production limit.

That means you don't have to worry about copywriting or managing your content, freeing you up to focus on business development.

We'll keep in regular contact to help you maximise promotional opportunities.

### SUBSCRIPTION FAQs

#### REACH AND INFLUENCE

By illustrating your products and services online, you increase your reach by a factor of 10 – over 90% of entries viewed online are illustrated.

The higher the subscription you take, the more opportunities and benefits you get. Platinum accounts get up to 5000 contacts selected from ESI.info's prospect database to support sales and marketing campaigns.

#### PRIORITISED PROMOTION

Clients with paid-for subscriptions are promoted above free entries wherever possible.

Search rank is the default sort order in browse and search results. Illustrated entries are grouped by subscription and presented in a daily randomised order. The higher your ranking, the more likely you are to be selected and specified.

We promote alternative products and services from our clients if they are relevant on free entry pages.

Monthly features are given prime position on the EXTERNAL WORKS home page carousel.

Interesting new illustrated projects and products, as well as entries featured in bulletins, are promoted through EXTERNAL WORKS social media channels.

#### BULLETINS

Your subscription entitles you to the number of bulletins specified each year. It takes less than a minute to schedule a promotion. We'll remind you to make sure you don't lose opportunities inadvertently.

#### PRINT SHOWCASE PAGES

Up to the specified number of pages are included in EXTERNAL WORKS print editions if you have a contract with a commitment covering 12 months from the scheduled publication date. Print pages can be booked as solus insertions before sales close for each edition.

#### BUSINESS LISTS

Business list rental is included for Platinum accounts. If you are a client, you can rent lists tailored to your requirements. If you are interested in running email campaigns and don't have the in-house resources to manage the process, we can provide you with a fully managed service – more information on request.

#### COSTS

Annual charges apply per company or brand promoted through EXTERNAL WORKS marketing channels. If you have multiple brands and/or operate in multiple market sectors, please ask for a quote. The minimum contract term is 12 months. Discounts are available for extended contract terms.

#### SERVICE & SUPPORT

##### Content Frameworks

WE BUILD IT means we create a content framework to cover the products and services you want to promote.

YOU BUILD IT means that you are responsible for managing your own online content. This applies to all free subscriptions which give a basic branded presence.

##### Full Entry Production

Online entries we compile for you will be customised to make them unique.

We provide full authoring services for paid-for subscriptions. At the start of each contract term, we create or optimise entries for the products and services you want to promote up to the specified annual limit. Print showcases pages are designed and written by ESI.info editors.

##### Ongoing Account Reviews and CMS Support

Account reviews focus on making sure you are represented to best possible advantage.

Annual content audits for retained clients involve checking all your entries are still valid and optimising your entries wherever possible.

Managed news means we will monitor, publish and promote any press releases you send to [editors@esi.info](mailto:editors@esi.info).

Major Changes Service is included as standard and fulfilled in five working days. It covers:

- New website launches  
When you launch a new site, we check and update all the links from your entries to your website.
- Rebrands  
We upload new logos, documents and files to reflect changes in your brand positioning.

##### Metrics

When you log into your dashboard, you can view metrics for your online entries and bulletin campaigns.

Lang+Fulton has subscribed to ESI's publications and websites since 2003. They have provided an invaluable market resource in reaching architects and landscape designers. The services provided have always been of the highest possible standard.

Heather Fulton,  
UK Marketing Director,  
Lang+Fulton

### FURTHER INFORMATION

#### ON YOUR DASHBOARD

Log in or register on the EXTERNAL WORKS website to:

- Get more information on marketing subscriptions
- View the audiences you could reach through the email bulletins
- Enhance your profile by editing or creating entries to reflect your business strengths and capabilities

#### REQUEST A DEMO

If you would like a demo to find out what we could do for you, please call us on 0131 586 4466 or email [marketing@esi.info](mailto:marketing@esi.info) and we will set up a meeting at a time to suit you.

Every great environment is based on sound decisions about what materials to use and who to work with.

On ESI.info websites, you will find the broadest mix of product and supplier information on the market, combined with insightful articles and case studies to keep you up-to-date with sector innovations.

**ESI.info** | better decisions for  
better environments

Tell us what you need and we'll get on to it today.

0131 586 4466 marketing@esi.info www.esi.info

**EW**  
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### EXTERNAL WORKS

Ground Engineering, Hard Landscaping, Traffic Control, Leisure & Recreation, Soft Landscaping

[www.externalworks.co.uk](http://www.externalworks.co.uk)

**BD**  
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### BUILDING DESIGN

Complete Buildings, External Envelope, Structural Fittings, Building Products & Materials

[www.buildingdesignindex.co.uk](http://www.buildingdesignindex.co.uk)

**BS**  
INDEX

### BUILDING SERVICES

Air Conditioning, Ventilation, Heating, Transport Systems, Light, Power, Safety

[www.buildingservicesindex.co.uk](http://www.buildingservicesindex.co.uk)

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### INTERIOR DESIGN

Surface Finishes, Furniture & Fittings, Art & Decoration, Designer Projects

[www.interiordesignindex.co.uk](http://www.interiordesignindex.co.uk)

**EP**

### ENVIROPRO

Water, Wastewater, Climate, Soil, Energy, Recycling, Technology, Production

[www.enviropro.co.uk](http://www.enviropro.co.uk)