



RIBA  **Insight**

Your route to successful product specification



RIBA Insight offers a unique range of services with multiple routes to product specification which no other organisation can match.

About RIBA Insight

We help you deliver the right level of information in the right place, to the right people, at the right time and in the right format.

RIBA Insight is part of the Royal Institute of British Architects (RIBA), and for over 30 years we've been helping product manufacturers get their products specified.

Our products include RIBA Product Selector, RIBA CPD, RIBA Journal and NBS, renowned for producing the UK's industry standard specification system.

Using the experience and knowledge that our unique position gives us, we put manufacturers in front of construction professionals at the very point that they make key specification decisions. The services we offer are interlinked and work together to put you in front of specifiers throughout the whole design process. Our expertise can help you target organisations across the construction industry and significantly boost your opportunities for getting specified.

Multiple routes to product specification



86%

of the top 120 architectural practices in the UK use RIBA Product Selector

Architects' Journal Top 120 2015



Maximise your chances of being specified by including your company and product details in our Product Selector online service.

RIBA Product Selector

The industry-leading index of manufacturers' product information used by architects and construction professionals.

Specifiers use ribaproductselector.com when searching for information and enjoy free access to product catalogues, technical documents, design files, case studies and company contact details.

Many leading national and international manufacturers are already listed. If you are not featured in this highly respected RIBA online directory, the chances are your competitors are winning business that could be yours.

- Place your product information in front of specifiers in the right place and at the right time – when they're working on live projects and researching product information
- Showcase your company details and ensure that specifiers can find details of the products and services you offer

- You can add the RIBA Product Selector logo to your own marketing materials to strengthen your reputation
- You can add case studies and product catalogue downloads to your online listing – this is your gateway to putting your own product information in front of specifiers
- Update your own details to ensure your online information is always up to date
- As the website is optimised for mobile use, architects can find your product information when they're on the move
- Your product information will also be included within the NBS BIM Toolkit and made available to specifiers working on the early stages of a Level 2 BIM project

Raise your profile amongst specifiers and ensure that they can find you when searching online or in the printed directory for product information.

"ribaproductselector.com is easy to navigate and seen as the first point to begin a search through the industry."

RIBA Insight Specification and Product Selection Survey 2014

89%

of the UK's top 120
architectural practices
have access to NBS Plus

Architects' Journal Top 120, 2015



Include your products in the NBS specification system where they can be instantly specified within a project.

NBS Plus

A dedicated section in NBS software for technical product information and an integral part of the UK's industry-leading specification system.

NBS is the preferred specification system for the construction industry, used by the majority of architectural and design practices in the UK. NBS Plus is a dedicated section of manufacturers' technical product information which is embedded into relevant specification clauses within this system. This means that your products can be instantly added into a project specification by a designer, architect or contractor.

Your product information is authored by NBS experts in the official NBS format and linked to specific clauses in the NBS specification. This means that specifiers can import your product information directly into the specification at the time it's being written and minimises the chance of product substitution.

- Straightforward to join – simply supply your product literature and data sheets and our technical experts will do the rest

- Specifiers have instant access to your company and technical product information at the crucial time of specification
- Less chance of product substitution as your products are placed directly within the specification
- Inclusion in NBS Plus significantly increases your chances of being specified and gives you greater product exposure and brand awareness than your competitors
- Your NBS Plus information is linked to your listing in ribaproductselector.com, making it twice as easy for specifiers to find it
- Increase your exposure by embedding your NBS-formatted technical product information into your own website where it is automatically kept up to date

All manufacturers with products listed in NBS Plus benefit from additional exposure through the NBS BIM Toolkit

For instant specification of your products, look no further than NBS Plus.

Over
600,000

objects have already
been downloaded from
nationalBIMlibrary.com

Since launch in May 2013

www.nationalBIMlibrary.com



Place your products directly in front of specifiers when creating a BIM design model.

NBS National BIM library

Home of the UK's dedicated library of digital product information for Building Information Modelling (BIM) projects.

BIM is the future of the construction industry and required on all Government projects by 2016. If you want your business to be part of it, you need your own products to be available as digital 'BIM objects' which can be included in the design model.

The award-winning NBS National BIM Library hosts thousands of generic and manufacturers' BIM objects which specifiers can place directly in their BIM design projects. Partner with us and join the experts who are at the forefront of the BIM revolution.

- Be confident that your objects will be authored to meet the NBS BIM Object Standard by our team of experts with high quality, relevant and valued information
- Alternatively choose our certification and hosting service if your BIM objects have been authored by another provider, and we will assess your objects to ensure they comply with the NBS BIM Object Standard
- Free software tools integrate NBS National BIM Library with leading design packages. This makes it easy for designers to search for and select your BIM objects and then drop them directly into their design model
- When complemented by a subscription to NBS Plus, your products can be instantly available, both within the specification and also the design model, reducing the risk of product substitution

- We offer unique exposure for your products which no other BIM library can match
- Sync your BIM objects so that they're available to download from your own website too. Updates to your objects on nationalBIMlibrary.com are instantly updated on your website, and having your objects in two places doubles the chance that specifiers will find them

NBS BIM Object Standard

- The NBS BIM Object Standard was created to provide consistency to all BIM objects and is used by professionals throughout the industry
- All BIM objects will be authored by NBS to meet the Standard and we can assess and certify those BIM objects authored elsewhere before hosting them on our website

NBS BIM Toolkit

- A free-to-use online tool developed by NBS to help the UK construction industry work to Level 2 BIM
- Your BIM objects will be integrated free of charge into the BIM Toolkit where they can be accessed by thousands of specifiers working on BIM projects

Don't get left behind. Be ready to embrace the future and be involved in the growing number of BIM projects.

For competitive advantage, convert your products to BIM objects and get specified with NBS.

"We share the opinion that Building Information Modelling is the future for construction and are keen to ensure Ancon clients are able to capitalise on the many benefits and opportunities it brings, including cost reduction, greater collaborative working and early clash detection. We are pleased to support the industry drive towards widespread BIM adoption by investing in the creation of BIM Objects."

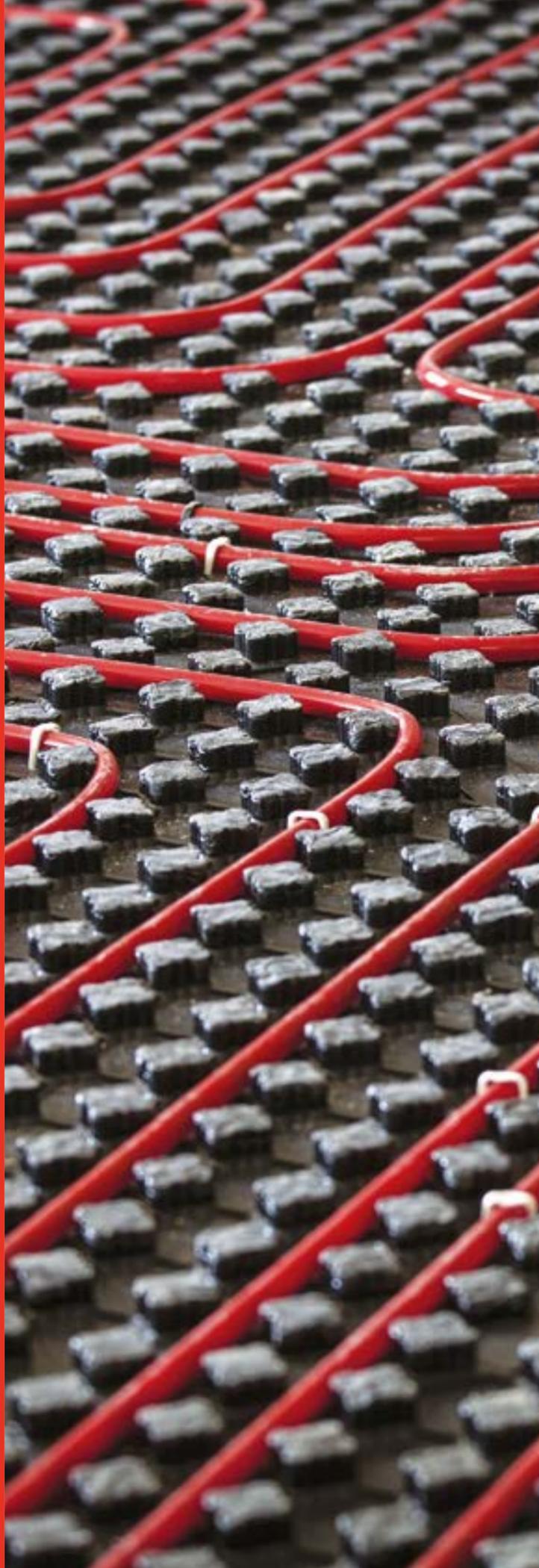
Annabelle Wilson, Ancon Marketing Manager



85%

of architects recognise
the RIBA CPD Providers
Network logo

RIBA CPD Providers Network Survey



Use your product and industry knowledge and expertise to build long-term relationships with specifiers.

RIBA CPD Providers Network

A RIBA-approved programme of CPD which you can deliver directly to specifiers.

Continuing Professional Development (CPD) is a mandatory requirement for architects. Joining the RIBA CPD Providers Network offers you a unique opportunity to build those all-important relationships with architects, through CPD. It offers a means of informing and educating key influencers on issues, technologies and innovations related to your products or services. At the same time it raises brand awareness, increasing the chances of your product being specified.

Membership of the RIBA CPD Providers Network brings a wide range of benefits such as access to the expertise of the RIBA CPD team and to have CPD material RIBA-assessed in a wide variety of formats. It also includes promotion of your CPD material through our websites and the opportunity to be included in RIBA CPD Showcase, a monthly e-newsletter sent to over 13,000 architects and other specifiers, and opportunities as a Network Provider to take up exclusive additional services. You can also use the prestigious RIBA CPD logos on your literature, event stands and other promotional material.

- Subscribe to the RIBA CPD Providers Network and present your CPD materials to construction industry professionals face to face
- Opt to have a range of CPD material approved in a number of different types and formats including digital, providing a variety of options to busy specifiers

- Provide information to specifiers who are looking to keep up to date with product and industry developments
- RIBA accreditation of your CPD material raises your profile and strengthens your brand
- Exclusive events held for RIBA CPD Network Providers help you to improve your own knowledge and CPD presentation skills
- Learn about current and future projects within the architectural practices you visit and maximise your sales opportunities
- Take up additional exclusive Network Provider opportunities - such as having an RIBA Journal CPD Feature created for you

RIBA CPD Roadshows

There are additional opportunities to present your RIBA-approved CPD material to architects and construction professionals in the regions, at over 20 RIBA CPD Roadshows held across the UK each year. These are a unique opportunity to engage with a large audience of product specifiers and to deliver your CPD seminars face-to-face.

Personally introduce your products to the very people who specify them by joining the RIBA CPD Providers Network.

"I very much believe that RIBA CPD is the best way to reach the quality of specifiers and architects that we want to communicate with."

RIBA CPD Providers Network Survey



29,000

subscribers to our weekly
e-newsletter



Build awareness of your brand with our exclusive access to specifiers and key decision makers.

Direct Marketing, PR and Sponsorship

Additional opportunities to reach specifiers.

RIBA Insight offers a range of advertising opportunities to further raise your profile and build your brand presence in front of architects and other key construction industry professionals.

- Guest features on theNBS.com
- Features in the weekly NBS e-newsletter sent to over 29,000 subscribers
- Online sponsorship of key topic areas on theNBS.com
- Banner ads to build awareness of your brand and products on ribaproductselector.com, ribacpd.com, nationalBIMlibrary.com and theNBS.com
- Unique sponsorship packages for key industry conferences, events and RIBA CPD Roadshows

Maximise your potential exposure on our market-leading websites with our direct marketing and sponsorship opportunities.

Over
27,000
architects receive the
RIBA Journal



Deliver a programme of advertising to over 27,000 architects.

Advertising with RIBA Journal

RIBA Journal Magazine

RIBA Journal is sent to every member of RIBA and is unrivalled in the number of qualified architects it reaches. With an audited circulation of 27,613, the RIBA Journal has the largest ABC audience of any architectural title targeting the UK architect, and has been distributed to generations of architects for 120 years.

It offers unparalleled opportunities to advertise your products and services. Advertising options include printed display advertisements and content marketing, plus promotional e-bulletins.

- The ideal platform to promote products and services to architects involved in specifying on a wide range of projects across the built environment
- Offers access to architects involved in refurbishment, regeneration and new build schemes across the world

RIBAJ.com

- Relaunched in July 2014, the website is available on desktops, tablets and smartphones
- Includes content from the printed magazine as well as brand new, web-exclusive content
- Offers content-led advertising and marketing opportunities, and sponsored content packages, to target architects and architectural firms across the UK and international markets
- The ideal platform to promote products and services to architects involved in specifying on a wide range of projects across the built environment

PIP (Products in Practice)

- Launched in 2013, PIP is RIBA's products and materials supplement
- Produced six times a year and distributed to the UK circulation of the RIBAJ
- Looks at the new projects, products, and innovations that are shaping the construction world

Events

- RIBA Journal hosts a series of one-day conferences on specialist subjects with a content-rich programme delivered by expert industry speakers
- Attendees are a mix of architects, designers and other specifiers of construction products, plus a range of product manufacturers
- There are sponsorship and exhibitor opportunities available, giving you direct access to decision makers and leading, high-profile national and international architectural practices



For queries about RIBA Product Selector, NBS Plus, NBS National BIM Library and RIBA CPD Providers Network, contact:

T: +44(0)345 200 1056

E: info@riba-insight.com

Follow us @RIBAIInsight

www.riba-insight.com

For direct marketing, sponsorship and opportunities with RIBA Journal, contact:

T: +44(0)345 200 0808

E: info@ribaj.com

Follow us @RIBAJ

www.ribaj.com

The Old Post Office, St. Nicholas Street,
Newcastle-upon-Tyne NE1 1RH



RIBA  Insight

Cover: Image supplied courtesy of Rheinzink
Top left: Image supplied courtesy of Rheinzink
Top middle: Image supplied courtesy of SIG Design & Technology
Bottom middle: Image supplied courtesy of GROHE Ltd