

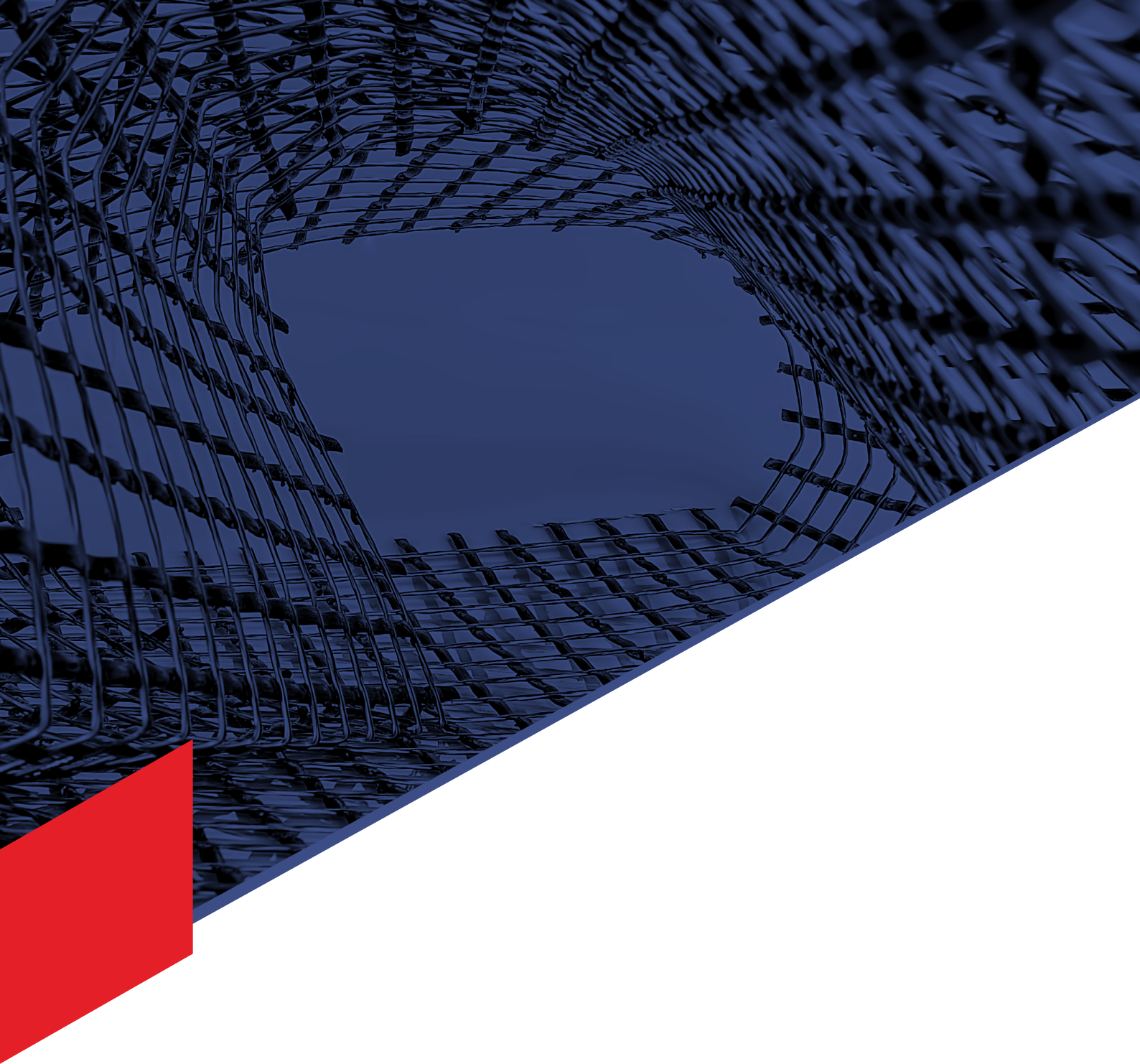
# DIGITAL CONSTRUCTION MEDIA GUIDE

- ARCHITECTURAL MEDIA

INSYNTH'S DEFINITIVE GUIDE TO THE ONLINE  
PROFILES OF UK CONSTRUCTION & BUILDING  
PRODUCT MEDIA

—  
JUNE  
19





# ARCHITECTURAL JUNE 2019

INSYNTH MARKETING LTD.  
LEIGH SIMPSON



# CONTENTS

**04**

COMMENT

**05**

INTRODUCTION

**06**

HOW THIS GUIDE HELPS  
YOU

- 11 Short Term Factors
- 11 Long Term Factors
- 12 What This Guide Doesn't Do

**07**

CHANGES FROM 2018

**08**

METHODOLOGY

**09**

RESULTS

**10**

DIGITAL MEDIA GRADER  
TOP 10

**12**

THE FULL LEAGUE TABLE

**14**

ABOUT INSYNTH



# MESSAGE FROM THE AUTHOR



## LEIGH SIMPSON

CEO, Founder

Leigh combines a passion for data, digital and marketing strategy, with 30 years of sales and marketing experience in the building products industry.

Leigh has started and scaled innovative, high growth businesses and worked in SME and FTSE 100 organisations.

He firmly believes that Inbound has all of the ingredients to have a major impact on sales and marketing for Construction & Building Product Brands over the next few years, and he is committed to helping ambitious companies fulfil their potential using this highly effective methodology which delivers a genuine competitive advantage



**The Insynth mission is to help building product manufacturers to grow by maximising the opportunities presented by inbound digital marketing.**

Just like our research into the effectiveness of building product websites, our media grader research again highlights the businesses who are strategically using digital channels to reach and engage with their audience, and those who simply 'have a website'!

Some titles have flourished in this brave new world, while some traditional stalwarts of the media appear to have struggled to grasp the opportunities presented by the internet and more recently, social media.

Today's marketing professionals in the building product industry need reliable media partners; publishers who can be relied upon to help to promote great content and keep their audience up to date with the latest news and product and design innovations.


We hope that this guide helps you plan your media and content schedules, and that it helps you cut through the noise and claims from publishers.

LEIGH SIMPSON  
AUTHOR & FOUNDER





# INTRO



**The 2nd edition of Insynth's Digital Construction Media Guide provides you with an independent and objective assessment of digital media as part of your online construction marketing strategy.**

Metrics and indicators were compiled for website authority, physical reach, digital reach and social following.

Insynth's proprietary algorithm used this data to provide a unique ranking for each title.

The aim of these ratings is to provide construction sales and marketing professionals and business leaders with an insight into the effectiveness of the titles they are using or considering as part of their marketing communications plans and content strategy, in particular;

- How beneficial the backlinks are to their own website
- How large an audience the title has the capability of reaching.
- Whether there is any risk of toxic backlinks

This guide is free to sales and marketing professionals in the UK construction and building products industry as well as senior executives.



## CREDITS

---

A huge thank you to ConstructUK for allowing us to use their publications list as part of our research. If you haven't used this construction sales & marketing resource before, we highly recommend it.





# BUILDING PRODUCT MARKETERS

## How This Guide Helps You

These days, companies must use every potential channel available to engage with the market. The way people buy has changed massively in recent years and at least 80% of the specifiers journey is now conducted online before reaching out to a supplier or manufacturer.

To keep up with this shift in buyer behaviour, the world of publishing has digitised with e-magazines, improved websites, email newsletters and twitter feeds.

But how effective are they and how beneficial are they to you? Until now, there hasn't been an independent assessment of the different titles on the market, cutting through the sales pitches and selective statistics that publishers use. We have provided a more rounded objective and holistic assessment of a title's value to your wider marketing goals, beyond simply page advertising.

We have weighted short term and long term factors differently to better reflect their impact on your business.

### SHORT TERM FACTORS

Circulation and social reach are key factors. However, they are short term.

---

Social media exposure is fleeting, with the lifespan of a tweet now only 18 minutes. E-shots get filtered out and magazines get skimmed, if they ever get out of their cellophane wrapper in the first place.

Our algorithm has dialled back on the weighting of these factors to reflect that while they have short term impact, times have changed and they don't really carry the same weight in a search driven business environment.

### LONG TERM FACTORS

A key element of your website and SEO strategy really needs to be building strong, relevant and healthy backlinks from reputable sources.

---

Google pays a great deal of importance to the company that you keep. If top rated sites like the BBC or The Guardian carry an article about your business and include a link to your website it will carry far more kudos than if your friend with a local hobby club links to you.

Good links provide great 'juice' for your site in the long term, improving your rankings, which in turn improve your site traffic, brand awareness and leads. Everything that you could want.

Due to this, we have weighted domain authority and spam scores highly in our algorithms as they are critical to long term success.

### WHAT THIS GUIDE DOESN'T DO

The guide doesn't suggest the value of any title to your business, but if it is a close call between two titles and your budget is limited, then it could help you decide the better fit for you.

---

We're not telling you what titles to use, which are good or which less so. This is a high level view based upon common data. By properly understanding your customers and the media that they use you will be able to identify the best methods of engaging with them.

# CHANGES FROM 2018

There have been a number of key changes to the guide from 2018.



## More Titles

---

Firstly, we have deepened our research into the market and identified a number of new titles to include for analysis. In total there are 14 new titles added to the 2019 list.

There have also been a few titles that have ceased to be published, most notably the McDermott Publishing titles such as DABS.

We have also tightened up the inclusion criteria for listing in the Architectural guide, shifting a number of titles into more specialist categories, which are published separately.



## Deeper Research

---

By using more tools and examining the individual magazine websites in more detail, we were able to gain deeper insights into publishers digital marketing capabilities.

In particular, how integrated their social media activity with their websites, how backlink opportunities re added via directories and how much engagement with readers is encouraged.

Publishers missing these elements on their websites are notably ranking lower in the guide, which is symptomatic of the lack of strategic importance these publishers are putting on their digital marketing efforts.



## Moz Domain Authority Changes

---

We delayed the publication to ensure that we captured the latest domain authority rankings, using Moz's latest algorithms.

These were updated in March 2019 and had a significant impact on some websites, some positively, others negatively.

We were also able to take advantage of some new features in other SEO tools to improve our insight into domain quality, potential toxic backlinks and website traffic.



## ABC Certification

---

Following feedback from publishers, we felt it necessary to include a score for having a certified circulation.

Title which are ABC certified are now identified and their scores reflect this accreditation.



# METHODOLOGY

Only titles with a clear element of building product coverage were included in this guide. This tended to exclude academic, societal journals and titles/media just covering news.

All titles included need to demonstrate that their content was primarily written for architects and designers.

## EACH MEDIA TITLE IS GIVEN A RANKING SCORE OUT OF 100 BASED UPON KEY METRICS.

The metrics include:

- Domain Authority
- Monthly Website Visitors
- Published Distribution Figures  
(Physical & Digital)
- Social Media Reach
- Spam Score
- Backlink Volume
- ABC Audit Certification

The data is sourced from a variety of reliable and independent sources including;

- Alexa
- SEMRush
- Moz
- AHRefs
- Google
- Twitter
- Facebook

Insynth have developed an algorithm which weights each metric based upon up to date digital marketing research and thinking.

The algorithm alone produces the ranking score.



# 2019

## RESULTS

The results of this research are totally objective.

It is a scientific approach to ranking the broad spectrum of UK Construction Media in terms of the value of the backlinks they provide to advertisers and the potential reach of promoted content via the physical, digital and social channels available.

There is no opinion on quality of editorial coverage, cost of use or quality of circulation.



# THE INSYNTH CONSTRUCTION DIGITAL MEDIA GRADER TOP 10



## ARCHITECTS DATAFILE

ADF provides news, information and product updates to Architects via it's magazine, website, newsletters and social media channels.

It has been consistent across the board since 2018, with the new ABC audit boost pushing it up into the top 10.

With a respectable DA of 38 and nearly 10,000 twitter followers, ADF provides a strong outlet for your product and company news.

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



## SPECIFICATION

As a product orientated publication, Specification provides a mix of professional editorial comment, manufacturer led articles and industry features.

Another title that has benefited from the inclusion of the ABC audit in our algorithm, Specification hs improved its DA in 2019 and seen a 10% growth in twitter followers.

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



## BLUEPRINT

Blueprint has been around for over 30 years and is a stylish and well-designed publication.

Since 2018, the website has seen a slight fall in DA and it has a healthy. If static, twitter following of 102,000.

This has seen the title drop 2 places from 6 to 8 in this year's guide.

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



## ARCHITECTURE TODAY

Rising three places this year from 10, to no.7, AT offers a multiplatform approach to engage with its architectural audience, including the website, printed media, newsletters and events.

In the last year, it has seen an improvement in DA and grown Twitter followers by 13.5% to over 71,000.

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



## RIBAJ

The official magazine of RIBA, the title has undergone major changes in recent years and has become more commercial.

This shift means that advertisers now get access to the whole RIBA membership.

RIBAJ has a domain rank of 48 and 81,400 Twitter followers.

[www.ribaj.com](http://www.ribaj.com)



## ICON

Icon aims to show you exactly what's happening in architecture and design today, and what it means for the future.

It's helped by a strong set of metrics that bring it in at number seven.

Icon has 77,500 Twitter followers and a good domain authority of 59.

[www.iconeye.com](http://www.iconeye.com)



## BD ONLINE

---

Once the weekly architects newspaper, Building Design is now wholly online.

Still delivering news, jobs and product information, BD Online is still a go-to website for architects across the UK.

An authority score of 63 and over 97,000 twitter followers underpins a solid overall score of 55.3.

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



## THE ARCHITECTURAL REVIEW

---

AR has strong domain authority and a Twitter following of 92,700.

Coming in at number 3, The Architectural Review is still a strong title for engaging with design professionals across the UK and overseas.

[www.architectural-review.com](http://www.architectural-review.com)



## THE ARCHITECTS' JOURNAL

---

The voice of architecture in the UK, The Architects' Journal has been published since 1895 and on this performance has kept up to date with the digital revolution.

275,000 Twitter followers and a very strong domain authority of 67.

This fortnightly publication will be a mainstay of most marketers looking to build their brand with architects.

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



## DEZEEN

---

Self-titled as the world's most influential architecture and design magazine.

Dezeen generates over 1 million website visitors per month and has 934,500 twitter followers.

No other architectural title comes close when providing backlink authority with a domain authority of 87.

As such Dezeen is the UK leading Architectural title in 2019.

[www.dezeen.com](http://www.dezeen.com)



# TOP 25

Pos.	2018 Pos.	+/-	Title	Domain Authority	Spam Score	ABC Audited	Monthly Site Traffic (Est.)	Twitter Followers	Insynth Rank
1	1	0	<b>Dezeen</b>	87	1	No	>1m	934,500	80.8
2	2	0	The Architects' Journal	67	1	No	250k - 500k	275,000	71.0
3	5	+2	Architectural Review	63	1	No	100k - 250k	92,700	66.8
4	4	0	BD online	63	4	No	25k - 50k	97,000	55.3
5	7	+2	ICON	59	2	No	25k - 50k	77,500	54.3
6	8	+2	RIBA J	48	0	Yes	25k - 50k	81,400	54.1
7	10	+3	Architecture Today	44	0	Yes	10k - 25k	71,014	46.4
8	6	-2	Blueprint	46	0	No	<5,000	101,627	44.7
9	11	+2	Specification Magazine	40	1	Yes	<5,000	4,585	29.7
10	13	+3	Architects Datafile	38	2	Yes	<5,000	9,992	29.0
11	16	+5	ABC & D	33	6	Yes	10k - 25k	8,235	28.9
12	15	+3	Housing Specification	38	1	Yes	<5,000	4,585	27.9
13	32	+19	Project Scotland	38	1	Yes	10k - 25k	2,453	26.7
14	20	+6	Public Sector Building	40	6	No	10k - 25k	8,235	25.9
15	12	-3	Building Products	34	9	Yes	5k - 10k	1,792	25.7
16		New	Design Exchange	37	1	No	<5,000	33,543	25.2
17	29	+12	Building Design & Construction	42	2	No	<5,000	3,802	24.8
18		New	Architecture Magazine	30	1	No	<5,000	17,292	22.5
19		New	OnOffice	35	1	No	5k - 10k	7,208	22.5
20		New	Design Insider	41	1	No	5k - 10k	2,855	21.6
21	14	-7	Building Specifier	34	28	No	<5,000	8,769	21.1
22		New	Arc Magazine	35	0	No	5k - 10k	7,915	20.1
23	19	-4	In Design	27	0	No	<5,000	10,193	19.2
24		New	Future Constructor & Architect	25	1	No	<5,000	3,895	19.0
25	28	+3	Smart Buildings	32	3	No	<5,000	457	18.7





# 26-51

Pos.	2018 Pos.	+/-	Title	Domain Authority	Spam Score	ABC Audited	Monthly Site Traffic (Est.)	Twitter Followers	Insynth Rank
26		New	<b>Darc Magazine (Decorative</b>	29	0	No	<5,000	2,706	18.7
27	25	-2	Architect Projects	21	0	No	<5,000	485	18.4
28	23	-5	Building 4 Education	31	1	No	<5,000	2,462	17.8
29		New	Build (online)	32	0	No	<5,000	1,473	17.5
30		New	Mix interiors	30	1	No	5k - 10k	6,680	16.6
31	17	-14	In+ex	21	2	No	<5,000	1,634	16.5
32	22	-10	Art of Design	26	2	No	<5,000	1,918	16.3
33	27	-6	Public Sector Build	30	2	No	<5,000	3,166	16.1
34		New	Public Sector Building News	8	0	No	<5,000	74	14.7
35	42	+7	Refurb Projects	25	0	No	<5,000	317	14.4
36	26	-10	Design Buy Build	22	3	No	<5,000	1,521	13.9
37		New	Refurb Renovation News	22	1	No	<5,000	438	13.8
38	39	+1	Northern Builder	27	6	No	<5,000	1,501	13.6
39	34	-5	Home-Designer & Architect	23	2	No	<5,000	2,810	13.0
40	31	-9	Design & Build UK	20	3	No	<5,000	4,963	12.6
41		New	Enki	23	0	No	<5,000	928	12.4
42	33	-9	Green Building	22	1	No	10k - 25k	207	12.3
43	36	-7	Education Design & Build	21	4	No	<5,000		11.9
44	35	-9	Healthcare Design & Manage-	21	5	No	<5,000	9	11.8
45		New	Building and Facilities News	21	1	No	<5,000	1,238	11.2
46		New	Building Construction Design	18	30	No	<5,000	4,236	10.0
47	40	-7	Specify	7	0	Yes	<5,000	886	9.6
48	41	-7	Aluminium in Architecture (ezine)	16	1	No	<5,000	214	9.1
49	30	-19	Leisure Design & Build	15	6	No	<5,000		8.5
50	18	-32	Archetech	16	28	No	<5,000	1,655	8.2
51		New	Material Source	17	1	No	<5,000		8.2



# ABOUT INSYNTH MARKETING

Insynth is a specialist construction marketing consultancy, with the goal of helping building product manufacturers use the latest technology and digital marketing expertise to grow their business.

It's an exciting time to be marketing building products. Equipped with a reasonable understanding of digital techniques, social media and a creative streak, it has never been quicker or easier to build a brand, generate sales leads and win orders, even with a modest marketing budget.

The internet has created a level playing field for companies regardless of size or budget, where excellence will always shine through.

The days of needing a large salesforce or a deal with a national merchant are over, the future belongs to those who will seize the opportunities presented by today's technological advances.

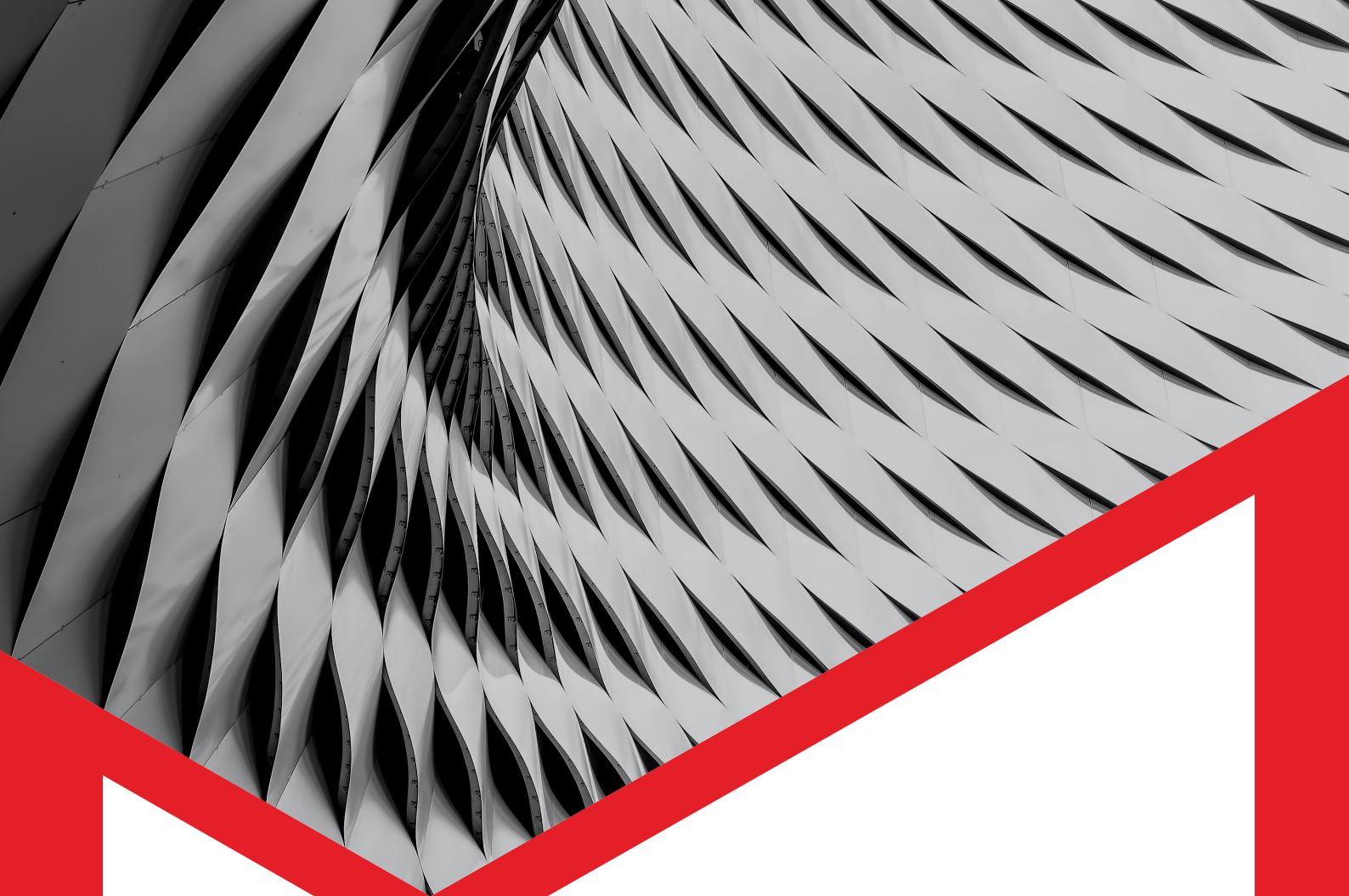
Embracing this mindset, Insynth help businesses, regardless of size or age, to adjust their existing sales and marketing practices to reflect the way that specifiers and buyers search and select building products and services.

We provide a holistic service, providing anything from a website audit right through to a full service package designed to accelerate your growth and dramatically improve your sales performance and profits.

For more information, or a free consultation, please contact us.

Insynth Marketing Ltd  
The Mansions  
43 Broadway  
Shifnal  
TF11 8BB  
E: [hello@insynth.co.uk](mailto:hello@insynth.co.uk)  
W: [www.insynth.co.uk](http://www.insynth.co.uk)





---

## CONTACT US



Insynth Marketing Ltd.  
The Mansions  
43 Broadway  
Shifnal  
TF11 8BB



+44 (0)1952 897 097



[www.insynth.co.uk](http://www.insynth.co.uk)  
[hello@insynth.co.uk](mailto:hello@insynth.co.uk)

Disclaimer: Insynth has made every attempt to ensure the accuracy and reliability of the information provided in this guide. However, the information is provided "as is" without warranty of any kind. Insynth does not accept any responsibility or liability for the accuracy, content, completeness, legality, or reliability of the information contained in this document.

No warranties, promises and/or representations of any kind, expressed or implied, are given as to the nature, standard, accuracy or otherwise of the information provided in this document nor to the suitability or otherwise of the information to your particular circumstances.

We shall not be liable for any loss or damage of whatever nature (direct, indirect, consequential, or other) whether arising in contract, tort or otherwise, which may arise as a result of your use of (or inability to use) this document, or from your use of (or failure to use) the information herein. This document provides links to websites owned by third parties. The content of such third party sites is not within our control, and we cannot and will not take responsibility for the information or content thereon. Links to such third party sites are not to be taken as an endorsement by Insynth of the third party site, or any products promoted, offered or sold on the third party site, nor that such sites are free from computer viruses or anything else that has destructive properties. We cannot and do not take responsibility for the collection or use of personal data from any third party site. In addition, we will not accept responsibility for the accuracy of third party advertisements