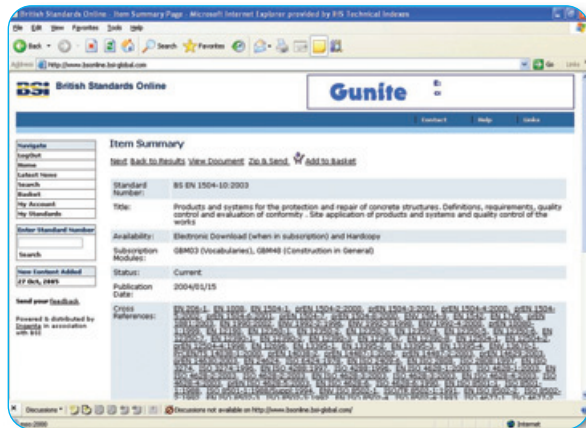


## Reasons to choose British Standards Online sponsorship

- British Standards Online is the premier online resource for full text British and International standards.
- A sponsorship on BS Online will give your product or service an extensive audience of construction electronics and engineering professionals within many different industry sectors.
- Over 130,000 user sessions and 2,000,000 page impressions per month.



## Advanced Search



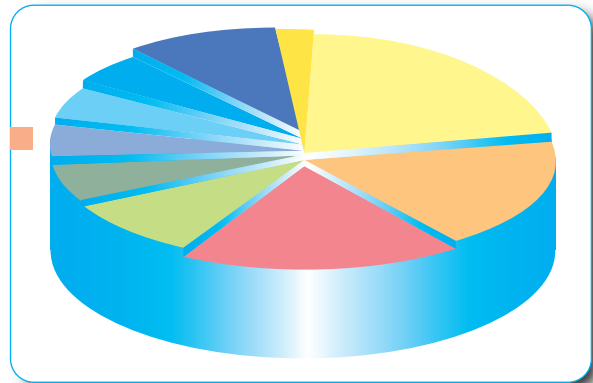
## Item Summary

## User Demographics:

- Atkins
- Arup
- BAA
- AMEC
- Local Authorities
- BAE Systems
- MOD/DERA
- Rolls Royce

## Site Statistics:

- Food & Agriculture 2%
- Construction & Civil Engineering 22%
- Aerospace & Defence 18%
- Electrical & Electronic Engineering/Telecoms 18%
- Government, Local Authorities & Education 9%
- Petro-Chem & Mining 6%
- Transport 5%
- Business Services, Retail & Leisure 5%
- Process & Mechanical Engineering 5%
- Healthcare, Pharmaceuticals, Health & Safety 10%



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# Advertising

## British Standards Online

**British Standards Online is a leading online brand rich in content and diverse in its appeal.**

**By placing online sponsorship on British Standards Online, your company can reach thousands of paying subscribers daily across multi discipline industry sectors.**

**British Standards Online is the authoritative, and most current source of standards from BSI. The service also contains cross references to standards from International organisations. British Standards Online delivers information about more than 45,000 publications through the Internet to desktop's across the world. With just a few mouse clicks businesses can see the most recently released standards, look at a list of updated standards that are important to their business, or use a combination of the 12 options offered to search for and find any British Standard publication.**



### Benefits at a glance:

- Promote your company within British Standards Online, the focal point for key decision makers within the Standards Industry
- Reach thousands of multi-discipline industry sectors, 24 hours a day, 7 days a week
- Increase your company's brand awareness & strengthen market positioning by directing more traffic to your internet site

### Opportunities include:

- Blind homepage
- Login homepage
- Search Page
- Individual Standards
- Keyword

### To the British Standards audience of:

- 300,000+ registered guests
- Over 130,000 sessions monthly
- Over 2,000,000 page impressions monthly

### Precision Marketing

Looking to improve your campaign focus? Specific audiences refer to British Standards every day! From Architects to Specifiers, Design Engineers to Structural Designers, precision advertising on British Standards Online will reach your key audiences. Get your message across to the construction, electronics, aerospace, defence and process markets without expensive 'overspray'. You can even have sponsorship adjacent to relevant BSI Kitemarks!