

# DIGITAL CONSTRUCTION MEDIA GUIDE

## Architectural Media

Insynth's Definitive Guide To The Online Profiles Of UK  
Construction & Building Product Media

# 2022

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# MESSAGE FROM THE AUTHOR

The enlightened embrace the multi-dimensional, omnichannel opportunities that digital marketing offers. The publications that won't adapt will be left behind to struggle, chasing dwindling advertising budgets and facing lower page yields.

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The construction media has so much to offer; promote this amazing industry, showcase the talent, the engineering marvels of our infrastructure and the architectural beauty of our modern buildings. Celebrate the innovative manufacturers that are delivering the next generation of sustainable, smart building products.

It's time to innovate, cease recycling the same old press releases that are doing the rounds and deliver delightful media experiences for audiences. This needs to happen before people find new sources of expertise, inspiration and trustworthy content.



”  
It's 2022. It's time to adapt or make way for a new breed of media that will take the construction industry forward.



# HOW THIS GUIDE WILL HELP

The 3rd 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 Digital PR Planning.

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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 specifier's journey is now conducted online before reaching out to a supplier or manufacturer.

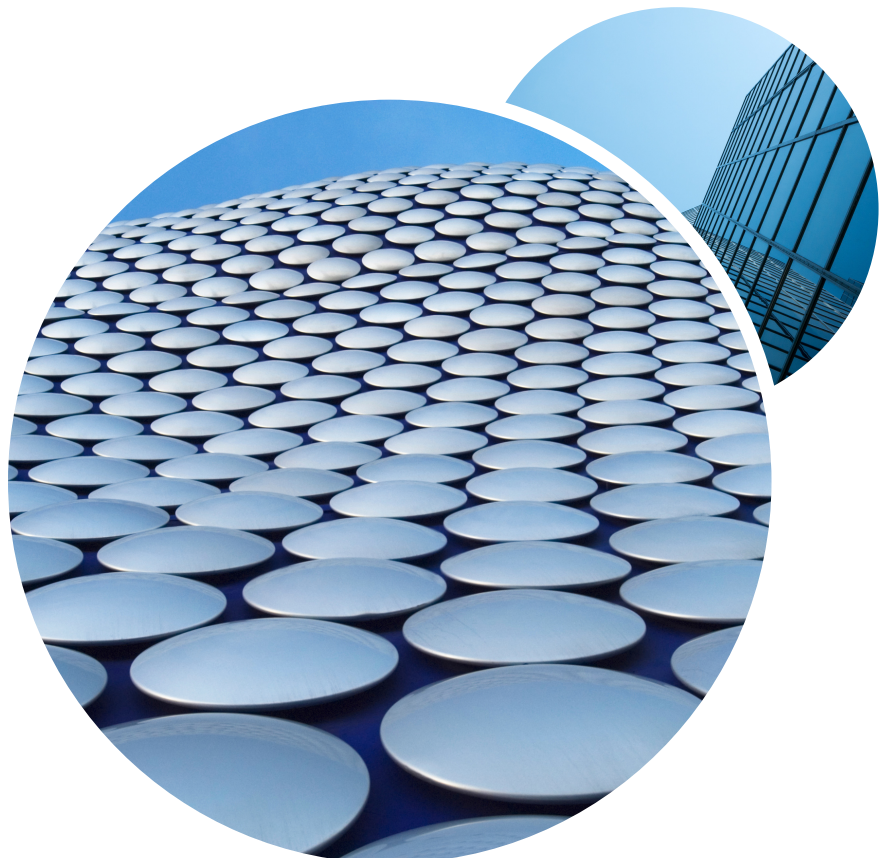
To keep up with this shift in buyer behaviour, the world of publishing has digitised with e-magazines, improved websites, email newsletters and Twitter feeds.

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.



# SO WHAT'S CHANGED?

There have been a number of key changes to the guide from 2019. **More Titles. 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 are 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 online efforts.

Firstly, we have deepened our research into the market and identified a number of new titles to include for analysis. In total there are nine new titles added to the 2022 list. Sadly, many titles have been lost during the pandemic.

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.

## ABC Certification

The 2019 edition included ABC Auditing as a factor. For 2022, this has been removed to provide a clearer, objective view of the digital strength of each publication as part of your SEO strategy and your PR.

## STRATEGY

Only titles with a clear architectural element and/or building products coverage were included in this guide. This tended to exclude academic and societal journals

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

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**Each media title is given a ranking score out of 100 based upon key metrics**

The metrics include:

- Domain Authority
- Monthly Website Visitors
- Social Media Reach
- Spam Score
- Backlink Volume

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

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

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

The algorithm alone produces the ranking score.



# THE ALGORITHM

Metrics and indicators were compiled for website authority, 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.

## Disclaimer

This guide does not factor in physical distribution, ABC certification or other non-digital metrics.

It is not a reflection on the quality of editorial content or publication readership.

This guide is not designed to influence advertising decisions, merely guide to the digital reach and SEO benefit to your domains of the titles assessed.

## ACKNOWLEDGEMENT

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.





# TOP 10

## 10 **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 ten. Icon has 76,000 Twitter followers and good domain authority of 61.

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

PR Tips – stylist product features (paid for), interesting case studies, opinion pieces.

## 9 **RIBA** The RIBA Journal

The official magazine of the 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.

The RIBA domain authority is a healthy 57 and their Twitter following is 90,000.

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

PR Tips – Product news, innovation, CPD news, Sustainability, Opinions, Building Regs, Profiles

## 8 **Building Design.** *Intelligence for Architects*

Once the weekly architect's 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 65 and over 116,000 Twitter followers underpins a solid overall score of 59.6.

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

PR Tips – Opinion pieces, case studies, sustainability, CPD

## 7 **THE SPACES**

Digital publication, The Spaces, explores design and property across the world, discussing trends, the way we live and how built environment designers are responding. If your product or solution has been used on an unorthodox project then The Spaces would probably be interested in your story.

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

PR Tips – Unconventional and unorthodox case studies, The Best type stories, design inspiration, lists pieces (top 10 ...)

6

Building

Engaging with the whole construction industry, Building magazine is a highly respected title with strong journalistic integrity.

UK focused and industry-wide, it is still regularly read by a large number of architects, either in the printed version or lured onto the website by the daily news update emails.

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

PR Tips – Product stories, project news, opinion pieces, sustainability, cost information, company/people profiles

5

The Architectural Review

With more academic learning, AR has strong domain authority and a Twitter following of 127,000. Coming in at number 5, The Architectural Review remains a strong title for engaging with design professionals across the UK and overseas.

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

PR Tips – Be thought-provoking, challenge the norm and use great storytelling. Don't bother with run of the mill, puff pieces. Be objective to stand any chance of your story being used.

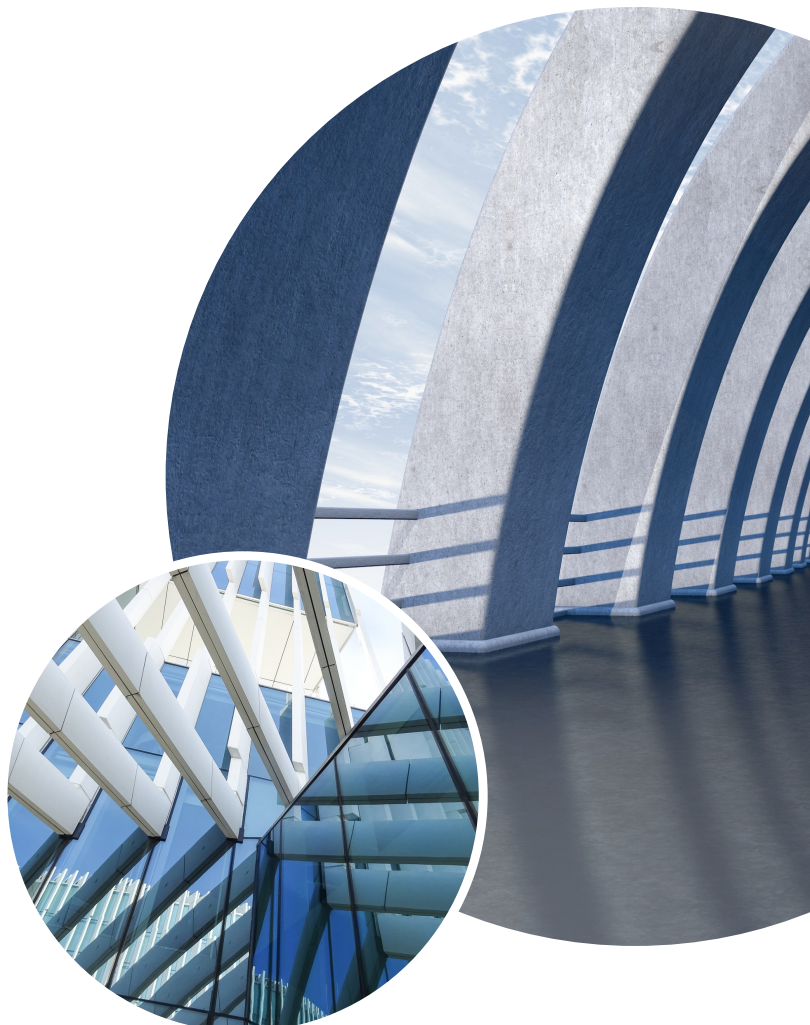
4

e-architect

A web-only magazine focusing on international architecture with a UK bias. This vast website hosts an incredible amount of content, if rather difficult to navigate. But with a domain authority of 70, it's worth the effort to secure some valuable backlinks.

[www.e-architect.com](http://www.e-architect.com)

PR Tips – Product profiles, thought leadership articles, case studies – backlinking is sketchy, so make sure you ask for one.





## **AJ** 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.

327,000 Twitter followers and very strong domain authority of 68. 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)

PR Tips – Specification and design advice, building regs, cost information, advice about materials i.e. 7 things you need to know about ...



## **Wallpaper\***

Blending Architecture, Design and lifestyle, Wallpaper provides an impressive global reach to design-led brands. Regular features on architecture and interior design provide regular PR opportunities for innovative products with high aesthetic values, such as finishes, lighting, kitchens, bathrooms, and furniture.

Strong domain authority of 76, 1.9 million Twitter followers and monthly web traffic of around 2 million gives you access to a large and influential audience.

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

PR Tips – Design and architecture led content, international themes, great photography is a must.



Self-titled as the world's most influential architecture and design magazine. Dezeen generates over 2.5 million website visitors per month and has 1 million Twitter followers. No other architectural title comes close when providing backlink authority with an average domain authority of 82. As such Dezeen is the UK leading Architectural title of 2022, for the third time running.

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

PR Tips – Top 10s, sustainability, competitions, international projects, opinions. products in use with great photography.

# FULL LEAGUE TABLE

Pos	2019 Pos	+/-	Title	DA	Spam Score	Monthly Site Traffic (EST)	Twitter Followers	Insynth Rank
1	1	0	Dezeen	82	1	>1M	1M	90.8
2		New	Wallpaper	76	1	>1M	1.9M	87.8
3	2	-1	The Architects Journal	68	1	100k-250k	327K	83.8
4		New	e-architect	70	2	100k-250k	144K	76.5
5	3	-2	Architectural Review	66	1	100k-250k	127K	71.3
6		New	Building	66	1	100k-250k	94.8K	70.5
7		New	The Spaces	66	1	100k-250k	12.8K	63.8
8	4	-4	BD online	65	4	75k-100k	116K	59.6
9	6	-3	RibaJ	57	1	25k-50k	90.8k	45.3
10	5	-5	ICON	61	2	10k-25k	76k	39.8
11	7	-4	Architecture Today	50	0	25k-50k	87.2k	39.2
12		New	Urban Realm	48	0	50k-70k	9.9k	34.9
13		New	Build Review	48	9	10k-25k	1.7k	24.8
14	19	5	OnOffice	45	1	<2500	7.3k	23.4
15	17	2	Building Design & Construction	46	3	2.5k-5k	4.1k	23.1
16	16	<>	Design Exchange	40	1	<2500	32.7k	22.7
17	30	13	Mix Interiors	43	1	<2500	7.5k	22.4
18		New	Design Insider	43	1	<2500	3.1k	22.2
19	11	-8	A B C & D	42	9	10k-25k	8.6k	22.1
20	22	2	Arc Magazine	41	0	<2500	8.2k	21.6
21	10	21	Architects Datafile	42	3	<2500	10.3k	21.2
22	25	3	Smart Buildings	40	1	<2500	10.3k	20.4
23	9	-14	Specification Magazine	39	1	<2500	1k	20.2
24	13	-11	Project Scotland	38	1	<2500	3.2k	19.5
25	26	1	Darc Magazine	36	0	<2500	2.7k	18.7
26	15	-11	Building Products	40	7	<2500	4.1k	18.2



Pos	2019 Pos	+/-	Title	DA	Spam Score	Monthly Site Traffic (EST)	Twitter Followers	Insynth Rank
27	41	14	Enki	35	0	<2500	1.5k	17.9
28		New	Designaterati	32	3	<2500	27k	17.4
29	24	-5	Future Consultant & Architect	33	1	<2500	4k	16.8
30	18	-12	Architecture Magazine	30	1	<2500	18.4k	16.5
31	18	13	Material Source	33	3	<2500	774	15.6
32	21	-11	Building Specifier	31	3	<2500	8.4k	15.2
33	38	5	Northern Builder	32	6	<2500	1.9k	14.5
34	27	-7	Architect Projects	28	0	<2500	703	14.2
35	37	2	Refurb Renovation News	28	1	<2500	662	13.9
36	32	-4	Art of Design	27	2	<2500	1.9k	13.7
37	35	-2	Refurb Projects	27	0	<2500	360	13.7
38	40	2	Design and Build UK	26	1	<2500	5k	13.3
39	36	-3	Design Buy Build	28	3	<2500	1.5k	13.2
40	31	-9	Inex	25	1	<2500	1.6k	12.6
41	45	4	Building and Facilities News	23	1	<2500	1.3k	11.6
42	39	-3	Home Designer & Architecture	22	2	<2500	2.9k	11.3
43	42	-1	Green Building	22	1	<2500	226	10.9
44	34	-10	Public Sector Building News	20	0	<2500	180	10
45	33	-12	Public Sector Build	20	4	<2500	3.2k	9.1
46	48	2	Aluminum in Architecture	17	1	<2500	236	8.7
47		New	Insight	18	6	<2500	4.5k	7.5
48	50	2	Archetech	25	28	<2500	1.4	5.5
49	47	-2	Specify	15	7	<2500	1k	5.4
50	43	-7	Education Design & Build	16	21	<2500		3.3
51	44	-7	Healthcare Design & Management	16	25	<2500		2
52	49	-3	Leisure Design & Build	15	19	<2500		1.7

# WHAT IS DIGITAL PR?

Digital PR is an essential marketing tactic for increasing your brand's online presence and organic search visibility.

Great Digital PR positions you as a trusted expert in your industry and gets your brand in front of your target audience when it matters.

Digital PR is an essential marketing tactic for increasing your brand's online presence and organic search visibility. Great Digital PR positions you as a trusted expert in your industry and gets your brand in front of your target audience when it matters.

Relevancy, expertise, authority and trust are key for a website to rank, and digital PR is a strategy that is used by leading experts in SEO and digital marketing to influence this and acquire high-quality backlinks.

By creating compelling content, your building product or construction brand can be positioned positively in leading trade and consumer publications in a way that increases your brand awareness, builds trust and generates valuable backlinks to your website – improving your domain authority and rankings.

## ABOUT INSYNTH

We are Europe's first inbound marketing agency to specialise in construction, driven to Deliver a predictable flow of leads, specifications and customers for your Building Product brand with a data-driven inbound marketing approach.

With 30 years of experience in the construction industry, from specification tendering to delivery or even installation, we understand the challenges that hinder building product businesses when growing. However, we have developed the right tools to deliver growth for building brands in this era of digital transformation.

Think of us as your outsourced in-house marketing team, working seamlessly with you to take control of strategy, implementation and delivery. From website design, search engine optimisation (SEO) and CRM implementation to Sales & Marketing strategy, Insynth is ready to help you achieve your ultimate aim: Growing your business and getting new specifiers and customers.

## EBOOK AUTHOR



**eBook Written By Leigh Simpson**  
**Founder and CEO**

Aligning my experience in marketing, technology, building products and business growth to bring you insights on how to leverage the internet and the latest technology to help you generate more leads, acquire more customers, improve client engagement and create a long term competitive advantage.



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