

**Press Release**  
**20<sup>th</sup> April 2009**

## **Internet advertising spend is to overtake magazine advertising**

***The Construction Centre.co.uk today supported the research by ZenithOptimedia that internet advertising spend would overtake magazine advertising for the first time this year.***

The study estimated that 12.1 percent of all advertising would come through the internet, relegating magazine advertising to 10.9 percent. Television and newspaper advertising still hold the lion share but The Construction Centre said that it could foresee a greater shift over the next five years.

Richard Simmons Managing Director said "The internet is now a solid and stable platform for advertisers, it is direct, cost effective and measurable. Already we have seen exponential growth in internet advertising and businesses can successfully promote their services. The great thing about internet users is that they are searching with a purpose, to find something specific, rather than browsing through a magazine, these are the people we are driving to our customers websites"

The current economic crisis has encouraged businesses to look at alternative forms of marketing and opt for less traditional forms of advertising in order to cut back while still ensuring the company is promoted.

With regard to the building industry, The Construction Centre commented that many companies which have traditionally relied on trade publications are now looking to trusted and reliable websites from which to market their business.

Angela Gallacher, Head of Press and Marketing at the Centre said "As the UK's largest and most widely used building resource, our visitor numbers, are steadily growing month on month because people in the industry are now searching the internet for different product options and more competitive pricing. In order to capture this market, companies are also expanding their marketing reach by advertising where it counts, on websites such as The Construction Centre and trying to maximise the opportunities in every inch of their prospective customer base."

With over 14,000 visitors per day, The Construction Centre is enabling businesses, within the construction industry, to market effectively online and capture new prospects they otherwise might have missed.

For more information please visit <http://www.theconstructioncentre.co.uk>

### **Notes for Editors:**

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

The Construction Centre: Number 1 for delivering results on products and people

Targeted at professionals within the building industry, The Construction Centre is the UK's largest specialist resource containing over 15,000 building product manufacturers and suppliers. Additionally there are over 50,000 contact details for merchants, industry professionals, tradesmen and contractors. Local Authority planning websites, building regulations, trade publications and jobs can also be directly accessed from The Construction Centre.

Based in Warwickshire The Construction Centre is part of the UK250 Ltd group.

**For more information**

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