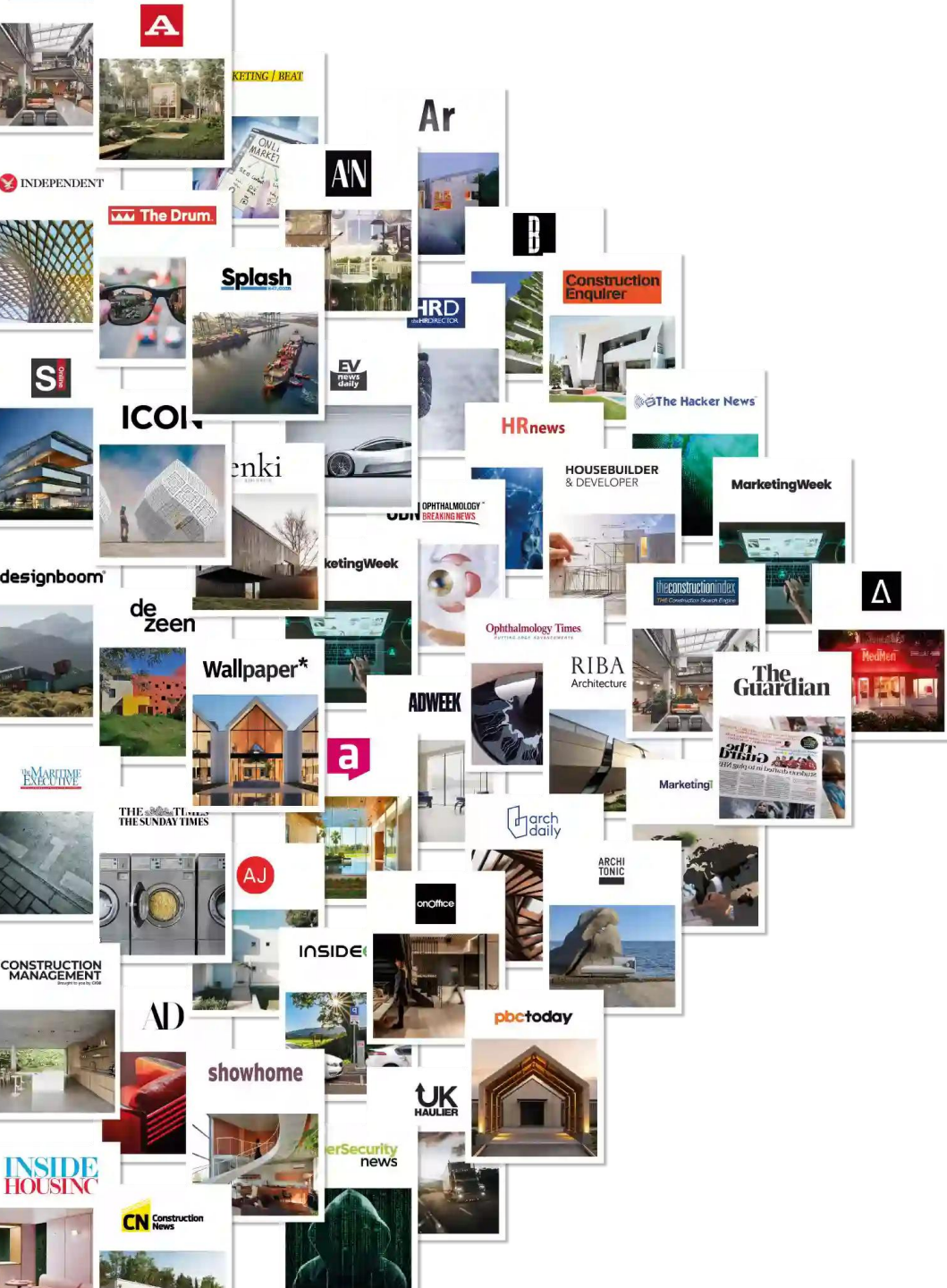




**The top trending stories from the industries
leading sources, *powered by AI***



Introducing Trending Now

Powered by Artificial Intelligence

We are the leading AI-powered B2B newsletter business with a portfolio of 26 targeted industry newsletters and over 1,000,000 subscribers. We use custom AI software to identify and collate the top trending news stories from industry leading sources globally. We then distribute the top 5 stories in a newsletter to industry decision makers daily and weekly as well as on rolling news websites which update in real time with top trending news.

We save you valuable time and we keep you informed.

The Problem



There is too much noise from too many sources in your industry for you to keep up with



The most important news gets lost in amongst all the noise



People waste valuable time reading irrelevant news and watching memes on social media

Our Solution



One daily newsletter sending you the top 5 trending stories from your industry's leading publications



AI technology that picks the top stories that you NEED to know, cutting out all the noise



Spend your time wisely by reading one industry newsletter. Become the most informed in the room

How are we different?

Maximum brand exposure through various routes to market

We are uniquely positioned to connect brands with audiences across a variety of marketing activities allowing clients to build relationships, earn trust and become industry leaders.

Exclusive Partnerships

We work with industry leading trade events including the UK's leading design and construction events: Clerkenwell Design Week and UK Construction Week for exclusive partnerships to grow our audiences and to increase exposure, attendance and leads for our event partners.

An audience of decision makers

Decision makers rely on our news being sent to them daily keeping them fully up to date with the key headlines shaping their industry. We pride ourselves on not only having the widest reach across multiple sectors but also the most engaged audience.

Award winning AI SaaS platform

Our highly intelligent AI SaaS platform provides us with all the latest news and trends within niche sectors daily, allowing us to keep our finger constantly on the pulse.

26 B2B Newsletters

Construction

- Builders Merchants
- Facilities Management
- HVAC
- Plant and Machinery
- Sustainable Construction
- Housebuilding
- Infrastructure
- Health and Safety in Construction
- Digital Construction
- Timber
- Offsite
- Roofing

Design

- Architecture
- Design
- Interiors
- Lighting Design
- Workplace Design

Business

- Ad Campaigns
- Human Resources
- Marketing

Transport

- Electric Vehicles
- Haulage
- Shipping

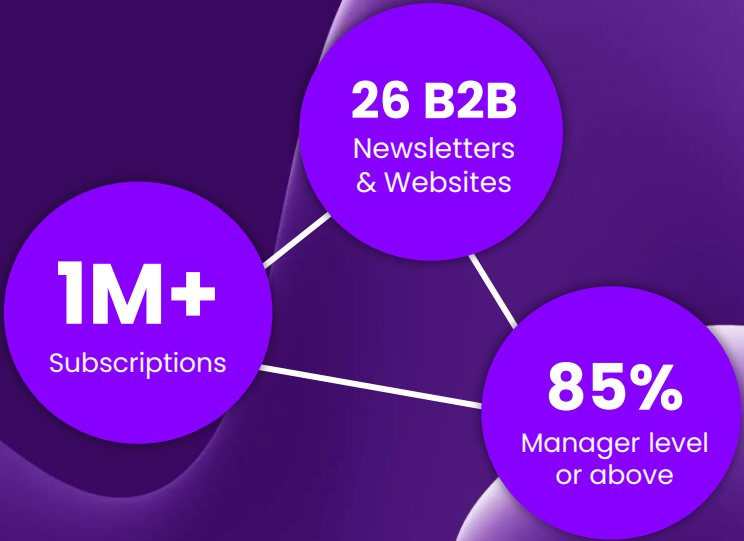
Healthcare

- Biotech
- Ophthalmology

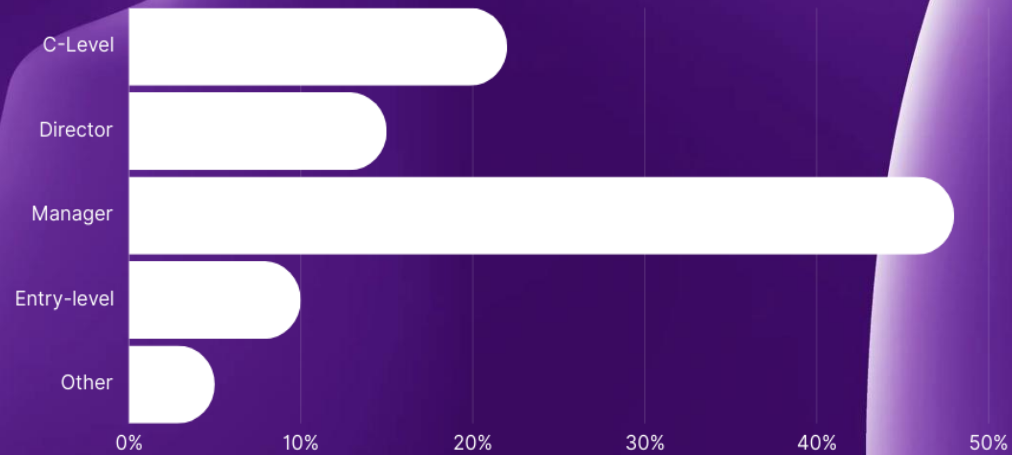
Technology

- Cybersecurity

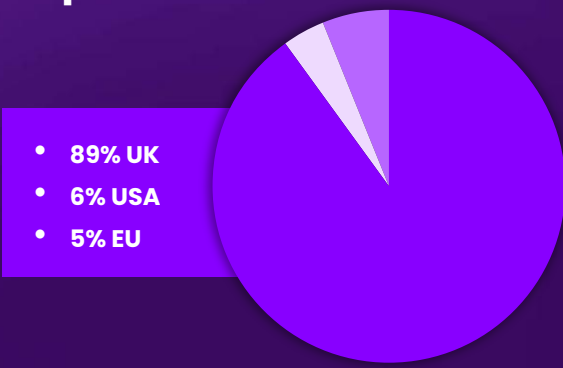
Collective Audience Overview



Seniority Breakdown



Geo Split



Construction | 460,000+ subscribers

Sustainable Construction 76,399

Top 4 Job Function	
Engineer	43%
Architect	28%
Project Manager	14%
Contractor	9%

Seniority	
C-level	15%
Director	35%
Manager	37%
Other	13%

Housebuilding 85,921

Top 4 Job Function	
Housebuilder	76%
Contractor	14%
Project Manager	7%
Surveyor	3%

Seniority	
C-level	13%
Director	37%
Manager	39%
Other	11%

Digital Construction 74,227

Top 4 Job Function	
Contractor	33%
Developer	11%
Architect / Designer	14%
Project Manager	13%

Seniority	
C-level	24%
Director	32%
Manager	33%
Other	11%

Infrastructure 56,715

Top 4 Job Function	
Engineer	44%
Consultant	26%
Developer	18%
Contractor	10%

Seniority	
C-level	16%
Director	28%
Manager	43%
Other	13%

Offsite 15,867

Top 4 Job Function	
Developer	36%
Project Manager	24%
Engineer	22%
Contractor	18%

Seniority	
C-level	10%
Director	32%
Manager	49%
Other	9%

Health & Safety in Construction 15,599

Top 4 Job Function	
Site Manager	26%
Project Manager	24%
Contractor	23%
H&S Manager	20%

Seniority	
C-level	10%
Director	32%
Manager	47%
Other	11%

Facilities Management 24,909

Top 4 Job Function	
Facilities Manager	33%
Contractor	24%
Project Manager	18%
Surveyor	14%

Seniority	
C-level	8%
Director	32%
Manager	50%
Other	10%

HVAC 19,961

Top 4 Job Function	
HVAC Engineer	33%
Developer	22%
Project Manager	17%
Surveyor	12%

Seniority	
C-level	14%
Director	35%
Manager	42%
Other	9%

Builders Merchants 18,494

Top 4 Job Function	
Merchant	66%
Procurement / Buyer	14%
Builder	12%
Tradesperson	8%

Seniority	
C-level	41%
Director	11%
Manager	39%
Other	9%

Timber 21,501

Top 4 Job Function	
Contractor	34%
Builder / Developer	25%
Joiner / Carpenter	17%
Merchant	13%

Seniority	
C-level	46%
Director	12%
Manager	36%
Other	6%

Roofing 13,891

Top 4 Job Function	
Roofing Contractor	39%
Developer	26%
Project Manager	16%
Surveyor	12%

Seniority	
C-level	10%
Director	42%
Manager	38%
Other	10%

Plant & Machinery 19,182

Top 4 Job Function	
Plant Manager	41%
Operator	24%
Equipment Buyer	22%
Contractor	13%

Seniority	
C-level	8%
Director	32%
Manager	52%
Other	8%

Design | 385,000+ subscribers

Architecture 81,862

Top 5 Job Function	
Architect	39%
Architectural Designer	32%
Architectural Technologist	12%
Consultant	6%
Project Manager	6%
Seniority	
C-level	28%
Director	19%
Manager	41%
Other	12%

Workplace Design 11,319

Top 5 Job Function	
Interior Designer	33%
Designer	23%
Architect	17%
Contractor	12%
Facilities Manager	11%
Seniority	
C-level	39%
Director	18%
Manager	33%
Other	10%

Interiors 48,353

Top 5 Job Function	
Interior Designer	51%
Designer	23%
Architect	9%
Consultant	7%
Project Manager	6%
Seniority	
C-level	35%
Director	15%
Manager	38%
Other	12%

Design 204,764

Top 4 Job Function	
Designer	41%
Architect	30%
Developer	11%
Contractor	9%
Seniority	
C-level	18%
Director	26%
Manager	37%
Other	19%

Lighting Design 22,380

Top 5 Job Function	
Interior Designer	38%
Designer	19%
Architect	17%
Consultant	10%
Project Manager	9%
Seniority	
C-level	37%
Director	16%
Manager	34%
Other	13%

Business | 107,900+ subscribers

Marketing 43,879

Top 4 Job Function	
Marketing	64%
Social Media Marketing	20%
Press/PR	10%
Sales/Marketing	5%
Seniority	
C-level	13%
Director	22%
Manager	59%
Other	6%

Ad Campaigns 25,592

Top 3 Job Function	
Marketing/Advertising	73%
Agency	22%
Press/PR	5%
Seniority	
C-level	11%
Director	15%
Manager	70%
Other	4%

Human Resources 38,478

Top 4 Job Function	
HR Manager	50%
Head of HR	22%
HR Director	11%
Administration	10%
Seniority	
C-level	10%
Director	13%
Manager	53%
Other	24%

Healthcare

14,000+ subscribers

Biotech
5,321

Top 4 Job Function	
Clinical	50%
Commercial	47%
Research	2%
Quality & Regulatory	1%

Seniority	
C-level	26%
Director	29%
Manager	33%
Other	12%

Ophthalmology
9,275

Top 4 Job Function	
Ophthalmologist	39%
Optometrist	31%
Optician	14%
Buyer	10%

Seniority	
C-level	4%
Director	15%
Manager	11%
Medical Professional	61%
Other	9%

Technology

21,000+ subscribers

Cybersecurity
21,542

Top 5 Job Function	
Software Engineer/Developer	44%
Chief Information Officer	15%
Red Team	12%
Technical Specialist	11%
Program/IT Manager	10%

Seniority	
C-level	17%
Director	21%
Manager	51%
Other	11%

Transport

41,000+ subscribers

Electric Vehicles
16,095

Top 5 Job Function	
Car Manufacturing	30%
Design & Architecture	19%
Tech Software	16%
Automotive	10%
Engineering	5%

Seniority	
C-level	14%
Director	36%
Manager	46%
Other	4%

Shipping
19,405

Top 4 Job Function	
Marine Professional	39%
Shipping Broker	45%
Shipping Insurance	10%
Security	3%

Seniority	
C-level	13%
Director	37%
Manager	39%
Other	11%

Haulage
5,963

Top 4 Job Function	
Commercial Fleet	33%
Logistics	11%
Construction Transport	14%
Operations	13%

Seniority	
C-level	12%
Director	32%
Manager	45%
Other	11%

Inventory Examples

NEWSLETTER

View in browser


Cibes Built on 91% recyclability
Eco-friendly lifts that enhance your projects
[Find out more](#)

TrendingNow
Architecture

June 21st 2024


Can't get enough architecture? We post daily on our Instagram!
[Follow us here](#)

The top trending stories from the industry's leading sources

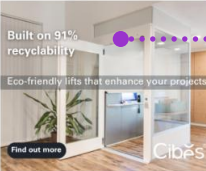


SPONSORED - Material Bank
It has never been so easy to source and sample sustainable materials. Material Bank is committed to bringing efficiency and sustainability to the sampling process. We...
[READ MORE >](#)

The K-Valve
A revolutionary solution for testing sewer and storm water systems



Built on 91% recyclability
Eco-friendly lifts that enhance your projects
[Find out more](#)



Press releases

Humanscale®
Humanscale appoints Nikos Liapis as President of Sales – International
By Humanscale

LEADERBOARD BANNER

AD. SPEC: JPEG, GIF, PNG
• 1490x180px

ONLINE ADVERTORIAL

AD. SPEC: JPEG, GIF, PNG – up to 3 images, 500 word copy, logo and company website URL

MPU

AD. SPEC: JPEG, GIF, PNG
• 300x250px

**All inventory shown here is available on the respective website for each newsletter, as well as website skins.*


SOLUS EMAIL EXAMPLES

TrendingNow Architecture

in partnership with

RYNO

Calling all Architects & Designers!



Where non-combustible innovation meets expression!

During CDW 2023, 23-25 May, we've approved CPD Tour Seminar & daily, helping architects and designers explore proofed Balconies and Terraces through Material Choices and Intelligent Design.

Don't miss out! Spaces will be limited so why not book your place

[BOOK YOUR FREE CPD](#)

TrendingNow Construction

in partnership with

FOAM

Technology in construction is growing, don't let your business get left behind



Construction Project Management 3rd Edition
Buyer's Guide

[GUIDE](#)

It's quick to adopt new technology, but project costs and maximising return on investment, more than ever need to work

TrendingNow Sustainable Construction

in partnership with

DAIKIN



Decarbonisation of buildings made easy: VRV 5 Heat Pump

Introducing our new VRV 5 heat pumps, designed to significantly reduce the CO2 footprint of your building.

These exciting new additions to our VRV range mean that Daikin now offers the widest range of dedicated R-32 indoor units on the market.

Lower impact, better performance and maximum flexibility

Our two new heat pump ranges support the much-needed decarbonisation of commercial buildings and aim to lower GWP refrigerants.

1. **Flexible** Heat pump technology to fit any commercial building
2. **Customisable** Significantly reduces the CO2 footprint of your building
3. **Unique Blower technology** Provides peace of mind
4. **Support** Wide network of experts with specialised advice
5. **Wider R-32 portfolio** Match any application

[DOWNLOAD BROCHURE](#)

Watch the launch presentation

If you didn't manage to catch our official launch presentation, you can still watch a recording of the event and find out more about the many benefits offered by VRV 5 heat pumps.

Newsletter Statistics

Trending Now	Send Frequency	Subscribers	Avg Open Rate	Avg Click Rate
Architecture	Mon, Wed, Fri	81,862	26%	20%
Interiors	Tue & Thur	48,353	29%	18%
Lighting Design	Fri	22,380	32%	17%
Workplace Design	Mon & Thur	11,319	36%	24%
Design	Fri	204,766	29%	18%

**Client case studies available upon request.*

Rate card Pricing

Inventory	Frequency	Price
Solus Email	Sent once to your chosen subscriber audience	£2,000
Bespoke Solus Email	Sent once to a bespoke audience of your choice	£3,000
Native Advertorial	To appear exclusively for 1 week	£1,500
Leaderboard Banner	To appear once a week for 4 weeks	£750
MPU	To appear once a week for 4 weeks	£375
Website Skin	To appear for a one-month period	£3,000

Bespoke Solus Emails

Target **only** the subscribers that match **your** Ideal Customer Profile.

This bespoke services enables you to target a 100% relevant audience from our subscriber database across the portfolio that matches your Ideal Customer Profile.

- **Share the criteria of your Ideal Customer Profile**
(Job Titles, Seniority level, sectors, function, activity etc)
- **Our Data Team will identify the exact number of individuals that we have on our database that match your criteria**
- **Our team create a bespoke package proposing how to best reach this custom audience to achieve your objectives**
- **We launch the campaign – you generate record engagement**



Case Study



The challenge

Generating qualified business leads and product awareness for Mitsubishi Electric

Our solution

- Hosting a webinar aimed towards our client's ICP
- Featured content across relevant construction newsletters and newsfeeds
- Targeted Solus emails promoting sign ups to capture leads
- Leaderboard banners and MPU display advertising campaign for added exposure

Results

- Throughout a 1 month campaign we generated **704 leads** from webinar registrations for Mitsubishi Electric

"Trending Now Construction provided the perfect platform to host our Net Zero webinar. We've had over 700 leads, and we are very pleased with the results. The audience reach was excellent, and the consistent exposure has helped us connect with new clients and partners in the industry. Working with the team was a seamless experience and we look forward to the future collaborations."

Rachel Lekman – Marketing Manager Sustainability & Construction – Mitsubishi Electric

trendingnow
Sustainable Construction

21 Nov | 12pm GMT
Webinar

The UK Net Zero Carbon Buildings Standard (UKNZCBS) and its impact on HVAC systems

Chris Newman
Zero Carbon Design Manager

Dan Smith
Sustainability and Construction Manager

Register free

Hello

HVAC systems play a major role in decarbonising the built environment. How will the UKNZCBS limits on energy consumption, embodied Carbon and refrigerant GWP affect their design now and in the future?

[Trending Now Sustainable Construction](#) is delighted to invite you to our upcoming webinar with **Mitsubishi Electric** on the **UK Net Zero Carbon Buildings Standard and its impact on HVAC systems**.

21 November | 12pm GMT | [Register free](#)

Register for your free place

During the webinar, **Chris Newman** and **Dan Smith** of Mitsubishi Electric will cover:

- > UK Decarbonisation Pathway
- > UK Net Zero Carbon Buildings Standard Overview
- > Energy Usage Intensity
- > Embodied Carbon
- > Refrigerants & F-Gases
- > HVAC System Design for Net Zero Buildings

21 November

12pm GMT

Register FREE

Case Study



The challenge

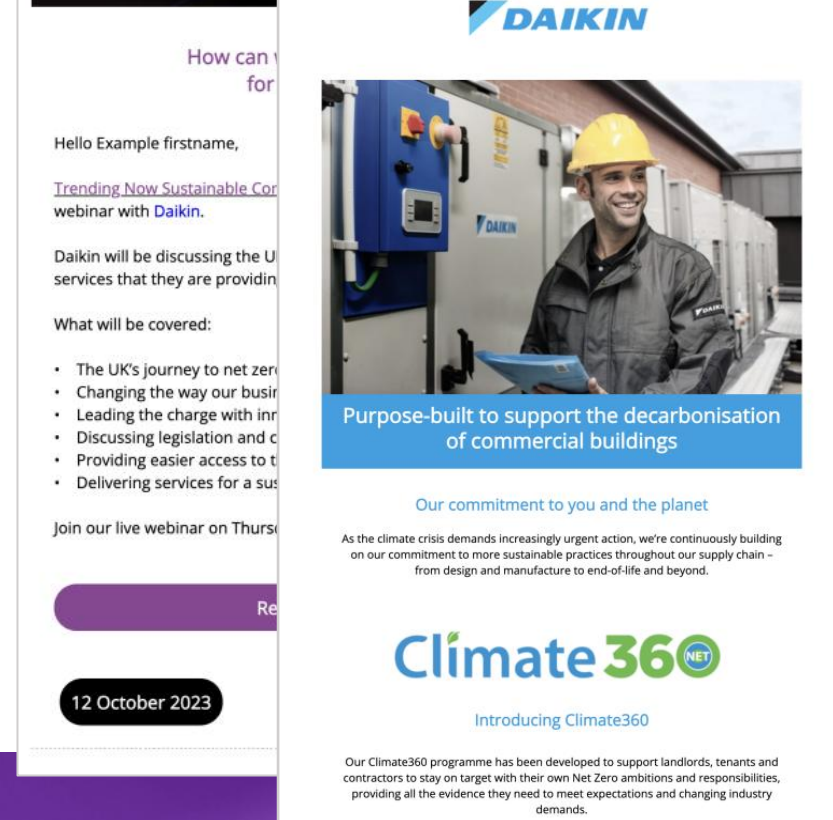
To land new clients by generating high quality leads focusing on a niche target demographic within the construction industry.

Our solution

- A targeted solus email campaign promoting educational branded content
- Host a webinar for Daikin and promote to audiences via solus emails
- A fully branded skin takeover of the Trending Now Sustainable Construction website with additional display inventory across multiple newsletters

Results

- The solus email was **delivered to 52,777 subscribers**, receiving an **average open rate of 25% and 3.5% click-to-open rate**
- The webinar generated an outstanding **416 leads from registrations**



Case Study



The Objective

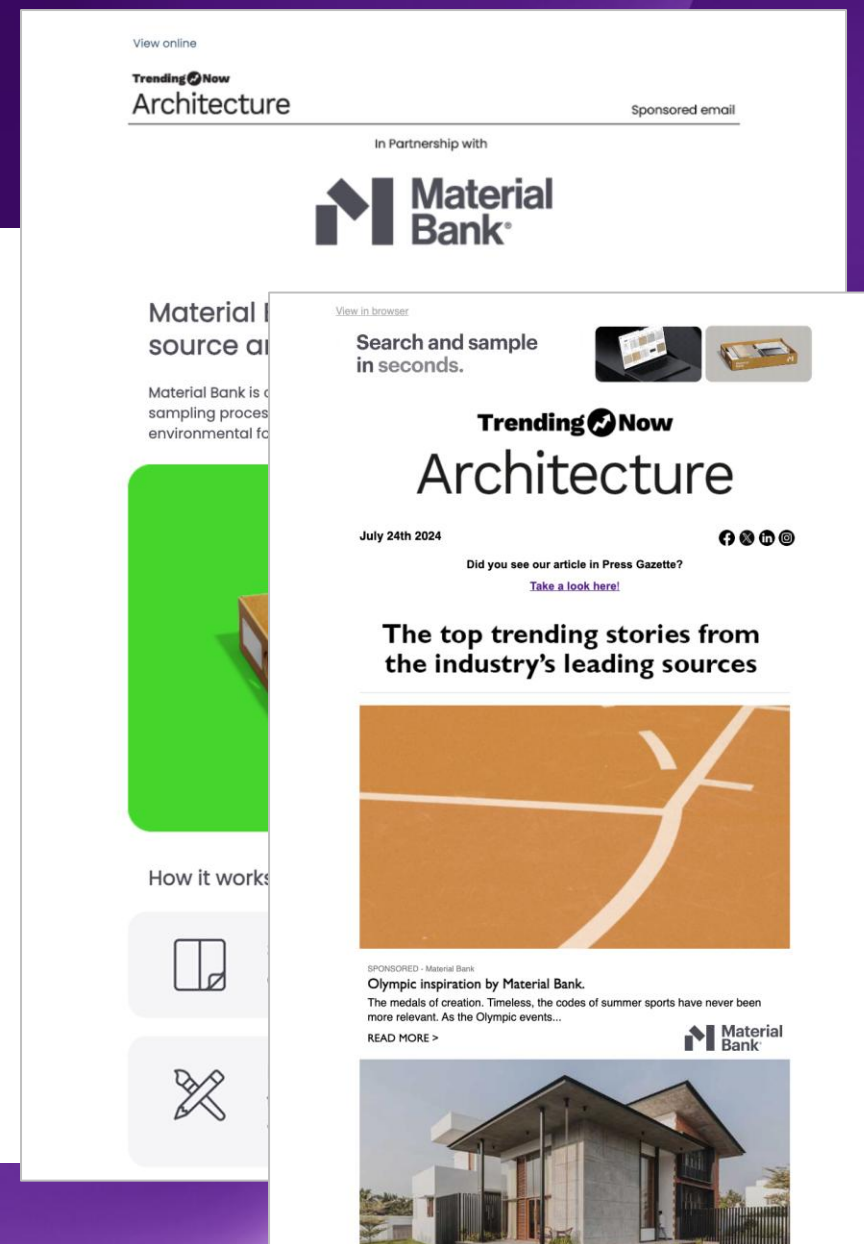
- To increase brand awareness and gain exposure into the UK Architectural market
- To drive UK-based architects to sign up to the Material Bank sample service
- To find the most targeted approach to reaching engaged UK-based architects

The solution

- Run a targeted marketing & lead generation campaign utilising the Trending Now Architecture audience of over 70,000 newsletter subscribers and 30K+ unique web visits
- Target this audience across multiple verticals to maximise impact
 - A 3-month solus email campaign to a bespoke database of architects
 - Advertorial placements in Trending Now Architecture for 3 months
 - A 3-month display banner campaign across the newsletter and website

Results

- Newsletter inventory generated over **960k impressions** across 3 months
- The solus email campaign received above average stats of **20% avg open rate** and **4.5% avg click to open rate**
- Material Bank tracked a significant boost in sign-ups and as a result of the success have chosen to book a longer-term campaign for 2025



Case Study

Cibēs

The challenge

Generating brand and product awareness for Cibes to generate qualified business leads, boost enquiries, and generate revenue for the business

Our solution

- Display advertising across multiple relevant newsletters to build awareness
- Featured advertorial content to further boost product awareness
- Targeted Solus emails promoting product ranges to drive sales

Results

- **340% ROI** generated via our campaign
- Advertorial content achieved **111,937 clicks** and display ads achieved **80,340 clicks** throughout the entire campaign
- Over **4.5 million impressions** on all newsletters featuring Cibes content
- Solus emails saw an average **24% open rate** and **7.5% click-through rate**

trendingnow
Sustainable Construction

Sponsored email


In partnership with

Cibēs

Go sustainable and get sleek design with Cibes

What's the best way for facility managers to get platform lifts that promote sustainability yet comes with sleek design?

Cibes lift is one of the world's recommended manufacturers of platform lifts that best fits both home and commercial buildings. Our A5000 model has become a global choice for sustainability.



Contact us today

If you are ready to maximise the accessibility of your clients' building, contact our sales experts today. Let's provide perfect accessibility that makes work easy in every commercial building.

Simply request a brochure via [our website](#) or find us on [NBS](#) for more information.

Request brochure here

Brands we work with



Events we work with

**CLERKENWELL
DESIGN WEEK**

workspace
design show



SURFACE
DESIGN
SHOW

brightonSEO.

UK Construction
Week 



THE MARTECH
SUMMIT

100%optical®

Sustainable
Design China
Summit
可持续设计峰会



design
SHANGHAI
设计上海

B2B
MARKETING
EXPO

Client Testimonials

“

Bosch have been sponsoring digital platform Trending Now for over two years with great brand exposure showcasing a range of products from Biturbo, Bosch Professional, Bosch BITURBO, and the big promotion we've had on Bosch Professional World.

Kate Cecile-Pritchard – Bosch

“

The team are really happy with the lead quality, we are finding that the leads for the larger companies are particularly valuable (for us that's 50m plus turnover). We have quite a few meetings booked with large accounts off the back of the campaign.

Fleur Haggerty – Fonn

“

Trending Now allowed us to focus in on specific networks and tailor messaging to sub-sections of the design industry allowing for greater engagement, conversion and results. An excellent platform to expand our reach, guaranteeing that our content is seen by the right audience.

Marlon Cera-Marle – Clerkenwell Design Week

trendingnow

Less noise, more news.

Darren Crew | Business Development Manager

darren.crew@trending-now.co.uk

020 3225 5200

www.trending-now.co.uk