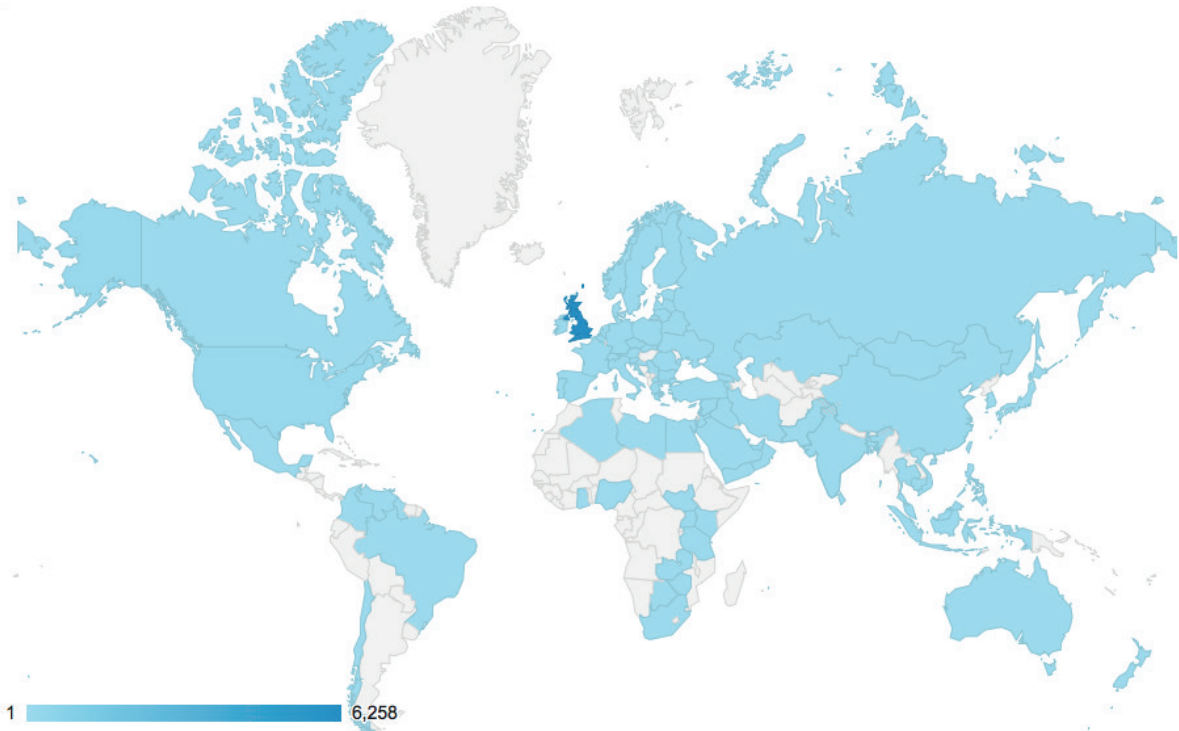




GLOBAL COVERAGE



VISITS FROM OVER 100 COUNTRIES INCLUDING EVERY EUROPEAN COUNTRY, UAE, INDIA, MALAYSIA, AUSTRALIA, CHINA, BRAZIL AND MONGOLIA.

3810 VISITS REFERRED FROM GOOGLE

445 VISITS CAME FROM SOCIAL MEDIA SOURCES

2566 VISITS FROM DIRECT TRAFFIC

232

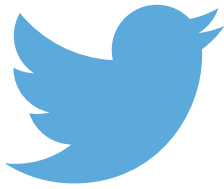
LANDING PAGES INDEXED BY GOOGLE

2176

VISITS FROM MOBILE DEVICES

29%

OF ALL SITE TRAFFIC WAS FROM A MOBILE DEVICE



Key Results

- 4381 unique visitors
- 461 registered users
- 65 published videos
- 43 publishers
- 965 Twitter followers
- 1038 Facebook likes

Welcome to the GAI

The Guild of Architectural Ironmongers has chosen The Building Academy platform to launch their Foundation In Hardware education module; paid for learning with a recognised end qualification. Take up has been good so far and is set to increase throughout the next year.

New Owners

The Building Academy was acquired by Bryter Digital Limited in July 2012.

Since then we have made a number of improvements to the web site and its back office and are planning a major marketing campaign for 2014.

PUBLISHER PACKAGES FOR 2014

BASIC

Free

Our entry level package allows you to create a free company profile but does not include any publishing rights:

- Free Company Profile
 - Add Social links
- Create a Contact form
- List your CPD and other key events

PREMIUM

£750.00 / Yearly

Aimed at larger companies, partners and product manufacturers, our premium package includes all the features of the basic account along with:

- Unlimited video uploads, PDF or PowerPoint downloads
- Full access to management tools and usage statistics
- Become a CPD publisher, create Q&A self tests, gain credibility with your audience
- Other publisher features on application

STANDARD

£350.00 / Yearly

Ideal for publishing installation or product update videos with supporting technical brochures and datasheets. Includes all the features of the free package plus:

- Publish one video
- Add up to 10 PDF or PowerPoint downloads

www.thebuildingacademy.com

FOR FURTHER INFORMATION CONTACT: Bryter Digital Limited. Canterbury Innovation Centre, University Road, Canterbury. CT2 7FG
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