

Why Become Part of the OPUS Specification Programme?

OPUS
Building Services 2007
www.opus-bs.com

OPUS has the name, the longevity, the reputation and the connections to ensure it remains the most used directory within the building services industry* - ensure your products are promoted within the new look 2007 edition

Here are just a few of the reasons that make OPUS the industry standard, the 'one stop shop' for ideas and inspiration and comprehensive product information for today's building services engineer.

Strong Product

- OPUS, published for over 20 years, is the well established, trusted industry reference source, referred to not only for its in depth product information, but also for the additional useful background details it provides on standards - making it the essential building services engineer's tool.
- OPUS is tailor-made for your industry - we asked CIBSE members what they use OPUS for and how, so that it is designed to meet the requirements of today's building services engineers:
 - For 2007, OPUS has undergone a complete classification review undertaken by highly experienced building services professionals.
 - Key areas such as sustainability and renewables are now included to ensure full coverage of the industry.
 - We've revised the layout, providing a more formatted page, allowing you to promote your products to maximum effect with a range of image options.
- OPUS provides you with a multimedia offering both in print and online - ensuring your products are in front of your target audience, however and whenever they wish to search.

Strong Circulation

- OPUS has a quality circulation, with copies distributed to UK active members of CIBSE - qualified building services engineers.
- **NEW!** Bonus circulation to visitors at the M&E Show - 10-11 October 2007 - attended by building services, electrical and mechanical engineers.

Strong Connections

- OPUS is published in association with CIBSE and has its full support.
- OPUS also has strong links with BSj, and is not only linked on its website but is promoted in the magazine, as well as in BSj's media pack.

Strong Promotion

- As part of CMPi, the new OPUS Building Services benefits from increased promotion both in print and online across CMPi's extensive Built Environment portfolio.
- OPUS is already accessible via BSj and Barbour Compendium, as well as via its own unique URL - www.opus-bs.com. And, coming soon - live links on EMC (Electrical & Mechanical Contractor) and the M&E Show sites.
- OPUS will be promoted at Think07 during May, while the new edition launches at the M&E Show in October 2007. At this exhibition, the new enhanced website will also be demonstrated to its core audience for the very first time.

*Source: Building Services Engineers Independent Readership Survey 2006 - GfK NOP



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