



Leading business intelligence provider acquires construction media organisation

Tracker Intelligence's parent company acquires Pro-Mark Media

Glasgow, 12 May 2015

BiP Solutions, the parent company of leading business intelligence solution Tracker, has acquired one of the UK's leading construction media firms, Pro-Mark Media (PMM).

The acquisition brings together two businesses with more than 50 years' combined experience of providing targeted market intelligence and opportunities to promote its capabilities and expertise.

Tracker relies on over 30 years' experience of helping businesses identify and win contracts within both the public and private sectors. Although formed in 2013, PMM calls on more than 19 years' experience of publishing magazines and providing online services that promote opportunities within the supply chains of construction projects.

PMM has an established portfolio of digital magazines and online channels brands under the UK Construction Media banner including UK Construction Online, UK Construction Journal and Building Scotland.

Both businesses have successfully moved their offerings to a digital platform and are expert in bringing buyers and suppliers together through the provision of high-value content.

Kenny Brogan, Head of Marketing at BiP, said: *"Tracker already offers Europe's largest database of contracts information and intelligence to our customers. This exciting partnership will allow us to build upon our already impressive construction and infrastructure experience with PPM's quality intelligence and industry analysis."*

Ron Burges, Founder and Executive Chairman of BiP Solutions, said: *"The acquisition of Pro-Mark Media is an exciting venture for BiP Solutions and comes at exactly the right time for both companies. The construction sector in the UK is set for considerable growth, and our combined expertise, market reach and intelligence will allow us to develop and create products that are rich in value and insight. We are delighted to welcome Pro-Mark Media into the BiP family, and believe that our customers – current and future – will benefit greatly from this venture."*

Adrian Dunleavy, Chairman of Pro-Mark Media, said: *“Pro-Mark Media has combined a strong heritage with products right for today’s vibrant construction market and we now are delighted to be joining the BiP family [...] Pro-Mark Media wants to remain at the pinnacle of modern b2b media and by working with BiP going forward we are confident of achieving that.”*

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About Tracker and BiP Solutions

- BiP Solutions is a global market leader in the provision of business intelligence services
- Tracker is the only business intelligence tool to provide public sector contracts and private sector leads alongside market and competitor insights
- 5000 public sector organisations and 220,000 businesses in the UK alone rely on our intelligence
- Europe’s largest database of contracts information and intelligence
- www.trackerintelligence.com

About Pro-Mark Media

- One of the UK’s leading publishers of quality construction magazines
- Titles include UK Construction, Building Scotland, Construction Ireland and SwimConstruct
- UK Construction Online serves the construction industry with news, analysis and comment
- www.pro-mark.org.uk

Media Enquiries

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