



Specification Magazine

MEDIA DETAILS 2012

www.specificationonline.co.uk

One of the construction industry's leading titles...

Specification Magazine is now firmly established as one of the leading Architectural and Building titles in the Construction industry. The mix of professional editorial comment, manufacturer led articles and product information are presented in a style that is unsurpassed within the construction press.

Printed on oversize A4 quality stock paper Specification Magazine stands out from the crowd to ensure that it creates the best possible platform to help promote your brand and product message.

Each month Specification Magazine includes a special report that discusses key sectors of the construction industry, including sustainable building, health, education, urban regeneration, offices & commercial buildings and retail construction. Each report will take an in-depth editorial look at current projects and thinking as well as product design and specification.

Supporting our monthly titles are two product specific platforms Specification Product Update and Specification Product Information Cards that are published on a quarterly basis and designed to generate quality sales leads for your business. We also publish HSL, Timber in Architecture, Public Sector Building Specification, Housing Specification and Landscape & Amenity Product Update.

Every title within our portfolio is also reproduced in a digital format to meet the increased demand from our growing online community.

Our website www.specificationonline.co.uk features the latest news and carries many of the editorial items featured in the printed issue. It also has links to our unique brochure and product directory www.thebuildingproductdirectory.co.uk



Features List 2012

January 2012

Report - Education

Spotlight - Sustainable Buildings

Features -

- ROOFING
- DRAINAGE & WATER MANAGEMENT
- INSULATION

February 2012

Report - Commercial & Domestic Heating, A/C & Ventilation

Spotlight - Retrofit Specification

Features -

- EXTERNAL WALL FINISHES
- STRUCTURES
- PAINTS, STAINS & COATINGS

March 2012

Report - Offices & Commercial Buildings

Spotlight - Ecobuild Preview

Features -

- DOORS, WINDOWS & ENTRANCE SYSTEMS
- GLASS & GLAZING
- SAFETY, SECURITY & FIRE PROTECTION

April 2012

Report - Health

Spotlight - Ecobuild Review

Features -

- INTERIORS & LIGHTING
- KITCHENS & BATHROOMS
- CEILINGS & PARTITIONS

May 2012

Report - Retail Construction

Spotlight - Education

Features -

- FLOORS & WALLS
- LIFTS, STAIRS & BALUSTRADES
- ACOUSTICS

June 2012

Report - Refurbishment & Restoration

Spotlight - Sustainable Buildings

Features -

- ROOFING
- DRAINAGE & WATER MANAGEMENT
- INSULATION

July/August 2012

Report - Housing

Spotlight - Urban Regeneration

Features -

- DOORS, WINDOWS & ENTRANCE SYSTEMS
- GLASS & GLAZING
- SAFETY, SECURITY & FIRE PROTECTION

September 2012

Report - Commercial & Domestic Heating, A/C & Ventilation

Spotlight - DDA

Features -

- INTERIORS & LIGHTING
- KITCHENS & BATHROOMS
- CEILINGS & PARTITIONS

October 2012

Report - Offices & Commercial Buildings

Spotlight - Health

Features -

- BRICKS, BLOCKS, PAVERS & GROUNDWORK
- STRUCTURES & EXTERNAL WALLS
- MODERN METHODS OF CONSTRUCTION

November/December 2012

Report - Refurbishment & Restoration

Spotlight - Retail Construction

Features -

- FLOORS & WALLS
- BUILDING SERVICES
- ACOUSTICS

Products In Focus

The following classifications feature in every issue of Specification Magazine

- New Developments
- Roofing, Cladding & Insulation
- Drainage & Water Management
- Glass & Glazing
- Safety, Security & Fire Protection
- Building Services
- Doors, Windows & Entrance Systems
- Interiors & Lighting
- Kitchens & Bathrooms
- Ceilings & Partitions
- Floors & Walls
- Paints, Stains & Coatings



Circulation Details

Specification Magazine has a unique circulation compiled from four key elements of our managed database:

Individually requested readers
Product enquirers (From preceding 12 months)
Working specifiers sourced exclusively from Glenigan
Member of The Chartered Institute of Architectural Technologists

Each month our database team download the latest project information from Glenigan. They then target key specifiers working across the construction sector, de-dupe against our existing database and then add these key working specifiers to the circulation of Specification Magazine.

IN PRINT (Publishers Statement)

Architects (<i>inc Architectural Technicians & Technologists</i>)	11,198
Building Contractors & Developers	2,744
Quantity & Building Surveyors	848
Structural Building / Mechanical & Electrical Engineers	772
Director/Client	1,882
Project Managers	660
Buyers & Procurement	246

TOTAL (ABC CERTIFIED JULY 10 - JUNE 11) 18,350

DIGITAL ONLINE

Architects (<i>inc Architectural Technicians & Technologists</i>)	5,924
Director/Client	4,219
Builder/Contractor/Developer	4,946
Project Manager	1,676
Building & Quantity Surveyor	1,249
Mechanical/Structural/Electrical Engineer	830
Buyers & Procurement	435

TOTAL 19,279

COMBINED TOTAL 37,629

(OF THE ONLINE CIRCULATION 11,060 RECIPIENTS OF THE DIGITAL ISSUE DO NOT RECEIVE A PRINTED ISSUE OF THE MAGAZINE)

Source (Live data Glenigan)



Display Advertisement Rates & Mechanical Data

DISPLAY & SPECIAL POSITIONS

Front Cover Spotlight: £3000 (Includes DPS Editorial)

Corporate Profile: £6000 (Includes Corporate Project Image pages 2/3 plus DPS editorial)

Type: DPS

Rate: 1 Insert £4000

Dimensions (mm)

Trim: 460w x 300h

Bleed: 466w x 306h

Type: 440w x 280h

Gutter: 36mm

Type: Full

Rate: 1 Insert £2000

Dimensions (mm)

Trim: 230w x 300h

Bleed: 236w x 306h

Type: 220w x 290h

Type: Half Page

Rate: 1 Inserts £1000

Dimensions (mm)

Trim: Horizontal: 200w x 125h

Trim: Vertical: 90w x 260h

Type: Quarter Page

Rate: 1 Inserts £500

Dimensions (mm)

Trim: 90w x 125h

Series and volume discounts available on request, contact your account manager for further details.

PR Product and Project Releases

All editorial submitted for inclusion within the products in focus section of the magazine levies a production charge of **£99.00**

(Please forward any relevant press material together with hi-resolution photography to our editorial co-ordinator Katie Wilcox on katie@tspltd.co.uk)

OTHER OPPORTUNITIES

Inserts are available. Prices are based on weight and quantity. For more details on tip-ons, gatefolds, and bellybands please contact your account manager.

Email material to: copy@tspltd.co.uk

Material must be supplied on Mac readable discs or via email or FTP. PDF's should be print ready with all fonts and images embedded (min 300dpi).

Documents must be Quark Xpress.

Images must be saved as TIFF or EPS minimum 300dpi at 100% size.

Ensure all images are CMYK not RGB.

Ensure all colours are CMYK not RGB or SPOT including Illustrator files.

Artwork requiring further production may levy further charges which will be pre-quoted prior to implementation.

Cancellations in writing by the first working day of the month prior to the month of publication as our standard terms and conditions of sale state.



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