

PRODUCT UPDATE

Media Details
2016

SPECIFICATION



THE NO.1
PRODUCT MAGAZINE
FOR TODAY'S
BUSY SPECIFIER

PRODUCT UPDATE |

SPECIFICATION

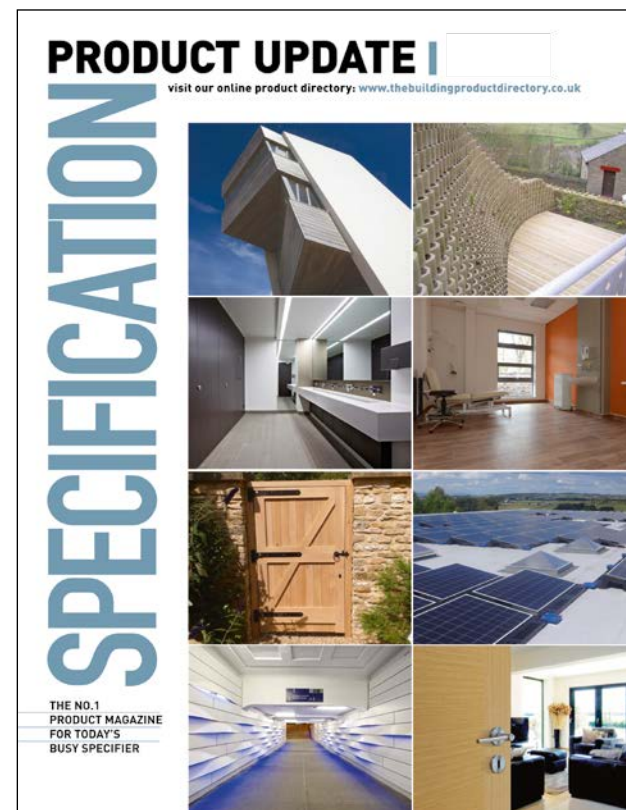
THE NO.1
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Research driven media that is designed to promote your business in a clear and functional manner

Following extensive reader research Specification Product Update has undergone a radical facelift.

Our new format features a bright and open style with clean images and manufacturer information portrayed via quality photography and short concise editorial. Display advertisements are restricted within the magazine, with the prominent positions being the inside front cover, inside back cover, the back cover and a quarter page strip on the contents page.

Specification Product Update's new style features 8 product images on the front cover with page references to further information within the magazine. Each product depicted reflects a successfully completed project or product development. Our research with specifiers suggests that good quality images are what catches the eye with short concise descriptions and an easy call to action via a web address, email or contact number essential.



Circulation

Specification Product Update draws it's data from it's sister title Specification magazine and a database of product enquirers that are making enquiries across the entire construction media division of TSP Media. We also source working specifiers from Glenigan to ensure that we are being read by individuals who are working on live projects.

ABC Controlled Circulation

In Print

	Total
Architects (Including Architectural Technicians & Technologists)	8257
Building Contractors, House Builders, Developers and Design & Build Companies	3812
Clients / Project Managers	1479
Quantity & Building Surveyors	882
Structural Engineers	318
Mechanical & Electrical Engineers	252
Total	15000

Special web and mobile readable digital edition incorporating a fully trackable analytics package

Architects (Including Architectural Technicians & Technologists)	7014
Building Contractors, House Builders, Developers and Design & Build companies	2722
Clients / Project Managers	1870
Quantity & Building Surveyors	543
Structural Engineers	291
Mechanical & Electrical Engineers	587
Total	13027
Combined	28027



Content

Each category section features a photographic led formatted advertisement. Followed by a spread of formatted quarter page advertisements, featuring a colour image and up to 100 words of text, address and contact details. In our web friendly tablet edition up to 350 words and further images can be included and viewed via a simple scroll bar mechanism.

Our research suggests that specifiers and architects in particular are more likely to react to a good quality colour image of a product in situ or within a project environment.

Five hours is all it takes with Gerflor

FLOORS, WALLS & CEILINGS
Gerflor
www.gerflor.co.uk
contractuk@gerflor.com

Hunter Douglas
Unique coastal house enjoys a bespoke solution

Polyflor Ltd
Polyflor is the natural choice for luxury store

nora systems
Lighten up your environment with all-new colours

Gerflor
Five hours is all it takes with Gerflor



Rates & Data

Specification Product Update is published quarterly and is supported by a bi-monthly web friendly digital version. Both the Building Product Directory and Building Product Library are annual platforms and can be incorporated by way of a one off annual payment at the point of booking.

Specification Product Update (SPU)	Insertions		
	1	3	5
SPU Quarter page Formatted Advertisement	£350	£325	£300
Full Page category sponsor page in SPU print	£900	£850	£800

Advert Sizes

Quarter Page
96mm w x 127mm h

Half Page Horizontal
198mm w x 127mm h

Half Page Vertical
96mm w x 267mm h

Full page advert
230mm w x 300mm h +3mm bleed

Quarter Page Strip
198mm w x 65mm h

Display Advertising

Full Page display	£1500	£1450	£1400
Half Page display	£750	£725	£700
1/4 page display	£375	£350	£325
Contents page			

For information on the availability of Inserts, gatefolds, bellybands, wrap arounds and tip ons or any other special print opportunities please contact your area sales manager on 01952 234000.

PDF's should be print ready with all fonts and images embedded (min 300dpi) Images must be saved as TIFF or EPS minimum 300dpi at 100% size. Ensure all images are CMYK not RGB. Artwork requiring further production time will attract a levy equivalent to £45.00 per hour (By prior agreement) Any cancellations must be made 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.

PR Product & Press Releases
We welcome press, product and project information together with hi resolution imagery from manufacturers and their PR agents. All material submitted for inclusion in our magazine will either be included as part of our in depth editorial coverage. All material published will attract (by prior agreement) an editorial production charge of £100. Please forward any relevant press material to our editorial co ordinator Katie Heath on katie@tspmedia.co.uk

Product Highlights

Senior's systems at Number One in Derby

New car park brochure from Stirling Lloyd

Conren introduces ready to use Triagrip PS

Segenia aluminium series supplied by Carl F. Gruppo

When hand hygiene isn't enough

In Product Highlights we look to showcase some of the latest innovations and developments across the full range of building and architectural products. As well as new launches, we also focus on established products that are market-leaders in their particular field or that have been enhanced and developed.

Regular Categories featured in each issue

- Product Development
- External Works
- Roofing, Cladding & Insulation
- External Wall Finishes
- Drainage & Water Management
- Floors, Walls & Ceilings
- Lifts, Stairs, Balconies & Balustrades
- Doors, Windows, Glass & Glazing
- Security & Fire Protection Safety
- Heating, Ventilation & Air Conditioning
- Kitchens, Bathrooms & Washrooms
- Interiors & Lighting

Publication Dates 2016:

- Issue 1 - January
- Issue 2 - April
- Issue 3 - June
- Issue 4 - August
- Issue 5 - October

PRODUCT UPDATE | Contacts

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TSPMEDIA

INNOVATION IN B2B COMMUNICATION