

PRODUCT UPDATE

Media Details
2017

SPECIFICATION



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

PRODUCT UPDATE |

SPECIFICATION

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.



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



Circulation

Specification Product Update draws its data from its 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

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

TARAFLEX by Gerflor

ENQUIRY 106

Hunter Douglas
Unique coastal views enjoys a bespoke solution
The Pavilion at Coltingham Bay in the Scottish Borders is making waves as a modern, sustainable property that seamlessly fits into the surrounding landscape. Hunter Douglas has created a solid wood linear open ceiling for The Pavilion in Western Red Cedar, chosen for both its aesthetic qualities and longevity. The wood has been fire treated and is suitable for internal and external applications. Internally the wood is interspersed with a black non-woven felt to provide some acoustic absorption, externally Hunter Douglas employed a powder coated black metal grille for durability and to prevent damage from wildlife.
Pondwood House, Pondwood Close, Northampton, NN5 6DT
T: 01604 766210 E: info@hunterdouglas.co.uk
www.hunterdouglas.co.uk

Polyflor Ltd
Polyflor is the natural choice for luxury store
A selection of Polyflor products have recently been installed within the new branch of luxurious fragrance, skincare and bathing product retailer Bath House. Over 40m² of Polyflor flooring was installed in the front of house by TradeWell Flooring of Cambs, including Epoxycor Commercial XL, PU and Classic Myriad PU. This high-end retail project features a bespoke design courtesy of the Polyflor Design Team which is sure to attract attention. Through the use of Polyflor's state-of-the-art watercut cutting facilities, the vision of creating a strong and recognisable brand within the space is truly achieved with a combination of Polyflor's XL, PU and Classic Myriad PU ranges.
Backdells New Road, Whitfield, Haverhill, MK45 7NR
T: 01908 767 000 E: info@polyflor.com
www.polyflor.com

nora systems
Lighten up your environment with all-new colours. From 'noraflor'® eco
nora systems has introduced a refreshed new colour palette for its exciting 'noraflor'® eco range - a high performance rubber floor covering that features an optional smooth tone-in-tone granular design. The spectrum of 16 new colours ranges from soft grey and light pastels to green through to sunny yellows and muted deep red shades that coordinate perfectly with the colour palette from other floor coverings in the 'noraflor'® product line. As well as rubber floor coverings from nora systems, 'noraflor'® eco is made of PVC, abrasion-resistant and halogen-free and certified with the 'Blue Angel' for low emissions' eco label for healthy indoor air.
4-5 Allerton Road, Rugby CV21 3DR
T: 01494 71881-810 810 E: info@nora.com
www.nora.com

Gerflor
Five hours is all it takes with Gerflor
The University of Huddersfield has over 24,000 students and like most universities the sports and leisure facilities feature very heavily in student life. The Gerflor floor had to offer a suitable solution for an underlay flooring area which was positioned directly underneath the sports centres. Technogrip Onyx systems. Chosen for its safety and comfort properties, Taraflex® Sport H4 Evolution (Thru) in Anthracite, Gold and Blue was the specified product. Leisure Facilities, Sport and Leisure Centre Management, Gerflor recently installed a bespoke flooring solution at our Sports Centre in order to provide protection underneath the functional rig. The floor was fitted in less than 7 hours and the team were efficient, friendly and professional. Team Huddersfield staff are also impressed and find the markings helpful when delivering functional training classes. It personally uses the solution, so much so that we are planning to expand the flooring into other areas within our new Fitness Suite.
Wedgebrook House, Wedgebrook Lane, Warwick, CV34 5AP
T: 01928 622 600 E: contractuk@gerflor.com
www.gerflor.co.uk

To make an enquiry: Go online: www.nora.com/info/enquiry.html or send our Free Brochure Enquiry Card

Product Highlights

Senior's systems at Number One in Derby
One Four Gate Secure in Derby has been awarded a BREEM 'Excellent' rating, thanks in part to **Senior Architectural Systems**. Designed by David Strutt, LEA it merges SP8000 and SC1000 curtain walling systems from Senior with an accompanying copper cladding to ensure a contemporary, high-class finish is achieved. Senior's SP8000 and SC1000 curtain walling systems complement the copper cladding and help achieve an excellent, sustainable design along with an F-curtain BREEM rating. The SP8000 system is a robust, thermally enhanced, tubular aluminium system-wall system. The SC1000 systems meanwhile are thermally enhanced, with large thermal barriers and high performance glazing.

The best of both worlds with Granorte
Bringing the sound, thermal and comfort of cork to commercial interiors looking to take advantage of one of nature's most sustainable materials, **VynkolitePRO** is the revolutionary new LVT from **Granorte**. Available in 10 incredibly realistic wood looks, from the grey of Oak and the weathered Ashlar through to the natural tone of Cortina and Cornish, VynkolitePRO is solid Class 33, making it suitable for a huge range of commercial environments. With a built-in cork underlay to add underfoot comfort and an optional cork sound insulation layer, VynkolitePRO's D-barrier wear layer is Monocore enhanced for easier maintenance and greater durability.

Conren Integres ready to use Truegrip PS
Truegrip PS is a single pack ready to use, high quality epoxy seal from **Conren** which is formulated from a combination of latex emulsion and specially selected graded aggregates. Truegrip PS comes to form a tough, durable finish which is used for sealing highway and footpath reinstatements. Truegrip PS is also an easy to apply footpath, driveway and car park refurbishment surface dressing. Conren's Truegrip PS is available in a fine and coarse grade and slip and comes in black, red and green.

Stepping up hand hygiene with Gradus SureContact
Gradus has launched SureContact, a new antimicrobial hand foam designed to improve hygiene in healthcare applications. Available as an aerosol spray on selected Gradus Handbars, Comforts and Dual Rail, the permanently protective antimicrobial foam contains benzalkonium Chloride and Zinc Purification technology. This active bioactive substance helps to reduce microorganisms, including microbes that mutate and prevent the spread of healthcare associated infections (HCAIs). Non-washing and stain resistant, SureContact improves hygiene between cleaning cycles and reduces the need for harsh bleach cleaning solutions, helping to promote a safer healthcare environment. SureContact provides a standard, invisible, resistant handbar surface that reduces the spread of bacteria and infections.

Siegenia aluminium series supplied by Carl F Gruppo
Latest hardware to be added to **Carl F Gruppo's** range is manufactured by Siegenia and designed specifically for aluminium windows. With features to ease fabrication and installation of BS & turn windows, and advancements that simplify component selection, the ALU 6200 and ALU 6000 product lines are designed to have strong appeal to the window industry. Siegenia's hardware advancement addresses the fact that traditional solutions for this market have often required a complicated buying and fitting process. Features for the ALU series include non-ferrous and pre-anodized components to enhance installation and stock control. The product is available with an extensive range of accessories.

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



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

Display Advertising

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

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

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 UPDATE | Contacts

SPECIFICATION

Editorial:

Group Editor - Paul Groves
paul.groves@tspmedia.co.uk

**Editorial Co-Ordinator -
Devan Cadwallader**
devan@tspmedia.co.uk

Advertising

**Advertisement Area Manager South -
Nicky Vandesande**
nicky@tspmedia.co.uk

Area Media Consultants

North

Martyn Smith
martyn@tspmedia.co.uk

Midlands

Mike Hughes
mike@tspmedia.co.uk

South

James Hastings
james@tspmedia.co.uk

Design & Production:

Design - Kat Jones
kat@tspmedia.co.uk

Production - Charlotte Wall
copy@tspmedia.co.uk

Direct Mail:

**Circulation Management -
Becki Everitt**
becki@tspmedia.co.uk

Managing Director - David Stiles
david@tspmedia.co.uk

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

TSPMEDIA

INNOVATION IN B2B COMMUNICATION