

SPECIFICATION Magazine

A well respected multi media platform with over 25 years experience of promoting products and systems to architects, contractors, housebuilders, developers and specifiers working on live projects across the UK.

Celebrating 25 years of publishing to the architectural & building industry

MEDIA DETAILS 2023/2024



The Specification Family

Promoting your products and services to the whole specification team via a portfolio of respected print and digital media platforms.

Whatever your preferred media of choice we have the expertise and knowledge to deliver your brand and product message to an audience that is working on live construction projects across the whole of the UK. Our continued investment in circulation and database management is supported by a third party agreement with Glenigan planning data and a full audited ABC certificate. All of our data is fully GDPR compliant. We go that extra mile to ensure your campaigns receive maximum exposure across our widely read platforms.



In Print and Digital

Specification Magazine
Specification Product Update
Housing Specification Magazine

Online

SpecificationOnline
Let's Talk Specification
Regular ebulletins
Specification News
Building Specification
Specification Product Update Blog
CPD Marketing

Email Marketing

Solus ebulletins
Direct Mail

Social Media

Campaigns available across Twitter, Facebook and LinkedIn.

Talk to one of our experienced media representatives today about the exciting packages we can deliver to help promote your brand and product.

The companies to the right represent a snap shot of the types of businesses we communicate with on a regular basis. Many key specifiers within these organisations receive our publications, both in print and online. They also sign up for our ebulletins, blogs and visit our social media platforms.

Architects

AECOM
AKT II Limited
Atkins Plc
BDP
Broadway Malyn
Capita Group Plc
HOK International Ltd
Ramboll Group
Scott Brownrigg Ltd
TP Bennett LLP
Waterman Group Plc
WSP Group Plc

Clients

Asda Group Plc
Aviva Plc
Derwent London Plc
Grosvenor Group Ltd
J Sainsbury Plc
Land Securities Group plc

Contractors

Ardmore Group
Barhale
Bowmer & Kirkland Ltd
Brookfield Multiplex Europe
Headcrown Group Plc

Higgins Group Plc
Jones Brothers (Civil Engineering) Ltd
Keller Group Plc
Laing O'Rourke
Mace Limited
Morrison Utility Services
Newarthill Ltd (Sir Robert McAlpine Group)
P C Harrington Contractors Ltd
Quintain Plc
Royal BAM
Seddon Group Ltd
Shaylor Group Plc
VINCI Construction UK Limited

Watkin Jones Group
Willmott Dixon Holdings Limited
Housebuilders
Avant Homes Group Limited
Bloor Holdings Ltd
Bovis Homes Group Plc
Esh Group
Headcrown Group Plc
Miller Group
Ogilvie Group Limited
Persimmon Group Plc
Robertson
The Berkeley Group Holdings Plc

Public Bodies

The Crown Estate
Housing Associations
Hexagon Housing Association
London & Quadrant Housing Trust
Sectors
Commercial
Industrial
Health
Education
Public Sector
Housebuilding & Social Housing

SPECIFICATION

Magazine

Specification Magazine is the leading product magazine in the construction sector. Each month we deliver thousands of news stories, products, case studies and advertisement campaigns to our readership. We are a recognised and trusted source of information born out by our dominant market share and enquiry generating content.



[Click here to view digital edition](#)



Feature Programme - [Click here to view our 2023/24 features list.](#)

Circulation - [Click here to view circulation data.](#)

ABC Audit - [What it means to have an ABC audited circulation.](#)

Unique Reader Enquiry Service - [Click here to view details.](#)

Glenigan Data - [Click here to view how we use it.](#)

Rates & Data - [Click here for details of advertising and editorial opportunities.](#)

HOUSING

Specification

Housing Specification is published six times per annum and has a combined print and digital circulation of over 25,000. These include architects, contractors, house builders, installers, housing associations, social landlords and local authority procurement officers working on housing projects across both the private and public sector.



[Click here to view digital edition](#)

Feature Programme - [Click here to view our 2023/24 features list.](#)

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Glenigan Data - [Click here to view how we use it.](#)

Rates & Data - [Click here for details of advertising and editorial opportunities.](#)



SPECIFICATION

PRODUCT UPDATE

Specification Product Update is a bi-monthly magazine with it's own unique blog and digital edition. It has been successfully delivering product and system development to an audience of working specifiers for over 25 years. The clean and concise format featuring product and case study images appeals to architects, builders and specifiers.

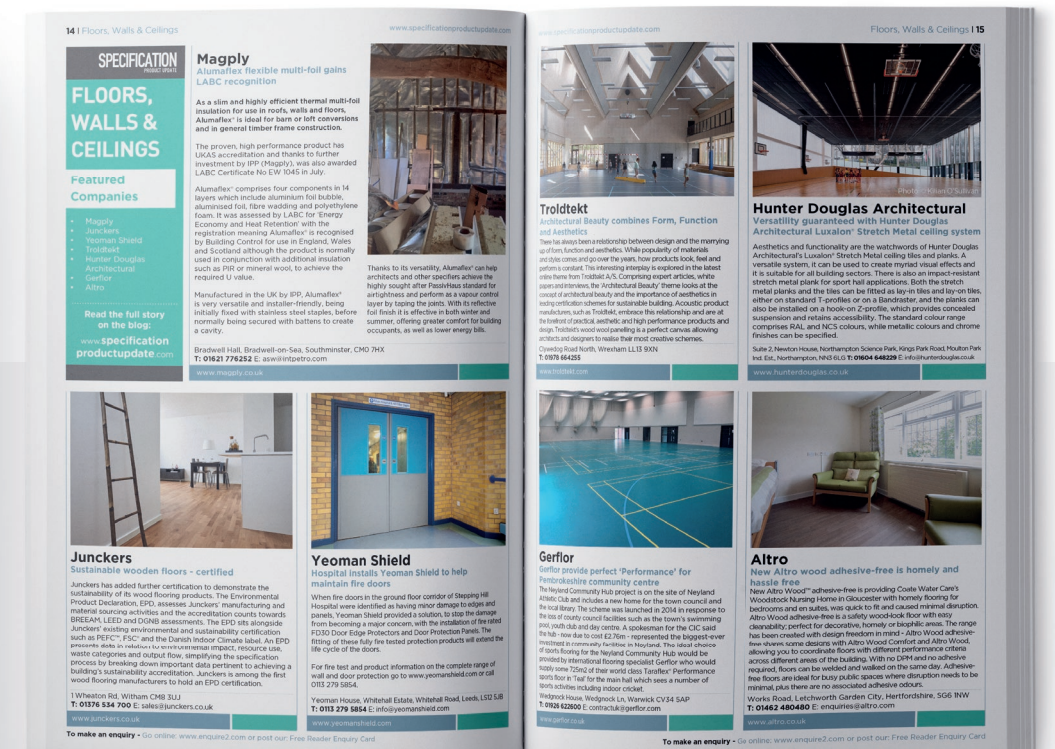
[Click here to read full media details.](#)



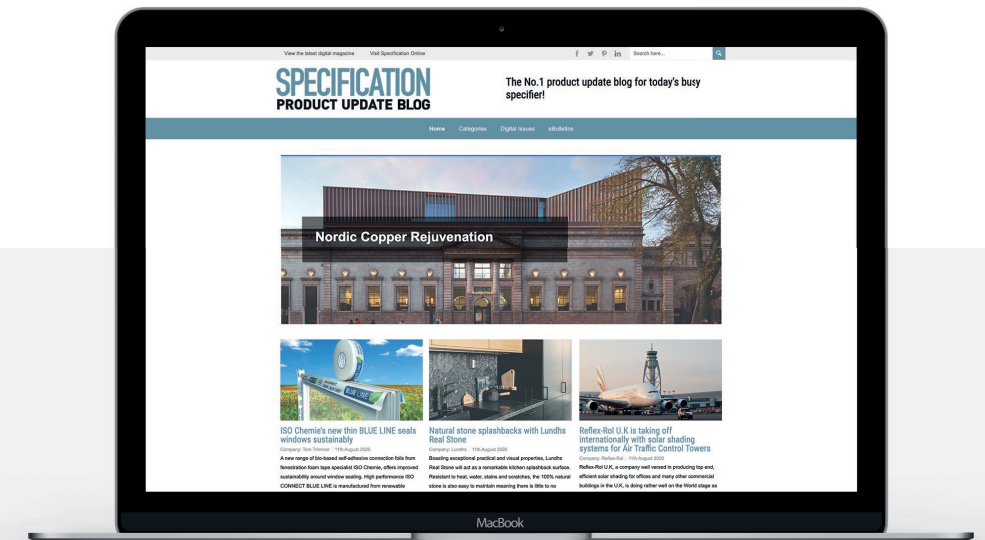
SPECIFICATION

PRODUCT UPDATE BLOG

The Specification Product Update Blog runs as an addition or alternative to our print and digital magazine Specification Product Update, all material featured is also broadcast across our social media channels, the details of which can be seen on the back page of this document.



[Click here to view digital edition](#)



[Click to view the blog](#)

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SPECIFICATION

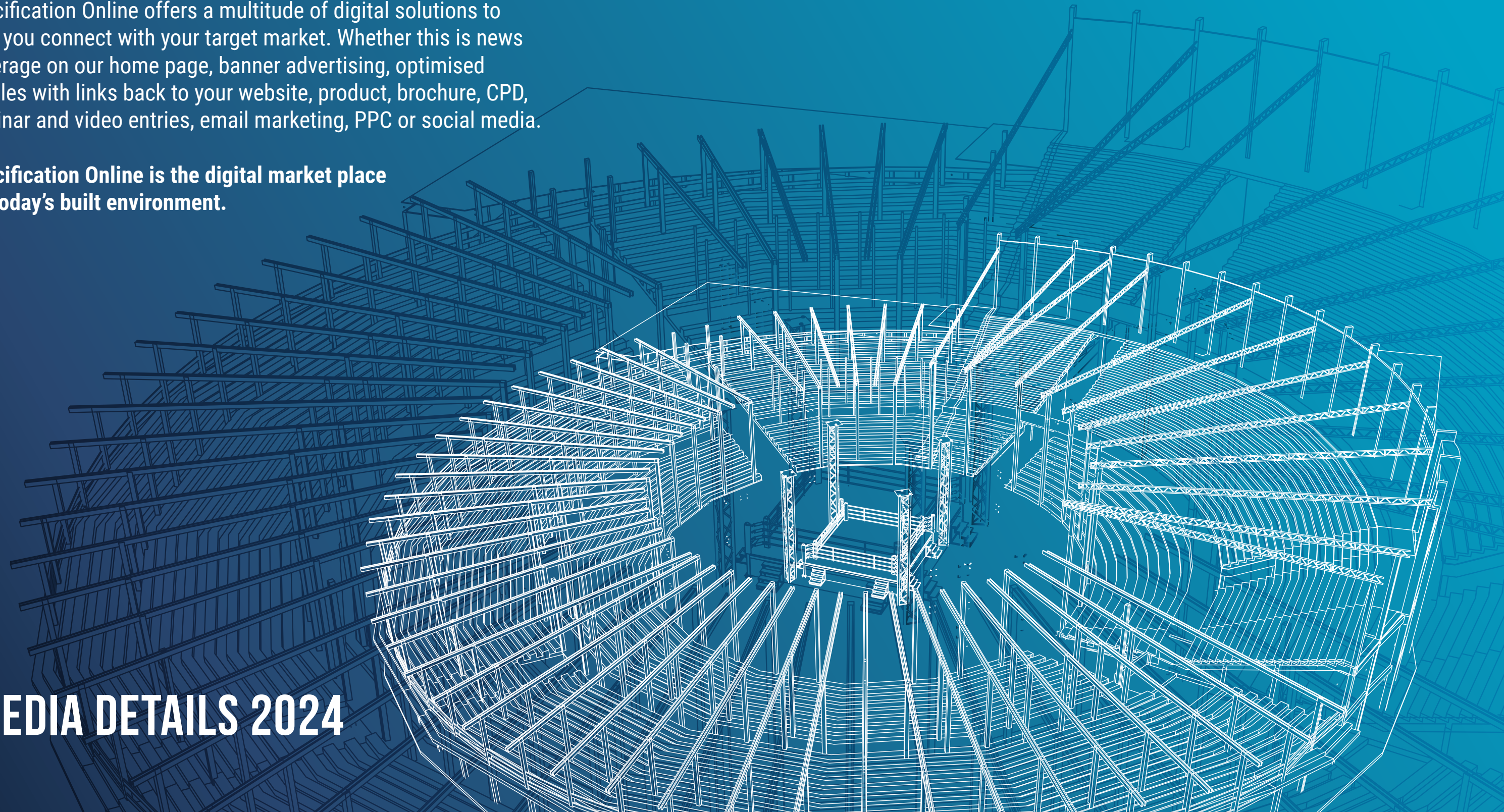
www.specificationonline.co.uk

Online

Specification Online offers a multitude of digital solutions to help you connect with your target market. Whether this is news coverage on our home page, banner advertising, optimised articles with links back to your website, product, brochure, CPD, webinar and video entries, email marketing, PPC or social media.

Specification Online is the digital market place for today's built environment.

MEDIA DETAILS 2024



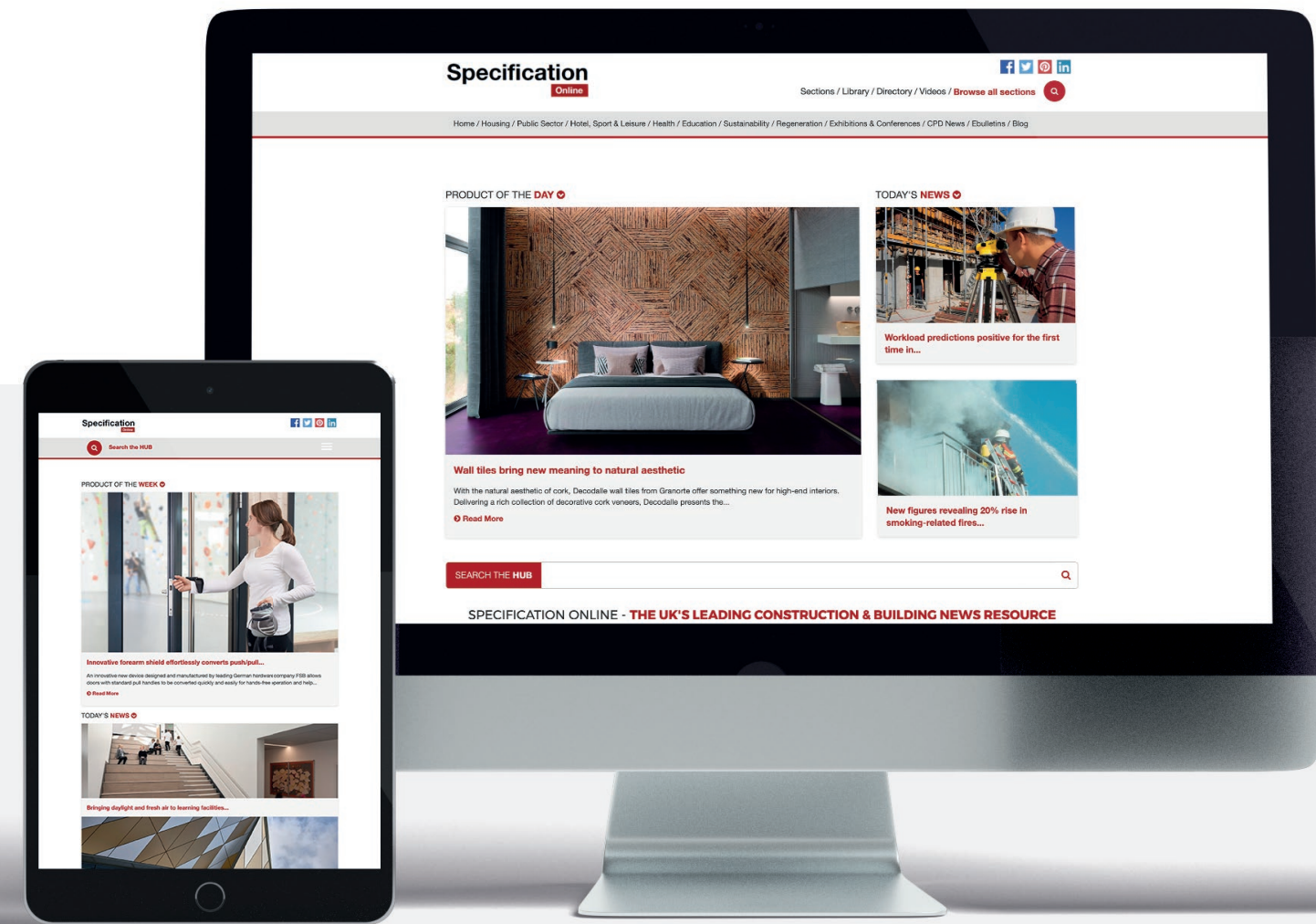
SPECIFICATION

www.specificationonline.co.uk **Online**

Connecting with your target audience in the right place at the right time.

Specification Online offers a multitude of digital solutions to help you connect with your target market. Whether this is news coverage on our home page, banner advertising, optimised articles with links back to your website, product, brochure and video entries, email marketing, PPC or social media.

Specification Online is supported by a range of specialist digital platforms including *Let's Talk Specification*, *Specification Directory* and *Building Specification* each with their own unique way of delivering your online message.



Our website's have upwards of 20,000 visits a month, our social profiles are nearing 10,000 followers and our online database has over 120,000 named contact email addresses.

Whichever one of our digital platforms you choose our proactive approach across multiple channels will ensure your product receives the maximum online exposure.

Click on the links below to go to each platform or continue to scroll through:

Specification Online
Let's Talk Specification
Specification Directory
Specification Library
Specification Videos
Building Specification
Email Marketing
Social Media

Advertising with TSP Media has proven to be very successful for us this year. Their online platforms have performed beyond expectation and we particularly like Specification Online's product and brochure directories.

*Michelle Pol – Marketing
Co-ordinator, A Proctor Group Ltd*

SPECIFICATION

Weekly ebulletin

Online

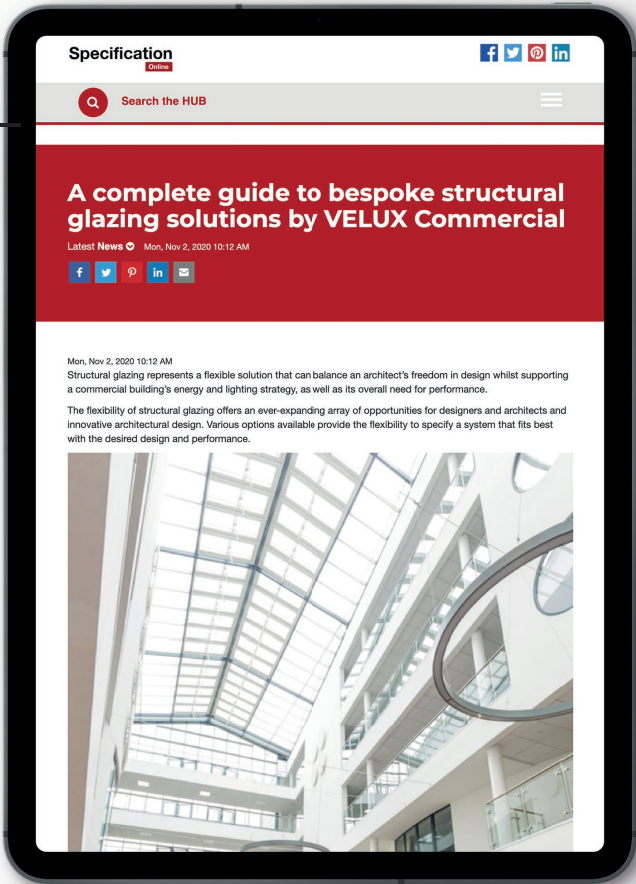
Specification Online is the hub for our online activity. The homepage is visited by thousands of architects and specifiers every month. All news articles are divided into various sections so that they can be searched via product type or sector.

Articles

All of the articles included on Specification Online benefit from our dynamic URL system. Key areas within your article link back to relevant pages on your own website, creating multiple backlinks which is great for SEO.

In addition to the standard article entry, we also have ‘Product of the Day’ which is the main featured product at the top of the homepage. It is also included on a weekly eNewsletter and posted across all of our social media channels.

Many of the articles we publish feature on Google news ensuring that you receive exposure not only from people visiting the site, but also through Google searches.

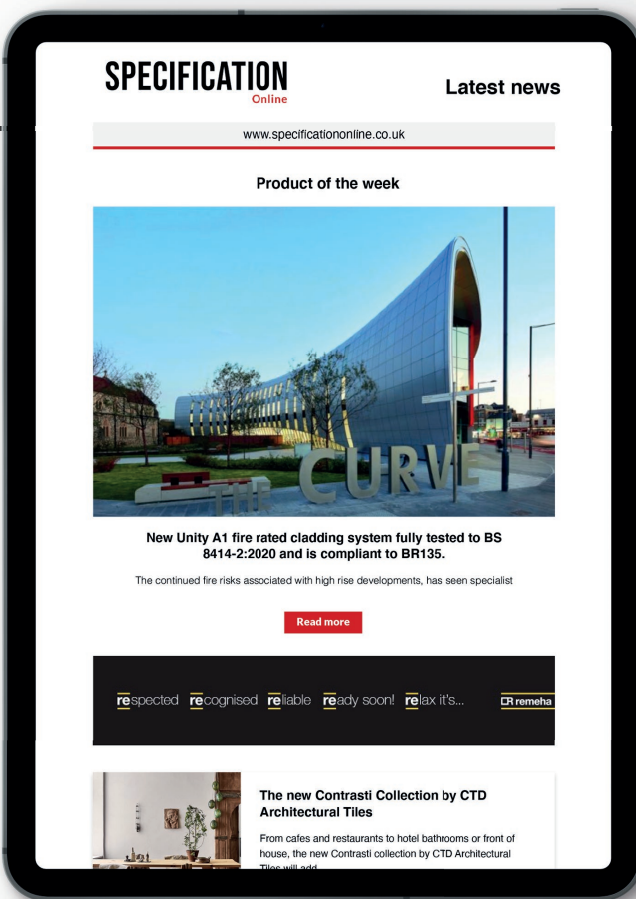


SpecOnline Weekly ebulletin

SpecOnline Weekly ebulletin is circulated each Monday to over 22,000 working specifiers, it is an ideal platform to promote news stories, product launches and time specific campaigns.

We accept up to 500 words and three images on this platform, this also includes dynamic URLs and SEO keywords

Pricing	
Premium Position (Top Spot)	£175.00
Run of Bulletin	£150.00
Featured Video	£175.00
Banner advertising	£155.00 per week £450.00 per month



Pricing	
Product of the day	£175 (Including eNewsletter and social post)
1 News Article	£125
6 or more news articles	£110 per article
12 plus news articles	£100.00 per article (articles can be uploaded at any time during the year)

Specification Magazine Monthly Bulletin Circulation (average)	
Job Title	Spec ebulletin
Architect (including Architectual Technicians & Technologist)	9240
Building Contractor, House Builder & Developer	3985
Client / Project Manager	3976
Quantity and Building Surveyor	1857
Structural Engineer	1009
Mechanical & Electrical Engineer	994
Total	21061

SPECIFICATIONDAILY



Click to view example

All the latest news views and developments from the UK architectural and building sector.

Broadcast each morning to over 10,000 working specifiers.

Advertisement Opportunities

Banner advertisement (on rotation)

- £350.00 per week
- £1200.00 per month

Content management – Paul Groves -
paul.groves@tspmedia.co.uk

Display advertising

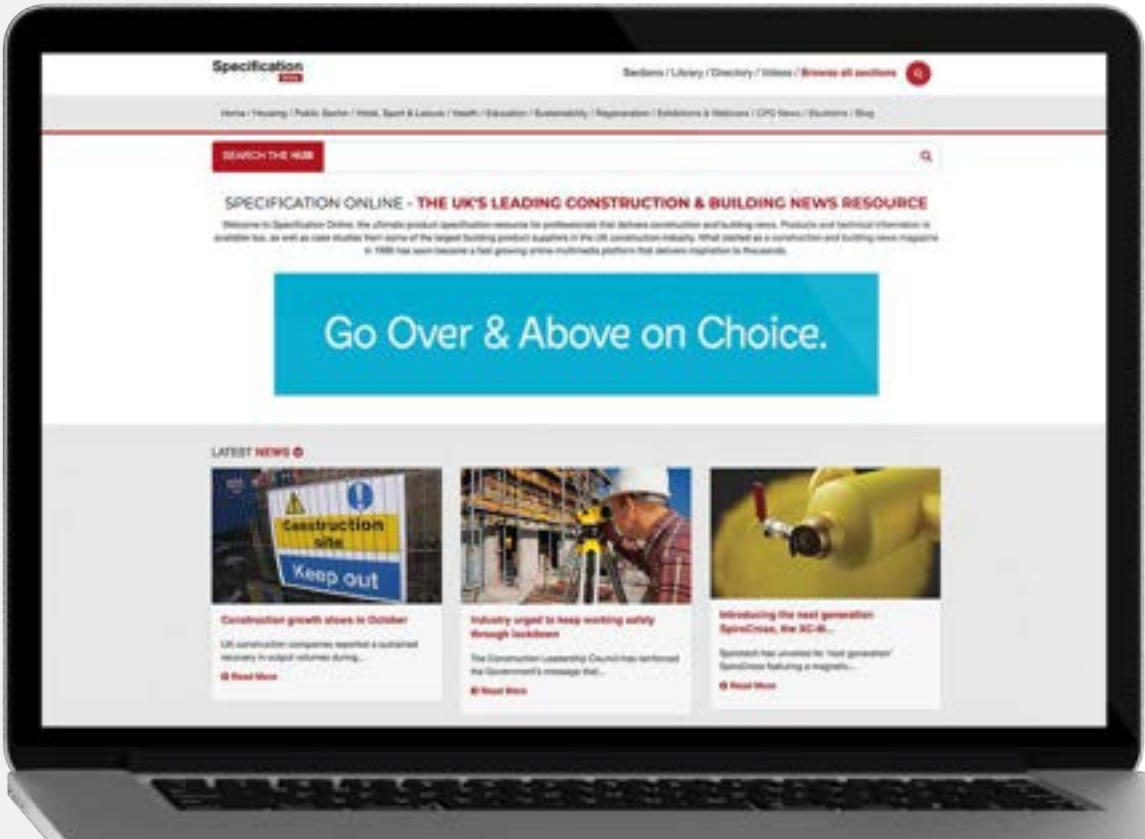
Specification Online also provides a range of advertisement opportunities to further promote your brand and product message across the site.

These include a Leader board, Belly band banners, Skyscrapers, or MPU's

Display advertising is available in 1, 3 or 6 month tenure packages. You can choose to have your advertisement as run of site, or you can choose a specific sector or product area where your advertisement will feature.

All of our advertisement positions within Specification Online include a back office advertisement tracking platform that captures all page impressions and click through performance rates.

Pricing			
Top Leaderboard position (Solus position guaranteed when available)	Mid Page Belly Band	Skyscraper	MPU
£750.00 per month	1 month = £500	1 month = £400	1 month = £300
	3 months = £400 per month	3 months = £300 per month	3 months = £200 per month
	6 months = £300 per month	6 months = £200 per month	6 months = £150 per month



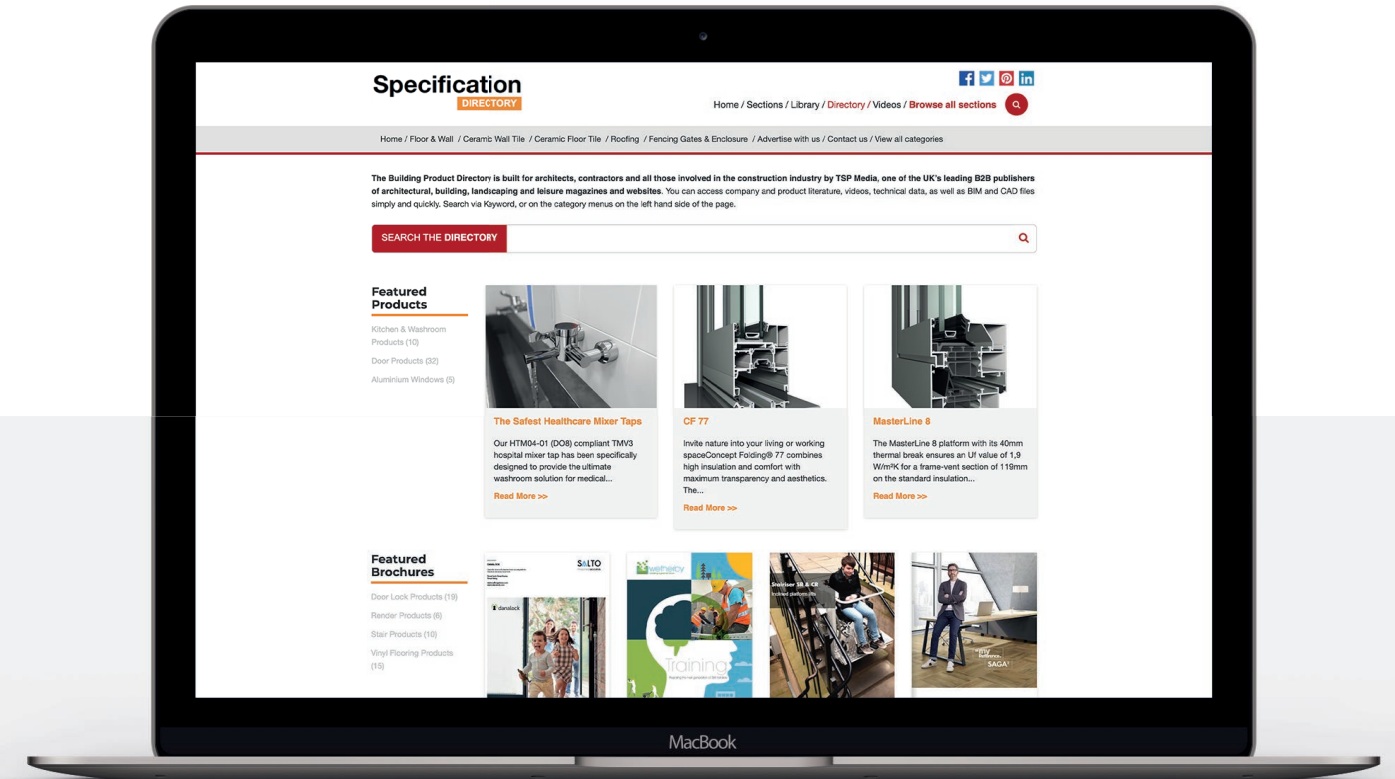
SPECIFICATION

Directory

www.specificationonline.co.uk/directory

Specification Online's directory is a comprehensive, user friendly product directory designed to showcase your products to architects, contractors, developers, specifiers and procurement managers working across the whole of the construction industry.

The directory allows you to promote your company profile, products, services, technical data, brochures, videos, contact information and social feeds, all within your own dedicated section.



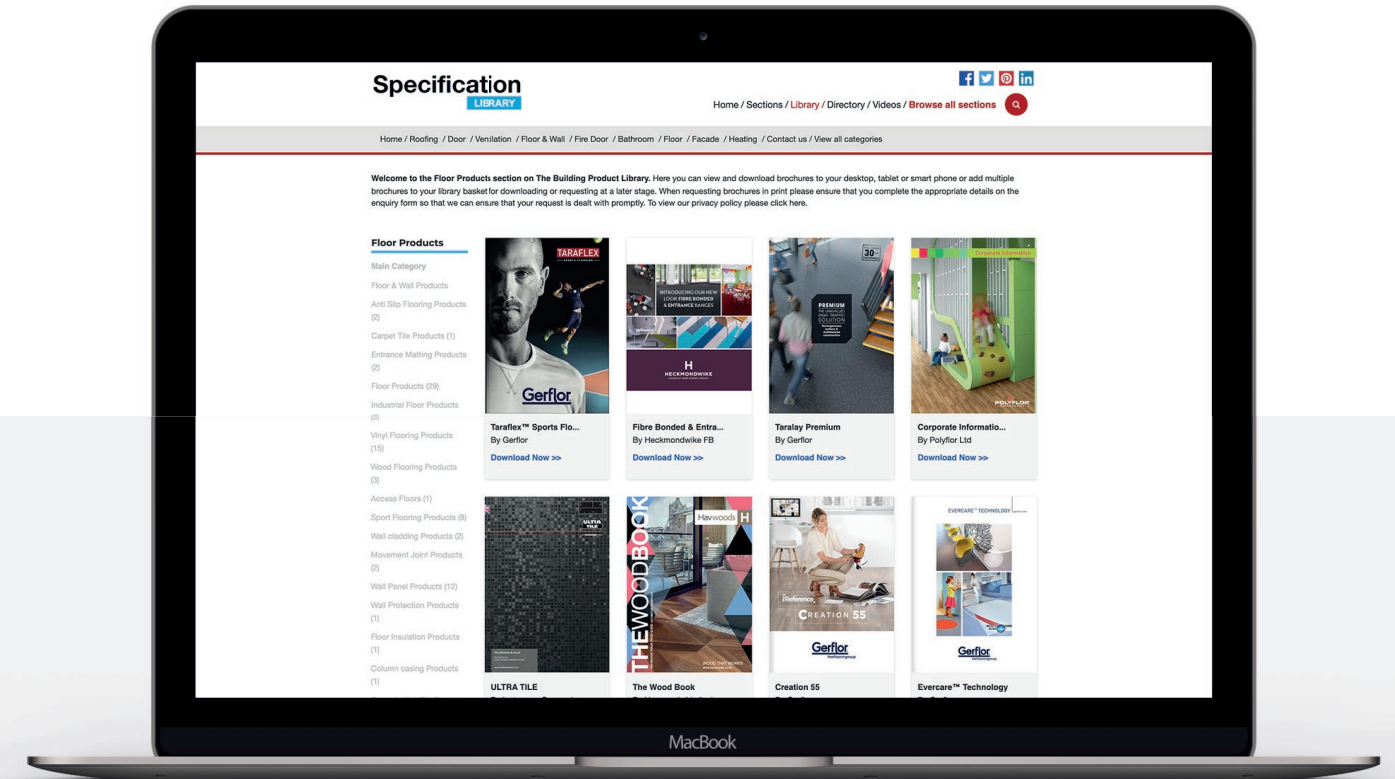
SPECIFICATION

Library

www.specificationonline.co.uk/library

Specification Online's product library is the perfect resource for architects, contractors and specifiers looking for a fast and efficient way to view and download your company's product literature.

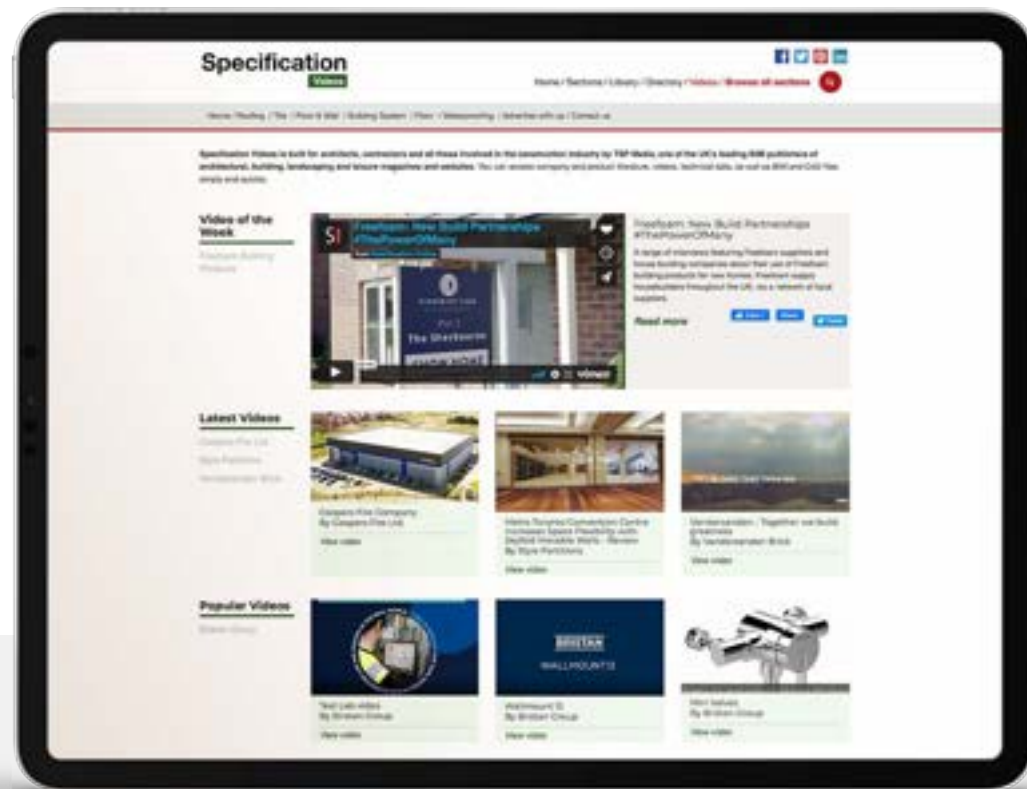
Simply forward your brochures in PDF format and we will upload them to a dedicated company page. Brochures can be searched by company, product or via our comprehensive product category listings.



SPECIFICATION

Videos

www.specificationonline.co.uk/videos



Specification Online's video library allows you to include your product videos into your profile as well so that architects and specifiers can see your products in action.

As with all of our online platforms, the directory provides links back to your website. This means the more brochures, videos and company information you include, the more successful your dedicated directory listing will become.

Proactive Promotion

SPECIFICATION Directory

The directory is more than just a website. It proactively advertises your products and services to our readers. Each month we promote your products, brochures, videos and CPD's via a range of dedicated ebulletins, social media posts and news stories to over 100,000 specifiers, the majority of whom are working on live building projects.

These include:

- What's New in the Directory
- What's New in the Library
- What's New in the Video library.
- Solus eshot
- Facebook, Twitter and Instagram

Your listing lasts for a whole year and our proactive promotion ensures your profile receives visits month on month.

Take a look at our premium promotion package below

Directory sample package:

- Homepage coverage
- Regular ebulletins for each area of your profile (articles, brochures, directory and video)
- Social media posts sent across all of our social platforms
- Profile keyword optimisation to help with Google rankings and internal searches on Specification Online.
- SEO Backlink programme to improve your own Google rankings

A Premium listing would typically include

- Directory to include up to 10 products
- Library to include up to 10 brochures
- Video Library to include up to 10 videos
- 12 articles added throughout the year, once a month. All of which will be optimised for Google and internal searches, as well including "do follow" backlinks to your website to improve your own Google rankings.

Proactive Promotion

- Feature in 4 brochure ebulletins throughout the year
- Feature in 4 Directory ebulletins throughout the year
- Feature in 4 article ebulletins throughout the year
- 1 solus profile ebulletin throughout the year
- Feature on the Specification Directory homepage twice throughout the year
- 10 Social posts promoting the profile throughout the year

£1,200 a year

If you do not have this many products or brochures, we can create a bespoke package based on the above specifically tailored to your individual requirements.

Specification

CPD & WEBINARS

www.specificationonline.co.uk/cpd

CPD/Webinar Directory

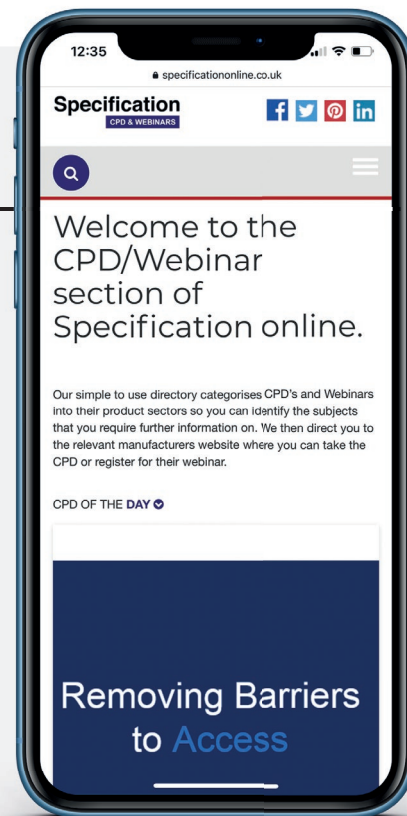
Reach 30,000 working specifiers each month

Specification Online's new CPD/Webinar platform gives you the opportunity to upload and promote your CPD's and webinars to a wide range of working specifiers each month.

Once uploaded you're CPD/Webinar is featured within a dedicated product area on our platform and includes a unique link to your company profile.

This includes a full word count, up to eight images, dynamic URLs and SEO Keywords. There will also be a direct link to the CPD page on your website where users will be able to take your CPD or watch your Webinar.

Click here to view the CPD categories.



Packages

Standard CPD/Webinar entry - £150.00

Enhanced CPD/Webinar entry - £250.00

Includes entry onto our monthly The latest CPD/Webinar ebulletin sent out to 15,000 working specifiers many of whom have signed up to receive further information on CPD's and webinars.

Super Boost Solus CPD/Webinar ebulletin - £625

We also provide an option where we can super boost the interest in your CPD/Webinar by sending out a unique solus E-Bulletin on your CPD/Webinar to a demographically selected circulation of your choice. Please click on the link below to view the selection of job titles and construction sectors we reach.

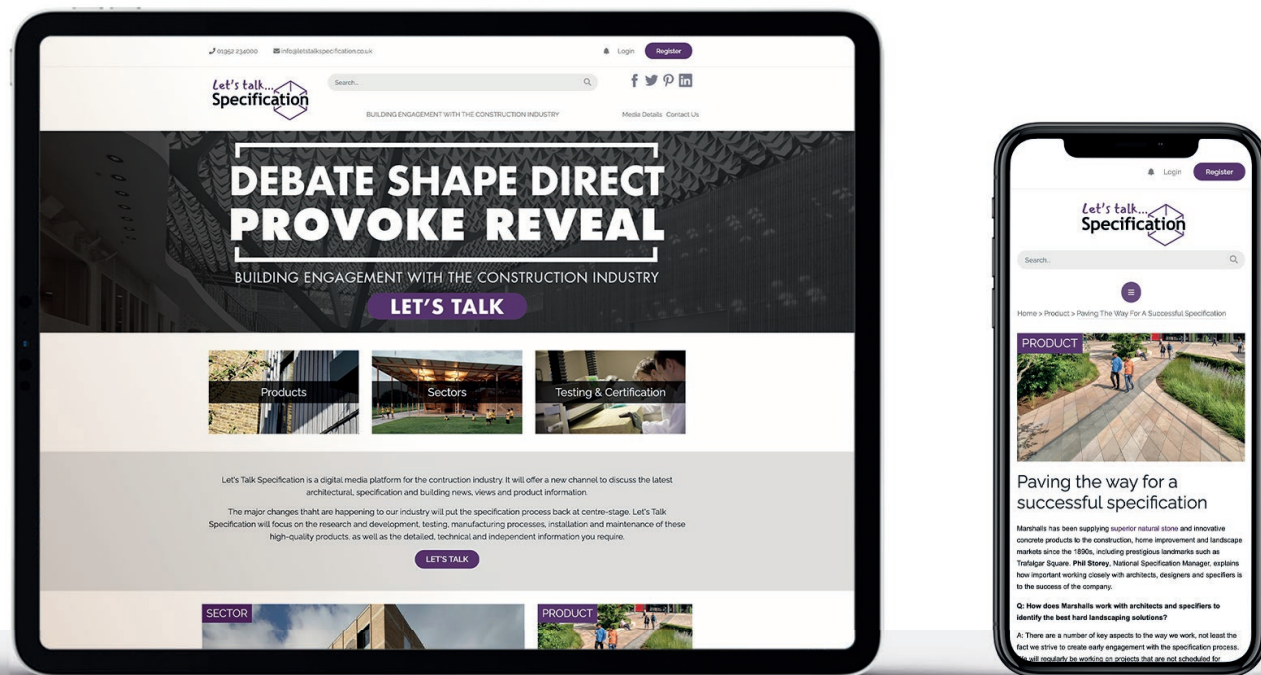
<https://direct.tspmedia.co.uk/general>

Specification Online receives 14,500 visitors per month.



Let's talk... Specification

www.letstalkspecification.co.uk

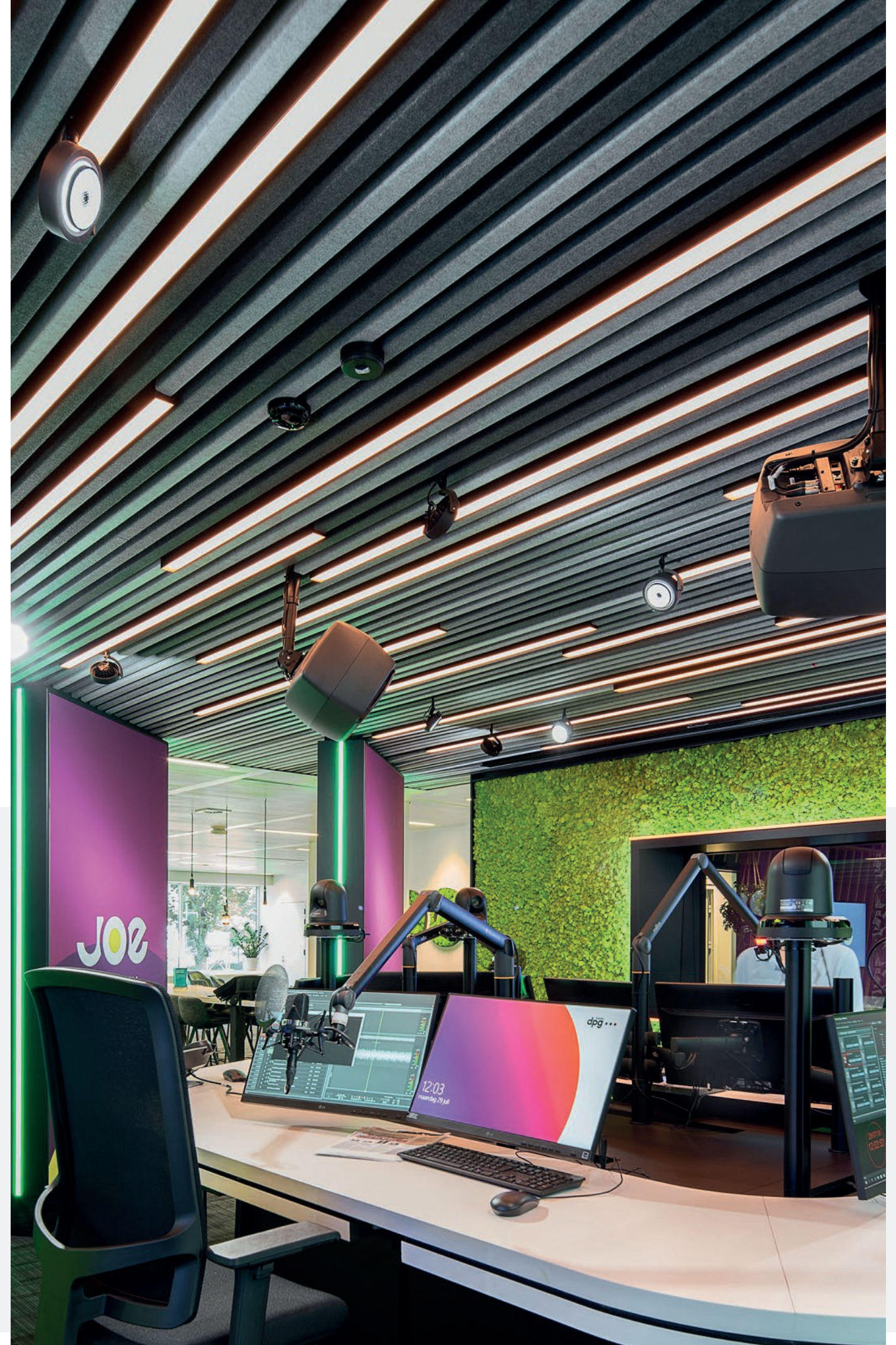


Let's Talk Specification is a content driven platform that looks at the technical specification process.

If you have invested heavily on testing and certification, then this is the platform for you. Our editorial team will assist you in compiling a professionally written article, Q&A or case study. They will work with you to develop the keywords and phrases to fully optimise your content. As well as explain the dynamic way in which Let's Talk Specification can deliver and broadcast your message to our readership and social media followers.

Let's Talk Specification is also the perfect platform for a product launch. The package includes website coverage, homepage promotion, Solus ebulletin, social media promotion and a Google adword campaign, all to ensure that your new product launch gains maximum exposure.

[Click here to view full media pack rates & data](#)



Email marketing, solus email & weekly ebulletins

Email marketing

To run any type of email campaign you have to be confident in the mailing list that you are using. At TSP Media we manage our data 24/7 to ensure that we are 100% up to date with our readers contact details. All of our data is GDPR compliant and our unique access to Glenigan planning information ensures that we reach active specifiers as they start work on live construction projects.

Solus Email

Solus eshots are recognised as being one of the best ways of reaching your target audience. They are unique to you and your target audience and can be demographically selected from our database of over 150,000 named email addresses.

You simply select your audience from our email database selection form and supply us with an html file and the date that you would like to promote your message.

If you don't have an HTML email already constructed, then one of our experienced web designers are on hand to help and create. Each solus ebuletin contract includes a full stats pack detailing delivery, open rates and click through performance.

- Our solus eshot costs are priced on a per 000 basis
- HTML design costs available on request

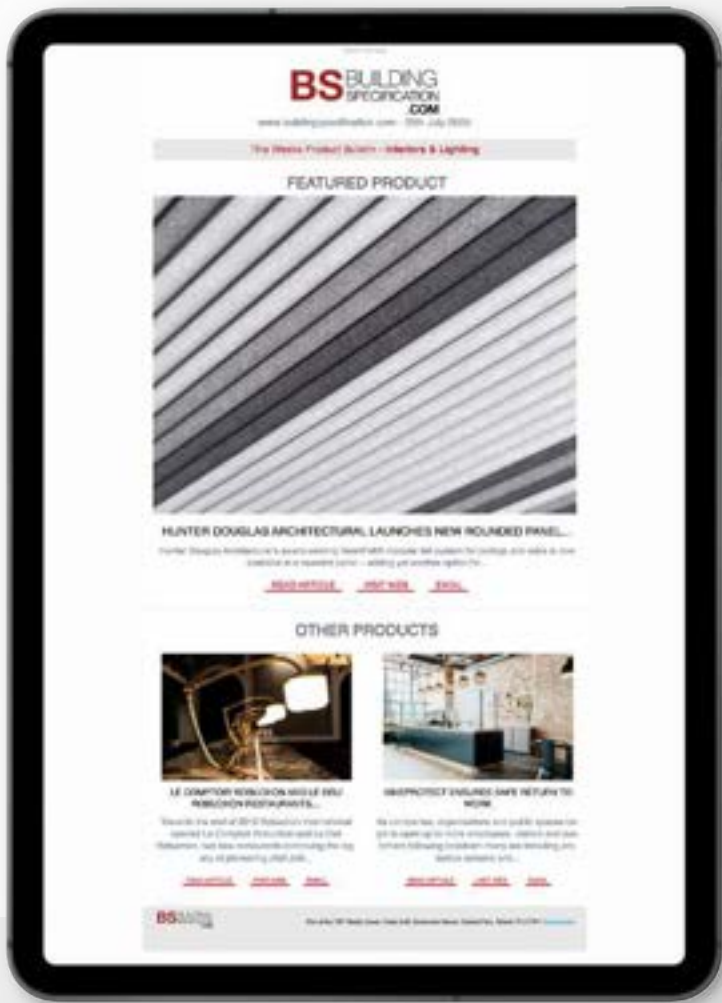
[Click here to select your target audience.](#)



[Click here to view a typical solus eshot example.](#)



www.buildingspecification.com



BuildingSpecification.com is a weekly Product Specific ebulletin, it is feature led with a wide range of product topics that are covered at least twice per year.

Click here to view feature programme.

Circulation and Rates

Building Specification is a weekly product specific e-bulletin sent to an average circulation of 14,000.

We cover most product areas at least twice per year, and you can view our weekly feature programme on the link [here](#).

Each week our database team build a different circulation based on what product areas are being featured that week. This ensures that your products are being viewed by the most up to date circulation possible.

This data is made up from specifiers on the TSP Media database that have specifically requested further information on a specific product, plus named individuals sourced from Glenigan who are working on projects where the products being featured are mentioned in the material text.

See example*

Job titles include Architects, Contractors, Housebuilders, Developers, Quantity & Building Surveyors, Mechanical & Electrical Engineers, Structural & Building Engineers, Project Managers & Owners.

Each ebulletin includes up to 10 entries which can consist of a product release, case study, new launch, video or CPD/Webinar.

Entries can include up to 400 words and five images and can contain a company logo and full contact details.

Every Bulletin featured will be live on the www.buildingspecification.co.uk website and searchable via the company profile.



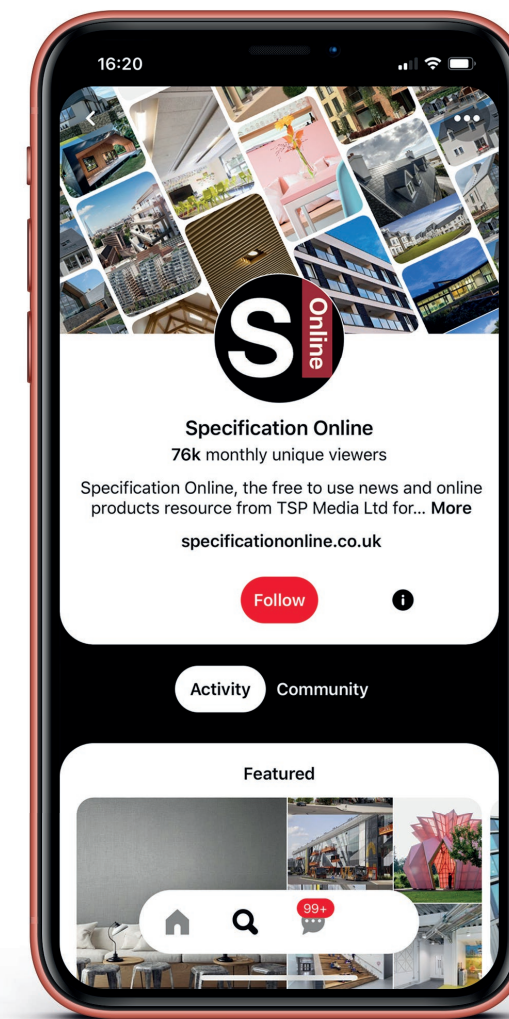
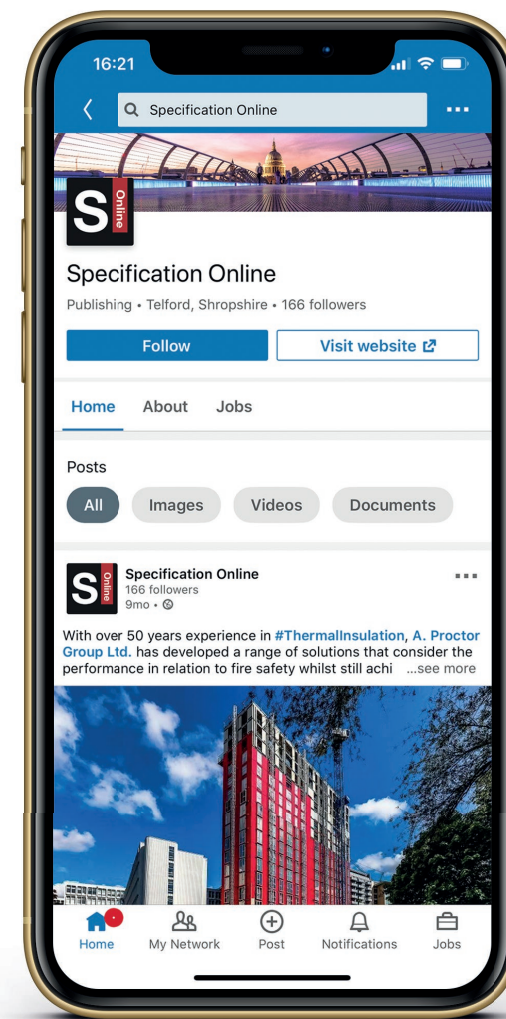
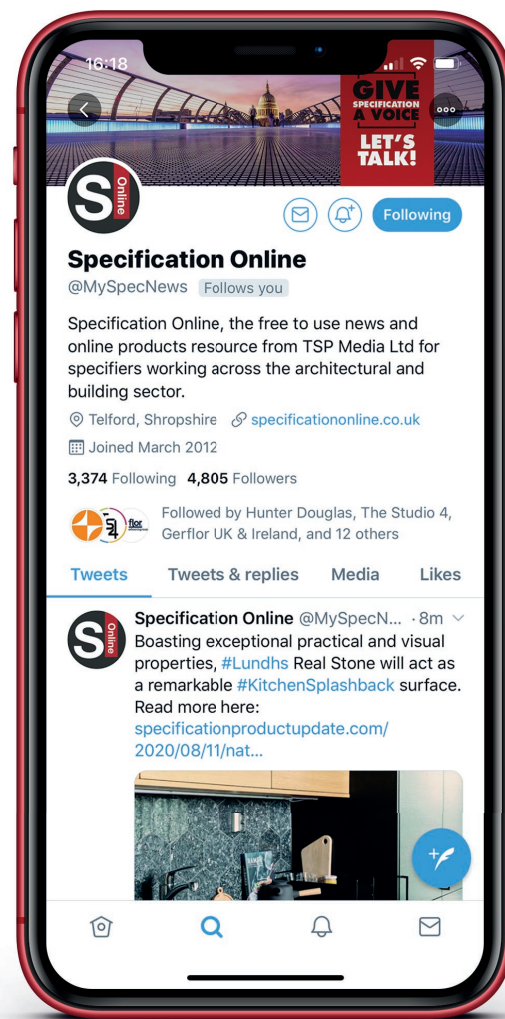
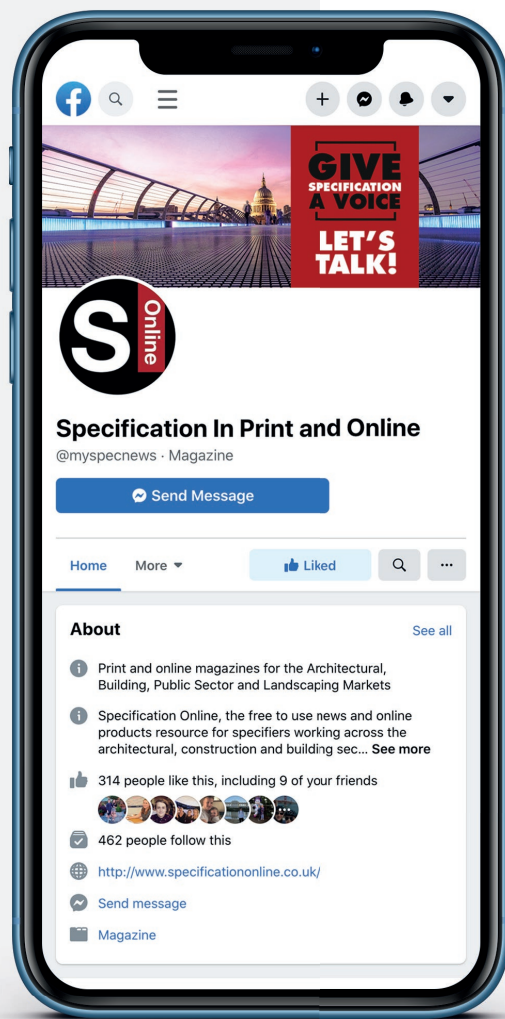
*Example of typical list of products to be specified on a new £90m education building being built in Lincoln Fields London.

Materials Information Category - Materials required

Doors: Fire Glazed	Refurbishment: Internal
Fittings: Balustrades Bathroom Eco-friendly building Fire escapes Kitchen Suspended ceilings	Site Works: Hardcore Planting Power Cables Sewer Outfall Black Top Surfacing Concrete Paving Drain Covers Railings
Floors: Mezzanine Raised access	Walls: Block Brick Reconstituted Stone Rendered Stone Cladding Walls
Heating: Comb. Heat & Pwr Sys. District Energy	Windows: Aluminium framed Rooflight
Lift: Passenger	

Rates

		Include content on SpecificationOnline today's news
Product of the week Featured ebulletin	£175	£200
News story also included on SpecificationOnline	£150	£175



Social Media

At TSP Media we have a growing social media presence across the construction industry. We interact and broadcast every day with a wide range of architects, contractors, housebuilders and developers. We currently follow all of the main architectural and building firms sharing information on products, new ideas and technical detail.

Many of our online packages also include social media exposure as well so you can be sure that your products are reaching your target market, whichever medium they choose.

We do have the ability to offer tailored campaigns to our social audience and these can be quoted for based on a clients' specific request.

Our platforms - Twitter, Facebook, Instagram, Pinterest.

Clients that are supporting TSP Media in print and digitally will receive regular social media coverage via our various channels.

A modern office interior featuring a long conference table, a lounge area with a sofa, and a large window overlooking a city skyline. The ceiling is made of wooden slats, and the floor has a geometric pattern. The text "ia Inquiry System" is overlaid on the left side of the image.

Our online enquiry service is no less robust, and this purpose built online analytic system allows us to report on magazine enquiries, page views, email clicks, brochure downloads and social media exposure at the click of a button.

TSPMEDIA

Magazines

Ebulletins

Companies

Tracking

Import

Stats

1st Jan 2011 - 1st Nov 2016

Gerflor Limited Statistics

Performance Overview

Online

Print & Digital

Social Media

Ebulletins

Summary

Export PDF

Export CSV

Export Detailed PDF

<input type="checkbox"/>	Issue	Enquiry	Page	Description	Size	Type	P Enquiries	D Page Views	D Enquiries	D Clicks	Actions
<input type="checkbox"/>	Specification Product Information Cards September / October 2016	9	9	A new species of flooring...	1/2 Page	Product Card	10	52	3	2	View Stats
<input type="checkbox"/>	Specification Product Update Issue 5 2016	5	4	Irish grind school sees benefit of Gerflor	1/4 Page	Advertising	7	43	5	1	View Stats
<input type="checkbox"/>	Specification Product Update Issue 5 2016	95	32	Irish grind school sees benefit of Gerflor	A4 Full Page	Advertising	8	17	0	1	View Stats
<input type="checkbox"/>	Specification Magazine September 2016	114	78	Forget the shark...	1/2 Page	Editorial	5	65	1	4	View Stats
<input type="checkbox"/>	Specification Magazine September 2016	120	81	A new species of flooring...	A4 Full Page	Advertising	1	68	6	0	View Stats
<input type="checkbox"/>	Public Sector Building Specification issue 3 2016	34	12	'Spilled Over' with Gerflor	1/2 Page	Editorial	4	33	1	2	View Stats
<input type="checkbox"/>	Housing Specification August / September 2016	61	47	Good looks in safety floorings for Housing	A4 Full Page	Editorial	1	55	0	0	View Stats
<input type="checkbox"/>	Housing Specification August / September 2016	63	48	Big is beautiful with Gerflor	1/4 Page	Editorial	9	51	0	2	View Stats
<input type="checkbox"/>	Housing Specification August / September 2016	65									
<input type="checkbox"/>	Housing Specification August / September 2016	70									
<input type="checkbox"/>	Specification Magazine August '17										
<input type="checkbox"/>	Specification Product Information Cards July / August 2016	5									
<input type="checkbox"/>	Specification Product Update Issue 4 2016	88									
<input type="checkbox"/>	Specification Product Update Issue 4 2016	99									
<input type="checkbox"/>	Landscape & Amenity Product Update August 2016	53									

TSPMEDIA

Magazines

Ebulletins

Companies

Tracking

Import

Stats

1st Jan 2011 - 1st Nov 2016

Tarasafe Statistics (A)

Specification Product Information Cards September 2014 Enquiry #2

Export CSV

Print Enquirers

Name	Company	Email	Date Enquired	Actions
Enquirer Name	Company Name	Enquirer Email	Mon, Nov 3, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Fri, Oct 24, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Wed, Oct 22, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Fri, Oct 17, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Fri, Oct 17, 2014 12:00 AM	Enquirer details

Digital Enquiries

Name	Company	Email	Date Enquired	Actions
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Tel: 01952 234000 | www.tspmedia.co.uk



SPECIFICATION

Magazine

Feature Programme

November 2023

- Doors & Windows, Roof lights, Entrance Systems, Blinds & Louvres
- Glass, Glazing & Solar Control
- Architectural Ironmongery
- Safety Security & Fire Protection
- Heating, Ventilation & Air Conditioning
- **Special Supplement: Offsite Construction**
- **Focus: Education**

December 2023

- Roofing, Cladding & Insulation
- Lifts, Stairs, Balconies & Balustrades
- Ceilings, Partitions & Boards
- Interiors & Lighting
- Bricks, Blocks & Lintels
- Street Furniture, Landscaping & Pedestrianisation
- **Special Supplement: Public Sector Projects**
- **Sector Report: Retail Construction**

January 2024

- External Walls
- Structures and Building Systems
- Floors, Walls & Ceilings
- Drainage & Water Management
- Kitchens, Bathrooms & Washrooms
- **Special Supplement: Hotel Sport & Leisure**
- **Sector Report: Retirement & Care Homes**

February 2024

- Roofing, Green Roofs, Tiles & Slates
- Cladding & External Facades
- Insulation & Acoustics
- Interiors & Lighting
- **Sector Report: Education & Student Accommodation**
- **Special Report: Futurebuild Preview**

March 2024

- Doors, Windows, Entrance Systems & Rooflights
- Glass, Glazing, Blinds, Louvres & Solar Control
- Safety Security & Fire Protection
- Heating, Ventilation & Air Conditioning
- **Special Supplement: Public Sector Projects**
- **Special Report: Metal in Architecture**

April 2024

- Lifts, Stairs, Balconies & Balustrades
- Ceilings Partitions & Boards
- Bricks, Blocks & Lintels
- External Works & Landscaping
- **Special Supplement: Hotel, Sport & Leisure**
- **Focus: Offsite Construction**

May 2024

- External Walls
- ASCP Exhibition
- Structures and Building Systems
- Floors, Walls & Ceilings
- Drainage & Water Management
- Kitchens, Bathrooms & Washrooms
- **Special Report: Offices & Commercial Buildings**
- **Focus: Health & Social Care**

June 2024

- Roofing, Green Roofs, Tiles & Slates
- Cladding & External Facades
- Insulation & Acoustics
- Interiors & Lighting
- **Special Supplement: Public Sector Refurb**
- **Focus: Education & Student Accommodation**

July 2024

- Doors, Windows, Entrance Systems & Rooflights
- Glass, Glazing, Blinds, Louvres & Solar Control
- Architectural Ironmongery
- Safety Security & Fire Protection
- Heating, Ventilation & Air Conditioning
- **Special Supplement: Offsite Construction**
- **Focus: Hotel, Sport & Leisure**

August 2024

- Lifts, Stairs, Balconies & Balustrades
- Ceilings Partitions & Boards
- Timber for Specifiers
- Bricks, Blocks & Lintels
- External Works & Landscaping
- **Sector Report: Retail Construction**
- **Focus: Roofing, Cladding & Insulation**

September 2024

- External Walls
- Structures and Building Systems
- Floors, Walls & Ceilings
- Drainage & Water Management
- Kitchens, Bathrooms & Washrooms
- **Special Supplement: Public Sector Projects**
- **Special Report: Offices & Commercial Buildings**

October 2024

- Roofing, Green Roofs, Tiles & Slates
- Cladding & External Facades
- Insulation & Acoustics
- **Special Supplement: Hotel Sport & Leisure**
- **Focus: Health & Social Care**

Products in Focus

Our in depth sector coverage covers a different report in each issue and is supported with a wide range of product features. Each month the following categories will be featured either as a product feature or as products in practice. If you have any product releases, case studies or news that you would like to be considered for publication then please contact our editor.

News & Developments
Roofing, Cladding & Insulation
Drainage & Water Management
Glass & Glazing

Safety, Security & Fire Protection
Heating, Ventilation & Air Conditioning
Doors, Windows & Entrance Systems
Interiors & Lighting

Kitchens, Bathrooms & Washrooms
Ceilings & Partitions
Floors & Walls
Paints, Stains & Protective Coatings

For further details on editorial availability please contact:

Katie Heath - Editorial Co-ordinator
Email: katie@tspmedia.co.uk | Tel: 01952 234000



SPECIFICATION

Magazine

Circulation



Over 23,000 copies of Specification magazine are distributed either in print or via our digital turn page issue each month to key specifiers working on building projects across the UK. During 2020 we underwent an exhaustive survey of our readership. This saw a 60% swing in delivery methods, that reflected the move to home working and also an increased preference for our digital edition.

Our ABC audited circulation monitors both our print and digital coverage. Our printed circulation is now 100% requested whereas our digital circulation is a mix of requested readers and key specifiers working on live construction projects drawn from Glenigan planning leads.

The availability and use of this data is thanks to our third-party GDPR compliant agreement with Glenigan. This agreement gives us unrivalled access as a media business to key specifiers currently working on actual live construction projects.

Job Title

The Architect
The Contractor
The Developer
The Housebuilder
The Project Manager
The Quantity Surveyor
The Structural Engineer
The M & E Consultant
The Client
The Procurement Manager

Sectors

Community & Amenity
Health
Education
Retail
Commercial Offices
Industrial
Private Housing
Hotel, Sport & Leisure
Social Housing
Utilities & Infrastructure

In Print

Job Title	Print	Print %
Architect (including Architectural Technicians & Technologist)	3,422	55
Building Contractor, House Builder & Developer	1,502	24
Client / Project Manager	173	3
Quantity and Building Surveyor	485	8
Structural Engineer	277	4
Mechanical & Electrical Engineer	354	6
Total	6,725	100

In Digital

Job Title	Digital	Digital %
Architect (including Architectural Technicians & Technologist)	12,581	55
Building Contractor, House Builder & Developer	3,933	17
Client / Project Manager	1,876	8
Quantity and Building Surveyor	2,098	9
Structural Engineer	1,227	5
Mechanical & Electrical Engineer	1,126	5
Total	16,860	100

Combined Circulation: 23,585



SPECIFICATION

Magazine

Unique Enquiry System

Dynamic enquiry system that has been built to capture enquiries from every channel

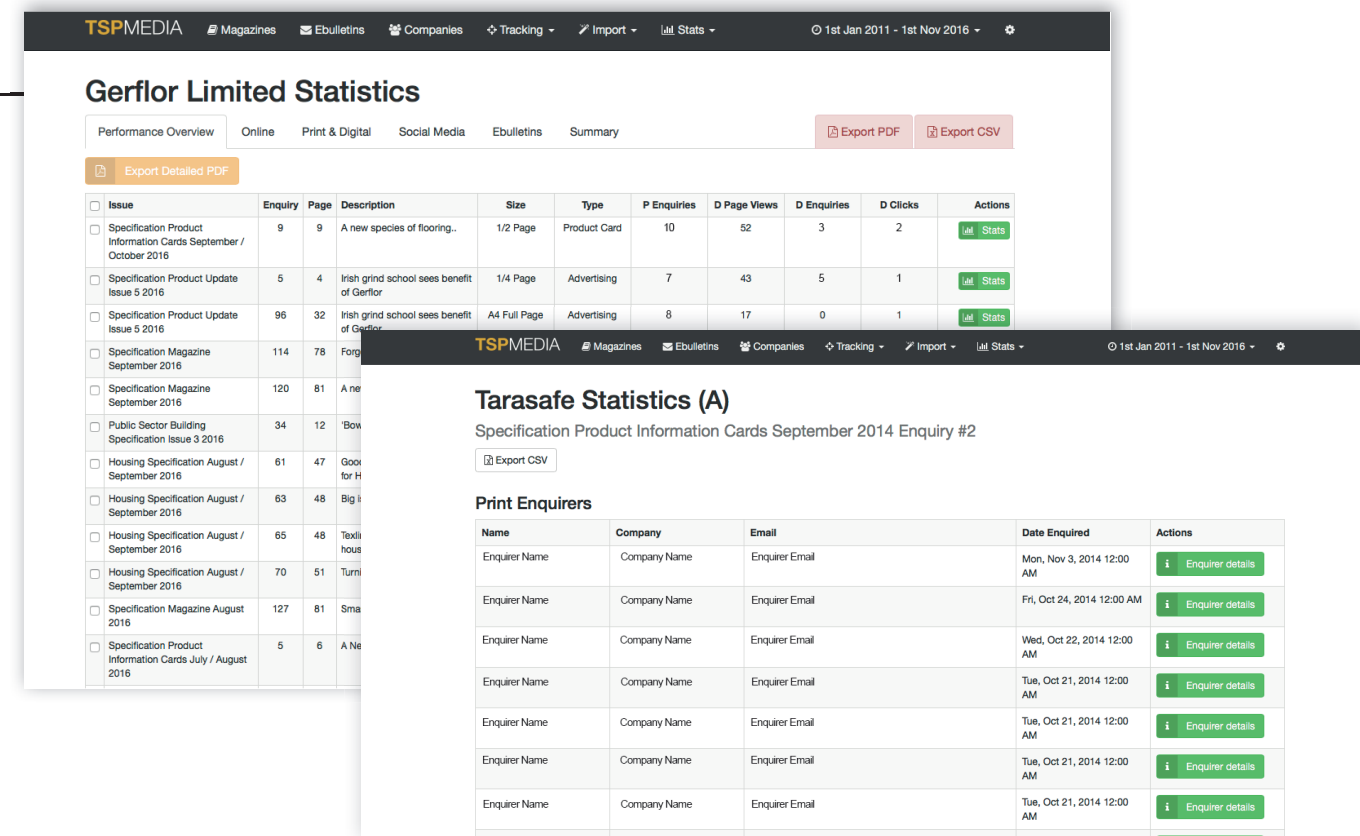
At TSP Media we are one of the few B2B publishers that still run a reader enquiry service.

This bespoke system captures vital information from our readers across our print, digital, online and social media platforms.

Statistical Information

As your content appears across our multi-media platform we capture the reaction to it. Whether print or online we can provide you with detailed analytics on our readers response to your campaign.

- Print enquiries via our reader enquiry cards
- Online enquiries
- Email and web clicks
- Solus ebulletin delivery
- Open rates
- Page views
- Impressions
- Time on page
- Unique visits
- Social media interaction



Gerflor Limited Statistics

Performance Overview | Online | Print & Digital | Social Media | Ebulletins | Summary | Export PDF | Export CSV

Export Detailed PDF

Issue	Enquiry	Page	Description	Size	Type	P Enquiries	D Page Views	D Enquiries	D Clicks	Actions
Specification Product Information Cards September / October 2016	9	9	A new species of flooring..	1/2 Page	Product Card	10	52	3	2	iM Stats
Specification Product Update Issue 5 2016	5	4	Irish grind school sees benefit of Gerflor	1/4 Page	Advertising	7	43	5	1	iM Stats
Specification Product Update Issue 5 2016	96	32	Irish grind school sees benefit of Gerflor	A4 Full Page	Advertising	8	17	0	1	iM Stats
Specification Magazine September 2016	114	78	Forp							
Specification Magazine September 2016	120	81	A ne							
Public Sector Building Specification Issue 3 2016	34	12	'Bow							
Housing Specification August / September 2016	61	47	Good for H							
Housing Specification August / September 2016	63	48	Big i							
Housing Specification August / September 2016	65	48	Textil hous							
Housing Specification August / September 2016	70	51	Turn							
Specification Magazine August 2016	127	81	Sma							
Specification Product Information Cards July / August 2016	5	6	A Ne							

Tarasafe Statistics (A)

Specification Product Information Cards September 2014 Enquiry #2

Export CSV

Print Enquirers

Name	Company	Email	Date Enquired	Actions
Enquirer Name	Company Name	Enquirer Email	Mon, Nov 3, 2014 12:00 AM	i Enquirer details
Enquirer Name	Company Name	Enquirer Email	Fri, Oct 24, 2014 12:00 AM	i Enquirer details
Enquirer Name	Company Name	Enquirer Email	Wed, Oct 22, 2014 12:00 AM	i Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	i Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	i Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	i Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	i Enquirer details

Project Response Analysis

Project Response Analysis is a dynamic response system that can match the enquirer to your product with the project or projects they or their company are working on.

This information can prove to be invaluable in providing you with key information about the enquirer before you contact them.

Example Enquiry

Issue: Specification Magazine August / September 2020

Enquiry Number: 133

Company: FH Brundle

Type: Advert

Description: Rinato range expands with cost effective boards

Mr Ian Whalley
Architect
Farrell & Clark

SPECIFICATION

Magazine

Glenigan

How we use this valuable data source

Our third party GDPR compliant agreement with Glenigan provides our circulation management team with a valuable source of working specifiers from across the construction industry. We use this data to build quality into our database and target named specifiers with our range of print and digital platforms.



Example of projects we follow

441 Flats/Offices/Leisure/Retail/Bank/Restaurant/Pub Units

Framwelgate, Durham

- Address: Milburngate House, Framwelgate, Durham, County Durham, DH97 1PA -
- Project Name: Milburngate Zone 1 / Durham SHLAA URN 4/DU/129

Value £84,500,000 of Private funding (Estimated)

Scheme comprises detailed planning application for mixed use development comprising of leisure (use classes D1 and D2), retail (use class A1), financial and professional services (use class A2), food and drink (use class A3, A4 and A5), offices (use class B1) and 291 residential units (use class C3) together with associated access, demolition, landscaping and infrastructure works and outline planning application with all detailed matters reserved except access for a mixed use development of office (use class B1) and maximum of 150 residential units (use class C3) and associated landscaping and infrastructure works. The associated works include sewer systems, landscaping, infrastructure, enabling and access roads.

The development will include premises for a number of national leisure operators including boutique cinema company Everyman, restaurant brands Pitcher & Piano, Bar + Block, Miller and Carter and a 92-bed flagship Premier Inn hotel.

Also 5,000 square metres of speculative offices. Scheme comprises 153 PRS/ Private Rented Sector / Build to Rent apartments.

Client / Project Manager

Property Consultants: IMB Management Limited

Address: Old Orchard, Stourton, Shipston on Stour, Coventry, West Midlands, CV36 5HG

Tel: Available

Website: www.imbmanagement.co.uk

Company Type: Project Management / Property Consultants

Contact Name: Mr Ian Beaumont Project Manager/ Managing Director

Email address: Available

Client: Richardson Developments

Address: Birchfield Lane, Oldbury, West Midlands B69 1DT

Tel: 0121 544 8000

Email: Available

Website: www.richardsons.co.uk

Key Specifiers

Architect: Faulkner Brown

Address: Dobson House, Northumbrian Way, Killingworth, Newcastle-Upon-Tyne, Tyne & Wear, NE12 6QW

Tel: 0191 268 3007

Email: Available

Website: www.faulknerbrowns.co.uk

Business type: Architect/Interior Designer

Contact name: Mr Peter St Julian

Lead Architect: Email Available

Mechanical & Electrical Consultant: Atkins

Address: Albany Court, Monarch Road, Newcastle Business Park, Newcastle-Upon-Tyne, Tyne & Wear, NE4 7YB

Tel: 0191 233 4466

Website: www.atkinsglobal.com/en-gb

Contact Name: Mr Ross Gartherson

Mechanical Engineer: Email Available

SPECIFICATION

Magazine

Rates & Data

Display Advertisement Rates

Size	1 ins	2 - 5 ins	6 or more ins
Full page	1,750	1,550	1,350
Half page Horiz & Vert	900	800	700
1/4 page & 1/4 strip	500	450	400
DPS	2,500	2,400	2,300
FC Package	3,000	2,750	2,500
Corporate Profile Package	2,600	2,400	2,200
IFC	1,850	1,700	1,550
OBC	1,775	1,650	1,550
PR 90 words	115	110	105

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.

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 or included within our feature or products in practice section. All material published will attract (by prior agreement) an editorial production charge of £115.00. Please forward any relevant press material to our editorial co-ordinator Katie Heath on katie@tspmedia.co.uk.



Dimensions

Display Advert Sizes (all in mm)

- DPS: 420w x 210h +3mm bleed
- Full Page: 210w x 297h +3mm bleed
- Half Page Horizontal: 180w x 134h
- Half Page Vertical: 88w x 275h
- Quarter Page: 88w x 134h
- Quarter Page Strip: 180w x 60h

Article & Editorial word counts/images

- Full Page: 500 words & 2-3 images
- Half Page: 250 words & 1 image
- Single editorial: 90 words & 1 image
- Double editorial: 180 words & 1 image
- DPS: 1,000 words & 4-5 images

PDFs 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.

Please forward all copy to our production department: copy@tspmedia.co.uk





The Publication

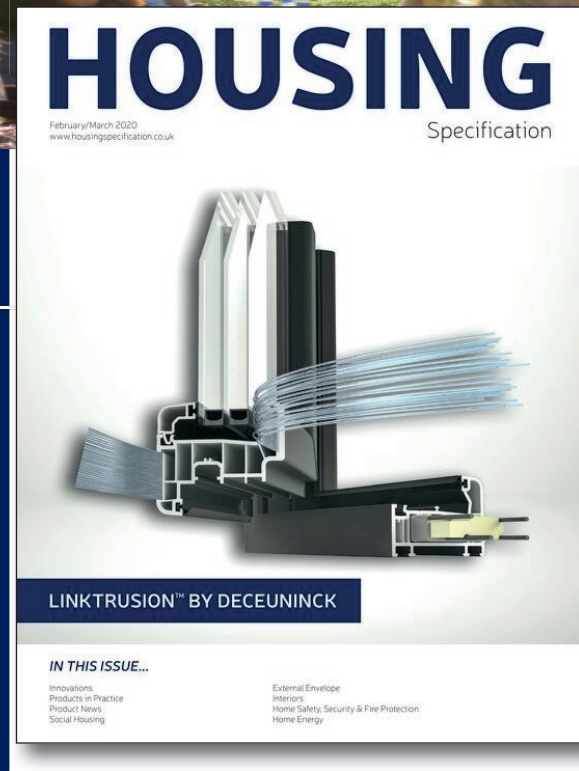
Housing Specification is published six times per annum and along with it's digital issue is circulated to an audience of over 23,000 architects, contractors, house builders, installers, housing associations, social landlords and local authority procurement officers working on housing projects across both the private and public sector.

Housing Specification's mission is to be a conduit for product and technical information, an authoritative voice that will stimulate debate and knowledge, highlighting current trends and developments. Housing Specification engages with its audience via a multi media platform that includes a publication both in print and digital, a new website www.specificationonline.co.uk, a bulletin, an online product directory and a growing social media channel.

The magazine and website are divided into regular sections that make reference simple, attractive to the eye and an easy read for the professional. Its aim is to be the leading depository of information for innovation, product design, product performance and design/construction technology both externally and internally.

Housing Specification is recognised as the one media platform that serves the whole UK housing sector. It talks to the house builder, contractor, selfbuilder and specifier in both the private and public sector as well as key decision makers within housing associations and residential social landlords.

Start engaging with our readers today - Call our commercial team on 01952 234000



Circulation & Statistics



Housing Specification is the only platform in the housing sector that looks at product and project design for both the public and private sector. Today's housing specifier works across a range of projects and we aim to provide them with access to information that is pertinent to all forms of housing.

The circulation of our print magazine is only targeted at specifiers who are actively involved in housing projects. This is supplemented by a digital circulation drawn from readers who now request their publication in this format as well as architects, contractors and local authority specifiers identified as working on actual housing projects*.

*Source Glenigan.

Circulation	Print	Digital
Architects & Specifiers <i>(Named Individuals By Job Title Including : Architects – (Principal, Partner, Senior & Project) Architectural Technologists, Architectural Technicians.</i>	2,877	9,030
Housebuilders, Contractors & Developers <i>(Named Individuals By Job Title Including : Project Managers, Business Development Officers, Quantity Surveyors, Contracts Managers, Planning Consultants, Planning Services, Site Managers, M&E Consultants, Maintenance Managers and Facilities Managers)</i>	1,611	7,043
Housing Associations & Organisations <i>Architect, Development Manager, Director Housing, Housing Officer, Managing Director, Procurement Manager, Project Manager, Quantity Surveyor, Regeneration Manager</i>	762	1,444
Local Authorities <i>Architect, Building Surveyor, Director of Housing, Procurement Manager, Project Manager, Property Developer, Quantity Surveyor</i>	275	542
Total Circulation	5,525	18,059
Total Combined Circulation	23,584	

Editorial Programme

In each issue of Housing Specification our editorial team will cover the latest news as well as comment on the latest subjects.

Regular Categories:

- News & Housing Matters
- Housing Insight
- Innovations
- Project/Case Studies

Subject Coverage:

- New Build & Affordable Homes
- Flats, Apartments & Tower Block Refurbishment
- Social Housing Repairs & Maintenance
- Sustainability & Energy Efficiency
- Refurbishment & Retrofit
- Retirement Villages / Residential Care Homes & Student Accommodation
- Private Housing
- Luxury Developments

Product Sections in every issue

Each issue of Housing Specification will carry five product sections to cover all the products specified in the Housing market:

- Social Housing - All products.
- External Envelope - Bricks & Stone, Roofing, Cladding, Structures, External Insualtion, Doors, Windows & Ironmongery, Paints & Coatings, Balconies Canopies, Decking.
- Home Energy - Heating, Ventilation, Plumbing, Water Management, Waste Disposal, Internal Insualtion, Air Conditioning.
- Home Safety, Security & Fire Protection - Fire Protection, Alarms, Care & Disability, Doors, Windows & Lock Systems
- Interiors - Floors, Walls, Ceilings, Lofts, Kitchens, Bathrooms, Washrooms, Lifts & Stairs, Architectural Ironmongery, Adhesives, Casings, Tiles, Lighting.
- External Works & Drainage - Landscapings, Paving, Walling, Underground Drainage, Fencing, Gates

Publication Dates 2024

- February
- April
- June
- August
- October
- December

Rates & Data

MAGAZINE ADVERTISEMENT RATES

ADVERT SIZE (all in mm)	1 Insertion (£)	2-4 Insertions (£)	5 or 6 Insertions (£)
Full Page 210(w) x 297(h) + 3mm bleed	1,350	1,200	1,050
1/2 Page 186(w) x 120(h)	700	650	600
1/4 Page 86(w) x 120(h)	400	375	350
1/2 Vertical Page 86(w) x 120(h)	700	650	600
1/4 Strip 186(w) x 65(h)	400	375	350
1/2 DPS 400 (w) x 120(h) mm	1,500	1,425	1,350
DPS 420(w) x 297(h) + 3mm bleed	2,100	2,000	1,900

SPECIAL POSITIONS

Position	Size (in mm)	1 insertion (£)	2-4 insertions (£)	5 or 6 insertions (£)
Front Cover*	210(w) x 297(h) + 3mm bleed	2,400	2,300	2,200
Inside Front Cover	210(w) x 297(h) + 3mm bleed	1,450	1,400	1,350
Back Cover	210(w) x 297(h) + 3mm bleed	1,475	1,425	1,375

*Package includes front cover image, reference on contents plus full or double page editorial spread within magazine.

PR & EDITORIAL SUBMISSIONS

PRODUCTS IN FOCUS

All editorial submitted for inclusion within the Products in Focus section of the magazine levies a production charge of £110.00 (agreed prior to publication).

(Please forward any relevant press material together with hi-resolution photography to Katie Heath - katie@tspmedia.co.uk)



Glenigan

How we use this valuable data source

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Example of projects we follow

205 Student Flats - Spa Road

11-13, Spa Road, Southwark, London, SE16 3RB

Scheme comprises demolition of buildings and construction of a part 4,5,6 and 7 storey building including basement to form 205 students rooms (sui generis), communal student facilities, plant room, cycle storage, gym, recycling and refuse facilities and associated works including Translucent. Sustainable Information: This development has been designed to achieve BREEAM Excellent rating.The associated works include sewer systems, landscaping, cable laying, infrastructure, enabling works and access roads.

Client/Project Manager

CKC Properties Limited - Client

Contact Mr Philip Benoist

Address: 1 Vermont Place, Michigan Drive, Tongwell, Milton Keynes, Buckinghamshire, MK15 8JA

Email: pb@ckcltd.co.uk

Tel: 01908 215 760

Website: https://www.ckcltd.co.uk/

Graham Construction - Project Manager

Contact Mr Seamus Leahy

Address: 2nd South, 11 Old Jewry, City of London, London, EC2R 8DU

Tel: Available

Email: Available

Website: www.graham.co.uk/

Entity type: Private

Business type: Construction

Parent company: Graham Construction Ltd

Key Specifiers

Maber Associates - Architect

Contact: Available

Address: St Marys Hall, 17 Barker Gate, The Lace Market, Nottingham, Nottinghamshire, NG1 1JU

Tel: 0115 941 5555

Email: Available

Website: www.maber.co.uk

Entity type: Private

Business type: Architect/Interior Designer

Building Services Design - Mech & Electrical Consultant

Contact Mr Joel Sawyer

Address: Suite 210, Fort Dunlop, Fort Parkway, Birmingham, West Midlands, B24 9FD

Tel: 0121 7493509

Email: birmingham@buildingservicesdesign.co.uk

Website: bsd.co.uk/

Entity type: Private

Business type: Mechanical/Electrical

Unique Enquiry System

Dynamic enquiry system that has been built to capture enquiries from every channel.

At TSP Media we are one of the few B2B publishers that still run a reader enquiry service.

This bespoke system captures vital information from our readers across our print, digital, online and ebulletin platforms.

STATISTICAL INFORMATION

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- Print enquiries via our reader enquiry cards
- Online enquiries
- Email and web clicks
- Solus ebulletin delivery
- Open rates
- Page views
- Impressions
- Time on page
- Unique visits
- Social media interaction

TSPMEDIA

MagazinesEbulletinsCompaniesTrackingImportLat Stats

1st Jan 2011 - 1st Nov 2016

Gerflor Limited Statistics

Performance OverviewOnlinePrint & DigitalSocial MediaEbulletinsSummary

Export PDFExport CSV

Export Detailed PDF

Issue	Enquiry	Page	Description	Size	Type	P Enquiries	D Page Views	D Enquiries	D Clicks	Actions
Specification Product Information Cards September / October 2016	9	9	A new species of flooring.	1/2 Page	Product Card	10	52	3	2	View
Specification Product Update Issue 5 2016	5	4	Irish grind school sees benefit of Gerflor	1/4 Page	Advertising	7	43	5	1	View
Specification Product Update Issue 5 2016	96	32	Irish grind school sees benefit of Gerflor	Ad Full Page	Advertising	8	17	9	1	View
Specification Magazine September 2016	114									
Specification Magazine September 2016	120									
Public Sector Building Specification Issue 3 2016	34									
Housing Specification August / September 2016	61									
Housing Specification August / September 2016	63									
Housing Specification August / September 2016	65									
Housing Specification August / September 2016	70									
Specification Magazine August 2016	127									
Specification Product Information Cards July / August 2016	5									

TSPMEDIA

MagazinesEbulletinsCompaniesTrackingImportLat Stats

1st Jan 2011 - 1st Nov 2016

Tarasafe Statistics (A)

Specification Product Information Cards September 2014 Enquiry #2

Export CSV

Print Enquirers

Name	Company	Email	Date Enquired	Actions
Enquirer Name	Company Name	Enquirer Email	Mon, Nov 3, 2014 10:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Fri, Oct 24, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Wed, Oct 22, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details

PROJECT RESPONSE ANALYSIS

Project Response Analysis is a dynamic response system that can match the enquirer to your product with the project or projects they or their company are working on.

This information can prove to be invaluable in providing you with key information about the enquirer before you contact them.

Example Enquiry

Issue: Housing Specification

Enquiry Number: 10

Company: A. Proctor Group

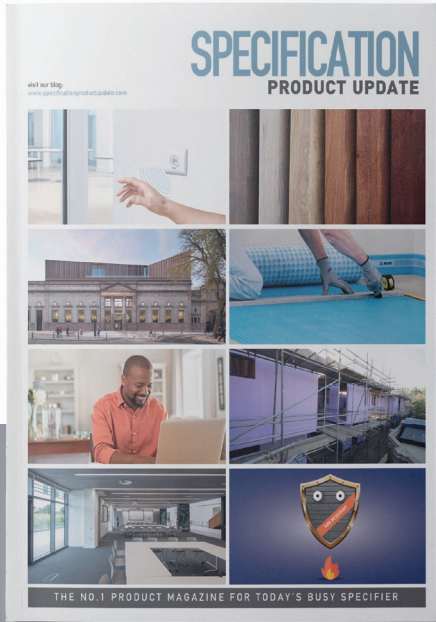
Type: Advert

Description: Using Roofshield® in Cold Pitched Roof Ventilation

Mr John Flinn

Architect

Davenport & Flinn



Specification Product Update is published

- In Print

- Via Social Media channels

- Online (as a digital edition)

- And as an exciting new blog

Research driven media that is designed to promote your products in a clear and concise manner across a multitude of platforms.

Digital Edition

The printed edition of Specification Product Update is now supported with a digital edition with live links to your website and email address.

The digital edition is a direct copy of the printed edition providing our advertisers and editorial contributors with an added platform. It is sent to a separate circulation of 22,570 specifiers many of whom request to receive the publication in this online format. It includes web, email and enquiry links plus a full analytics package.

Social Media

We use social media channels to promote your product message, these channels allow us to make your entry more discoverable online.

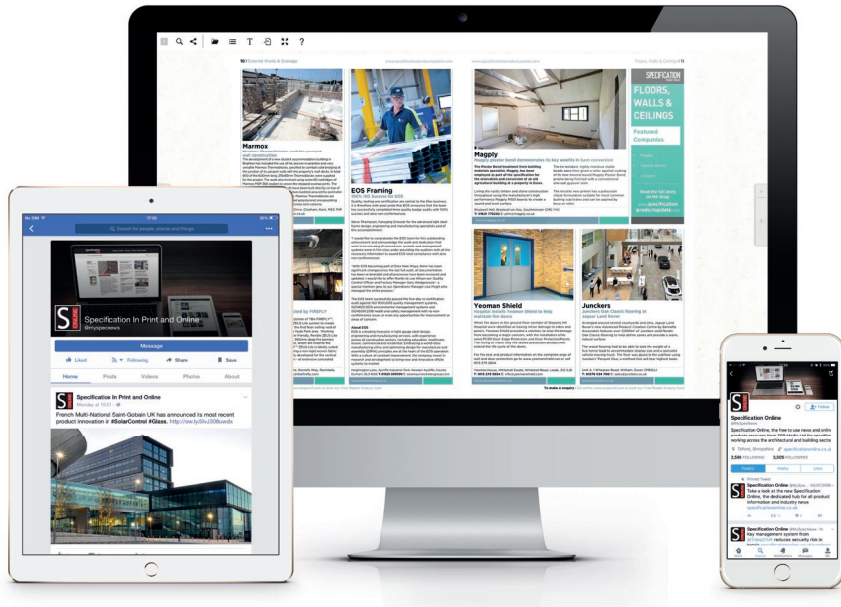
We use the social profiles from our sister publication Specification Online which currently has 4,500 followers to further boost the exposure to your product.

Specification Product Update Blog

The Specification Product Update Blog is the latest addition to our growing online portfolio. It is designed to provide our readers with an e-bulletin of the latest products and project applications available from our industry. A weekly ebulletin is sent to over 14,000 working specifiers (sourced via Glenigan) helping to drive added traffic to the Blog and your content.

The Clever Bit

Our SEO team have developed a clever way of optimising the content on our Blog which in turn improves the performance of your own website on Google. Once we have optimised your content, we make it more discoverable through social bookmarking. By doing this Google is aware of your product content and recognises it as a quality backlink which will then have a positive impact on the ranking of your own website. As a recognised news platform on Google our content is trusted. This is a key determiner when news and product items are being ranked across search engines.



Product Categories & Publication Dates 2024

Issue 1 - January

Issue 4 - July

Issue 2 - March

Issue 5 - September

Issue 3 - May

Issue 6 - November

Regular Product Categories featured in each issue

Product Insight

External Works & Drainage

Bricks & Blocks

Roofing, Cladding & Insulation

Doors, Windows, Glass & Glazing

Safety, Security & Fire Protection

Heating, Plumbing & Ventilation

Floors, Walls & Ceilings

Kitchens, Bathrooms & Washrooms

Lifts, Stairs, Interiors & Lighting

Timber

Paints, Preservatives & Coatings



Circulation

Specification Product Update’s print circulation is individually requested by name, whereas the digital editions circulation is compiled from readers who have made enquiries across the entire construction platform of TSP Media. We also source working specifiers from Glenigan to ensure that our digital edition is being read by individuals who are working on live projects.

Circulation

In Print	Total
Architects (Including Architectural Technicians & Technologists)	3,681
Building Contractors, House Builders, Developers and Design & Build Companies	1,114
Clients / Project Managers	300
Quantity & Building Surveyors	598
Structural Engineers	190
Mechanical & Electrical Engineers	542
Total	6,425
Digital Edition	
Architects (Including Architectural Technicians & Technologists)	12,187
Building Contractors, House Builders, Developers and Design & Build companies	4,739
Clients / Project Managers	3,159
Quantity & Building Surveyors	902
Structural Engineers	455
Mechanical & Electrical Engineers	1,128
Total	22,570
Combined	28,995
Social Media Followers	6,388
Blog ebulletin	14,800
Total Exposure	50,183

When you advertise in Specification Product Update, our in-house ad tracking service captures all enquiries made and forwards these to you via email 24/7. We also offer a full online enquiry analytics package, which tracks all web, email and enquiry links including page impressions and click-throughs.

Advertisement Rates & Data

The advertisement rates quoted guarantee publication in the printed edition of Specification Product Update, inclusion in the digital edition, entry onto our new blog & ebulletin and posting across our social media channels.

Specification Product Update (SPU)	Insertion Rates		
	1	2 or 3	4 or more
Quarter Page Formatted Advertisement	£340	£320	£290
Front Cover Spotlight	£360	£340	£310
Lead in Formatted position	£375	£345	£315
Full Page Display advert	£1050	£1000	£950
Editorial Rate (Print & Digital Platforms)			
Single Space Editorial (90 words & image)	£110	£100	£90
Double Space Editorial (190 words & image)	£190	£180	£170

Advertisement Copy Requirements

- Top Company Formatted Panel - 1 high res image, 200 words plus contact details
- Formatted Quarter Page - 1 high res image, 110 words plus contact details
- Full page advertisement - 210mm w x 297mm h +3mm bleed

For information on the availability of inserts, gate-folds, belly-bands, wrap-arounds and tip ons or any other special print opportunities please contact us on 01952 234000.

PDFs 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 high-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. Please forward any relevant press material to katie@tspmedia.co.uk.





What it means to have an ABC audit

ABC stands for Audit Bureau of Circulations

The Audit Bureau of Circulations is a wholly independent company auditing the UK media industry to ensure that Media owners deliver on their circulation and readership statements.

TSP Media data is audited and compliant with the media industry’s agreed standards.

Since 1931 ABC have worked with media buyers and sellers to set impartial, industry-agreed measurement Standards. The figures they publish are prepared to these standards, audited, and provide a transparent count of total activity.

These standards are developed by a number of industry Reporting Standard Groups and provide for each media type:

- Clear metric definitions and requirements
- Details of what data must be publicly reported and additional reporting options
- The types of evidence auditors need to see

This ensures the data we release is accurate and comparable, and that it’s based on consistent, factual evidence.

The ABC logo stands for quality and trust in media, empowering our business to trade with confidence.



[Click here to view the certificate](#)



[Click here to view the certificate](#)
[Visit our Groundcare platform here](#)

JANUARY 2024

- 3rd Doors, Windows & Entrance Systems
- 10th Heating, Plumbing & Ventilation
- 17th Interiors & Lighting
- 24th Sector - Health
- 31st External Works & Landscaping

FEBRUARY 2024

- 7th Insulation & Acoustics
- 14th Glass & Glazing
- 21st Sector - FutureBuild Preview
- 28th Safety, Security & Fire Protection

MARCH 2024

- 6th Cladding & Facades
- 13th Building Systems & Structures
- 20th Roofing
- 27th Sector - Hotel, Sport & Leisure

APRIL 2024

- 3rd Floors & Walls
- 10th Drainage & Water Management
- 17th Architectural Hardware
- 24th Sector - Commercial

MAY 2024

- 1st Glass & Glazing/FIT Show Preview
- 8th Paints, Stains & Finishes
- 15th Kitchens, Bathrooms & Washrooms
- 29th Sector - Retail

JUNE 2024

- 5th Bricks, Blocks & Pavers
- 12th Ceilings & Partitions
- 19th Green Roofs, Membranes & Rooflights
- 26th Lifts, Stairs & Balustrades

JULY 2024

- 3rd Sector - Education
- 10th Doors, Windows & Entrance Systems
- 17th Heating, Plumbing & Ventilation
- 24th Interiors & Lighting
- 31st Sector - Refurb & Restoration

AUGUST 2024

- 7th External Works & Landscaping
- 14th Insulation & Acoustics
- 21st Glass & Glazing
- 28th Safety, Security & Fire Protection

SEPTEMBER 2024

- 4th Sector - Public Sector
- 11th Cladding & Facades
- 18th Offsite Construction
- 25th Roofing

OCTOBER 2024

- 2nd Sector - Housing
- 9th Floors & Walls
- 16th Drainage & Water Management
- 23rd Architectural Hardware
- 30th Sector - Health & Education

NOVEMBER 2024

- 6th Lifts, Stairs & Balustrades
- 13th Paints, Stains & Finishes
- 20th Kitchens, Bathrooms & Washrooms
- 27th Bricks, Blocks & Pavers

DECEMBER 2024

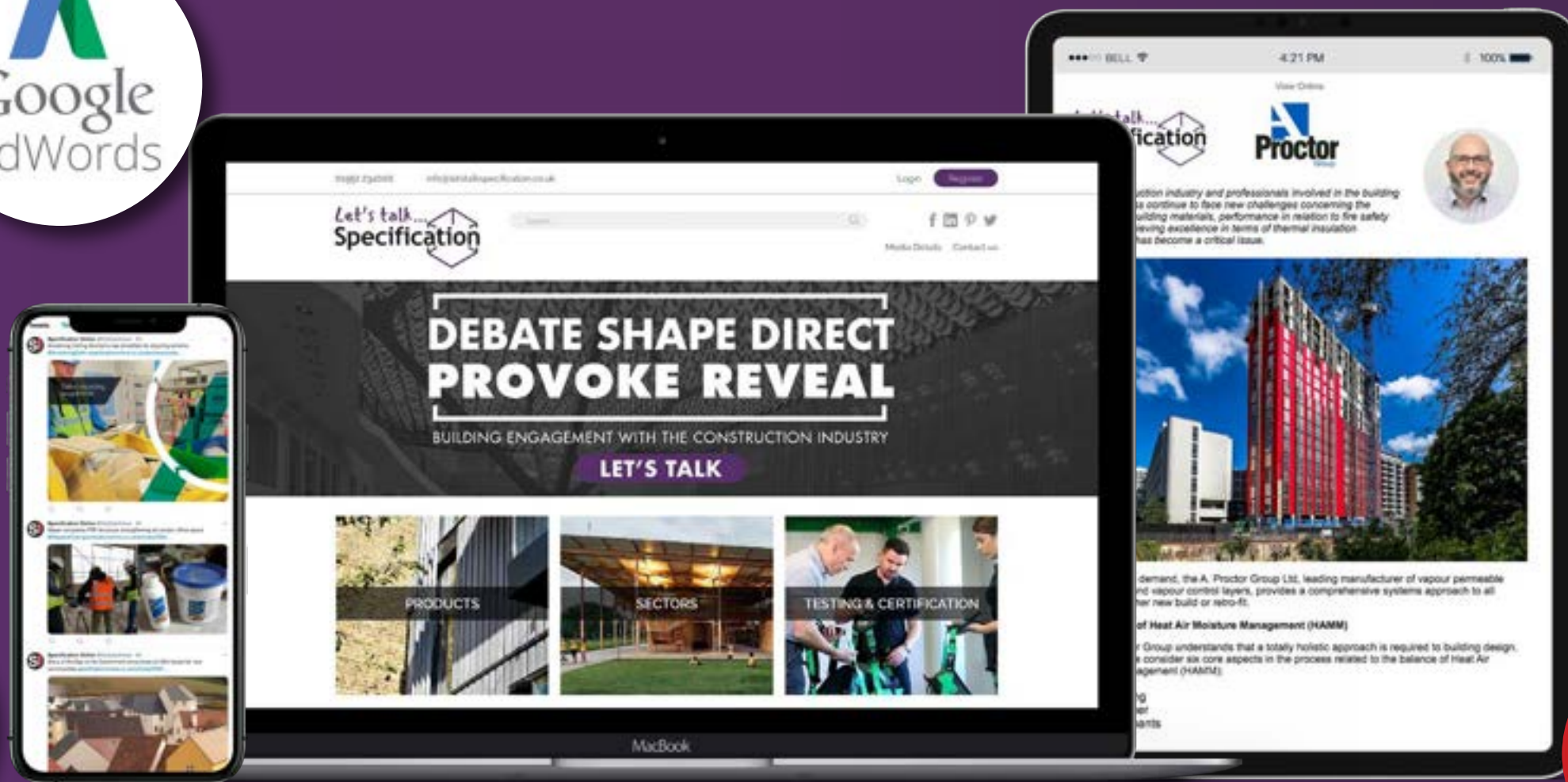
- 4th Sector - Hotel, Sport & Leisure
- 11th Ceilings & Partitions
- 18th Green Roofs, Membranes & Rooflights





Let's talk... Specification

An exciting new digital media channel for the architectural and building industry.



A platform that embraces new digital technology to deliver and broadcast your content in a contemporary and professional way.



*Delivering professionally written content
via a range of proven media channels.*

Our aim is to champion the importance of product specification and provide manufacturers and suppliers of construction products with a platform to discuss the rigorous testing and certification process they go through to ensure their products are fit for purpose.

The findings of the Hackitt report, the new Government's changes to building regulations and fire safety and a need to reduce our carbon footprint has shone a spotlight on product development and in particular the correct specification of building materials and systems.

Working closely with you and your marketing team, we will deliver a media campaign that engages with our readers via a range of proven media channels.

**LET'S GIVE
SPECIFICATION
A VOICE**



PRIME CONTENT

.....

COMPANY PROFILE

.....

KEYWORD EVALUATION

.....

SEARCH ENGINE OPTIMISATION

.....

FEATURED ON LET'S TALK
REGULAR EBULLETIN

.....

GOOGLE ADWORD CAMPAIGN

.....

SOCIAL MEDIA PROMOTION

.....

QUALITY BACK-LINK
FOR YOUR WEBSITE

.....

TARGETED SOLUS EBULLETIN

.....

NO. 1 GOOGLE RANKING

.....

FULL GOOGLE ANALYTICS REPORT

Have your say...

Let's Talk Specification will look at every aspect of the architectural and building sector and the role that innovative products play in our everyday lives.

It will focus on the research and development, testing and manufacturing processes, installation and maintenance of a wide range of building products and systems.

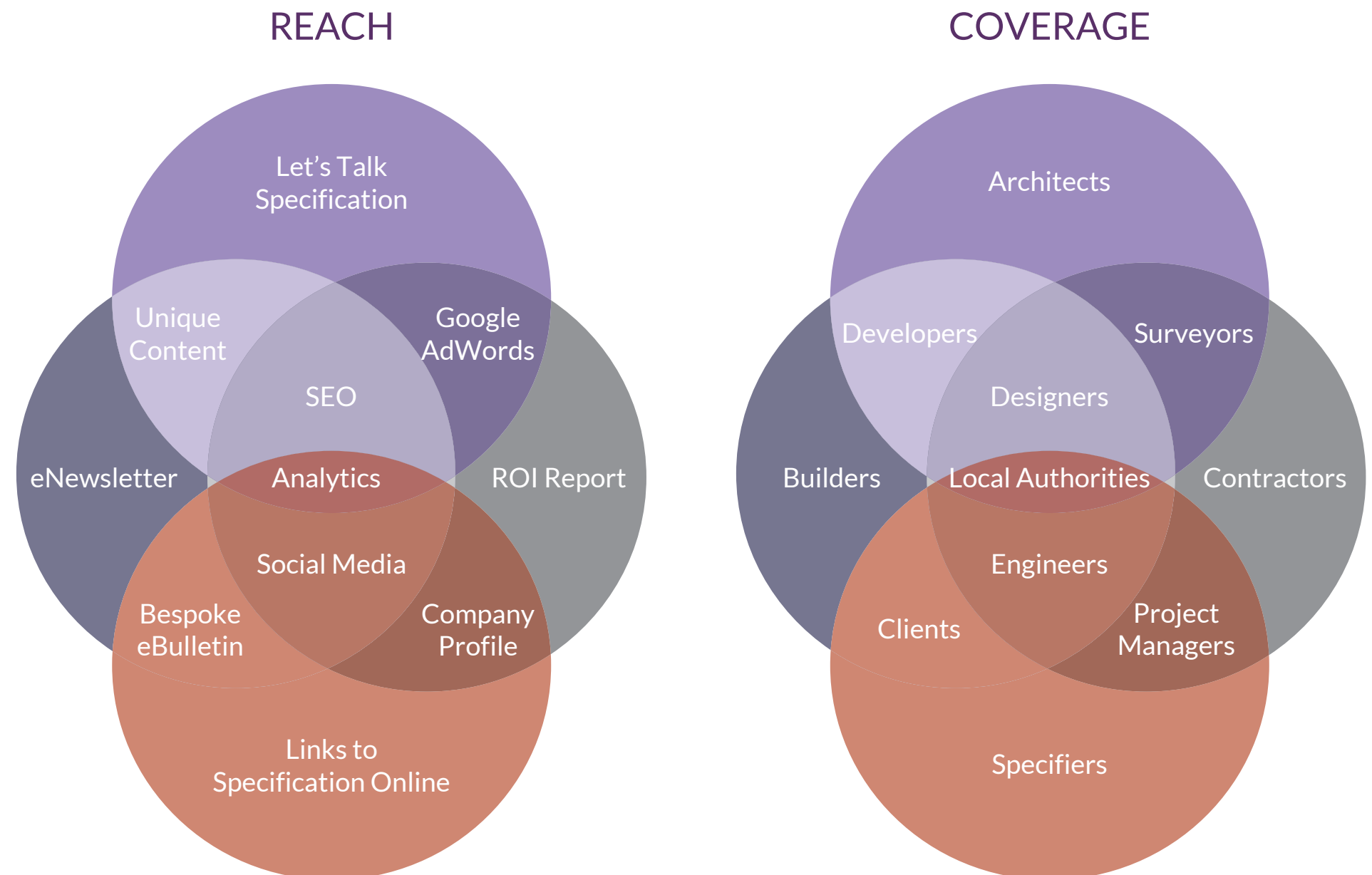
Specifiers, architects and all those involved in the creation of new building development will have instant access to a wealth of detailed, technical and independent information.

As a key stakeholder in the construction industry we want you to help shape this discussion, by sharing the knowledge and best practice that goes into the delivery of products and systems that are certified, accredited and fit for purpose.

If you would like to inform the industry of the service you offer or have systems and products that you would like to promote to our extensive readership, then take a look at the marketing opportunities we can offer, detailed on our rates and data page.

TSP Media is one of the most respected publishers in the construction industry and our reach and coverage is guaranteed to put your message in front of a wide range of working specifiers.

REACH & COVERAGE



Health



Education



Commercial



Housing



Public Sector

"Our aim is to create a dynamic platform that provides informed comment, independent and authoritative technical information and industry-leading, agenda-setting opinion"



Paul Groves - Editor



Hunter Douglas



1. Editorial content can be written and submitted by you or your PR agency, or developed jointly with our Group Editor Paul Groves. Topics can range from new product development, in situ project examples or testing and certification. These can take the form of a case study, Q&A, a technical overview of a product or general product release.
2. Working with our in-house team of SEO and web experts, we decide on a keyword which you want the article to rank for on Google.
3. We then ensure that the keyword links to the most relevant page on your website.



Kingspan Insulation



Kebony

Once content is live on the Let's Talk Specification website we engage the Google AdWord campaign, broadcast it across our social media channels and publish your solus eBulletin.

Rates:

BASED ON 1 ARTICLE	£750
Dedicated company profile on Let's Talk Specification	✓
Up to 900 word unique article / Q&A*	✓
Keyword evaluation	✓
Quality backlink to the most relevant pages on your website	✓
Extensive social media coverage across the Specification Online Twitter, Facebook and Pinterest platforms plus our Let's Talk Specification dedicated LinkedIn group	✓
Unique eBulletin to demographically chosen target audience of 3,000	✓
Featured on Let's Talk regular eBulletin	✓
Google AdWord campaign	✓
Full analytics package for ROI purposes	✓
BASED ON 2 ARTICLES	£650
BASED ON 3 ARTICLES	£575
BASED ON 5 ARTICLES	£500

*You can either provide the article whilst following our guidelines listed to the right for maximum impact, or our editor Paul Groves can interview and create the article for you. Quotes provided on request.

For further information on how to promote your products and systems on Let's Talk Specification, please call 01952 234000 and speak to one of our media consultants.

Typical example of the process we go through to optimise your content and improve your Google rankings:

Keyword: Healthcare Flooring | Client: Gerflor

URL: Link to the page on your website which is most relevant to healthcare environments

www.gerflor.co.uk/professionals-products/sector/healthcare.html

Title: To include keywords

Optimal healthcare flooring environments for patient safety

Meta Description: To include article title, author and company/association

Gerflor UK's Head of Marketing Navjot Dhillon joins the debate on sustainable healthcare flooring environments as Let's Talk Specification asks her "What makes a sustainable healthcare environment which is still safe for patients?". Take a look at the article and join the debate.

Subheadings/Q's within the article: To include other relevant questions highlighted above

Environmental sustainability in healthcare, healthcare environments and patient safety, best flooring for hospital safety etc.

Image Alt Tag: To include keywords to describe the image

Healthcare flooring environments

Article or Q&A: Minimum of 900 words, to include relevant keywords, semantic phrases and questions relating to subject matter

Semantic Keywords: Safety flooring, infection control, healthcare design, health systems, centre for sustainable healthcare, health and care system, care providers, sustainable development unit, healthcare facilities, natural lighting, public health, flooring solutions, flooring option, anti-slip, infection control etc.

Other Questions: What flooring should I use in operating theatres? What makes vinyl flooring sustainable? Do I need stair nosing in a hospital?

To find out more about how your company can benefit from being part of Let's Talk Specification, please contact one of the following:

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Let's Talk Specification is the latest development from TSP Media Limited.
The company specialises in the construction industry and publishes a range of publications both in print and online.
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PRINT

Specification Magazine
Specification Product Update
Housing Specification
Landscape & Amenity Product Update



ONLINE

www.specificationonline.co.uk
www.buildingspecification.com
Specification Product Update Blog
www.landscapeandamenity.com
www.landscapespecification.com
Landscape & Amenity Product Update Blog

www.letstalkspecification.co.uk

Let's talk...
Specification

TSPMEDIA
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