

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.

Specification Product Update is now published in print, in digital format, on social media and via an exciting new architectural product blog. The new design features a bright and open style with clean images and manufacturer information portrayed via quality photography and short concise editorial. The formatted content looks good in print and is particularly suited to our digital, social media and online blog formats.

Specification Product Update's new style includes a comprehensive range of product categories in each issue. The front cover reflects each of those categories and is designed to draw our readers attention to the magazine's content.

The SPU blog has already proved to be a success with our readers. Advertisers too are reaping the benefits of the clever optimisation that we carry out on the content that maximises the traffic and visibility to their website.

Published bi-monthly Specification Product Update is recognised as one of the leading media platforms in the architectural and building sector for generating good quality enquiries.

Content

Recent research suggests that architects in particular react positively to well written concise content accompanied by quality photography that depicts the product in question.

Each category section features an editorial lead in page, covering topics that relate to that product category. This is supported by a manufacturers full page advertisement and followed by a selection of formatted product advertisements.

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 seperate 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.

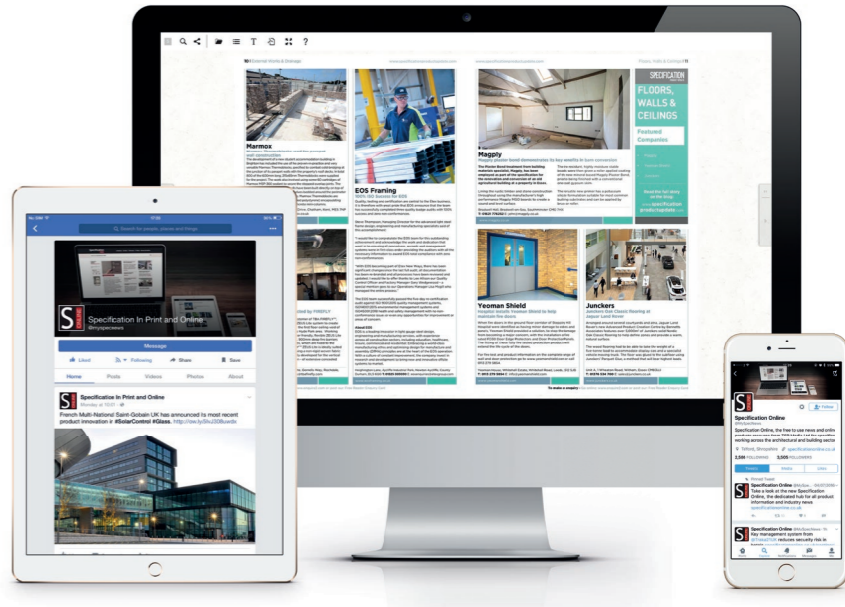
We use the social profiles from our sister publication Specification Online which currently has 4,500 followers to futher boost the exposure to your product.

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 ebuletin 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