



# CIRCULATION

ACTIVELY TARGETING KEY SPECIFIERS, BUYERS & PROCUREMENT OFFICERS ACROSS THE PRIVATE, PUBLIC, NEW BUILD AND REFURBISHMENT SECTOR.

## CONTROLLED CIRCULATION - TERMS OF CONTROL

Specifiers and Purchasers of building products and materials, employees of house building companies, housing associations and local authorities employed in architecture, surveying, housing, health and safety, engineering, maintenance, technical services, estates, development, planning and purchasing. Plus chief executives and tenant representatives. Proprietors, partners and employees of private building contractors, architects and surveyors.

### ABC Application approved 17th October 2007

## THE UNIVERSE

### HOUSEBUILDERS AND RESIDENTIAL DEVELOPERS

TOTAL NUMBER OF COMPANIES\* 1500

### HOUSING ASSOCIATIONS

Residential Social Landlords (RSL) 2125

Local Authority (LA) (ALMO'S) 2780

TOTAL\*\* 4905

TOTAL UNIVERSE 6405

## CIRCULATION

### HOUSEBUILDERS AND RESIDENTIAL DEVELOPERS

TOTAL BY JOB TITLE/INDIVIDUAL 5491

### HOUSING ASSOCIATIONS AND LOCAL AUTHORITIES

TOTAL BY JOB TITLE/INDIVIDUAL 8151

### OTHER SPECIFIERS

GLENIGAN BY HOUSING PROJECT (INCLUDING ARCHITECTS IN THE PRIVATE/PUBLIC SECTOR) 4358

TOTAL CIRCULATION 18000

Actual example of project types drawn from local authority planning departments together with details of the job title functions extracted for use in our database.

Project: Luxury Homes	Project: Social Housing
Value: £2.2million	Value: £407,500,000
Client: Hartford Homes	Client: Easington District Council
Contact: James Greenhalgh	Project Manager: Mr Peter Davies
Position: Managing Director	Principal Architect: Mr Peter Davies
Architect: Cornerstone Architects	
Contact: Tony Lloyd Davies	
Position: Principal	

Project: 10,000 Residential Units (Refurb)	Contractors Involved on
Value: £120,000,000	Projects include:
Client: Aldwick Housing Association	BMH Construction
Contact: Mr Gary Goggins	Breyer Group
Position: Director of Property & Procurement	Countryside Properties
	Durkan Limited
	John Laing Plc
	Lovell Partnership
	Wilmott Dixon Construction Ltd

\*source UK Housebuilders Directory property data

\*\*source AMA research / trade estimates

## EDITORIAL PROGRAMME

Whilst Housing Specification will ostensibly be news led, the magazine will also carry a range of feature articles, tender pages, industry forums, and special reports, designed to create a broad and informative editorial platform across the whole of the housebuilding & housing association sector.

These feature articles will be supported by regular category sections that will host product editorial, new literature, financial & specialist services.

### Regular Categories

#### THE HOUSING ENVELOPE

Roofing  
External Walls  
Insulation

#### STRUCTURES

Offsite Construction  
Structural Systems  
Groundworks

#### SURFACES

Flooring  
Internal Walls  
Finishings

#### OPENINGS

Doors  
Windows  
Rooflights

#### SERVICES

Energy  
Drainage  
IT  
Lighting

#### FIT-OUTS

Kitchens,  
Bathrooms,  
Home Office  
Storage

#### DECORATION

Interior Furnishings  
Furniture  
Interior Lighting

#### FEBRUARY 2008

##### BRICKS & BLOCKS

Bricks, Blocks & Lintels  
Ground & Concrete Work  
Tanking & Waterproofing  
Beam & Block Flooring  
Stone & Masonry Products  
Renders, Mortars & Plasters  
Landscape & External Works

FORUM: THE CODE FOR SUSTAINABLE HOMES

SPECIAL REPORT - EXHIBITION PREVIEW  
INNOVATIONS FOR THE BUILT ENVIRONMENT  
(ECOBUILD/FUTUREBUILD/CITYSCAPE)

#### MARCH 2008

##### BUILDING SERVICES

Heating, Ventilation & Cooling  
Community Heating  
Underfloor Heating  
Hot Water Supply Systems  
Lifts, Stairs & Access

FORUM: DECENT HOMES STANDARD

SPECIAL REPORT - ACOUSTICS & SOUND INSULATION

#### APRIL 2008

##### ROOFING

Roofing, Cladding & Insulation  
Roof Tiles, Slates and Thatch  
Roof Ventilation & Accessories  
Roof Lights and Windows  
Roof Structures - Timber & Metal  
Facades & External Wall Insulation  
Roof Gardens

FORUM: MODERN METHODS OF CONSTRUCTION

SPECIAL REPORT - AFFORDABLE HOUSING

#### MAY 2008

##### DOORS & WINDOWS

Doors, Windows & Blinds  
Architectural Ironmongery  
Glass & Glazing  
Access Control - DDA  
Security & Fire Protection  
Acoustics & Sound Insulation

FORUM: REFURBISHMENT & RESTORATION

SPECIAL REPORT - TRANSFORMING TELFORD  
AN OVERVIEW OF TELFORD COUNTY COUNCILS FUTURE PLANS FOR HOUSING IN THEIR BOROUGH

#### JUNE 2008

##### FLOOR & WALL FINISHES

Wood Flooring  
Day & Electrical Lighting  
Kitchens & Bathrooms  
Showers, Spa's & Jacuzzi's  
Eco Labelled white goods

FORUM: INTEGRATED ELECTRONIC SOLUTIONS

SPECIAL REPORT - HIGH DENSITY HOUSING

#### JULY/AUGUST 2008

##### BRICKS & BLOCKS

Bricks, Blocks & Lintels  
Ground & Concrete Work  
Tanking & Waterproofing  
Beam & Block Flooring  
Stone & Masonry Products  
Renders, Mortars & Plasters  
Landscape & External Works

FORUM: DISABILITY DISCRIMINATION ACT

SPECIAL REPORT - HEALTH SAFETY

#### SEPTEMBER 2008

##### BUILDING SERVICES

Heating, Ventilation & Cooling  
Community Heating  
Underfloor Heating  
Hot Water Supply Systems  
Lifts, Stairs & Access

FORUM: ENERGY EFFICIENCY & RENEWABLES

SPECIAL REPORT - INTERIOR FINISHINGS & FIT-OUTS

#### OCTOBER 2008

##### DRAINAGE & PLUMBING

Above and Below Ground Drainage  
Rainwater Collection Systems  
Flood Protection  
Water Treatment & Sewage Control  
Waste Management & Recycling

FORUM: ADOPTION OF SUSTAINABLE DRAINAGE SYSTEMS

SPECIAL REPORT - EXHIBITION PREVIEW INTERBUILD

#### NOVEMBER 2008

##### ROOFING

Roofing, Cladding & Insulation  
Roof Tiles, Slates and Thatch  
Roof Ventilation & Accessories  
Roof Lights and Windows  
Roof Structures - Timber & Metal  
Facades & External Wall Insulation  
Roof Gardens

FORUM: DECENT HOMES STANDARD

SPECIAL REPORT - SECURITY & FIRE PROTECTION

# MECHANICAL DETAILS

Email material to: [copy@tspltd.co.uk](mailto:copy@tspltd.co.uk)

Material must be supplied on Mac readable discs

PDF's should be print ready with all fonts and images embedded (min 300dpi)

Documents must be Quark Xpress

Images must be saved as TIFF or EPS

Minimum 300dpi at 100% size

Images other than EPS must be in picture boxes with an ITEM and White background

Ensure all images are CMYK not RGB

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

Inserts accepted by negotiation

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

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



**Tanner Stiles**  
PUBLISHING LTD

Publication	Full page size	Half page size (Vertical)	Half page size (Horizontal)	Quarter page size
Specification Magazine	230mmW x 300mmH (Trim) 236mmW x 306mmH (Bleed)	90mmW x 260mmH	200mmW x 125mmH	90mmW x 125mmH
Housing Specification	230mmW x 300mmH (Trim) 236mmW x 306mmH (Bleed)	90mmW x 260mmH	200mmW x 125mmH	90mmW x 125mmH
Hotel Sport & Leisure	230mmW x 300mmH (Trim) 236mmW x 306mmH (Bleed)	93mmW x 260mmH	200mmW x 125mmH	93mmW x 125mmH
Project Management for Building Cards	117mmW x 140mmH (Trim) 123mmW x 146mmH (Bleed)	n/a	n/a	n/a

Publication		
Specification Product Update	100mmW x 130mmH	80 words of text with company contact details An accompanying high resolution colour photograph

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Add registration marks on for full page advertisements

Add a key line on for half page and quarter advertisements

[www.tspltd.co.uk/media.php](http://www.tspltd.co.uk/media.php)

# ADVERTISEMENT RATES

Publication	DPS 1 Insert	DPS 4 Inserts	DPS 10 Inserts	Full Page 1 Insert	Full Page 4 Inserts	Full Page 10 Inserts	1/2 Page 1 Insert	1/2 Page 4 Inserts	1/2 Page 10 Inserts	1/4 Page 1 Insert	1/4 Page 4 Inserts	1/4 Page 10 Inserts	Literature & Web Panels	Classified Per SCC
Specification Magazine	£5000	£4500	£4000	£2600	£2250	£2000	£1300	£1150	£1000	£650	£575	£500	£150	£15.00
Housing Specification	£5000	£4500	£4500	£2200	£2000	£1800	£1100	£1000	£900	£550	£500	£450	£150	£15.00
Hotel Sport & Leisure	£4000	£3750	£3500	£2000	£1800	£1600	£1000	£900	£800	£500	£450	£400	£150	£15.00
Specification Product Update	n/a	n/a	n/a	£2000	£1800	£1600	n/a	n/a	n/a	£550	£500	£450	n/a	n/a

Response Cards	1 Insertion	3 Insertions	6 Insertions	Top 10 Position	Bottom Flip Card	Use of Publishers Reply Licence
Project Management For Building Cards	£1000	£900	£800	Add 10%	Add 10%	£ 75.00

## Websites

	Rectangle Button advertisement (120 x 60 Pixels)	Square Button advertisement (120 x 120 Pixels)	Horizontal Banner advertisement (468 x 60 Pixels)	Vertical Banner advertisement (120 x 600 Pixels)
Rate per website	£100	£150	£400	£500

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Prices based on existing artwork supplied by the client. If a new banner or button is required this can be created and costs will be discussed before work is undertaken.

Advertisement rates are quoted in full colour

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