



Media Details 2010/11

Specification

Magazine



One of the construction industry's leading titles...

Specification Magazine is now firmly established as one of the leading Architectural and Building titles in the Construction industry. The mix of professional editorial comment, manufacturer led articles and product information are presented in a style that is unsurpassed within the construction press.

Printed on oversize A4 quality stock paper Specification Magazine stands out from the crowd to ensure that it creates the best possible platform to help promote your brand and product message.

Published 12 times per annum, each issue is also reproduced in an online digital format to meet the increased demand from our growing online community.

Our new website www.specificationmagazine.com also carries many of the editorial items featured in the printed issue and has links to our unique brochure library www.thebuildingproductlibrary.com.

- **Contents**
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- **Editorial Profile**
- **2010/11 Feature Programme**
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What our readers say:

“Excellent combination of technical and product information” - Les James Private Practice Architectural Technician



That is well read and well respected by your target audience

Specification Magazine is currently circulated to over 18350 specifiers working across a broad range of projects, each week we utilise our direct feed in from Glenigan to ensure that our circulation is kept 100% up to date with working specifiers. (See our ABC circulation breakdown on page 10)

Key Content:

Sykes on Seven & Eight:

Architectural Journalist Christopher Sykes takes an often side ways look at what's dominating the construction landscape.

Ruth Talks:

Architectural Journalist Ruth Slavid continues her highly readable sector reports with a series of interviews with key influences within the construction industry and follows this each month with an in depth look at a relevant project on the sector in question. (Read Ruth's Blog at www.specificationmagazine.com)

Product Features:

Three key product features that will concentrate on product specification, project analysis, and the demands brought about by the increased changes to the UK building regulations and codes for sustainable building.

Products in Focus:

A monthly round up of new products and manufacturer press information broken down across the following product categories.

- New Product Development
- Roofing, Cladding & Insulation
- Drainage & Water Management
- Structures
- Bricks, Blocks & Lintels
- Ground & Concrete Work
- Paints Stains & Finishes
- Glass & Glazing
- Safety, Security & Fire Protection
- Heating, Ventilation & Air Conditioning
- Doors, Windows & Entrance Systems
- Lifts, Stairs & Balustrades
- Interiors & Lighting
- Kitchens & Bathrooms
- Ceilings & Partitions
- Floors & Walls

Monthly Supplements

These special supplements will run on a quarterly basis in rotation and cover the following key topics:

1. Sustainable Building
2. Public Sector Building
3. Hotel, Sport & Leisure
4. Housing

Please see the following synopsis on each of the supplements for further details on each of the editorial subjects that will be covered.

What our readers say:

“Brilliant Magazine Priceless for Product Information” - Mark Wallinger Design & Build Contractor

What our readers say:
The magazine is great - Paul Hiham Mechanical & Electrical Consulting Engineer

SPECIFICATION MAGAZINE Feature Programme 2010/11

PRODUCTS IN FOCUS

The following classifications feature in every issue of Specification Magazine

- New Developments
- Roofing, Cladding & Insulation
- Drainage & Water Management
- Structures
- Bricks, Blocks & Lintels
- Ground & Concrete Work
- Paints, Stains & Finishes
- Glass & Glazing
- Safety, Security & Fire Protection
- Building Services
- Doors, Windows & Entrance Systems
- Interiors & Lighting
- Kitchens & Bathrooms
- Ceilings & Partitions
- Floors & Walls

JANUARY 2010

Editorial Copy Date: 15/12/09

SECTOR REPORT

HOUSING

FEATURES

ROOFING

Flat & Pitch Roofs / Green Roofs
Rooflights, Roof Windows & Hatches

DRAINAGE & WATER MANAGEMENT

Above & below Ground Drainage /
Suds / Water Treatment & Sewage Control

INSULATION

Thermal & Acoustic Insulation
Energy efficiency

PRODUCTS IN FOCUS

See above

SPECIAL SUPPLEMENT

SUSTAINABLE BUILDING

Special issue looking at how the construction industry is changing the way it designs & specifies to meet the green agenda.

APRIL 2010

Editorial Copy Date: 12/03/10

SECTOR REPORT

URBAN REGENERATION

FEATURES

BRICKS, BLOCKS & LINTELS

Developments in alternative products and manufacturing techniques
Mortars, Admixtures & Renders
Brick Systems

GROUND & CONCRETE WORK

Piling & Foundations
Precast Concrete Systems
Vapour Barriers / Geosynthetics

MODERN METHODS OF CONSTRUCTION

Offsite Construction
System & Modular Buildings

PRODUCTS IN FOCUS

See above

SPECIAL SUPPLEMENT

HOUSING

Special issue looking at both the social and private housing sector, together with comment on why new legislation and the Code for Sustainable Building will impact on how the UK house's its population in the future.

FEBRUARY 2010

Editorial Copy Date: 08/01/10

SECTOR REPORT

SUSTAINABILITY & ENERGY EFFICIENCY

PREVIEW

ECOBUILD

FEATURES

EXTERNAL WALL FINISHES

Rainscreen Cladding & Curtain Walling
Solar Control, Brise Soleil, External Shutters

STRUCTURES

Structural Timber / Metalwork
The External Envelope / Structural Glazing

PAINTS, STAINS & FINISHES

Decorative Finishes / Intumescent Coatings

PRODUCTS IN FOCUS

See above

SPECIAL SUPPLEMENT

PUBLIC SECTOR BUILDING

Special Issue looking at investment in the Health, Education & Urban Regeneration

MAY 2010

Editorial Copy Date: 09/04/10

SECTOR REPORT

REFURB & RESTORATION

FEATURES

FLOORS & WALLS

Entrance Matting, Carpets & Tiles
Underfloor Heating
Wood, Vinyl, Linoleum and Resin Surfaces / Protective Wall Coatings

BUILDING SERVICES

Heating, Ventilation & AC
Lifts, Stairs & Balustrades

ACOUSTICS

Airborne Sound Travel
Part E

PRODUCTS IN FOCUS

See above

SPECIAL SUPPLEMENT

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MARCH 2010

Editorial Copy Date: 12/02/10

SECTOR REPORT

EDUCATION

FEATURES

DOORS, WINDOWS & ENTRANCE SYSTEMS

Architectural Ironmongery / DDA & Access
Blinds, Louvres Shutters & Screens
Part L Building Regulations

GLASS & GLAZING

Security & Fire Resistant Glass
Energy efficiency / Maintenance free Glazing

SAFETY, SECURITY & FIRE PROTECTION

Access Control, Barriers & Fencing
Fire Detection & Alarm Systems

PRODUCTS IN FOCUS

See above

SPECIAL SUPPLEMENT

HOTEL, SPORT & LEISURE

Special supplement looking at the fast moving leisure sector, in depth projects and reviews on the latest products.

JUNE 2010

Editorial Copy Date: 07/05/10

SECTOR REPORT

HEALTH

FEATURES

ROOFING

Flat, Pitch & Green Roofs
Rooflights, Roof Windows & Hatches

DRAINAGE & WATER MANAGEMENT

Above & below Ground Drainage
Flood Protection

INSULATION

Thermal & Acoustic Insulation
Energy & Efficiency

PRODUCTS IN FOCUS

See above

SPECIAL SUPPLEMENT

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Special Issue looking at investment in the Health, Education & Urban Regeneration

What our readers say:

I like the technical articles - more please : Tim Crowther Private Practice Architect

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- Interiors & Lighting
- Kitchens & Bathrooms
- Ceilings & Partitions
- Floors & Walls

JULY 2010

Editorial Copy Date 11/06/10

SECTOR REPORT

HOUSING

FEATURES

EXTERNAL WALL FINISHES

Rainscreen Cladding & Curtain Walling

Solar Control, Brise Soleil

External Shutters

STRUCTURES

Structural Timber / Metalwork

The External Envelope

Structural Glazing

PAINTS, STAINS & FINISHES

Decorative Finishes

Intumescent Coatings

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See above

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OCTOBER 2010

Editorial Copy Date: 10/09/1

SECTOR REPORT

EDUCATION

PREVIEW

INTERBUILD

FEATURES

BRICKS, BLOCKS & LINTELS

Developments in alternative products and manufacturing techniques Mortars, Admixtures & Renders / Brick Systems

GROUND & CONCRETE WORK

Piling & Foundations

Precast Concrete Systems

Vapour Barriers / Geosynthetics

MODERN METHODS OF CONSTRUCTION

Offsite Construction

System & Modular Buildings

PRODUCTS IN FOCUS

See above

SPECIAL SUPPLEMENT

PUBLIC SECTOR BUILDING

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AUGUST 2010

Editorial Copy Date: 09/07/10

SECTOR REPORT

EDUCATION

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Architectural Ironmongery / DDA & Access Blinds, Louvres Shutters & Screens Part L Building Regulations

GLASS & GLAZING

Security & Fire Resistant Glass Energy efficiency / Maintenance free Glazing

SAFETY, SECURITY & FIRE PROTECTION

Access Control, Barriers & Fencing Fire Detection & Alarm Systems

PRODUCTS IN FOCUS

See above

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HOUSING

Special issue looking at both the social and private housing sector, together with comment on why new legislation and the Code for Sustainable Building will impact on how the UK house's it's population in the future.

NOVEMBER 2010

Editorial Copy Date: 08/10/10

SECTOR REPORT

REFURB & RESTORATION

FEATURES

FLOORS & WALLS

Entrance Matting, Carpets & Tiles

Underfloor Heating

Wood, Vinyl, Linoleum and Resin

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SEPTEMBER 2010

Editorial Copy Date: 13/08/10

SECTOR REPORT

ENERGY RENEWABLES

Photovoltaics / Ground & Air Source Pumps / Wind / Solar

FEATURES

INTERIORS

Furniture & Equipment

Lighting & Electric's

KITCHENS & BATHROOMS

Wash & Changing Room Facilities

Showers

CEILING & PARTITIONS

Ceilings

Partitions

PRODUCTS IN FOCUS

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SUSTAINABLE BUILDING

Special issue looking at how the construction industry is changing the way it designs & specifies to meet the green agenda.

DECEMBER 2010

Editorial Copy Date: 05/11/10

SECTOR REPORT

HEALTH

FEATURES

A REVIEW OF 2010

Chris Sykes takes a look back at all the new products that have been launched during 2010 and the impact they have made and comments on their success

PRODUCT IMMIGRATION

A look at the products marketed in the UK by manufacturers based in: Europe / America / Asia

BUILDING REGULATIONS

Our editorial team take a look at changes to the Building regulations and how manufacturers have adapted during 2010

PRODUCTS IN FOCUS

See above

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What our readers say: "We find the magazine very useful in keeping up with the latest news for materials and components" Architect Design and Build Contractor

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Editorial Copy Date: 15/12/10

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Regeneration



Sustainable Building Supplement

Published Jan - May - Sept

Each of the three supplements published during 2010 on the subject of Sustainable Building will cover the following areas:

1. Legislation

Buildings have to satisfy a growing range of requirements: the Code for Sustainable Homes, BREEAM, increasingly strict and changing building regulations, and specific guidance, such as the Mayor of London's requirements. How can the construction industry satisfy all these requirements, both in terms of the design of buildings, and the components used?

- Code for sustainable homes
- Breeam , A+ ratings, specification guidance
- Changes & Upgrades to the building regulations.
- Specific guidance – eg Mayor of London.

2. The Manufacturing Process (Sustainable Manufacturers)

There is increasing interest from specifiers and some regulatory and client bodies about not only the performance of products but also their provenance. The concept of a 'cradle to grave' performance is being replaced by 'cradle to cradle', taking a product from the first extraction of materials through use to its eventual re-use. Questions to be answered include: What is the embodied energy/ carbon footprint? How easily and effectively can it be recycled? How green/ non-polluting are the components? Is the manufacturer doing any carbon offsetting?

- Carbon footprint
- Recycling process
- Embodied energy
- Cradle to cradle design of products
- Environmental impact of products

3. Products in Application

It is essential that products are not only fit for their ever-more-demanding requirements, but that they can be assembled easily and effectively. These sections will cover both the performance of 'everyday' products such as windows, flooring and roofing, and also specifically green products such as heat pumps, green roofing products and heat storage systems, and products involved in the supply of renewables and sustainable energy.

- Energy savings/ Thermal performance heating and energy efficiency
- Renewables and sustainable energy
- Life cycle of products
- Materials, testing and certification.
- Good detailing

What our advertisers say: "Excellent magazine with a good selection of editorial articles and product showcases" Mark Prior Marketing Manager.

The following key areas of Public Sector Building will be covered in each issue of the supplement.

1. Education

This is still the most buoyant area of the construction market, although costs are becoming more constrained. The Building Schools for the Future programme is continuing, and the renewal of primary schools is kicking in. And, following the debacle of the Learning and Skills Council funding, some further education buildings are going ahead. Sure Start is also continuing – for the moment. The special issues of education buildings which these features will address include: the need for robustness; rapid design and delivery; the increasing role that education buildings play in the community; the need to demonstrate sustainability; high acoustic standards. These features will look at how these and other factors influence design and specification.

- Building Schools for the Future
- The primary education programme
- Further education buildings – what future following the LSC debacle?
- Technology demand
- Schools within the community
- The asbestos legacy
- Sure start – where next
- Schools as demonstrator projects of sustainability

2. Health

The healthcare environment is one of the most demanding. Hospital design has to accommodate new types of treatment, the latest thinking on infection control, and the move towards single rooms. Some of this will be new build, and some will involve refurbishment of existing facilities. Primary healthcare is the fastest changing area, with the move towards larger and more inclusive primary care facilities, which need a civic presence, and may include functions beyond healthcare. In addition, there are 'special' building types, such as the Maggie's centres and the Teenage Cancer Care Trusts.

Hospitals – new build and upgrading

Primary health care - new health centres, integration with other services, civic presence

Alternative buildings' – Maggie's, Teenage Cancer Trust

3. Urban Regeneration

As our lives change, and our demands on our environments, so our towns and cities need to adapt. Areas need to be regenerated to deal with the death of some traditional industries, and also changes ways of living and working, with more people likely to be working at or close to home. Features will include such aspects as shared surfaces, the need for parks and urban space, and improvements to street furniture and signage.

- Designing for changing lives
- Shared surfaces
- The end of zoning
- Living locally
- The death of industry

4. Infrastructure

As our transport and energy needs change, so will our infrastructure. There will be new types of interchanges, and facilities for electric vehicles and for cycling. At the same time, energy supply will change, with more district heating systems. Drainage and water supply will become ever more sophisticated as water becomes a more precious resource. Our features will look at what this means for design and specification.

- The changing nature of vehicles
- New interchanges
- Cycling
- Local energy supply

What our advertisers say: "It is a credit to the whole team at Specification Magazine that they have managed in the current trading climate to continue to produce what is with out question one of the most professionally produced magazines in the marketplace" Harry Watson SG Systems



Hotel, Sport & Leisure Supplement

Published Mar - July - Nov

Published three times during 2010 each supplement will cover the following key areas.

1. Hotel

Hotels need to change with changing markets. On the one hand there is a demand for budget accommodation, which will include increasing amounts of standardisation and off-site manufacture. On the other, high-end hotels need to offer ever-better facilities, whether in terms of restaurants and lifts, or of luxurious bathrooms and spas. Construction always needs to be as rapid as possible, while finishes need to be robust and reliable, making this an area of challenge and opportunity for the construction industry.

- New Build & Refurbishment
- Prefabrication
- Budget designs
- Plumbing
- Add on facilities – spas etc.

2. Sport

As Britain wakes up to the need to be a healthier and fitter nation, so the provision of sporting facilities becomes increasingly important. This fascinating area covers everything from facilities of Olympic standard, to those serving the community either as part of a school or as an independent facility. Many buildings need to be highly flexible, incorporating a range of facilities. And while we want to encourage a spirit of adventure, health and safety is also of primary concern in facilities that will be accommodating the young and the old, plus people with disabilities. This covers everything from non-slip floors to lighting and the safe installation of equipment.

- Olympics
- Venues and facilities
- Health & Safety
- Multi-use sports buildings

3. Leisure

Buildings for leisure can range from bars and restaurants, which need ever better design and higher standards to attract customers, to landscaping parks and recreation areas, which are becoming ever more intensively used, often serving as outdoor gyms as well as meeting areas. This puts great demand on surfaces and finishes, as well as play equipment, designed for use by children and sometimes by adults as well.

- Bars & Restaurants
- Landscaping, parks and recreation
- Play equipment
- Anti-obesity

What our advertisers say: "I have used Hotel, Sport & Leisure during the last year and have been pleased with the professional way they have dealt with Island Stone and the quality of the leads that they have produced" - Margot Neuhaus Island Stone Natural Advantage Ltd.



Housing Supplement

Published Apr - Aug - Dec

Housing Features

1. Private Housing

While construction of private housing has stalled over the last few years, the same is not true of housing need. There is an enormous pent-up demand for affordable homes, suitable for 21st Century lifestyles. At the same time there are the new environmental requirements, and new ways of treating the surroundings to housing developments, with concepts such as home zones affecting not only the layout of streets but also the materials used.

- Offsite construction
- SUDS and water recycling
- Paving and landscape materials
- Retrofitting environmental improvements
- Refurbishment

2. Social Housing

Social housing has to address a pressing and changing need. These features will look at the effect on design and specification of the need to design social housing for different user types – single dwellings, large families, particular ethnic groups and the elderly. They will also look at ways of meeting lifetime homes requirements, and at the particular demands of building on brownfield sites and infill sites. In many cases, the solution to building affordably in tight sites is an increasing use of offsite construction. The features will also examine ways to satisfy the code for sustainable homes, and move towards zero carbon homes.

- Building on brownfield sites
- Lifetime homes
- Building for different user types – single dwellings, large families, demands of particular ethnic groups, the elderly.
- Towards zero-carbon housing
- Refurbishing existing stock
- Change of use

3. Legislation

Legislation changes as rapidly in housing as in any part of the construction industry. We will look at what the latest changes are, and at their implications, as well as what is likely to happen in the future.

- Building regulations
- Code for sustainable homes

What our advertisers say:

“As a regular advertiser in the publications within in the TSP Media portfolio I have been delighted with the quality and level of sales enquires that I have seen from my advertisement campaigns. I am equally impressed with the level of knowledge and depth on content these titles consistently produce”

Tony Reed - Sales Director YBS Insulation

Circulation Details

CIRCULATION

Specification Magazine has a unique circulation compiled from four key elements of our managed database

Individually requested readers

Product enquirers (From preceding 12 months)

Working specifiers sourced exclusively from glenigan

Subscribers from The Chartered Institute of Architectural Technologists

In the last two years Specification Magazine has experienced an unprecedented 100% increase in its individually requested readership, an increase unsurpassed by any other Architectural or Building title in that period. In October 2009 Specification Magazine was approached by the Chartered Institute of Architectural Technologists whose members had expressed a wish to receive the magazine on a monthly basis. We have entered into an association with the CIAT that will be reflected in the magazines planned growth during 2010 to a printed circulation in excess of 20,000.

IN PRINT

Architects	10263
Architectural Technicians	563
Building Contractors /	
House Builders & Developers	2898
Quantity & Building Surveyors	1427
Structural Building / Mechanical &	
Electrical Engineers	1076
Director/Client	1048
Project Managers	1025
Total	18350

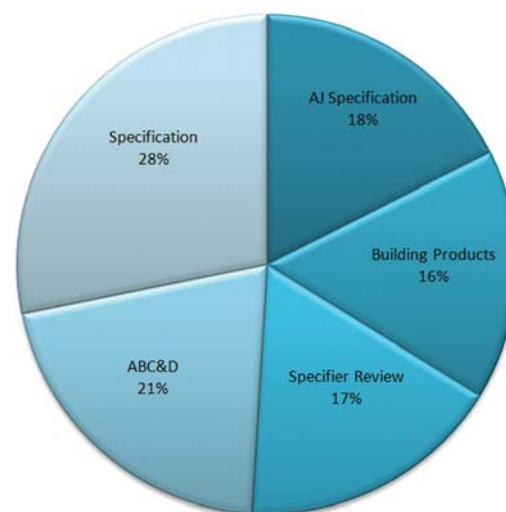
DIGITAL ONLINE

Architects	5923
Director/Client	3359
Builder/Contractor/Developer	2299
Project Manager	1493
Building & Quantity Surveyor	1001
Mechanical/Structural/	
Electrical Engineer	867
Total	14942

Combined Total 33292

(OF THE ONLINE CIRCULATION 9243 RECIPIENTS OF THE DIGITAL ISSUE DO NOT RECEIVE A PRINTED ISSUE OF THE MAGAZINE)
Source (Live data Glenigan) * Please note that the online digital circulation of Specification Magazine is not currently ABC audited.

Market Share Jan - Oct 2009



* source IMS Nov 09

What our advertisers say:

"Specification Magazine has yet again surpassed all our expectations, the enquiries we receive from our advertising are of a good quality and I particularly liked the support they gave me with a new product launch that we had during 2009".

David Harris - Hunter Douglas Projects

TSP MEDIA
TANNER STILES PUBLISHING

ABC



Display Advertisement Rates & Mechanical Data Effective 1st November 2009

DISPLAY & SPECIAL POSITIONS

Front Cover Spotlight: £3000 (Includes DPS Editorial)

Corporate Profile: £6000 (Includes Corporate Project Image pages 2/3 plus dps editorial)

Type: DPS

Rate: 1 Insert £4000

Dimensions (mm)

Trim: 460w x 300h

Bleed: 466w x 306h

Type: 440w x 280h

Gutter: 36mm

Type: Full

Dimensions (mm)

Rate: 1 Insert £2000

Trim: 230w x 300h

Bleed: 236w x 306h

Type: 220w x 290h

Type: Half Page

Rate: 1 Inserts £1000

Dimensions (mm)

Trim: Horizontal: 200w x 125h

Trim: Vertical: 90w x 260h

Type: Quarter Page

Rate: 1 Inserts £500

Dimensions (mm)

Trim: 90w x 125h

Series and volume discounts available on request, contact your account manager for further details.

PR Product and Project Releases

All editorial submitted for inclusion within the products in focus section of the magazine levies a production charge of **£99.00**

(Please forward any relevant press material together with hi-resolution photography to our editorial coordinator Katie Wilcox on katie@tspltd.co.uk)

OTHER OPPORTUNITIES

Inserts are available. Prices are based on weight and quantity. For more details on tip-ons, gatefolds, and bellybands please contact your account manager.

Email material to: copy@tspltd.co.uk

Material must be supplied on Mac readable discs or via email or FTP.

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.

Ensure all images are CMYK not RGB.

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

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.

What our advertisers say: "Very professionally put together, I like the mix of technical and product editorial, it provides an excellent platform from which to promote my business" Mike Wood Telling Architectural

Specification Magazine - Online

WEB BASED PRODUCTS

www.specificationmagazine.co.uk

Our website is currently undergoing a redesign and will be fully operational from early 2010. Besides creating a platform for us to report on the news, products, and project stories that are most relevant to our readership, it will also incorporate a comprehensive product directory with links to our new online architectural product library site, "The Building Product Library" The website will also feature a blog where Architectural journalist Ruth Slavid will discuss and debate the topics and subjects at the forefront of Architecture in the UK.

Online advertisement sizes & rates per month:

Banner (Home)	£250	468w x 60 pixels	Banner (Category)	£125	68w x 60 pixels
Skyscraper (Home)	£300	120w x 600 pixels	Skyscraper (Category)	£150	120w x 600 pixels
Button (Home)	£100	140 x 140 pixels	Button (Category)	£50	140 x 140 pixels

* Online adverts will be on rotation with up to three other adverts

Fortnightly product e-bulletin

Our fortnightly e bulletin is sent out to a circulation of over 15000 specifiers from our E-database and is a mix of product and project information that enables viewers to keep up to date with the latest manufacturers developments. On average each of the seven product or project releases are receiving over 70 views to the full article with click through rates in excess of 50% of the view rate.

E-bulletin per entry - £150.00

Contact Katie Wilcox for further information on 01952 234000 or katie@tspltd.co.uk

Product Listings

When you promote your products within any of our titles you can choose your listing appear online or an additional £25 with your press release in full. These can be enhanced further with the elements below.

Add Flash or Video to your listing Animation – Prices start at £125

Company Portfolio - £150, Includes a listing of your products that will be linked to in all your articles as well as links for users to read more on each product on your website.

Product Literature Listed on the Building Product Library - £250

Advertisement rates on The Building Product Library are extremely cost effective, rates are based on £250 per brochure insert for a twelve month period or until your brochure has received 100 enquiries whichever is the sooner. Brochures can be updated at any time during your contract period at no extra cost.

Brochure Listing	Advertisement Rates
1-6 Insertions	£250 per insertion
7-12 Insertions	£175 per insertion
13+ Insertions	£100 per insertion

Sponsored Listing - £400, Includes:

- Unique online advertisement with your company branding, imagery and content
- Statistics on View and Click Through Rate
- Link to your advertisement on left side navigation of every Specification Magazine page
- Advertisement will include links to your company website and contact details as required.

For an additional fee of £300 we can send the advertisement out to our email circulation of over 10,000. Or we can access over 35,000 email addresses on our database to provide a tailored listing to your company's products at £170 per 1000



Specification Magazine - Direct Mail

Purchasing mailing lists with TSP Direct

Providing your sales team with direct access to potential sales from specifiers, buyers and Procurement officers who are actually involved on active live projects.

At Tanner Stiles Publishing we pride ourselves on the quality of the circulation data we manage for our range of magazines, product cards and e-media products. Circulation data is always going to be more up to date than traditional mailing lists, simply because we are updating information from our clients on a daily basis. We have a strict regime in place to ensure that permission is specifically sought before we can release our list data for third party usage.

We specialise in specific markets which are broken down into the following sectors.

- Architecture & Building
- Local Authority
- Hotels
- Sport and Leisure
- Playground & Sport Activities
- Landscaping
- Amenity
- Housing Associations
- Registered Social Landlords
- Housebuilders

For costings and a demographic breakdown of your requirements please contact our sales department for further information or visit www.tspltd.co.uk/direct_mail.php where a list of job titles can be accessed and a request form emailed to our circulation department for action.

The following information is available:

Name
Job Title
Company name

Name	Job Title	Company Name
Mr Richard Pike	Principal	East Pitt Landform
Mr Jonathan Stanhouse	Associate Planning Consultant	East Pitt Landform
Mr Michael De Courcy	Partner	East Pitt Landform
Mr Mark Cotton	Architect	Mark Cotton, Architecture And Design Services
Mr David Shaw	Architect	Massey & Owers
Mr Colin Hall	Chief & Managing Architects	30 Bell Street
Mr Peter Hall	Senior Planner	Judge Planning Ltd
Mr Nick Russell	Company Director	Archilogic
Mr David Booth	Senior Planner	Development Planning Partnership
	Senior Planner	Coastline Homes Ltd

Address
Phone
Fax
Email

Address	Phone	Fax	Email
121 Washington Road	011 428		info@tspdirect.co.uk
Chelmsford	0202 350		info@tspdirect.co.uk
Harlow	0202 350		info@tspdirect.co.uk
Harlow	0202 350		info@tspdirect.co.uk
Harlow	0202 350		info@tspdirect.co.uk
Harlow	0202 350		info@tspdirect.co.uk
Harlow	0202 350		info@tspdirect.co.uk
Harlow	0202 350		info@tspdirect.co.uk
Harlow	0202 350		info@tspdirect.co.uk
Harlow	0202 350		info@tspdirect.co.uk

Project contract stage
Project value
Project type
Project category

Contract Stage	Value	Type	Category
Change project	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats
Proc Tender	1000000	New	Apartment, Flats

Output fields

Field Name	Field Description
Company Name	Company Name
Job Title	Job Title
Address	Address
Phone	Phone
Fax	Fax
Email	Email
Project Contract Stage	Project Contract Stage
Project Value	Project Value
Project Type	Project Type
Project Category	Project Category

Search Request Form

FAXBACK

addresses for print mailing Addresses for email

01952 234003

Please tick the relevant Job function and which areas of the country you are interested in to find out how many people we currently have on our database that meet your selection criteria.

Name
Company
Address
.....
.....
Email
Tel

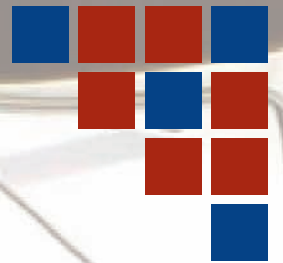
Selection by Job Title/Function

- | | |
|---|---|
| <input type="checkbox"/> Architect | <input type="checkbox"/> Housing Association |
| <input type="checkbox"/> Building Contractor | <input type="checkbox"/> Housebuilder |
| <input type="checkbox"/> Building Surveyor | <input type="checkbox"/> Interior Designer |
| <input type="checkbox"/> Chairman | <input type="checkbox"/> Landscape Architect |
| <input type="checkbox"/> Chief Buyer | <input type="checkbox"/> Landscape Contractor |
| <input type="checkbox"/> Client | <input type="checkbox"/> Leisure Manager |
| <input type="checkbox"/> Construction Officer | <input type="checkbox"/> M&E Consultant |
| <input type="checkbox"/> Clerk of Works | <input type="checkbox"/> Materials Buyer |
| <input type="checkbox"/> Designer | <input type="checkbox"/> Owner |
| <input type="checkbox"/> Design Manager | <input type="checkbox"/> Project Manager |
| <input type="checkbox"/> Developer | <input type="checkbox"/> Planning Officer |
| <input type="checkbox"/> Director | <input type="checkbox"/> Property Services |
| <input type="checkbox"/> Electrical Engineer | <input type="checkbox"/> Premises Manager |
| <input type="checkbox"/> Estates Manager | <input type="checkbox"/> Purchasing |
| <input type="checkbox"/> Estimator | <input type="checkbox"/> Quantity Surveyor |
| <input type="checkbox"/> Facilities Manager | <input type="checkbox"/> Structural Engineer |
| <input type="checkbox"/> General Manager | <input type="checkbox"/> Surveyor |
| <input type="checkbox"/> Head of Procurement | <input type="checkbox"/> Technical Engineer |
| <input type="checkbox"/> Heating Engineer | |

- | | | | | | | | | | | | | |
|---|--|----------------------|---|--|---|---|--|---|--|---|--|---|
| <p>East Anglia</p> <input type="checkbox"/> Cambridgeshire
<input type="checkbox"/> Norfolk
<input type="checkbox"/> Suffolk | <p>East Midlands</p> <input type="checkbox"/> Derbyshire
<input type="checkbox"/> Leicestershire
<input type="checkbox"/> Lincolnshire
<input type="checkbox"/> Northamptonshire
<input type="checkbox"/> Nottinghamshire | <p>London</p> | <p>North</p> <input type="checkbox"/> Cleveland
<input type="checkbox"/> County Durham
<input type="checkbox"/> Cumbria
<input type="checkbox"/> Northumberland
<input type="checkbox"/> Tyne & Wear | <p>North West</p> <input type="checkbox"/> Cheshire
<input type="checkbox"/> Greater Manchester
<input type="checkbox"/> Isle of Man
<input type="checkbox"/> Merseyside | <p>Northern Ireland</p> <input type="checkbox"/> Co Antrim
<input type="checkbox"/> Co Armagh
<input type="checkbox"/> Co Down
<input type="checkbox"/> Co Fermanagh
<input type="checkbox"/> Co Londonderry
<input type="checkbox"/> Co Tyrone | <p>Scotland</p> <input type="checkbox"/> Borders
<input type="checkbox"/> Central
<input type="checkbox"/> Dumfries & Galloway
<input type="checkbox"/> Fife
<input type="checkbox"/> Grampian
<input type="checkbox"/> Highlands
<input type="checkbox"/> Lothian
<input type="checkbox"/> Orkney Isles
<input type="checkbox"/> Shetland Isles
<input type="checkbox"/> Strathclyde
<input type="checkbox"/> Tayside
<input type="checkbox"/> Western Isles | <p>South East</p> <input type="checkbox"/> Bedfordshire
<input type="checkbox"/> Berkshire
<input type="checkbox"/> Buckinghamshire
<input type="checkbox"/> East Sussex
<input type="checkbox"/> Hampshire
<input type="checkbox"/> Hertfordshire
<input type="checkbox"/> Isle of White
<input type="checkbox"/> Kent
<input type="checkbox"/> Oxfordshire
<input type="checkbox"/> Surrey
<input type="checkbox"/> West Sussex | <p>South West</p> <input type="checkbox"/> Avon
<input type="checkbox"/> Channel Islands
<input type="checkbox"/> Cornwall | <input type="checkbox"/> Devon
<input type="checkbox"/> Dorset
<input type="checkbox"/> Gloucestershire
<input type="checkbox"/> Isles of Scilly
<input type="checkbox"/> Somerset
<input type="checkbox"/> Wiltshire | <p>Wales</p> <input type="checkbox"/> Clwyd
<input type="checkbox"/> Dyfed
<input type="checkbox"/> Gwent
<input type="checkbox"/> Gwynedd
<input type="checkbox"/> Mid Glamorgan
<input type="checkbox"/> Powys
<input type="checkbox"/> South Glamorgan
<input type="checkbox"/> West Glamorgan | <p>West Midlands</p> <input type="checkbox"/> Hereford & Worcester
<input type="checkbox"/> Shropshire
<input type="checkbox"/> Staffordshire
<input type="checkbox"/> Warwickshire
<input type="checkbox"/> Birmingham | <p>Yorkshire/Humberside</p> <input type="checkbox"/> Humberside
<input type="checkbox"/> North Yorkshire
<input type="checkbox"/> South Yorkshire
<input type="checkbox"/> West Yorkshire |
|---|--|----------------------|---|--|---|---|--|---|--|---|--|---|

SPECIFICATION

PRODUCT UPDATE



MEDIA

DETAILS 2010/11

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

Specification Product Update Media Details

Easy To Read Format

In today's multi media environment Architects, Contractors & Specifiers need a quick and easy reference point for products, services and new ideas. Specification Product Update now offers that and much more with the addition of two new mediums that have been specifically designed to provide information, in both digital and online formats, enabling Architects, Contractors and Specifiers to source information via their preferred medium.

Specification Product Update's simple to read format has migrated effortlessly onto a digital platform and it's popular category system provides an ideal model for an online web product portal and search engine.

Specification Product Update covers every conceivable Product Category and is well signposted for ease of reference. Each advertisement is formatted to a house style in quarter product panels and includes a quality image of either product, project or new literature, accompanied by 90 words of text including contact details.

High Volume Quality Response

Since its launch in 1993 Specification Product Update has consistently generated good quality leads for its advertisers. Over 80% of our advertisers re-book again with us, time after time. We are constantly being told that leads from Specification Product Updated have led to actual contracts being placed

IN PRINT



ONLINE



IN DIGITAL



PUBLICATION DATES

Issue 1	(Jan - Mar)
Issue 2	(Apr - May)
Issue 3	(June - July)
Issue 4	(Sept - Oct)
Issue 5	(Nov - Dec)

REGULAR CATEGORIES

Bricks & Blocks	Brise Soleil & Shutters
Fire & Safety	Drainage & Plumbing
External Works	Structural Metal
Glass & Glazing	Ceiling & Partitions
Roofing	Finishings
Blinds & Louvres	Paints & Stains
Cladding	Acoustics
Doors & Windows	Interiors
Curtain Walling	Flooring
Ironmongery	Furniture & Equipment
Health & Safety	Lighting
Heating & Ventilation	Kitchens & Bathrooms
Solar Control	Software & Design

Specification Product Update

Media Details

Circulation

Specification Product Update's circulation is constructed from three distinctive aspects of the Tanner Stiles Publishing (TSP) database. Published quarterly, the magazine's circulation consists of the following:

- Individually Requested readers from Specification Product Update's sister title, Specification Magazine.
- All enquirers with a specifying influence that have enquired through other building related magazines and online directories within the TSP group in a 12 month period.
- Architects & other key specifiers who are currently working on live new build and refurbishment projects (Source emap glenigan).
- Specification Product Update's circulation has increased by over 30% in the last 12 months thanks to it's new digital turn page version which is now requested in this format by over 7902 specifiers.

Breakdown

	PRINT	DIGITAL
● Architects (Including technicians & technologists)	12001	5693
● Building Contractors Housebuilders and Developers	2121	422
● Quantity & Building Surveyors	1579	527
● Project Managers & Directors	1802	770
● Structural, Mechanical & Electrical Engineers	566	270
● Interior Designers	430	220
Sub Total	18500	7902
TOTAL (All Circulation)	26402	

* Digital Circulation is not currently audited

Advertisement Rates

1/4 Page Formatted advertisement

All rates quoted are per insertion and include a quarter page formatted advertisement in the digital edition and a standard bronze entry on the product directory & www.specificationmagazine.co.uk

1 insertion	£500
2 insertions	£450
3 insertions	£400
4 insertions	£350
5+ insertions	£300

Special Positions

1/2 page display below contents page £1000

Cover Positions

(A4 page 4 colour display)

Inside Front	£1800
Inside Back	£1500
Back Cover	£2000

Mechanical Details

Type Area	270 high x 200 wide
Bleed	306 high x 236 wide

Online Advertisement Rates

Digital Edition

Incorporate flash animation into advertisement	£75
Include Video	£150

Website Rates (per month)

Banner (Home)	£250
Skyscraper (Home)	£300
Button (Home)	£150

Banner (Category)	£150
Skyscraper (Category)	£200
Button (Category)	£75

Product Listing (Per entry)

Bronze Entry	Free with print entry
Silver Entry	£100
Gold Entry	£175
Platinum Entry	£350

Website Product Listing

Bronze

The Bronze layout features a blue header with the 'SPECIFICATION PRODUCT UPDATE' logo and a navigation menu. A prominent banner at the top right encourages users to 'Sign up today for your FREE weekly product specific ebulletin >'. The main content area is titled 'Home : External wall finishes' and features an article 'BBP specifies Cladding Solutions [Edit]'. The article text describes a modern building facade with glass reinforced concrete cladding and organic characteristics. A sidebar on the right lists sponsors including Kinéspan, Monodraught, Schlüter Systems, and Telling. The left sidebar contains sections for 'Free Email Updates', 'Latest Issue', 'Useful Services', and 'DIGITAL EDITION'.

Silver

The Silver layout features a blue header with the 'SPECIFICATION PRODUCT UPDATE' logo and a navigation menu. A banner at the top right encourages users to 'Sign up today for your FREE weekly product specific ebulletin >'. The main content area is titled 'Home : Steelwork & Specialist Fabrications' and features an article 'Steelway Strengthens Expertise with New Website Launch [Edit]'. The article text describes Steelway's comprehensive product range, which includes access covers, security doors, ducting, and more. A sidebar on the right lists sponsors including ETE, Kinéspan, Monodraught, Schlüter Systems, and Telling. The left sidebar contains sections for 'Free Email Updates', 'Latest Issue', 'Useful Services', and 'DIGITAL EDITION'.

Gold

The Gold layout features a blue header with the 'SPECIFICATION PRODUCT UPDATE' logo and a navigation menu. A banner at the top right encourages users to 'Sign up today for your FREE weekly product specific ebulletin >'. The main content area is titled 'Home : Acoustics & Sound Insulation' and features an article 'Ceilings attract wide applause [Edit]'. The article text describes the use of Hunter Douglas LUXALON suspended ceilings in the Agora Theatre. A sidebar on the right lists sponsors including 1ST SLIDING FOLDING DOORS, Kinéspan, Monodraught, Schlüter Systems, and Telling. The left sidebar contains sections for 'Free Email Updates', 'Latest Issue', 'Useful Services', and 'DIGITAL EDITION'.

Platinum

The Platinum layout features a blue header with the 'SPECIFICATION PRODUCT UPDATE' logo and a navigation menu. A banner at the top right encourages users to 'Sign up today for your FREE weekly product specific ebulletin >'. The main content area is titled 'Home : Cladding' and features an article 'Telling Lime [Edit]'. The article text describes the production and application of lime mortars. A sidebar on the right lists sponsors including System Products and Telling. The left sidebar contains sections for 'Free Email Updates', 'Latest Issue', 'Useful Services', and 'DIGITAL EDITION'.

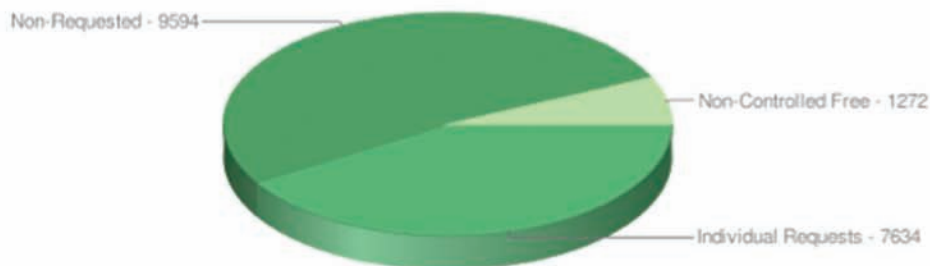
ABC Certificate

Specification Product Update

Certificate of Average Net Circulation for the 2 issues distributed between 1 January 2009 and 30 June 2009

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	18,500	18,500	-
Total Average Net Newstrade Sales Per Issue	-	-	-
Analysis for the Audit issue cover dated Issue 2 and distributed on 3 June 2009			
Total Net Circulation	18,500	18,500	-
Newstrade & Other Single Copy Sales	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	-	-	-
Multiple Copy Subscription Sales	-	-	-
Bulk Sales	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	17,228	17,228	-
<small>see terms of control on page 3. Sources for all addressees are less than 3 years old.</small>			
Individual Written Requests	7,634	7,634	-
Individual Electronic Requests	-	-	-
Individual Telephone Requests	-	-	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	9,594	9,594	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	1,272	1,272	-
By Name	1,272	1,272	-
Not by Name	-	-	-

Duplication: The level of duplication on the mailing list for the audit issue was: 7%



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £24.00

The Annual Other Countries Subscription Rates for the audit issue were: Not Applicable

2 or 3 year subscriptions are available

SPECIFICATION

Product Information Cards

(Formerly Project Management for Building Cards)

Media Details CIRCULATION IN PRINT AND ONLINE

Specification Product Information Cards are unique in that they are published in print and online. Many of our readers now prefer to receive these cards in an online digital format and make enquiries online or have the facility to hyperlink directly to an advertisers website. This innovative new format can be viewed at www.specificationcards.co.uk and when combined with our print product represents one of the best value product card packs in the industry. Specification Product Information Cards are sent to every named specifier who, as part of the management team, are involved in the specification process on live current projects. (Source Glenigan) A key advantage with Specification Product Information Cards is that the circulation is updated for each published issue, effectively providing the advertiser with a new circulation each time their advertisement appears.

Circulation Analysis	PRINT	ONLINE
Architects (Including Technicians & Technologists)	4210	4110
Building Contractors, Housebuilders & Developers	2070	1870
Directors and Clients	1860	1760
Project Managers	760	950
Quantity Surveyors	540	760
Building Surveyors	470	660
M&E Consultants	350	270
Sub Total	10260	10380
TOTAL ALL Circulation	20640	



MECHANICAL DATA

Email material to: copy@tspltd.co.uk

Material must be supplied on Mac readable discs or via email or FTP.
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.
Ensure all images are CMYK not RGB.
Ensure all colours are CMYK not RGB or SPOT including Illustrator files.
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.

Project Management for Building Cards
98mmW x 142mmH (Trim)
110mmW x 154mmH (Bleed)

Specification Product Information Cards are published bi-monthly.

January/February

Copy deadline 22/1/2010

March/April

Copy deadline 26/3/2010

May/June

Copy deadline 21/5/2010

July/August

Copy deadline 23/7/2010

September/October

Copy deadline 24/9/2010

November/December

Copy deadline 19/11/2010

See overleaf for advertisement rates and further information about our new e-card offer

SPECIFICATION

Product Information Cards

Media Details ONLINE

Product cards have for many years been recognised as one of the best enquiry generators on the market and still continue to drive quality sales leads for our advertisers. The dawn of digital media has enabled publishers to further enhance their product card offer and cater for the growing demand from the market to provide this media platform in a more environmentally friendly and immediate format.

Specification Product Information Cards are no exception and the format is unique in that their circulation offer is specifically targeted at working specifiers (Source Glenigan). Another unique feature of the digital issue is the double card spread format that allows you to advertise your message on one half of the spread and feature details about your business on the other.

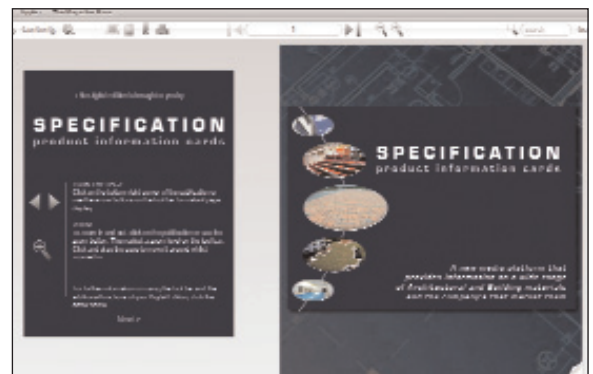
Advertisement Rates

Print & Digital

One Card -	£800.00
Two Cards -	£750.00
Three Cards-	£700.00
Four Cards-	£650.00
Five Cards-	£600.00
Six Cards +	£550.00

Digital Only

One Card -	£400.00
Two Cards -	£375.00
Three Cards-	£350.00
Four Cards-	£325.00
Five Cards-	£300.00
Six Cards +	£275.00



Double Card Spread allows you to advertise your message on the right hand card and feature your company information on the left

METALLINE

Hollies Park Road, Cannock, Staffordshire, WS11 1DB
T: 01543 456 930 F: 01543 456 931
E: sales@metalline.co.uk W: www.metalline.co.uk

Established in 1990, Metalline has grown to become the largest architectural fabrication company in the United Kingdom, with a reputation throughout the architectural industry for outstanding quality and service.

At Metalline we pride ourselves on our ability to react to even the most detailed of client requirements. No job is ever too big or too small and our highly skilled workforce have a reputation for delivering fast-track solutions on time and to exact specification.

Many prestigious projects have been completed throughout the United Kingdom, a selection of which appears in our portfolio.

make a feature with metalline

Manufactured from aluminium, Metalline supplied in excess of 170 metres of their pressed profile Feature Beam for the retail unit, finished in grey and polyester powder coated for extra durability.

METALLINE
ARCHITECTURAL FABRICATIONS

Metalline (Services) Ltd - Hollies Park Road Cannock - Staffordshire
- WS11 1DB Tel: (01543) 456 930 - Fax: (01543) 456 931

- Complements most curtain walling and cladding systems
- Aluminium or Stainless Steel
- Metallic or Plain Colours
- Cruciforms, mitred and welded corners can be incorporated
- Virtually maintenance free
- Simple to install
- Literature available on request

www.metalline.co.uk
Email: sales@metalline.co.uk

EMAIL THIS COMPANY

VISIT COMPANY WEBSITE

REQUEST LITERATURE

(Digital only)

For further details please contact a member of our sales team on 01952 234000 or email info@tspltd.co.uk

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