



Specification

MAGAZINE

In the space of four years Specification Magazine has established itself as the preferred read for specifiers throughout the Architectural & Building sector. Its eclectic mix of industry news, product development and in depth industry led articles has proved to be a winning formula with its readership. Published monthly, Specification Magazine has consistently increased its ABC requested circulation, year on year and is currently experiencing the fastest growth in requested readership of any title in the Architectural and Building sector.

Specification Magazine's market share too has now grown some 140% in the last twelve months, a reflection we believe, not only in the quality of enquiries that we generate, but also the fresh and easy to read layout of the magazine. Printed on quality paper to reproduce our customers brand in a professional format, Specification Magazine now sits as the preferred choice on many Architectural and Building media schedules. To find out how Specification Magazine and its increasingly successful website www.specificationmagazine.com can start working for you, please call one of our sales managers today.



FEATURE LED FRONT COVER



INFORMATIVE PRODUCT NEWS

TOPICAL NEWS CONTENT



IN DEPTH INDEPENDENT FEATURE ARTICLES

CIRCULATION

Specification Magazine really is in touch with your target audience. Each issue of the publication is mailed out to an ABC audited circulation which has experienced a 109% increase in its individual requested readership in the last twelve months. Each issues circulation is meticulously researched to ensure that we are reaching key specifiers when they are actively involved with live projects.

The ABC logo consists of the letters 'ABC' in a white, bold, sans-serif font, centered within a black square. A thin red horizontal line is positioned directly beneath the letters.

Architects	8,291	45%
Architectural Technologist/Technicians	1,135	6%
Landscape Architects	801	4%
Housebuilders, Contractors & Developers	3,616	20%
Quantity & Building Surveyors	1,603	9%
Directors & Clients	1,228	7%
Project Managers	874	5%
Structural, Mechanical & Electrical Engineers	404	2%
Interior Designers	398	2%
TOTAL	18,350	100%

TESTIMONIAL

“For a magazine to experience the growth that Specification Magazine has achieved in the Architectural & Building media sector in such a relatively short space of time is unprecedented. They have consistently generated good quality enquires for my company and I like the professional and innovative way that they do business.”

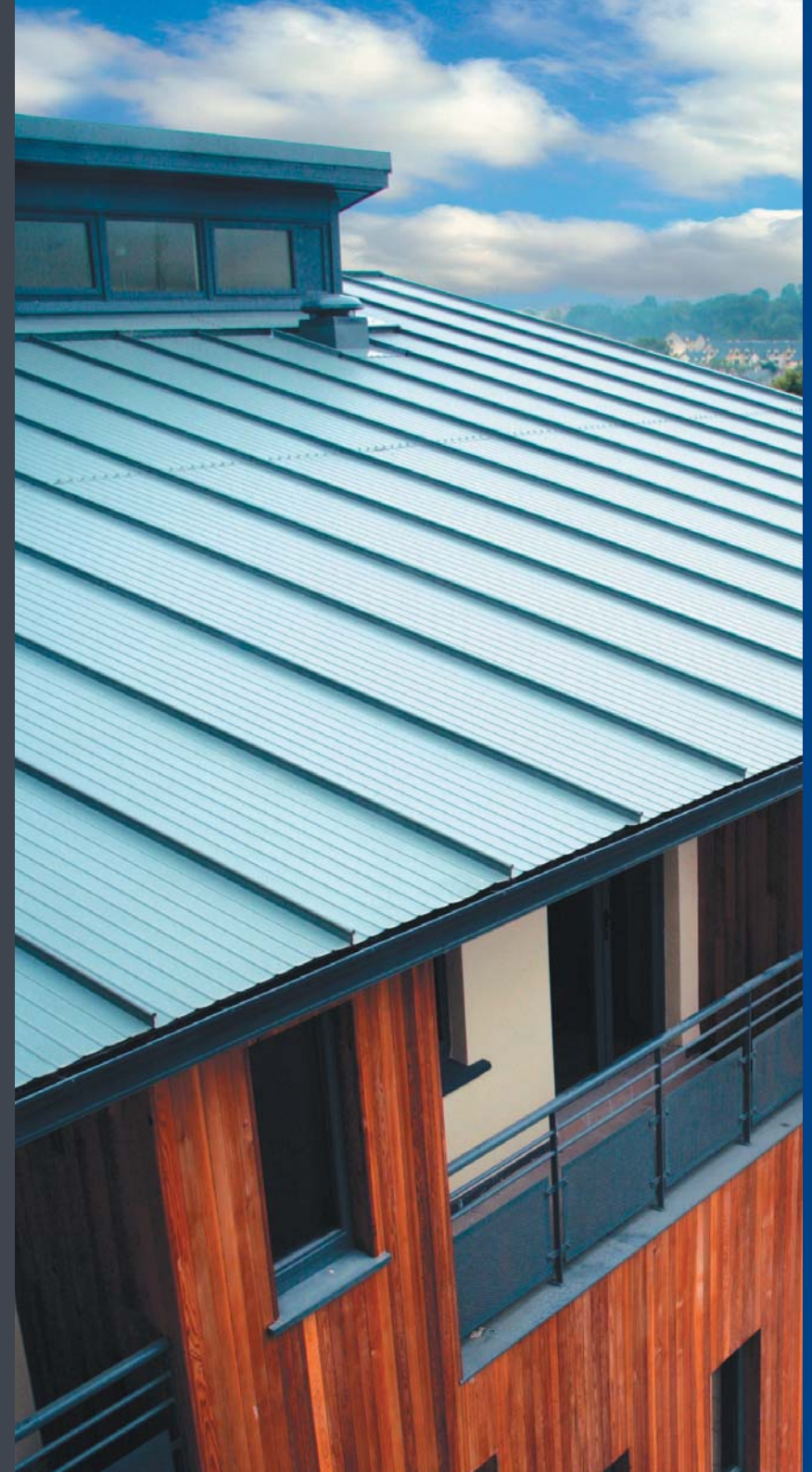
Paul Wilkinson - Hambleside Danelaw

REGULAR CATEGORIES

Editor's Choice	Heating & Ventilation
New Developments	Doors, Windows & Entrance Systems
Roofing, Cladding & Insulation	Kitchens & Bathrooms
External Works	Flooring
Building Services	Lighting & Interiors

WEBSITE

www.specificationmagazine.com



JANUARY 2009

- **ROOFING**
*Flat, Pitch & Green Roofs
Rooflights, Roof Windows & Hatches*
- **DRAINAGE & PLUMBING**
*Above & Below Ground Drainage
Flood Protection*
- **INSULATION**
*Thermal & Acoustic Insulation
Energy & Efficiency*
Special Report - Health
Editorial Copy Date: 13/12/08

FEBRUARY 2009

- **EXTERNAL WALL FINISHES**
*Rainscreen Cladding & Curtain Walling
Solar Control, Brise Soleil, External Shutters*
- **STRUCTURES**
*Structural Timber / Metalwork
External Envelope*
- **PAINTS, STAINS & COATINGS**
*Decorative Finishes
Intumescent Coatings*
Special Report -
Innovations for the Built Environment
(ecobuild/futurebuild/cityscape)
Editorial Copy Date: 10/01/09

MARCH 2009

- **DOORS, WINDOWS & ENTRANCE SYSTEMS**
*Architectural Ironmongery
Blinds, Louvres Shutters & Screens*
- **GLASS & GLAZING**
*Security & Fire Resistant Glass
Screens & Solar Control*
- **SAFETY, SECURITY & FIRE PROTECTION**
*Access Control, Barriers & Fencing
Fire Detection & Alarm Systems*

Special Report - Education
Editorial Copy Date: 7/02/09

APRIL 2009

- **BRICKS, BLOCKS & LINTELS**
*Mortars & Admixtures
Brick Systems*
- **GROUND & CONCRETE WORK**
*Piling & Foundations
Precast Concrete Systems*
- **MODERN METHODS OF CONSTRUCTION**
*Offsite Construction
System & Modular Buildings*
Special Report - Urban Development
Editorial Copy Date: 6/03/09

MAY 2009

- **FLOOR & WALL FINISHES**
*Entrance Matting, Carpets & Tiles
Underfloor Heating
Wood, Vinyl, Linoleum and Resin Surfaces*
- **INTERIORS, CEILINGS & PARTITIONS**
*Lighting & Electric's
Furniture & Equipment*
- **ACOUSTICS**
*Airborne Sound Travel
Part E*
Special Report - 2012 Olympics
Editorial Copy Date: 11/04/09

JUNE 2009

- **ROOFING**
*Flat, Pitch & Green Roofs
Rooflights, Roof Windows & Hatches*
- **DRAINAGE & PLUMBING**
*Above & Below Ground Drainage
Flood Protection*
- **INSULATION**
*Thermal & Acoustic Insulation
Energy & Efficiency*
Special Report - Refurb & Restoration
Editorial Copy Date: 8/05/09

JULY/AUGUST 2009

- **EXTERNAL WALL FINISHES**
*Rainscreen Cladding & Curtain Walling
Solar Control, Brise Soleil, External Shutters*
- **STRUCTURES**
*Structural Timber / Metalwork
External Envelope*
- **PAINTS, STAINS & COATINGS**
*Decorative Finishes
Intumescent Coatings*
Special Report - Health
Editorial Copy Date: 13/06/09

SEPTEMBER 2009

- **DOORS, WINDOWS & ENTRANCE SYSTEMS**
*Architectural Ironmongery
Blinds, Louvres Shutters & Screens*
- **GLASS & GLAZING**
*Security & Fire Resistant Glass
Screens & Solar Control*
- **SAFETY, SECURITY & FIRE PROTECTION**
*Access Control, Barriers & Fencing
Fire Detection & Alarm Systems*
Special Report - Education
Editorial Copy Date: 12/08/09

OCTOBER 2009

- **BUILDING SERVICES**
*Heating, Ventilation & Air Conditioning
Underfloor Heating
Lifts & Stairs*
- **KITCHENS & BATHROOMS**
*Wash & Changing Room Facilities
Showers*
- **ENERGY USE/RENEWABLES**
*Photovoltaics
Ground & Air Source*
Special Report - Interbuild
Editorial Copy Date: 11/09/09

NOVEMBER/DECEMBER 2009

- **BRICKS, BLOCKS & LINTELS**
*Mortars & Admixtures
Brick Systems*
- **GROUND & CONCRETE WORK**
*Piling & Foundations
Precast Concrete Systems*
- **MODERN METHODS OF CONSTRUCTION**
*Offsite Construction
System & Modular Buildings*
Special Report - Sustainability
Editorial Copy Date: 9/10/09

JANUARY 2010

- **ROOFING**
*Flat, Pitch & Green Roofs
Rooflights, Roof Windows & Hatches*
- **DRAINAGE & PLUMBING**
*Above & Below Ground Drainage
Flood Protection*
- **INSULATION**
*Thermal & Acoustic Insulation
Energy & Efficiency*
Special Report - Health
Editorial Copy Date: 11/12/09

MONTHLY PRODUCT CATEGORIES

- **ROOFING, CLADDING & INSULATION**
- **FLOORS & WALLS**
- **DOORS, WINDOWS & ENTRANCE SYSTEMS**
- **BUILDING SERVICES**
- **DRAINAGE & PLUMBING**
- **KITCHENS & BATHROOMS**
- **INTERIORS & LIGHTING**

MECHANICAL DETAILS

Email material to: 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

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

www.tspltd.co.uk/media.php

