



SPECIFICATION

PRODUCT UPDATE

Specification Product Update's unique style is designed to offer the reader a concise and easy to read advertorial format. Categorized into a range of sections that cover all aspects of the building process, each category features manufacturers products laid out in a preferred standard advertorial format which includes a good quality photograph, company name and address, together with up to 80 words of related text.

Every advertisement carries an enquiry number which our readers can use to source information about products via the post, fax or our 24/7 online enquiry service, that is designed to speed up the process of forwarding potential sales enquiries to you. Our online PRA (Project Response Analysis) service takes the reader enquiry service to a new level allowing you to view the potential projects that your enquirers are working on.

Alongside the printed publication we offer a comprehensive online service. This ensures that each issue is seen by the widest possible audience, with both web site and digital versions available. Accessed via specificationproductupdate.com the website provides a comprehensive product listing and archive search facility. The digital version of Specification Product Update is highly readable, allowing specifiers to view each issue on screen in a turn-page format. This means that instead of a static image you can enhance your entry with both video or flash animation.



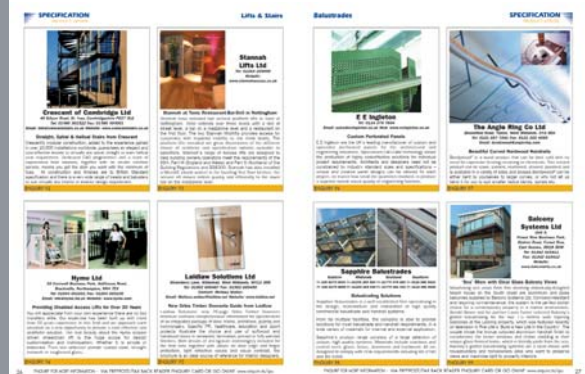
PRODUCT LED FRONT COVER



Polypipe Building Products
 Broomhouse Lane, Edlington, Doncaster, DN12 1ES
 Tel: 01709 770000 Fax: 01709 770001
 Email: bpmarketing@polypipe.com Website: www.polypipe.com/bp

Polyplumb Underfloor Central Heating System
 Polypipes Polyplumb system is providing a modern central heating solution for a new housing development in a traditional setting. Pentland homes chose Polyplumb for its cottage style development, in the picturesque village of Leeds, Kent for its ease of installation, versatility and efficiency in use. The system can be laid on solid concrete or suspended and floating floors. Ultra flexible polypropylene pipe is simply walked into grooves on preformed plastic floorpanels, a screw is then applied to complete the floor surface.

ENQUIRY 74



INFORMATIVE PRODUCT NEWS

IN DEPTH PRODUCT PAGES



UP TO THE MINUTE WEB CONTENT

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).

TESTIMONIAL

"Specification Product Update continues to buck the trend on enquiry fall off. We have used the publication for over ten years and it continues to consistently generate important sales leads for our company at what we consider to be an extremely cost effective rate."

David Harris - Hunter Douglas Projects

REGULAR CATEGORIES

Front Cover Spotlight	External Wall Finishes	Architectural Ironmongery
New Product Highlights	Drainage & Plumbing	Glass & Glazing
Bricks & Blocks	Heating, Ventilation & Air	Blinds & Louvres
Piling & Foundations	Conditioning	Paints & Stains
Structural & System Building	Kitchens & Bathrooms	Flooring
External Works	Changing Room Equipment	Ceillings & Partitions
Fencing & Security	Lifts & Stairs & Access	Lighting & Electrics
Roof Safety	Balconies & Balustrades	Acoustics & Sound Insulation
Roof Lights & Glazing	Doors, Windows & Entrance	Furniture & Equipment
Roofing Cladding & Insulation	Systems	Interiors
Curtain Walling	Security & Fire Protection	



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

Tanner Stiles Publishing Ltd
Grosvenor House
Central Park
Telford TF2 9TW

Tel: 01952 234000
Fax: 01952 234003
info@tspltd.co.uk

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

