

# PUBLIC SECTOR BUILDING SPECIFICATION

Media Details



Be a **part of it**



DESIGN



PROCUREMENT



SPECIFICATION



PURCHASE

# PUBLIC SECTOR BUILDING SPECIFICATION

## **Public Sector Building Specification**

is read by specifiers and procurement officers working on construction related projects across the public sector.

The publication's comprehensive editorial includes feature articles, case studies and a wide range of product information that is of key relevance to specifiers and managers working in this diverse and challenging environment.

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

“ **Building a sustainable future for our population at a cost that it can afford is set to dominate the political landscape for decades to come** ”



The public sector budget is estimated to be in the region of **£650 billion pounds** for the fiscal year 2011/12.

Don't **miss out**

## The Market

**It's true**, the public sector budget is estimated to be in the region of £650 billion pounds for the fiscal year 2011/12 with health, education and urban regeneration featuring prominently within the government's expenditure programme. Social Housing too is set for a fundamental rethink as a programme of refurbishment of existing housing stock and regulatory demands on new build construction come into effect. Couple this with new government building, transport and expenditure in the utilities sector and you can understand why manufacturers still view the public sector as a highly lucrative market.

In each issue of the magazine you can expect your product message or brand to appear alongside independently written editorial. We will cover each of the areas featured opposite and report on product and projects within this key sector of construction. We will discuss legislation, comment on new thinking and champion the programme of sustainable building for the future.

**Be a part** of a magazine that covers...

**HEALTH** - Hospitals, system build, offsite, primary healthcare, new build, refurbishment, health centres and more.

**EDUCATION** - Effective refurbishment strategies, prefabrication, offsite, adapting existing buildings, environmental standards.

**SOCIAL HOUSING** - Lifetime homes, the elderly, single dwelling, city living, large family, ethnic minorities.

**GOVERNMENT BUILDING** - Council offices, courts, military establishments, police & fire service.

**TRANSPORT & INFRASTRUCTURE** Rail and road links, pedestrianisation, road surfaces & maintenance.

**UTILITIES** - Electricity, natural gas, water and sewage.

**REGENERATION** - Designing for life change, landscaping, sports and amenity provision, transforming brownfield.

...**In each issue**

## Public Sector Project Type

In September 2011 our database team identified over 22,368 projects across the public sector that were moving through the planning process.

Extens/Refurb	1798
Extension	2254
New	13,535
New/Extension	331
New/Refurb	1317
Refurbishment	3133

**Total Projects**      **22,368**

## Be a **part of it**

Place your brand or product in front of key individuals who are influential in the decisions that are made on the specification of materials, products and services on projects that are being built now.



## Editorial Programme 2012

Our editorial team will be taking an in-depth look at key topics of interest within the public sector construction programme. In each issue they will look to provide our readers with informative feature articles, interesting projects as well as look at the wide range of products that are specified across this diverse environment...

### Issue 1 - Getting up to scratch

Our public-sector stock needs upgrading, some of it because it is old and tired, and other buildings because they need to meet ever more rigorous environmental criteria. Public Sector Building Specification focusses on ways of improving and enhancing existing buildings.

#### Product Feature

##### Floors & Wall Surfaces

- Entrance Matting, Wood, Vinyl, Linoleum & Resin Floors
- Anti Microbial Technology
- Paints and Stains

##### Acoustics

- Building Acoustics
- Acoustic Insulation

##### Building Services

- Heating & Ventilation
- Lifts, Stairs & Escalators
- Energy Efficiency & Lighting
- Utilities

### Issue 2 - Buildings in the city

We are missing a trick if we think of our buildings in isolation. They have to work with their neighbours, and transport and infrastructure have to reflect these needs. Public Sector Building Specification steps back to see the part that public sector building plays in the creation of sustainable environments.

#### Product Feature

##### External Works

- Pedestrianisation & Hard Landscaping
- Street Furniture & Urban Design
- External Lighting & Security
- Ground Engineering
- Sports & Playground Equipment
- Fencing

##### Interiors

- Ceilings & Partitions
- Wash & Changing Room Equipment
- Inclusive Design
- Interior Fit-out
- Technology

##### Waste & Recycling

- Hazardous Waste
- Cradle to Cradle
- Replacement Schemes

### Issue 3 - Satisfying new needs

It's all change in the public sector, with the requirements for healthcare and education changing, and rapid changes in the way we live. Public Sector Building Specification looks at the design and adaptation of buildings to ensure they meet the needs of today and tomorrow.

#### Product Feature

##### Roofing, Cladding & Insulation

- Flat & Pitched Roofing
- Rooflights & Roof Ventilation
- Green Roofs
- Rainscreen Cladding & Curtain Walling
- Solar Control & Brise Soleil
- Thermal, Acoustic & Fire Resistant Insulation

##### Structures

- Bricks & Blocks
- Steel & Timber
- ICF
- Offsite Modular & System Building

##### Drainage & Water Management

- Above & Below Ground Drainage
- Sustainable Urban Drainage
- Flood Protection
- Water Treatment & Sewage Control

### Issue 4 - Doing more for less

When budgets are tight, every pound counts. Public Sector Building Specification look at cost-effective ways of delivering buildings in the public sector.

#### Product Feature

##### Doors, Windows & Entrance Systems

- Architectural Ironmongery
- DDA/Access Control/Key Monitoring
- Blinds, Louvres, Shutter & Solar Control

##### Glass & Glazing

- Security & Fire Resistant Glass
- Energy Efficiency
- Maintenance Free Glass
- Intumescent Seals & Coatings

##### Safety, Security & Fire Protection

- CCTV & Signage
- Electrical Safety
- Automated Access Control
- Alarm Systems & Detection





## Online opportunities

**Public Sector Building Specification** is much more than a print publication.

We now offer a range of marketing options both in print and online. In fact when you feature your company in the pages of Public Sector Building Specification you will be amazed just how far we can spread your message. The digital version of the magazine is sent out to over 14,000 specifiers within the public sector many of whom now prefer to read our titles in this new format.

Online opportunities include...

### **Public Sector E-Bulletin**

A monthly e-bulletin that is sent out to the entire Public Sector Building Specification database. Each story featured in the bulletin also appears within the Public Sector section of our online news portal [www.specificationonline.co.uk](http://www.specificationonline.co.uk) which is then archived for a further 12 months.

### **[www.specificationonline.co.uk](http://www.specificationonline.co.uk)**

A live news platform carrying the latest news and developments from the Architectural and Building sector that is currently enjoying average viewing times of 35 minutes.

### **[www.buildingspecification.co.uk](http://www.buildingspecification.co.uk)**

A weekly product specific e-bulletin that is emailed to over 17,000 architects, housebuilders, contractors and specifiers currently enjoying excellent enquiry numbers.

### **[www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk)**

An online literature library, that features 1000's of product brochures available to view online at the click of a button.

### **[www.thebuildingproductdirectory.co.uk](http://www.thebuildingproductdirectory.co.uk)**

A technical detailed product directory, allowing users to source a wide range of product information online.

**See how TSP Media can help create brand and product awareness for your business.**

For more information talk to one of our sales team on 01952 234000.

## Digital Issues

Websites

e-bulletins

Direct Mail

Banners

Buttons

Skyscrapers

Sponsorship

# Advertisement Services

## Public Sector Building Specification

offers a wide range of advertisement and marketing opportunities. These include on the page advertising, front cover and corporate profiles, product editorial, project analysis and literature inserts.

Advertisement rates are outlined below and for more information on what opportunities are available please contact one of our sales team on 01952 234000 for more details.

“ Let us help you deliver your message into this highly lucrative market. ”

**Public Sector Building Specification** is published four times per annum Winter, Spring, Summer & Autumn

## Advertisement Rates

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
D.P.S	£ 3600	£ 3400	£ 3200	£ 3000
Full Page	£ 1800	£ 1700	£ 1600	£ 1500
Half Page	£ 900	£ 850	£ 800	£ 750
Quarter Page	£ 450	£ 425	£ 400	£ 375

**All rates quoted are for full colour**

### COVER POSITIONS

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Front Cover	£ 3000			
Outside Back	£ 2400	£ 2300	£ 2200	£ 2100
Inside Front	£ 2200	£ 2100	£ 2000	£ 1900
Inside Back	£ 2000	£ 1900	£ 1800	£ 1700

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Brochure				
Showcase	£ 300	£ 250	£ 200	£ 150

**LOOSE INSERTS** - POA

**DIRECT MAIL LIST RENTAL** - £130.00 per 1,000

**EMAIL RENTAL** - £190.00 per 1,000

**E-BULLETIN** - £150.00 per entry

**EDITORIAL** - £ 99.00 per entry

**COMPANY E-BULLETIN** - £750.00

# Mechanical Data

## Requirements for cover positions or display advertising:

**Full Page:** Bleed size 236mm x 306mm  
Trim size 230mm x 300mm

**1/2 Page:** Vertical Trim size 90mm x 260mm

**1/2 Page:** Horizontal Trim size 125mm x 200mm

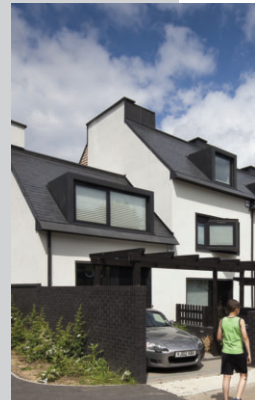
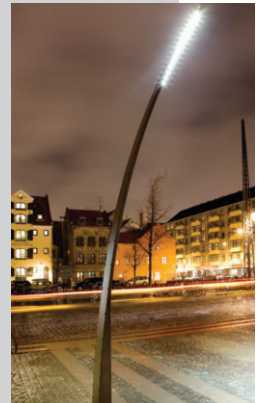
**1/4 Page:** Trim size 90mm x 125mm

Material must be supplied on mac formatted disc or via email to **copy@tspltd.co.uk**

All advertisements should be supplied as a print ready PDF. Images must be minimum 300 dpi at 100% size. Please ensure EPS's are not JPEG compressed. Ensure all images are CMYK not RGB. All fonts should be embedded

Inserts accepted by negotiation.

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.



## Contacting Us

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