

# SPECification

product update

## NEW TABLOID REDESIGN

Reach up to 28,000 active specifiers currently working on live projects.

New turn page digital issue accepts flash & video and incorporates direct links to your company website.

## MEDIA DETAILS

01952 234000

### EASY TO READ FORMAT IN PRINT

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's new design now offers that and much, much more. The fresh new layout has been designed to incorporate a wealth of product information in editorial, advertorial and advertisement formats. Each section is sign posted for ease of use to enable Architects, Contractors and Specifiers to quickly and easily assimilate information on the particular products of interest.

### EASY TO USE FORMAT ONLINE

Supporting the new design is an exciting turn page digital issue to support the growing demand for the presentation of media information in this format. The digital issue of Specification Product Update will also incorporate flash, video and links not only to customer websites but also our own in house websites where a further range of product information and directory services is available.

### HIGH VOLUME QUALITY SALES LEADS

Since its launch in 1993 Specification Product Update has consistently generated top quality sales leads for its advertisers. Over 80% of our advertisers re-book again with us year after year, testament to the quality of leads that we continue to generate. Our new project response analysis backs this up by offering a match up service that can show you the actual projects that enquirers to you products are actually working on.

## PUBLICATION DATES

ISSUE 1	(January/February/March)
ISSUE 2	(April/May/June)
ISSUE 3	(July/August/September)
ISSUE 4	(October/November/December)

## REGULAR CATEGORIES

### Editorial

#### THE BUILDING ENVELOPE

Roofing  
External Walls  
Insulation

#### STRUCTURES

Offsite Construction  
Structural Systems  
Groundworks

#### SURFACES

Flooring  
Internal Walls  
Finishings

#### OPENINGS

Doors  
Windows  
Rooflights

#### BUILDING SERVICES

Energy  
Drainage  
Information Technology  
Lighting

#### FIT-OUTS

Kitchens  
Bathrooms  
Cloak & Changing Room Equipment

#### DECORATION

Interior Furnishings  
Furniture  
Interior Lighting

#### EXTERNAL WORKS

Landscaping  
Pedestrianisation & Street Furniture

## REGULAR CATEGORIES

### Advertisement

- Acoustics
- Architectural Ironmongery
- Bricks, Blocks & Lintels
- Ceilings & Partitions
- Cloak & Changing Room Equipment
- Doors & Windows
- Drainage & Plumbing
- External Works
- Fencing & Security
- Fire Protection
- Floors & Floor Coverings
- Glass & Glazing
- Ground & Concrete Work
- Heating & Ventilation
- Interiors
- Kitchens, Bathrooms & Showers
- Lifts & Stairs
- Offsite Construction
- Paints & Stains
- Roofing, Cladding & Insulation

## NEW LOOK TABLOID MAGAZINE



Our new dedicated editorial section offers a choice of coverage

## ADVERTISEMENT PRODUCT PANELS

**ANCON BUILDING PRODUCTS**  
ANCON TEPLOTIE,  
LOW THERMAL CONDUCTIVITY WALL TIE

Ancon has launched a range of low thermal conductivity wall ties. These ties minimise heat loss through thermal bridging, improving the energy efficiency of a masonry cavity wall. In addition to a number of stainless steel wire wall ties, the range includes the Ancon TeplaTie, manufactured from basalt fibres. This BBA-approved product is available exclusively from Ancon. It has a thermal conductivity of just 0.7W/mK, making it the most thermally efficient wall tie on the market. For more information, please visit [www.ancon.co.uk/LowConductor](http://www.ancon.co.uk/LowConductor).

**ENQUIRY 1**  
T: 0114 275 5224  
E: [info@ancon.co.uk](mailto:info@ancon.co.uk)  
W: [www.ancon.co.uk/](http://www.ancon.co.uk/)  
LowConductor

Features larger advertisement panels with full contact and enquiry details, and includes a new Green Guide section for manufacturers looking to promote their Green credentials.

## LITERATURE PANELS

**MONODRAUGHT LTD**

Monodraught has always sought to invent, explore and develop innovative products. By maximising the use of wind and sun, Monodraught products make a major contribution to harnessing natural resources, to the ultimate environment benefit of building for the future.

GO TO:  
[www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk)  
and search: Monodraught

ENQUIRY 3

Our new Literature section features manufacturers brochures linked to our new online web listing [www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk)

## CIRCULATION

Published four times per annum Specification Product Update's circulation is constructed from three key aspects of the TSP Media database.

- Individually Requested readers from Specification Product Update's sister title Specification Magazine who have also requested to receive Specification Product Update
- All enquirers with a specifying influence that have enquired through other building related magazines and online directories within the TSP Media group in a 12 month period.
- Architects & other key specifiers who are currently working on live new build and refurbishment projects (source Glenigan).

### BREAKDOWN

	PRINT	DIGITAL
• Architects (Including technicians & technologists)	12,001	5,693
• Building Contractors Housebuilders and Developers	4,121	422
• Quantity & Building Surveyors	1,579	527
• Project Managers & Directors	1,802	770
• Structural, Mechanical & Electrical Engineers	566	270
• Interior Designers	430	220
<b>Sub Total</b>	<b>20,499*</b>	<b>7,902**</b>
<b>TOTAL (All Circulation)</b>	<b>28,401</b>	

\* ABC Audit to June 2010 - 18,500

Magazine Print circulation has been increased from October 2010 to 20,499

\*\* Digital Circulation is not currently audited



## ADVERTISEMENT RATES

In Print

### 1/4 PAGE FORMATTED ADVERTISEMENT

All rates quoted are per insertion and include a quarter page formatted advertisement in the digital edition.

1 ins	2 ins	3 ins	4 ins	5 ins	6 ins	7+ ins
£500	£475	£450	£425	£400	£375	£350

### MECHANICAL DETAILS

120 words of text / 1 Full Colour Image / Full Contact Details

Your company's Green Rating (Only required for The Green Guide Section)

### PREMIUM ADVERTISEMENT POSITIONS

Right Hand Page advertisement positions within editorial section

1 ins	2 ins	3 ins	4 ins	5 ins	6 ins	7+ ins
£2,000	£1,900	£1,800	£1,700	£1,600	£1,500	£1,400

### COVER POSITIONS

Inside Front	Inside Back	Back Cover
£2,000	£1,800	£2,200

### MECHANICAL DETAILS

Trim	340mm (H) x 240mm (W)
Bleed	346mm (H) x 246mm (W)

## ADVERTISEMENT RATES

Combined Print & Online

### LITERATURE PANELS

(Includes brochure image & up to 40 words in print)

£275 per insertion

(Includes 12months entry onto [www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk))

## ADVERTISEMENT RATES

Online

### DIGITAL EDITION

Incorporate flash animation	£75
Include Video	£150

### WEBSITE RATES (PER MONTH) [WWW.SPECIFICATIONONLINE.CO.UK](http://WWW.SPECIFICATIONONLINE.CO.UK)

#### HOMEPAGE

Banner	Skyscraper	Button
£400 pm	£400 pm	£100 pm

#### NEWS (per category)

Banner	Skyscraper	Button
£300 pm	£300 pm	£75 pm

#### PRODUCT DIRECTORY (per category)

Banner	Skyscraper	Button
£200 pm	£200 pm	£75 pm

#### ALL OTHER SECTIONS

Banner	Skyscraper	Button
£150 pm	£150 pm	£50 pm

DISCOUNTS AVAILABLE ON MULTIPLE ADVERTISEMENT BOOKINGS

### ADVERTISEMENT SIZES

Banner	70 pixels (H) x 545 pixels (W)
Skyscraper	650 pixels (H) x 130 pixels (W)
Button	130 pixels (H) x 130 pixels (W)

REQUIREMENTS - JPG, GIF, Animated GIF or SWF

### PRODUCT LISTING (DIRECTORY)

£20 per month per product

Discount rates for the following packages

#### PACKAGE 1

5 products per month

3 months	6 months	12 months
£95 pm	£90 pm	£85 pm

#### PACKAGE 2

10 products per month

3 months	6 months	12 months
£190 pm	£180 pm	£170 pm

#### PACKAGE 3

25 products per month

3 months	6 months	12 months
£475 pm	£450 pm	£425 pm