

Magazine  
Media  
Details

# Retrofit

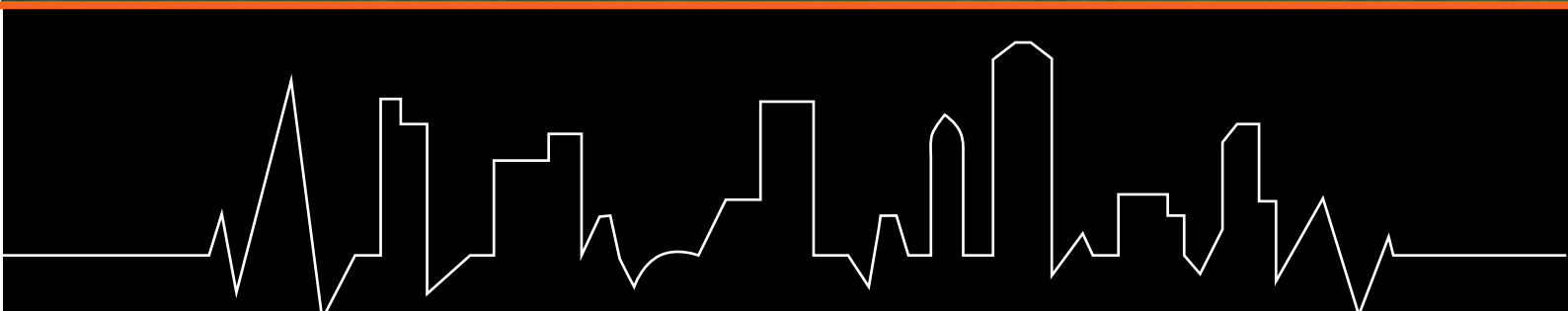
& Building Transformation

REFURBISH

• MAINTAIN

• RENEW

• IMPROVE



AT THE HEART OF REBUILDING BRITAIN

## EDITORIAL CONTENT

Retrofit & Building Transformation is the new publication about refurbishment and upgrading and the unlimited opportunities which now exist for everyone, whatever their role in the building team.

For example, even though the Building for Schools programme has been abandoned there remain thousands of schools which require improvement. The same applies to improving much of the industrial infrastructure to increase productivity. There are many priorities in healthcare, public buildings, transport hubs – even offices because many are unsuitable and inefficient for the newly accepted changes in working practice. Upgrading the existing housing sector alone offers quite one of the most exciting and challenging opportunities in Western Europe.

Retrofit & Building Transformation is designed to examine all these opportunities and become an authoritative platform. It will examine the many important initiatives, such as Retrofit for the Future, the Green Deal and the wealth of guidance and practical case studies which are available. It is a tool and a sounding-board, a guide and a mirror, essential reading equally for those who want to know what is happening as it is for those who are making it happen.



Retrofit & Building Transformation Magazine will embrace the whole construction industry and will cover the following key areas of the construction industry.

**Housing, Education, Health, Retail, Commercial, Industrial, Leisure, Urban Regeneration, Transport**

## FEATURE PROGRAMME

### March 2011

LIVE, WORK AND PLAY

Housing, The Workplace (offices & industrial), Leisure & Retail

Copy deadline 10/03/2011

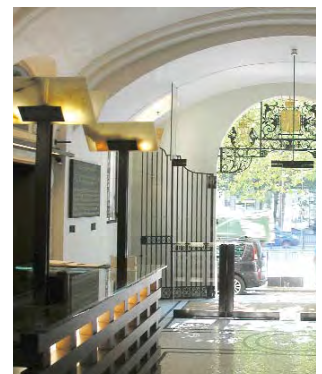


### September 2011

EDUCATION, HEALTH AND THE ENVIRONMENT

Education, Healthcare, Urban Regeneration & Transport

Copy deadline 10/09/2011



## CIRCULATION

Retrofit & Building Transformation magazine will initially run as a bi-annual special supplement to Specification magazine. During 2012, we intend to increase its frequency and become a stand-alone title.

Published initially in March 2011 and September 2011, the supplement will be mailed to the full ABC audited 18350 print circulation of Specification magazine. In addition, it will also be produced as a stand-alone digital magazine and immediately emailed to over 13,768 specifiers who have either been identified as working on a live refurbishment project or have specified that they wish to receive the publication in this format.

JOB TITLE	PRINT	DIGITAL
Architects (Including architectural technologists and technicians)	10,826	6,867
Building Contractors, House Builders & Developers	2,898	3,136
Quantity & Building Surveyors	1,427	1,847
Project Managers & Directors	1,025	
Structural, Mechanical & Electrical Engineers	1,076	
Directors & Clients	948	1,415
Interior Designers	150	
Chief Executives		503
<b>Sub Total</b>	<b>18,350</b>	<b>13,768</b>
<b>TOTAL (print+digital)</b>		<b>32,118</b>

## ADVERTISEMENT RATES

Rates quoted are for full colour insertions

	1	3	6	10
DPS	4000	3600	3200	2800
Full Page	2000	1800	1600	1400
Half Page	1000	900	800	700
Quarter Page	500	450	400	350
Literature Panel (Linked to the Building Product Library)	300	275	250	225
Back Cover	2300	2100	1900	1700
Inside Front Cover	2200	2000	1800	1600
Inside Back Cover	2100	1900	1700	1500

## SPECIAL POSITIONS

<b>Front Cover Spotlight:</b>	£2500 (Includes full page article)
<b>Corporate Spread:</b>	£5000 (Includes editorial spread)

## EDITORIAL OPPORTUNITIES

Our products in focus section covers a wide range of subjects and accepts editorial product releases with accompanying colour images.

All editorial submitted for inclusion within the Products in Focus section of the magazine generates a production charge of £99.00. If you have any interesting product or project stories on your company or its products then please forward all material together with hi-resolution photography to our editorial coordinator Katie Wilcox on [katie@tspltd.co.uk](mailto: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.

## MECHANICAL DATA

Email material to: [copy@tspltd.co.uk](mailto: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 must be in writing by the first working day of the month prior to the month of publication, as stated in our standard terms and conditions of sale.

## DIMENSIONS

ADVERTISEMENT SIZE	TRIM	BLEED	GUTTER
Double Page Spread	300H x 460W	306H x 466W	36MM
Full Page	300H x 230W	306H x 236W	
Half Page - Horizontal	125H x 200W		
- Vertical	260H x 90W		
Quarter Page - Horizontal	125H x 90W		
- Vertical	65H x 200W		

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