

TIMBER

In Architecture

New Advertising Opportunities
Editorial Content
Circulation
Advertisement Rates

NEW DIGITAL FORMAT



2012 MEDIA PACK

Timber in Architecture

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EXAMPLE
ISSUE](#)



Timber in Architecture will report on the latest trends and thinking about the use of wood in architecture, discuss and challenge the negative press that wood often receives particularly in relation to fire, as well as look at a range of aspects to do with wood specification. The new digital format of Timber in Architecture brought to you TSP Media Ltd has many fantastic benefits for both advertisers and readers alike.

Timber in Architecture digital allows you to read anytime, anywhere with its fantastic integration onto mobile devices. We have abandoned the print medium for this magazine in order to bring something truly innovative and interactive, which gives a whole new experience to the reader and opportunities for advertisers.

The issues can be downloaded, printed, forwarded to key clients or suppliers and the added bonus is that it never gets lost or misplaced. Back issues are available online in a useful archive, providing you with a library for the industry. This new format also comes with many new advertising opportunities that will engage the reader in ways that print simply cannot. The new software we use for this magazine comes with some fantastic inbuilt features not seen anywhere else.

Innovative format

Our new format has many inbuilt features which make it one of the most interactive and user friendly digital magazines in this industry. Features include:



Links : This tool lists all the links within the magazine so that advertisers are all listed in one place, this is a quick way for users to go directly to their websites.

Sharing : The sharing facilities include many of the social networking sites, great for people to share the content to colleagues and across the web.

Text only view : A fantastic feature that is enabled when the magazine is viewed on a mobile tablet, these are often smaller and viewing in text only makes it simple and easy to read.

PDF options : These features allow the user to download the magazine as a pdf which enables them to keep it on their system. They can also print it directly from this toolbar should they wish.

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THE DIGITAL FORMAT ALLOWS FOR MANY NEW ADVERTISING OPPORTUNITIES:

- **Video**

Advertisers have the ability to integrate videos into their adverts to engage the readers and enhance their space. Actions often speak louder than words and videos can keep viewers captivated for much longer than a standard advert.

- **Prime Advertising Positions***

There are also new advertising opportunities outside of the magazine. You can have a pop up advert that appears before the reader even gets to the magazine, a great way to ensure you stand out. You can also have a skyscraper-like advert on the left hand side of the viewers screen, this is viewable throughout the magazine. On average our magazines get viewed for around 10 minutes, this is a fantastic opportunity to get your advert viewed for an extended amount of time.

- **Flickr photo slideshow**

If you have more than one image that you wish to include, this is now possible with our inclusion of the Flickr photo slideshow. This can be integrated into any adverts or editorial to give you much more interactivity and space.

- **Enhanced Front Cover**

Our front cover in print is a standard flat image but with this new format advertisers have the ability to show much more with multiple images. The slideshow also captivates the audience, it can show various products, or different parts of a projects, the possibilities are endless.

- **Flash Adverts***

Do you already have a flash animation? Then why not use this as your advert, flash works great on a desktop computer and can engage the reader and draw their eye to your advert. If you don't have a flash animation to use then we can produce simple movement, simply talk to our digital production team for more information on this.

* These positions are not viewable on mobile devices.

Editorial Content

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Timber is a material whose time has come, thanks to its tactile, warm qualities, strong environmental credentials and its variable and local nature. It remains one of the most sustainable products specified across the construction sector. Its use in contemporary and historic buildings across both the domestic and commercial sector is renowned.

EACH ISSUE WILL COVER:

- Exciting buildings in timber
- Advances in prefabrication
- Sustainability and sourcing
- Timber in interiors
- Timber in existing buildings

Each Timber in Architecture will report on the latest trends and thinking regarding the use of wood in architecture, discuss and challenge the negative press that wood often receives particularly in relation to fire, as well as look at a range of aspects to do with wood specification.

The Timber in Architecture magazine will be supported by a dedicated website - www.timberinarchitecture.com - which will be going live soon.

Publishing Dates

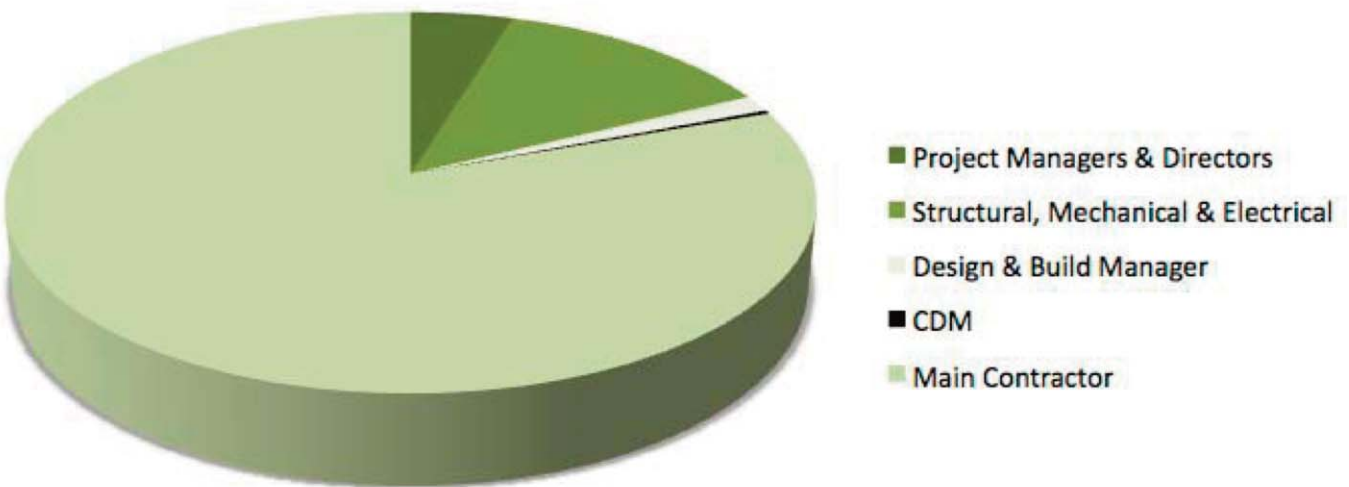
SPRING
SUMMER
AUTUMN
WINTER

Circulation



Timber in Architecture will be sent via an ebulletin to over 11,440 specifiers who have either been identified as working on a project where timber has been specified, are involved in engineering, specification or procurement of timber products, or have specified that they wish to receive the publication in this format.

Job Title	Circulation
Architects (Including architectural technologists and technicians)	7,429
Project Managers & Directors	189
Structural, Mechanical & Electrical	523
Design & Build Manager	56
CDM (Co-ordinator Main Contractor)	12
Main Contractor	3231
TOTAL	11,440



Glenigan Example

We use the contact details from projects like this one on Glenigan to compile our circulation



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VeloPark

Project name: London Olympics 2012
Site name: Olympic Site
Site address: Zone 6
 Lower Lea Valley
 London
 Central London
 E15
Start date: March 2009
Contract period: 23 Months
Region: London
Sector: Hotels & Leisure

Estimated **Project Complete** ?

Town, County: London, Central London
Value: £80,000,000

Stage ?

Planning stage: Detailed Plans Granted
Contract stage: On Site

Information ?

Development type: New
Funding type: Public
Storeys: 1
Units: 1
Floor area: 9092
Site Area: 34.000 Ha
Planning authority: Newham
Application number: 08/01628/ODA
Application date: 10/15/2008
Published: 3/18/2004
Last updated: 2/22/2011
Project ID: 04078366

Contact Information ?

Client
 LOCOG
 Address: 1 Churchill Place
 London
 Central London
 E14 5LM
 Tel No: 020 3201 2000
 Fax No: 020 7093 5001
 Email: enquires@london2012.com
 Website: www.london2012.com

Name	Title	Email
Paul Daighon	Chief Executive	paul.daighon@london2012.com

Client
 Olympic Delivery Authority
 Address: 1 Churchill Place
 Canary Wharf
 London
 Central London
 E14 5LN
 Tel No: 020 3201 2000
 Fax No: 020 7093 5001
 Website: www.london2012.com

Land Owner
 London Development Agency
 Address: 1 Churchill Place
 London
 Central London
 E14 5LN
 Tel No: 020 3201 2000
 Fax No: 020 7093 5001
 Website: www.lda.gov.uk

Architect
 Hopkins Architects Ltd
 Address: 27 Broadley Terrace
 London
 Central London
 NW1 6LG
 Tel No: 020 7724 1751
 Fax No: 020 7723 0932
 Email: mail@hopkins.co.uk
 Website: www.hopkins.co.uk

Landscape Consultant
 Grant Associates
 Address: 22 Milk street
 Bath
 Avon
 BA1 1UT
 Tel No: 01225 332664
 Fax No: 01225 481880
 Website: www.grant-associates.uk.com

Name	Job Title	Email
Peter Chmiel	Director	ocd@grant-associates.uk.com

Structural Consultant
 Expedition Engineering Ltd
 Address: First Floor, Morley House
 320 Regent Street
 London
 Central London
 W1B 3BB
 Tel No: 020 7307 1000
 Fax No: 020 7307 1001
 Email: info@expedition.uk.com
 Website: www.expedition-engineering.com

Name	Job Title	Email
Andrew Weir	Associate Director	info@expedition.uk.com

Mech & Elec Consultant
 BDSP Partnership Ltd
 Address: The Battle Ship Building
 179 Harrow Road
 London
 Central London
 W2 9NB
 Tel No: 020 7266 6363
 Fax No: 020 7298 6393
 Email: info@bdsp.com
 Website: www.bdsp.com

Name	Job Title	Email
Klaus Bode	Director	klaus.bode@bdsp.com

Electrical Contractor
 Intech G & H Ltd
 Address: Hooton Street
 Carlton Road
 Nottingham
 Nottinghamshire
 NG3 5GL
 Tel No: 0115 950 5100
 Fax No: 0115 958 1200
 Email: mail@gandh.co.uk
 Website: www.gandh.co.uk

Name	Job Title	Email
Paul Leighton	Contracts Manager	mail@gandh.co.uk

Mechanical Contractor
 Aqua Maintenance Services Ltd
 Address: Aqua House
 Rose & Crown Road
 Swavesey
 Cambridge
 Cambridgeshire
 CB24 4RB
 Tel No: 01954 234 600 (CTPS) Help
 Fax No: 01954 230593
 Website: www.intechaqua.co.uk

Construction ?

Construction - Timber Floors; Steel Roof; Fire Doors; Steel Frame; Fire escapes, Fire alarm system, Bathroom Fittings.

Steel Work Contractor
 Watson Steel Structures Ltd
 Address: Loslock Lane
 Loslock
 Bolton
 Greater Manchester
 BL6 4BL
 Tel No: 01204 699999
 Fax No: 01204 694543
 Email: sales@watsonsteel.co.uk
 Website: www.watsonsteel.co.uk

Name	Job Title	Email
Francis Walker	Contracts Manager	francis.walker@watsonsteel.co.uk

Other Sub Contractor
 BacTec International Ltd
 Address: 37 Riverside Estate
 Sir Thomas Longley Road
 Medway City Estate
 Rochester
 Kent
 ME2 4DP
 Tel No: 01634 296757
 Fax No: 01634 296779
 Email: bacteclnt@bactec.com
 Website: www.bactec.com

Name	Job Title	Email
Kevin Kneebone	Managing Director	k.kneebone@bactec.com

Design & Build Contr
 ISG Interior Services Group UK Plc
 Address: Aldgate House
 33 Aldgate High Street
 London
 Central London
 EC3N 1AG
 Tel No: 020 7247 1717
 Fax No: 020 7247 8656
 Email: email@isgipc.com
 Website: www.isgipc.com

Advertisement Rates



DPS	900	Rates quoted are for full colour insertions
Full Page	500	
Half Page	250	
Quarter Page	125	

SPECIAL POSITIONS

Front Cover Spotlight: £1200 (Includes two page article)
- 3 images now included in the front cover price

Corporate Spread: £1000 (Includes editorial spread)

EXTRA'S

Video **£100**

Video embedded in your advert

Flickr Slideshow **£100**

Up to five images included

Flash Advert* **£100[^]**

Flash animation advert

[^] cost is based on animation being supplied extra cost is applied if design is required

Social Media Buttons **£10**

Add a facebook, linkedin or Google + button. Price per button

PRIME ADVERTISING POSITIONS*

Pop Up advert*: £500

- Stand out with your advert as a pop up when the digital edition is opened

Skyscraper*: £700 for full size £350 for half size

- Get your advert seen with this sererate side positioned advert.

EDITORIAL

Editorial opportunities: £70

- If you have any interesting product or project stories on your company or it's products then please forward them to our editorial co-ordinator Katie Wilcox.

Notes:

Due to the formats of some of the functionality we can not guarantee that the extra features will work as well on mobile devices.

* These positions are not viewable on mobile devices.

Mechanical Data

Email material to: 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.

Videos can be linked from Youtube or Vimeo or supplied to us to covert onto these applications.

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	Trim	Bleed	Gutter	PRIME ADVERTISING POSITIONS
DPS	300H x 460W	306H x 466W	36MM	Pop Up advert: 125H x 200W
Full Page	300H x 230W	306H x 236W		
Half Page				Skyscraper: Maximum dimensions: 200PX x 700PX
- Horizontal	125H x 200W			
- Vertical	260H x 90W			
Quarter Page				
- Horizontal	125H x 90W			
- Vertical	65H x 200W			

CONTACTS

Publisher	Commercial Sales North	Design	Digital Production
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