

Housing Specification

MULTI-MEDIA
DETAILS



OVERVIEW



CONTACTS

The UK's leading multi-media platform for both
the **Public and Private House Building Sector**

New Website: www.housingspecification.co.uk - New Tabloid publication in print and digital format



Housing Specification’s mission is to be a conduit for product and technical information, an authoritative voice that will stimulate debate and knowledge, highlighting current trends and developments. Housing Specification engages with its audience via a multi media platform that includes a specialist tabloid publication both in print and digital, a new website www.housingspecification.co.uk, a weekly housing bulletin, an online product directory and a growing social media channel.

The tabloid magazine and website are divided into regular sections that make reference simple, attractive to the eye and an easy read for the professional. Its aim is to be the leading depository of information for innovation, product design, product performance and design/construction technology both externally and internally.

Our platform is a window for leading manufacturers who are rising to the challenge and developing products to provide solutions for the problems ahead, whether it be a drive on Zero Carbon or Affordable Homes, greater energy efficiency or the tough task of upgrading existing stock and the challenges that Green Deal will bring to the industry. Always, the core concern is that balance between design and quality on one hand with cost effectiveness and performance in practice on the other. Housing Specification looks to reflect that balance with concise editorial coverage of this highly lucrative industry.

Housing Specification is recognised as the one media platform that serves the whole UK housing sector. It talks to the house builder, contractor, selfbuilder and specifier in both the private and public sector as well as key decision makers within housing associations and residential social landlords.

Start engaging with our readers today - Call our commercial team on 01952 234000

PLEASE USE THE NAVIGATION ON THE RIGHT TO VIEW OUR HOUSING MULTI-MEDIA DETAILS

CONTINUE 

NAVIGATE



CONTACTS

Housing Specification

The Publication

Housing Specification is published six times per annum and along with its digital issue is circulated to an audience of over 24,000 architects, contractors, house builders, installers, housing associations, social landlords and local authority procurement officers working on housing projects across both the private and public sector.

In each edition of the magazine our editorial team comment and feature on the following subjects.

- News, Housing Matters & Product Innovations
- Case Studies
- The Forum

Subject Coverage:

- New Build & Affordable Homes
- Flats, Apartments & Tower Block Refurbishment
- Social Housing Repairs & Maintenance
- Sustainability & Energy Efficiency (The Green Deal)
- Refurbishment & Retrofit
- Retirement Villages / Residential Care Homes & Student Accommodation
- Private Housing
- Luxury Developments

In addition to the above coverage, each issue also includes up to six in-depth product features that focus on both external and internal product specification, project application and new product innovation.



CLICK HERE FOR PREVIEW ISSUE

FEATURES LIST



CONTACTS

Housing Specification The Publication

NAVIGATE



CONTACTS

Editorial Programme and Features List 2013

In each issue of Housing Specification our editorial team will cover the latest news as well as comment on the latest subjects.

- News & Housing Matters
- Case Studies
- The Forum

Subject Coverage:

- New Build & Affordable Homes
- Flats, Apartments & Tower Block Refurbishment
- Social Housing Repairs & Maintenance

- Sustainability & Energy Efficiency (The Green Deal)
- Refurbishment & Retrofit
- Retirement Villages / Residential Care Homes & Student Accommodation
- Private Housing
- Luxury Developments

JANUARY/FEBRUARY 2013 & JULY/AUGUST 2013

EXTERNAL

Roofing:

- Access & Safety Equipment ■ Fascias & Soffits
- Flat & Pitched Roofing ■ Tiles & Slates
- Roof Trusses & Beams ■ Rooflights & Windows
- Water Proof Membranes ■ Roof Vents & Vapour Barriers
- Cassette Roofs ■ Thatch & Alternative Roof Finishes

Insulation:(External & Internal)

- Roof & Loft Insulation ■ Spray Foam Insulation
- Cavity Wall Insulation ■ External Wall Insulation
- Insulated Wall Panels ■ Multifoil ■ Floor Insulation
- Boiler & Pipe Insulation ■ Internal Wall Insulation
- Cork & Fibreboard ■ Foamed & Insulated Plastics

Microgeneration:

- Ground & Air Source Heat
- Biomass Boilers ■ Pumps
- Micro - CHP ■ Solar Thermal
- Solar PV

INTERNAL

Kitchens & Bathrooms:

- Kitchens ■ Bath & Shower Rooms
- Floor & Shower Drains ■ Floor & Wall Tiles
- Taps & Mixers ■ Spa & Whirlpools ■ White Goods
- Fixtures & Fittings

Lighting:

- Wall & Ceiling Lights ■ Lamps & Shades
- Fittings & Controls ■ Specialist Lighting Systems
- Led's, Light Sensors ■ Energy Saving Products
- Accent Lighting ■ Signage

Wall & Ceiling

- Finishes ■ Plaster & Wall Boards ■ Skirtings & Achitrave
- Paints & Coatings ■ Plasters & Renders
- Wallpaper and Wall Tiles ■ Decorative Finishes
- Architectural & Ornamental ■ Mouldings

ECOBUILD PREVIEW *

* January/February only.

CONTINUE





MARCH/APRIL 2013 & SEPTEMBER/OCTOBER 2013

EXTERNAL

External Wall Finishes:

- Wall Cladding Systems ■ Renders & Mortars
- Timber Cladding ■ Weather Boards
- Stone & Brick Slip ■ Fibre Cement & PVCu
- Paints & Stains ■ Balconies

Structures & Building Systems:

- Timber Frame ■ Structural Insulated Panels
- Precast Concrete ■ Insulated Concrete Forms
- Steel & Metal Frame

Above & Below Ground Drainage:

- Ground Pipes & Fittings ■ Gutters & Down Pipes
- Roof Outlets ■ Plumbing Systems
- Rainwater Harvesting ■ Soil & Waste
- Surface Water Drainage ■ Flood Defence
- Tanks & Separators

MAY/JUNE 2013 & NOVEMBER/DECEMBER 2013

EXTERNAL

Brick, Block & Stonework:

- Clay Facing Bricks ■ Blocks ■ Cavity Trays
- Wall Ties ■ Masonry Support ■ Lintels
- Mortars & Cement ■ Lime ■ Stonework
- Dampproof Membranes ■ Basements

Doors, Windows & Security

- Timber/Metal/UPVC & Composite Doors
- Timber/Metal/UPVC & Composite Windows
- Sliding Doors & Windows ■ Sash & Casement Windows
- Glass & Glazing ■ Conservatories
- Access Doors & Control ■ Entrance Systems
- Security Grilles ■ Shutters and Barriers ■ CCTV
- Garage Doors

External Works & Landscaping:

- Fencing, Gates & Enclosures ■ External Lighting
- Pavings & Decking ■ Canopies and Shutters
- Landscaping ■ Trees & Shrubs
- Sports & Play Equipment ■ Playgrounds Surfaces

INTERNAL

Floors & Floor Finishes:

- Hardwood Flooring ■ Laminate Floor panels
- Carpets, Tiles & Matting ■ Composite & Vinyl Floors
- Underlays ■ Underfloor Heating ■ Natural Stone Tiles
- Floor Screeds ■ Beam & Block Flooring
- Acoustic Flooring

Heating Ventilation & Air Conditioning:

- Gas & Electric Boilers ■ Burners & Stoves
- Heat Pumps ■ Renewable Energy
- Heat Recovery Systems ■ Solar PV
- Chimneys & Flues ■ Room Heaters ■ Radiators
- Heating Controls ■ Air Conditioning ■ Extractor Fans

Lifts, Stairs & Balustrades:

- Stair Lifts ■ Passenger Lifts ■ Hardwood Stairs
- Spiral Stairs ■ Handrails & Balustrades
- Stair Treads ■ Fire Escapes

INTERNAL

Architectural Door & Joinery:

- Window Furniture ■ Locks & Latches ■ Fire Doors
- Internal Door Sets ■ Hinges & Closers
- Draught Excluders ■ Pipe Boxing
- Preformed Wood Components
- Purpose Made Joinery

Safety, Security & Fire Protection:

- Fire, Smoke & CO₂ Detection
- Intruder Alarm Systems ■ Smoke Ventilation
- Emergency Exit Systems

Acoustics & Sound Insulation:

- Insulation Boards & Sheets ■ Insulation Coatings
- Screens ■ Acoustic Foam ■ Sound Absorbent Slabs
- Sound Proofing ■ Acoustic Seals

Click here to print Features List



Housing Specification The website

How we house the future population of the UK is set to dominate the political scene for the foreseeable future.

www.housingspecification.co.uk and its blog seek to stimulate this debate and comment on the changes in legislation that are affecting how and what we build with.

www.housingspecification.co.uk is a free to use online product and news resource for specifiers working across the housing sector. It is encapsulated within www.specificationonline.co.uk which is one of leading online news platforms within the construction industry.

A supporting social media platform also helps to keep this online news source in front of it's market.



A digital version of the magazine also features on the website which is tablet compatible

Regular Categories:

- Update
- Product Of The Day
- Legislation News
- Housing Blog
- Training & Education News
- Refurb News
- Innovations News
- Self Build News
- High and Low Density News
- Overseas News

Positions Available:

- Banner
- Skyscraper
- Mid-Page Unit
- Button
- Article Support Banner **New**

WHAT MAKES **US** DIFFERENT

Every advertiser featured across our print or online platform benefits from the added bonus of editorial coverage on our website.



All of our editorial is certified by Google News.

NAVIGATE



CONTACTS

Housing Specification Email Marketing

Email marketing is a proven method of promoting your business and its products in a strategic and affordable way. Ideal for supporting campaign marketing, launching new products or boosting interest in your business, Housing Specification's range of email marketing platforms select data from a database of over 50,000 individuals involved in housing construction.

E-Shots can be tailored to meet your exact demographic requirement and our in house studio and editorial team can also assist with design and copy writing of your advertisement or editorial mailer.

Email opportunities:

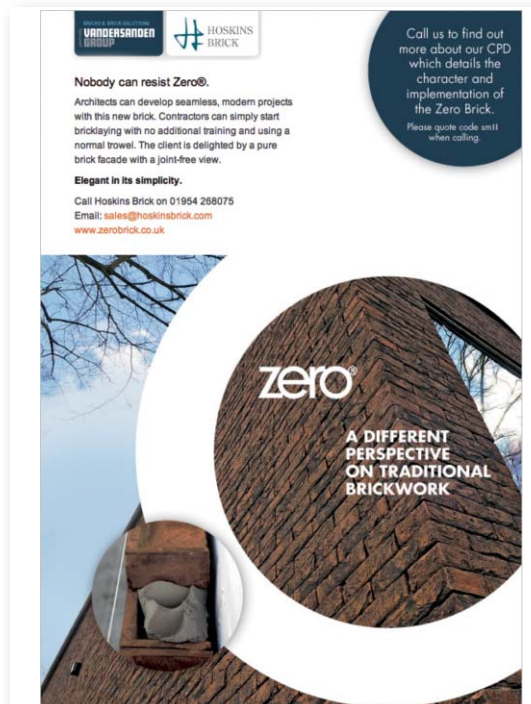
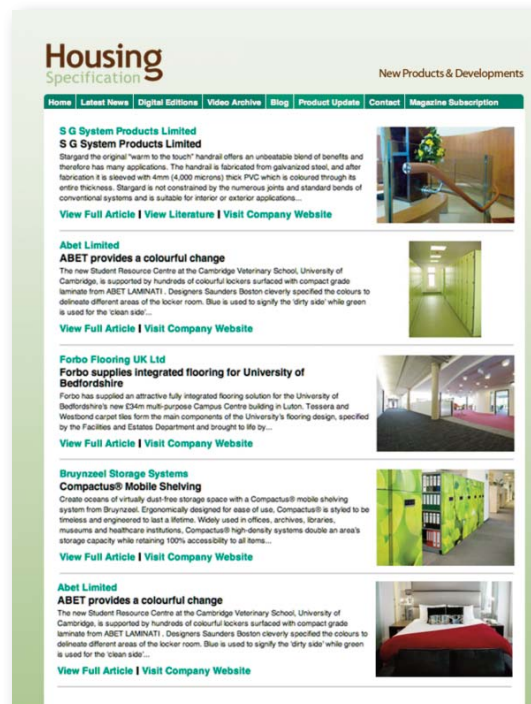
- Monthly Product News Bulletin
- Customer Specific E-Shot
- List Rental
- Design & Copy Writing Service Available



As a media group that specialises in the construction sector we look to Glenigan Construction Projects to provide us with key data on housing project starts across the UK.

Our subscription provides us with 24/7 access to a database that includes named specifiers working on housing projects currently moving through the planning process.

The main specifiers and installers involved on these projects provide us with key data for producing the circulation lists for our online and direct mail campaigns.



NAVIGATE



CONTACTS

Housing Specification Social Media

Social media is an important part of any marketing strategy in today's interactive society. We utilise social media platforms to enhance our online coverage of your products or services. Any media that we add to our website is automatically added to our social media platform. We have a growing following of key specifiers and installers and are very careful in who we target. This social media strategy has proven extremely successful with a high engagement rate from users who are actively involved in Housing construction.



Dedicated blog at:
blog.housingspecification.com

[Click here to view our latest online media statistics](#)



WHAT MAKES US DIFFERENT

All advertisers and editorial contributors to our print and online publications qualify for exposure across our social media channels.

News items can be posted online throughout the day and featured on our blog.

Speak to our commercial team for more details.
Tel: 01952 234000



NAVIGATE



CONTACTS

Housing Specification Circulation & Statistics



Housing Specification is the only platform in the housing sector that looks at product and project design for both the public and private sector. Today's housing specifier works across a range of projects and we aim to provide them with access to information that is pertinent to all forms of housing.

The circulation of our print magazine is ABC audited and only targeted at specifiers who are actively involved in housing projects. This is supplemented by a digital circulation drawn from readers who now request their publication in this format as well as architects, contractors and local authority specifiers identified from live housing projects from Glenigan .

CIRCULATION	PRINT	DIGITAL
Local Authorities (430) Architect, Building Surveyor, Director of Housing, Procurement Manager, Project Manager, Property Developer, Quantity Surveyor	1884	490
Housing Associations & Organisations (963) Architect, Development Manager, Director Housing, Housing Officer, Managing Director, Procurement Manager, Project Manager, Quantity Surveyor, Regeneration Manager	2408	139
Housebuilders, Contractors & Developers (Named Individuals By Job Title Including : Project Managers, Business Development Officers, Quantity Surveyors, Contracts Managers, Planning Consultants, Planning Services, Site Managers, M&E Consultants, Maintenance Managers and Facilities Managers)	2463	6709
Architects & Specifiers (Named Individuals By Job Title Including : Architects – (Principal, Partner, Senior & Project) Architectural Technologists, Architectural Technicians.	3919	7536
TOTAL CIRCULATION	10,674	14,874

Mailed to
over
10,500
specifiers

Received
by over
25,000
specifiers



Click here to view latest circulation analysis, and ABC certificate.

CONTINUE

NAVIGATE



CONTACTS



The source of analytical information is extremely important in providing accurate information to our advertisers, this is why we believe using the industry leading Google Analytics is essential. Many other publishers use in-house statistical packages to show the performance of their online presence, we feel that these can often be misleading.

By using Google Analytics we ensure that we provide reliable statistics for our sites, and are also able to provide you with more in-depth analysis of your success when you take up an opportunity within one of our online platforms.

ONLINE TRAFFIC*



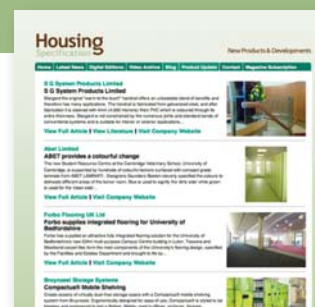
Click here
to view our
latest online
statistics

* www.housingspecification.co.uk is part of www.specificationonline.co.uk, these statistics reflect the whole website

DEDICATED E-BULLETINS

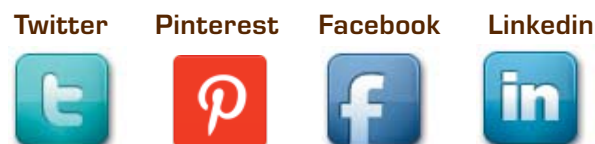
Housing Specification also offers a fortnightly product e-bulletin available to both requested users and named project contacts sourced through Glenigan

Registered E-Bulletin Recipients	10,218
Glenigan Project Contacts	5,000
TOTAL CIRCULATION	15,218



SOCIAL MEDIA

Dedicated blog at:
blog.housingspecification.com



Combined exposure across all media platforms = 62,426 and growing

CLICK HERE TO VIEW OUR LATEST ONLINE STATISTICS

NAVIGATE



CONTACTS

Housing Specification - Rates & Data

Housing Specification published six times per annum on a bi monthly basis. The tabloid size enables advertisers to think more creatively about the message they wish to portray as a whole array of dimensions and shapes can be accommodated on the page. Combine this with a choice of online opportunities and start building your brand image with our readership today.

MAGAZINE ADVERTISEMENT RATES - £15.00 psc (any size accommodated)

ADVERT SIZE (EXAMPLE)	1 INSERTION	3 INSERTIONS	6 INSERTIONS
13 x 2	390	370	350
13 x 4	780	740	700
20 x 3	900	855	810
25 x 4	1500	1425	1350
20 x 6	1800	1710	1620
40 x 6	3600	3420	3240

Column widths: 1 col 40mm - 2 cols 88mm - 3 cols 135mm - 4 cols 180mm - 5cols 230mm - 6 cols 277mm

SPECIAL POSITIONS

POSITION	SIZE	1 INSERTION	3 INSERTIONS	6 INSERTIONS
Front Cover	90 x 297	1200	1100	1000
Inside Front Cover	420 x 297	4000	3800	3600
Back Cover	420 x 297	4200	4000	3800

PR & EDITORIAL SUBMISSIONS

PRODUCTS IN FOCUS

All editorial submitted for inclusion within the Products in Focus section of the magazine levies a production charge of £100.00

(Please forward any relevant press material together with hi-resolution photography to our editorial co-ordinator: Alexandra Blakeman email: alexandra@tspltd.co.uk

INSERTS, SUPPLEMENTS, BAG SPONSORSHIP POA

Interested in an article on your business or product development
Speak to Paul Groves
01952 234000

CONTINUE

NAVIGATE



CONTACTS

Housing Specification Website - Rates & Data

Housing Specification's new website www.housingspecification.co.uk is part of TSP Media's Building Product Information Hub and has been designed to provide our readers with instant access to live news, product and technical developments, a blog and immediate access to our product and literature directory. As part of our main information site www.specificationonline.co.uk our housing website benefits from the cross pollination of readers visiting each individual site.

WEBSITE ADVERTISEMENT RATES

POSITION	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Home Page Banner (on rotation x3)	£250	£225	£200	£175
Banner all other pages	£175	£150	£125	£100
MPU Home Page	£200	£175	£150	£125
MPU all other pages	£100	£95	£90	£85
Video Inclusion	£200			

FORTNIGHTLY PRODUCT E-BULLETIN

	1 E-BULLETIN	3 E-BULLETINS	6 E-BULLETINS	12 E-BULLETINS	24 E-BULLETINS
Feature Editorial	£300	£250	£200	£175	£150
Solus Banner	£250	£225	£200	£175	£150

Couple this opportunity with cross banners on our main website for maximum exposure

WEBSITE EDITORIAL

www.housingspecification.co.uk accepts news, product, project and technical articles on a daily basis. Articles and product stories are regularly Tweeted via our social media channel and where suitable posted on our Pinterest site. Please submit any material for consideration to our editor Paul Groves, email: paul.groves@tspltd.co.uk
All articles featured on www.housingspecification.co.uk are archived on the site for a period of 12 months
PLEASE CLICK HERE FOR AN EXAMPLE

Reach more
people through
our online
opportunities

Any product or project editorial featured on the website can include a special support banner which links our readers directly to your website

EDITORIAL SUPPORT BANNER

	1-12 ARTICLES	13-24 ARTICLES	25-52 ARTICLES
Editorial Support Banner	£500	£1000	£1500
	Per Annum	Per Annum	Per Annum

DIRECT MAIL & E-SHOTS

List rental for both printed direct mail and online e-shots are available from our circulation department. Please call Becki Everitt on 09152 234000 or email becki@tspltd.co.uk for prices, demographic availability or any other information.

Customer Specific EShot £750 (DIRECT TO 3000 NAMED SPECIFIERS)



Housing Specification

The UK's leading multi - media platform for both
the Public and Private House Building Sector

Contacts:

Advertisement Enquiries	Commercial Sales Team	01952 234000
News Editor	Christopher Sykes	01883 653308
Features Editor	Alexandra Blakeman	01952 234000
Group Editor	Paul Groves	01952 234000

Email: info@tspltd.co.uk

Housing Specification is now part of an exciting media platform which features two new online Product Directories that provide instant access to product and technical information.



the building product directory

[Visit website](#) | [View Media Details](#)



the building product library

[Visit website](#) | [View Media Details](#)

TSPMEDIA
PUBLISHERS FOR THE CONSTRUCTION INDUSTRY

Grosvenor House, Central Park, Telford, Shropshire TF2 9TW

HOME

