

HSTL

HOTEL STADIA SPORTS LEISURE

THE MAGAZINE FOR TODAY'S **SPORTS,**
STADIA, LEISURE AND HOTEL INDUSTRY



MEDIA DETAILS 2012/2013

INTRODUCTION

HSL magazine is an essential read for Architects, Interior Designers, Contractors, Hoteliers, Facilities Managers, Sports and Leisure Club Owners who own, manage, build, design or refurbish buildings and facilities in the sports, stadia, leisure and hotel sector.

The magazine'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 across the sports, stadia, leisure & hotel industry.

The magazine is read by active Specifiers who are currently working on new build and refurbishment projects in the UK and includes all hotels, stadiums, sports, education and leisure centres that are adding leisure facilities or undergoing refurbishment where planning consent has been sought.

Circulation

The HSL circulation has been meticulously compiled to ensure that we are targeting key personnel who have a core responsibility for the design and specification of products on sports, stadia, leisure and hotel projects compiled from three key areas.

The TSP Media database is updated on a daily basis to reflect the fast moving nature of this sector of the construction sector. Existing readers who have requested to receive the magazine are added to a database of readers who have enquired across our print and online portfolio of products and services relevant to the sports, stadia, leisure and hotel sectors. This data is then enhanced with key named individuals currently working on actual projects within the sports, stadia, leisure, education and hotel sector that we have identified through our unique subscription to the Glenigan Sales lead database.

Job Title	Print	Digital
• Architects & Architectural Technicians	5073	6177
• Contractors & Developers	1256	2170
• Chief Executives, Managing Directors	1393	2076
• Project Managers	523	707
• Quantity Surveyors	642	758
• Owners/Managers Hotels and Leisure Centres	2231	2237
• Facilities Managers	75	40
• Construction Managers	70	606
• Interior Designers	270	186
• Procurement Managers	118	563
• M&E Consultants	290	401
• Structural Engineers	59	187
SUB TOTAL	12000	16108

Project areas...

- Theme & Amusement Parks
- Football Stadiums
- Fitness Chains
- County Cricket Clubs
- Pub Chains
- Hotel Chains
- Holiday Parks
- Cinemas
- National Trust
- Schools & Universities
- Local Authorities
- Golf Clubs
- Independent Hotels
- Football & Rugby Clubs



1st January 2011 – 30 June 2011
12,000 printed circulation -
Publishers Statement

COMBINED TOTAL 28108



Editorial

The sports, stadia, leisure and hotel sector has been one of the few bright spots in the UK Construction Industry during the past three years. Publicly funded Olympic works has coincided with a recovery in the private sector. Couple this with the forthcoming Commonwealth Games in Glasgow and the encouraging development plans by a number of major hotel, sport, leisure and stadia organisations throughout the UK, promises to keep this sector buoyant as we move through 2012.

The leisure industry succeeds or fails on its visitor experience. HSL magazine will report on a host of successfully completed projects and highlight and comment on the range of products that can be specified to enhance the finish and interior of projects in this sector.

2012 Feature Programme

In each issue of HSL we will be looking in-depth at the sports, stadia, leisure and hotel market and everything that is included within those sectors. Ruth Slavid will have a introduction into each sector and we will also be running up to date news and developments. Throughout the year we will concentrate on selected product reports as detailed below.

Regular Sectors

Sports & Stadia

- Gym Equipment
- Swimming Pools & Water Treatments
- Washrooms & Showers
- Sports Surfaces
- Pitches & Greens
- Stadia Seating
- Fencing

Leisure

- Lockers & Security
- Signage
- Saunas, Steam Rooms & Spas
- Changing Rooms
- Canopies
- External Environments
- Interiors
- Play Equipment
- Safety Flooring

Hotels

- Front Desk
- Kitchens & Catering Equipment
- Lighting
- Floors & Walls
- Lifts, Stairs & Ramps
- Furniture & Furnishings
- Interiors
- Bathrooms
- Entrance Systems

March/April 2012/2013

Building Services

- Heating
- Ventilation
- Air Conditioning
- Maintenance
- Lifts
- Stairs
- Escalators
- Solar Control

June/ July 2012/2013

Flooring & Outdoor Surfaces

- Sports Flooring
- Carpet
- Wood Flooring
- Vinyl Flooring
- Artificial Surfaces
- Sports Turf Maintenance
- Safety Surfaces
- Adhesives

September/October 2012/2013

The Building Envelope & Surround

- External Walls
- Roofing
- Modular Structures & System Build
- Insulation
- External Solar Control
- Exterior Lighting
- Signage
- Car Parking

December/January 2012/2013

Safety, Security & Fire Protection

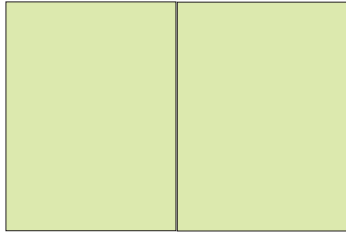
- Access Control
- Entrance Systems
- Doors & Windows
- Architectural Ironmongery
- Smoke Detection & Alarms
- Passive Fire Protection
- Accessories for the Disabled & Elderly

Advertisement Rates

D.P.S

Rate*:

1 insert **£3600**
 2 insertions **£3400**
 3 insertions **£3200**
 4 insertions **£3000**

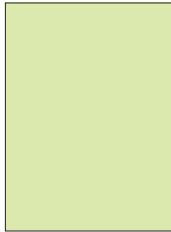


Bleed: 216mm x 303mm
Trim: 210mm x 297mm

Full Page:

Rate*:

1 insert **£1800**
 2 insertions **£1700**
 3 insertions **£1600**
 4 insertions **£1500**

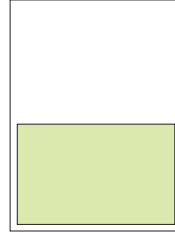


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Trim: 210mm x 297mm

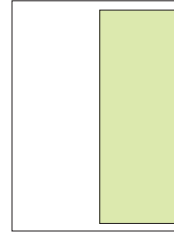
Half Page

Rate*:

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 2 insertions **£850**
 3 insertions **£800**
 4 insertions **£750**



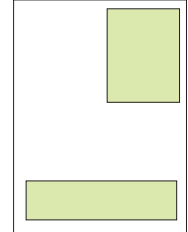
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Trim: Vertical: 123mm x 180mm



Quarter Page

Rate*:

1 insert **£450**
 2 insertions **£425**
 3 insertions **£400**
 4 insertions **£375**



Trim:
 Horizontal: 87w x 125h
 Vertical: 180w x 65h

*All rates quoted are for full colour

Cover Positions

Front cover

Rate*:

1 insert **£3000**

Outside Back

Rate:

1 insert **£2400**
 2 insertions **£2300**
 3 insertions **£2200**
 4 insertions **£2100**

Inside front

Rate:

1 insert **£2200**
 2 insertions **£2100**
 3 insertions **£2000**
 4 insertions **£1900**

Inside Back

Rate:

1 insert **£2000**
 2 insertions **£1900**
 3 insertions **£1800**
 4 insertions **£1700**

Other Rates

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**

Mechanical data

All sizes as stated above

All Artwork supplied must be accompanied by a colour proof.
 Material must be supplied on mac formatted disc or via email to copy@tspltd.co.uk

Images must be minimum 300 dpi at 100% size. Please ensure EPS's are not JPEG compressed. Ensure all images are CMYK not RGB. Documents must be QuarkXpress.

Ensure all colours are CMYK not RGB or SPOT, we do not accept copy DOT files.

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.

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