

# Public Sector

building specification

Media Pack 2013

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“Public sector pipelines to feed billions of pounds into building projects”

**BE A PART OF IT**

HEALTH

EDUCATION

SOCIAL HOUSING

REGENERATION



# Public Sector

## building specification

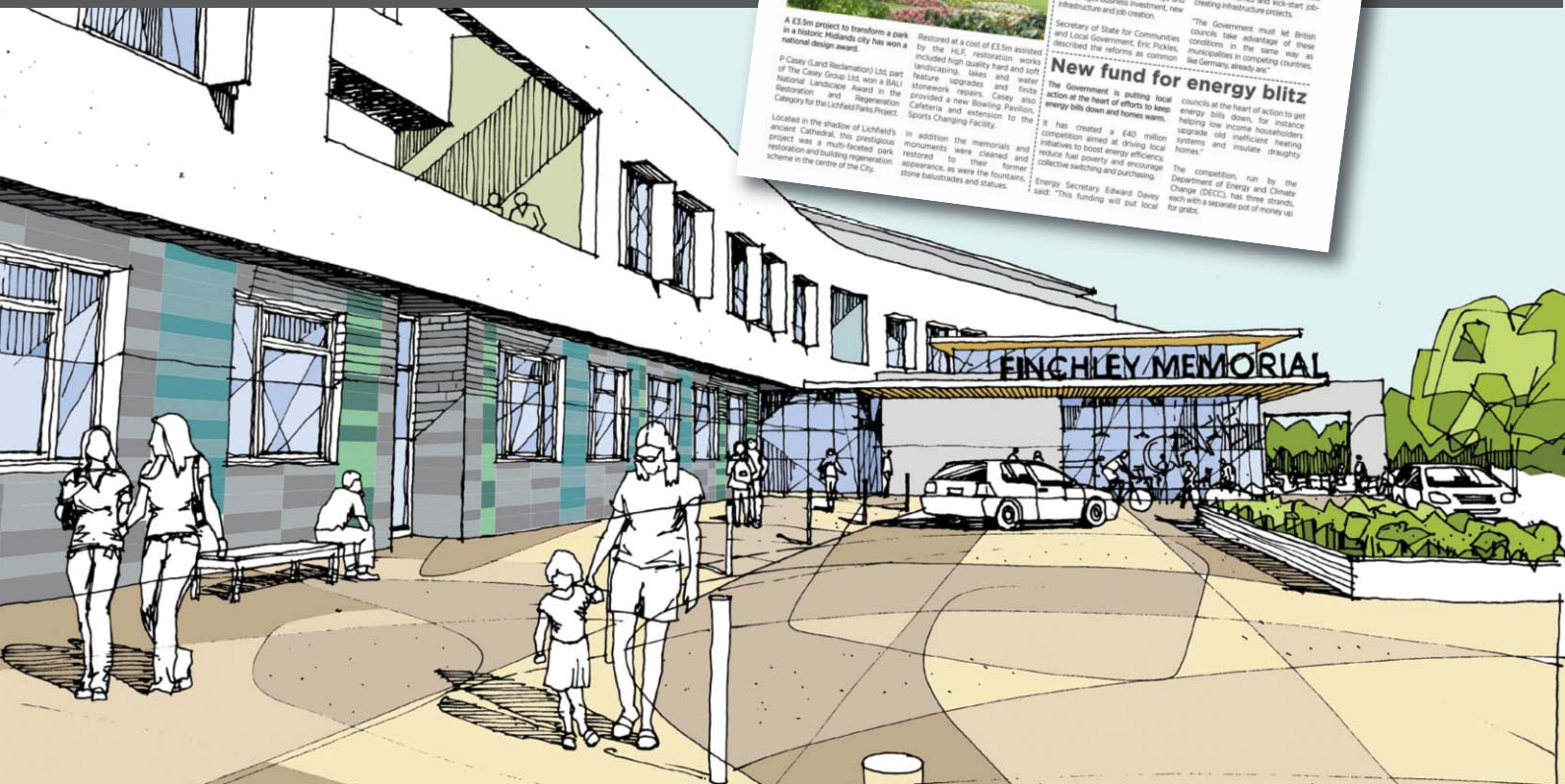
**Public Sector Building Specification** is read by specifiers and procurement officers who are working on building related projects across the public sector.

The publication'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 in this diverse and challenging environment.

Printed in a bright new berliner sized paper Public Sector Building Specification stands out from the crowd to ensure it creates the best possible platform to help promote your brand and product message.

Supporting our print issue is an interactive digital edition for the increasing number of readers who prefer to receive their magazine in this format. Digital issues can host, video, audio and flash files, embed social widgets and have full web, email and enquiry links for analytical purposes.

**“ Building a sustainable future for our population at a cost that it can afford is set to dominate the political landscape for decades to come ”**



# Public sector pipelines feed **BILLIONS** of pounds into projects

## The Market

First, the good news – over 600 new public sector programmes and £40 billion invested in construction projects alone over the next five years.

The Government funded construction pipeline is looking solid and officials have been working closely with industry to improve the prospects for further growth. Opportunities will become available in 13 sectors as £650 billion is invested in total. This progressive approach will have a positive impact on projects in health, education and urban regeneration as the Government seeks to spread investment across the whole of the public sector. That means the public sector remains a highly lucrative and buoyant market.

Now, the even better news – each issue of this magazine will help you to promote your product or service direct to the decision-makers and specifiers.

Featured alongside informed and independent editorial and covering all the major issues and developments within the public sector, this is an opportunity to reach those who matter the most. Each issue we will also take a detailed look at particular trends, such as sustainable building for the future, as well as highlighting best practice through informative case studies.

**Place your brand or product in front of key individuals who are influential in the decisions that are made on the specification of materials, products and services on projects that are being built now.**

## BE A PART OF IT

with the magazine that covers...

**HEALTH** - Hospitals, system build, offsite, primary healthcare, new build, refurbishment, health centres and more.

**EDUCATION** - Effective refurbishment strategies, prefabrication, offsite, adapting existing buildings, environmental standards.

**SOCIAL HOUSING** - Lifetime homes, the elderly, single dwelling, city living, large family, ethnic minorities.

**REGENERATION** - Designing for life change, landscaping, sports and amenity provision, highways, bridges and parking.

...In each issue

## Public Sector Project Type

In May 2012 our database team identified over 12,973 projects across the public sector that were moving through the planning process.

**The total value of projects  
£344,859 million**



## Editorial Programme 2013

Our editorial team will be taking an in-depth look at key topics of interest within the public sector building specification programme. In each issue they will look to provide our readers with informative feature articles, interesting projects as well as look at the wide range of products that are specified across **The Health, Education, Social Housing and Urban Regeneration sectors**.

### Product Feature Programme

In each issue of Public Sector Building Specification our editorial team will cover a range of product features. Manufacturers are welcome to submit relevant product and project releases for consideration in the following issues.

#### Issue 1

- Structures / External Walls.
- Drainage and Water Management.
- Floors, Walls and Ceilings.

#### Issue 2

- Doors, windows and Security.
- Roofing, Cladding and Insulation.
- Heating, Ventilating and Energy Efficiency.

#### Issue 3

- Structures / External Walls.
- Drainage and Water Management.
- Floors, Walls and Ceilings.

#### Issue 4

- Doors, windows and Security.
- Roofing, Cladding and Insulation.
- Heating, Ventilating and Energy Efficiency.

### Publication Dates

**Issue 1 - February**

**Issue 2 - May**

**Issue 3 - August**

**Issue 4 - November**

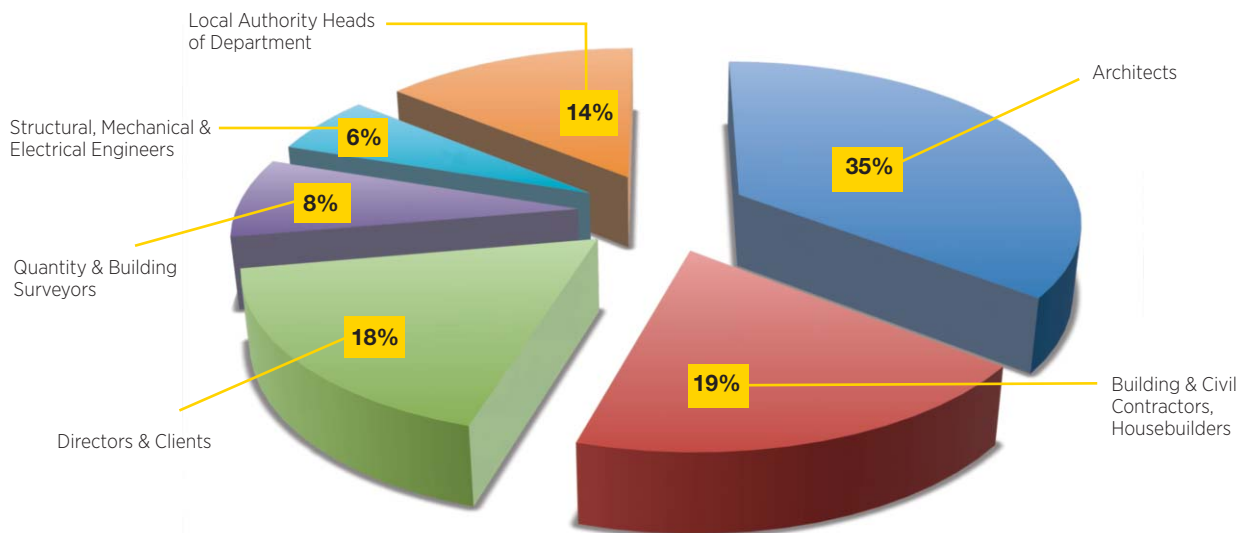
# Circulation in Print and Online

Understanding how the public sector works is key to successfully gaining procurement contracts. No two local authorities specify in the same way with different individuals often responsible for a wide range of projects dependant on the size of the council or the projects in question.

**Public Sector Building Specification's** circulation is updated on a daily basis. Our unique 24/7 feed from Glenigan project data enables us to track projects from outline planning through to completion.

As key specifiers are added to the planning documents, we add them to the circulation file for each forthcoming issue of the magazine. The information below represents a typical breakdown of the circulation for any one issue

Job Title	Print	Digital	Total
Architects including technologists & technicians	4096	3695	7791
Building & Civil Contractors, House Builders	2287	1886	4173
Directors & Clients	2056	1809	3865
Building & Quantity Surveyors	912	821	1733
Structural & Mechanical Engineers	825	451	1276
Sub total	10176	8662	18838
Local Authority (see breakdown below)	1887	1190	3077
<b>TOTAL</b>	<b>12063</b>	<b>9852</b>	<b>21915</b>



Our circulation department at TSP Media have recently completed a full audit of every local authority within the UK and have identified the full contact details of every person with the following job functions.

<b>Chief Executive</b>	<b>430</b>	<b>Head of Regeneration</b>	<b>417</b>
<b>Head of Parks &amp; Open Spaces</b>	<b>417</b>	<b>Head of Architecture/Building &amp; Property</b>	<b>401</b>
<b>Head of Highways &amp; Maintenance</b>	<b>164</b>	<b>Head of Grounds Maintenance</b>	<b>414</b>
<b>Head of Housing</b>	<b>416</b>		
<b>Head of Leisure Services</b>	<b>418</b>	<b>TOTAL</b>	<b>3077</b>

When you couple our circulation profile with the above data Public Sector Building Specification offers an extremely powerful circulation of public sector personnel and construction specifiers who have responsibility for the design, specification and procurement of building materials and equipment.



## Online Opportunities

**Public Sector Building Specification** is much more than a print publication.

We now offer a range of marketing options both in print and online. In fact when you feature your company in the pages of Public Sector Building Specification you will be amazed just how far we can spread your message. The digital version of the magazine is sent out to over 9,900 specifiers within the public sector many of whom now prefer to read our titles in this new format.

**Online opportunities include...**

### **Public Sector E-Bulletin**

A monthly e-bulletin that is sent out to the entire Public Sector Building Specification database. Each story featured in the bulletin also appears within the Public Sector section of our online news portal [www.specificationonline.co.uk](http://www.specificationonline.co.uk) which is then archived for a further 12 months.

### **[www.specificationonline.co.uk](http://www.specificationonline.co.uk)**

A live news platform carrying the latest news and developments from the Architectural and Building sector that is currently enjoying average viewing times of 35 minutes.

### **[www.buildingspecification.co.uk](http://www.buildingspecification.co.uk)**

A weekly product specific e-bulletin that is emailed to over 17,000 architects, housebuilders, contractors and specifiers currently enjoying excellent enquiry numbers.

### **[www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk)**

An online literature library, that features 1000's of product brochures available to view online at the click of a button.

### **[www.thebuildingproductdirectory.co.uk](http://www.thebuildingproductdirectory.co.uk)**

A technical detailed product directory, allowing users to source a wide range of product information online.

## Digital Issues

Websites

e-bulletins

Direct Mail

Banners

Buttons

Skyscrapers

Sponsorship

See how TSP Media can help create brand and product awareness for your business.

For more information talk to one of our sales team on **01952 234000.**

## Advertisement Services

**Public Sector Building Specification** offers a wide range of advertisement and marketing opportunities. These include on the page advertising, front cover and corporate profiles, product editorial, project analysis and literature inserts.

Our online digital issue supports our print issue with the facility to add video, audio, flash files and social widgets to enhance your advertisement or editorial entry. A full analytical package can be added if required.

Advertisement rates are outlined below and for more information on the range of opportunities that are available please contact one of our sales team on 01952 234000 for more details.

## Advertisement Rates

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
D.P.S	£ 3000	£ 2800	£ 2600	£ 2400
Full Page	£ 1500	£ 1400	£ 1300	£ 1200
Half Page	£ 750	£ 700	£ 650	£ 600
Quarter Page	£ 375	£ 350	£ 325	£ 300
Quarter solus strip	£ 700	£ 675	£ 650	£ 625

All rates quoted are for full colour

### COVER POSITIONS

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Outside Back	£ 2400	£ 2300	£ 2200	£ 2100
Inside Front	£ 2200	£ 2100	£ 2000	£ 1900
Inside Back	£ 2000	£ 1900	£ 1800	£ 1700

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Brochure Showcase	£ 250	£ 225	£ 200	£ 175

*Companies promoting their brochures in the brochure showcase section automatically receive 12 months coverage on TSP Media's online brochure library [thebuildingproductlibrary.co.uk](http://thebuildingproductlibrary.co.uk)*

**LOOSE INSERTS** - POA

**DIRECT MAIL LIST RENTAL** - £150.00 per 1,000

**EMAIL RENTAL** - £190.00 per 1,000

**E-BULLETIN** - £150.00 per entry

**EDITORIAL** - £ 99.00 per entry

**COMPANY E-BULLETIN** - £750.00

# Mechanical Data

## Requirements for cover positions or display advertising:

Sizes (mm):

Full Page: Bleed size 346mm x 486mm  
Trim size 340mm x 480mm

1/2 Page: Vertical Trim size 297h x 102.5  
1/2 Page: Horizontal Trim size 142h x 210w

1/4 Page: Trim size 142h x 102.5w

Material must be supplied on mac formatted disc or via email to [copy@tspltd.co.uk](mailto:copy@tspltd.co.uk)

All advertisements should be supplied as a print ready PDF. Images must be minimum 300 dpi at 100% size. Please ensure EPS's are not JPEG compressed. Ensure all images are CMYK not RGB. All fonts should be embedded

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.



## Contacting Us

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