

SPECIFICATION

product information cards

3 WAYS TO REACH YOUR TARGET AUDIENCE



Designed to generate high quality sales leads

Targeting specifiers working on live Architectural & Building projects, Specification Product Information Cards are published in print, online and on a new dedicated web platform

3 KEY WAYS TO REACH YOUR TARGET AUDIENCE

When you advertise your products in Specification Product Information Cards we go that extra mile to ensure we expose your products to as wide an audience as possible.

Today's busy specifiers are using a multitude of media platforms to gather product and manufacturer information and Specification Product Information cards now offer you 3 exciting ways to reach your target audience. Published on a large size quality card to enhance your company's message in print, we also feature your products on a new web card platform that has been specifically designed to let you feature multiple images of your product and a 400 word description. www.specificationcards.co.uk

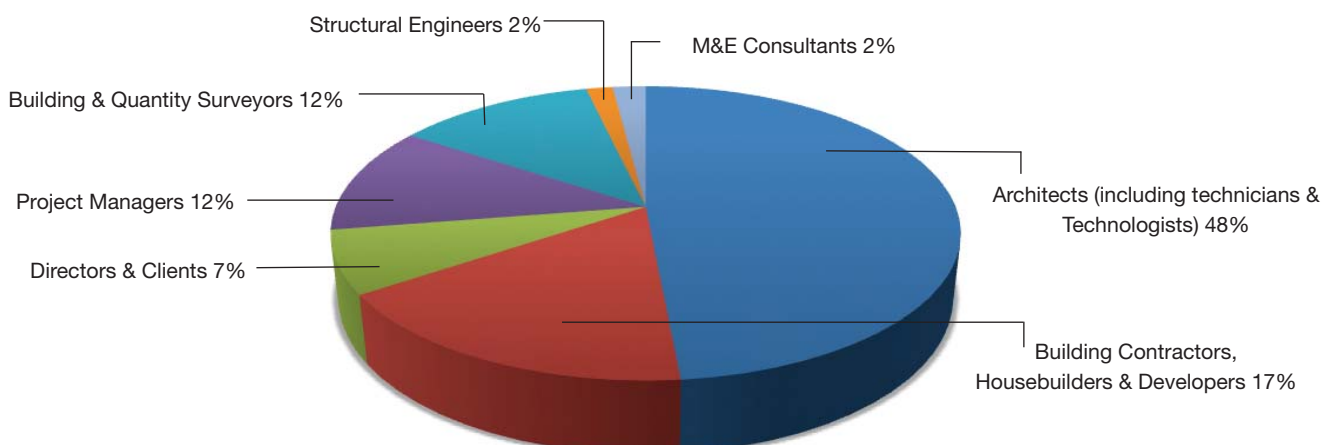
In addition to our print and web offer we will also feature your product on a day of your choice on the "Product of the Day" section of our website www.specificationonline.co.uk Both of these online platforms are particularly popular with advertisers that are launching new products or who have recently completed an interesting case study and want to show multiple images and need more than 90 words to discuss the project.

CIRCULATION

Building Industry manufacturers and suppliers need to reach building professionals who are working and specifying products. Specification Product Information cards use a combination of the extensive TSP Media database to identify those primary specifiers who are actively seeking product information and Glenigan project sales data to identify those specifiers who are actually working on live projects.

Circulation Analysis	Print	Online	Total
Architects (including Technicians and Technologists)	6607	3338	9945
Building Contractors, housebuilders & Developers	1751	1749	3500
Directors & Clients	978	440	1418
Project Managers	305	2109	2414
Building & Quantity surveyors	495	1983	2478
Structural engineers	151	182	333
M&E Consultants	213	199	412
Sub Total	10500	10000	20500

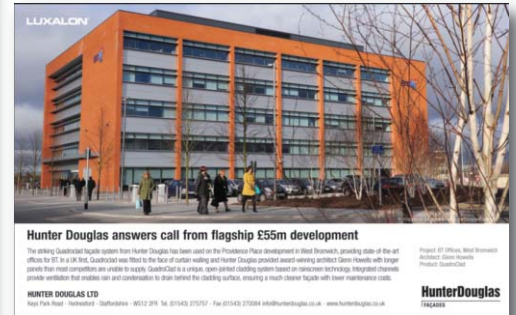
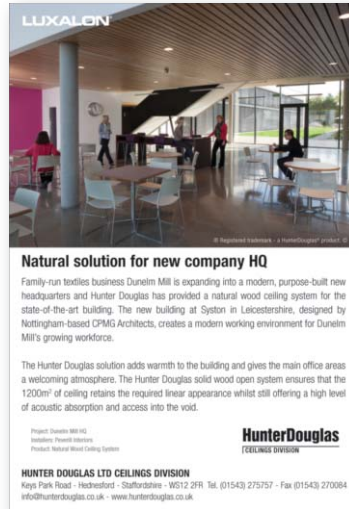
Advertisers opting for the "Product of the Day" platform will benefit from the increasing daily visitor levels to Specification online.



3 KEY OPPORTUNITIES TO PROMOTE YOUR PRODUCTS

Option 1 Print Cards

We accept full display advertisement copy on our print cards or you can take advantage of our house format which includes up to 90 words of copy, a colour image headline, logo and address block. Simply send us the information you wish to include and we will produce the card and forward you a proof for approval.



Option 2 Online “Product of the Day”

When you advertise with Specification Product Information Cards we include an option to have your product on the home page of www.specificationonline.co.uk within our “Product of the Day” feature.

The *read more* facility allows you to feature up to 400 words of text and feature extra images as well.

PRODUCT OF THE DAY

Natural solution for new company HQ

Family-run textiles business Dunelm Mill is expanding into a modern, purpose-built new headquarters and Hunter Douglas

has provided a natural wood ceiling system for the state-of-the-art building. The new building at Syston in Leicestershire, designed by Nottingham-based CPMG Architects, creates a modern working environment for Dunelm Mill’s growing workforce...

[Read more >](#)



Option 3 Web Cards

Our new unique web card showcases your product on a dedicated web platform, specifically designed to appeal to the increasing number of construction professionals on our database who wish to have information of this nature presented in an online format. This format allows you to feature up to 400 words of text and up to 5 images. All editions of Specification Product Information Web Cards are archived on our website for a period of 18 months.

An example of our new web card platform can be viewed at www.specificationcards.co.uk.



PUBLISHING DATES

Specification Product Information Cards are published Six times per year:

January/February

Copy deadline 18/1/2013

July/August

Copy deadline 27/7/2013

March/April

Copy deadline 23/3/2013

September/October

Copy deadline 14/9/2013

May/June

Copy deadline 25/5/2013

November/December

Copy deadline 16/11/2013

ADVERTISEMENT RATES

	Print Cards	Online Product of the Day	Web Cards	All
1 Insertion	£400	£100	£200	£700
3 Insertions	£375	£95	£175	£645
6 Insertions	£350	£90	£150	£590

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. Artwork requiring further production may levy further charges which will be pre-quoted prior to implementation.

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.

Specification Product Information Cards
98mmW x 142mmH (Trim)
110mmW x 154mmH (Bleed)

CONTACT DETAILS

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TANNER STILES PUBLISHING

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