



**NEW TABLOID DESIGN**  
 Reach up to 30,655 active specifiers currently working on live projects.

Available in print, digital and a new web friendly design for viewing on iPad, tablet & smartphone technology

# SPECification

product update

**MEDIA DETAILS**  
**01952 234000**



### EASY TO READ FORMAT IN PRINT

In today's multi media environment Architects, Contractors & Specifiers need a quick and easy reference point for products, services and new ideas. Specification Product Update's new design now offers that and much, much more. The fresh new layout has been designed to incorporate a wealth of product information in editorial, advertorial and advertisement formats. Each section is sign posted for ease of use to enable Architects, Contractors and Specifiers to quickly and easily assimilate information on the particular products of interest.

### EASY TO USE FORMAT ONLINE

Supporting the new design is a digital tumpage issue together with an exciting new web friendly version of SPU that has been specifically designed for viewing on iPad, tablet and smartphone technology. Both editions support animations, videos and web links to customers websites and email addresses.

### HIGH VOLUME QUALITY SALES LEADS

Since its launch in 1993 Specification Product Update has consistently generated top quality sales leads for its advertisers. Over 90% of our advertisers re-book again with us year after year, testament to the quality of leads that we continue to generate. Our new project response analysis backs this up by offering a match up service with Glenigan, that can show you the actual projects, that enquirers to your products are actually working on.

## PUBLICATION DATES

2013

- ISSUE 1 (January/February)
- ISSUE 2 (April/May)
- ISSUE 3 (June/July)
- ISSUE 4 (August/September)
- ISSUE 5 (November/December)

## REGULAR CATEGORIES

Advertisement

- Acoustics
- Architectural Ironmongery
- Bricks, Blocks & Lintels
- Ceilings & Partitions
- Cloak & Changing Room Equipment
- Doors & Windows
- Drainage & Plumbing
- External Works
- Fencing & Security
- Fire Protection
- Floors & Floor Coverings
- Glass & Glazing
- Ground & Concrete Work
- Heating & Ventilation
- Interiors
- Kitchens, Bathrooms & Showers
- Lifts & Stairs
- New Product Highlights
- Offsite Construction
- Paints & Stains
- Roofing, Cladding & Insulation

### ADVERTISEMENT PRODUCT PANELS

**HUNTER DOUGLAS**  
 LINEAR CEILING SYSTEMS ARE ON THE LINE FOR O2 IN SLOUGH

Three more Hunter Douglas linear ceiling system products have now been installed by Stratum Interiors and Wellrite Interiors as part of the completion of phase 2 of the combined refurbishment and new build scheme for the extension to the O2 headquarters project in Slough. Products specified were their Linear Open Wood 111mm Module Western Red Cedar, Linear Closed 110mm module in European Oak and the External Linear Open Western Red Cedar 111mm module. The Hunter Douglas Linear Ceiling System is available in open, closed or grid configuration offering the specifier the widest possible number of design options for both interior and exterior applications.

**ENQUIRY 1**  
 T: 01543 275 757  
 Keys Park Road, Hednesford, Staffordshire, WS12 2FR



E: info@hunterdouglas.co.uk  
 W: www.hunterdouglas.co.uk

Features larger advertisement panels with full contact and enquiry details.



Our new dedicated editorial section offers a choice of coverage

- 175 word Spotlight with image
- 100 word option with image

### LITERATURE PANELS

**FABER BLINDS UK LTD**  
 Faber Blinds UK Limited have launched a new brochure that highlights their extensive range of solar shading solutions. The 32 page brochure features the company's full range of internal and external blinds, colours and fabrics together with a technical section covering automated systems and support services for the architect, specifier and contractor.

GO TO:  
[www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk)  
 and search: Faber Blinds UK Ltd  
 ENQUIRY 201



Our new Literature section features manufacturers brochures with links to our online building product brochure library [www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk)

## CIRCULATION

Published five times per annum Specification Product Update's circulation is constructed from three key aspects of the TSP Media database.

- Individually Requested readers from Specification Product Update's sister title Specification Magazine who have also requested to receive Specification Product Update
- All enquirers with a specifying influence that have enquired through other building related magazines and online directories within the TSP Media group in a 12 month period.
- Architects & other key specifiers who are currently working on live new build and refurbishment projects (source Glenigan).

### BREAKDOWN (Publishers Statement)

	PRINT	DIGITAL
• Architects (Including technicians & technologists)	11,393	6,742
• Building Contractors Housebuilders and Developers	4,973	828
• Quantity & Building Surveyors	1,483	1,443
• Project Managers & Directors	1,729	621
• Structural, Mechanical & Electrical Engineers	601	224
• Interior Designers	320	298
<b>Sub Total</b>	<b>20,499*</b>	<b>10,156</b>

### TOTAL (All Circulation)

30,655



\* ABC Audit to July 2011 - June 2012 - Printed Circulation 20,499

## ADVERTISEMENT RATES

In Print

### 1/4 PAGE FORMATTED ADVERTISEMENT

All rates quoted are per insertion and include a quarter page formatted advertisement in the digital edition.

1 ins	2 ins	3 ins	4ins	5ins	6ins	7+ins
£500	£475	£450	£425	£400	£375	£350

### COPY REQUIREMENTS

140 words of text / 1 Full Colour Image / Full Contact Details

### PREMIUM ADVERTISEMENT POSITIONS

Right Hand Page advertisement positions within editorial section

1 ins	2 ins	3 ins	4ins	5ins	6ins	7+ins
£2,000	£1,900	£1,800	£1,700	£1,600	£1,500	£1,400

### EDITORIAL RATES

Spotlight Story (175 words & image) £150.00  
100 words and image £100.00

### MECHANICAL DETAILS

Full Page Trim	340mm (H) x 240mm (W)
Full Page Bleed	346mm (H) x 246mm (W)
1/2 Page (Horizontal)	142mm (H) x 210mm (W)
1/2 Page (Vertical)	297mm (H) x 102.5mm (W)
1/4 Page	142mm (H) x 102.5mm (W)

## ADVERTISEMENT RATES

Combined Print & Online

### LITERATURE PANELS

Includes brochure image & up to 40 words in print and entry onto our Building Product Brochure Library for 12 months ([www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk))

£225 per insertion

## NEW WEB FRIENDLY VERSION

Online

Our new web friendly version of Specification Product Update, provides our readers with the opportunity to view advertisers products on their iPad, tablet or smartphone. With 8 sales features included on every entry, make sure you take advantage of this exciting new online feature.

Sent out to over 15,000 contacts sourced from TSP Media's database & Glenigan.

Advertisement page rate - £250

Includes product and literature on [www.thebuildingproductlibrary.co.uk](http://www.thebuildingproductlibrary.co.uk)

### Look at all these features:

### FEATURE PROGRAMME

- ISSUE 1**
  - Brick & Blockwork
  - External Works
- ISSUE 2**
  - Roofing, Cladding & Insulation
  - Drainage & Plumbing
- ISSUE 3**
  - Heating & Ventilation
  - Lifts & Stairs
- ISSUE 4**
  - Kitchens, Bathrooms & Washrooms
  - Floors, Walls & Ceilings
- ISSUE 5**
  - Doors, Windows & Entrance Systems
  - Glass & Glazing
- ISSUE 6**
  - Safety, Security & Fire Protection
  - Interiors & Lighting