

Magazine

SPECIFICATION

Targeting
Architects,
Contractors,
Housebuilders,
Developers & Specifiers
**within the Architectural
and Building Sector**



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TSPMEDIA

INNOVATION IN B2B COMMUNICATION

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Targeting

the whole Specification Team

Specification Magazine is the only magazine in the industry that targets the whole specification team when they are actively engaged on live building projects. We firmly believe that in today's competitive tendering environment you need to be talking to every individual who could possibly influence the decision on which product, system, brand or manufacturer will be chosen.

Who we target:

The Architect
The Contractor
The Developer
The Housebuilder
The Project Manager
The Quantity Surveyor
The Structural Engineer
The M & E Consultant
The Client.

In the last twelve months our advertisers have received enquiries from a range of key specifying influences working across a diverse range of projects including:

Olympic Stadium	£150 million	London Legacy Development Corp
Pentland Homes	£2 Billion	Chilmington Green
Broadgreen NHS Trust	£434million	Royal Liverpool Hospital
CP Group	£120million	Cinema, Hotel & Retail
University of Strathclyde	£89million	University
Thirsk Garden Centre	£65million	Garden Centre
Crossrail	£50million	Logistics Building
Marks & Spencer	£40million	Wolstanton Retail Park
Vale of Glamorgan Council	£38million	Penarth Community Centre
Taylor Wimpey	£20million	Praecado Residential Development
Essex County Council	£16million	Woodlands School Refurbishment
Lidl UK GMBH	£ 8million	Supermarket
Persimmon Homes	£ 4million	Residential Units
Avery Care Homes	£ 3million	Care Home

Front cover image courtesy of Radmat Building Products Limited

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Circulation

The circulation of Specification magazine is unique to the industry as it is the only publication that changes its circulation each month to reflect developments across the construction sector. Our ABC audited circulation reflects this with only 50% of our readership individually requesting the magazine at any given time. This strategy enables us to target those specifiers who are actively working on live projects and who are hence more likely to be in a position to specify your products. Our 24/7 3rd party agreement with Glenigan gives us unrivalled access as a magazine to architects, contractors and builders who are working on actual projects and allows us to target key areas each month to reflect the subject matter we are discussing. The percentages against job title never varies as you will see from a typical month's circulation analysis below.



ABC Controlled Circulation



In Print	Total	%
Architects (Including Architectural technicians & technologists)	9318	60
Building Contractors, House Builders & Developers	2464	16
Clients/Project Managers	2010	12
Quantity and Building Surveyors	700	5
Structural Engineers	570	4
Mechanical & Electrical Engineers	460	3
Total	15522	100
Digital (Sent out each month as a turn page version of our printed issue incorporating a full google analytics package)		
	Total	%
Architects (Including Architectural technicians & technologists)	8140	56
Building Contractors, House Builders & Developers	2447	17
Clients/Project Managers	2402	16
Quantity and Building Surveyors	780	5
Structural Engineers	560	4
Mechanical & Electrical Engineers	314	2
Total	14643	100
Combined Total	30165	



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Feature Programme

September 2013

Roofing, Roof Tiles & Slates
Cladding and External Facades
Insulation & Acoustics
Interiors & Lighting

Sector Report - Education & Inclusive Design

October 2013

Lifts, Stairs & Escalators
Floors & Walls
Paints & Stains
Ceilings, Partitions & Boards

Sector Report - Retail Construction

Special Supplement: Hotel, Sport & Leisure

November 2013

Drainage & Water Management
Heating, Ventilation & Air Conditioning
Structures & Building Systems
Bricks, Blocks & Pavers
Landscaping & External Works

Sector Report - Health

December 2013

Safety, Security & Fire Protection
Glass & Glazing
Doors, Windows & Entrance Systems
Architectural Ironmongery
Roofing, Cladding & Insulation

Special Report - Offices & Commercial Buildings

January 2014

External Wall Finishes
Structures and Building Systems
Floors & Walls
Drainage & Water Management
Kitchens, Bathrooms & Washrooms

Sector Report - Education

Special Supplement: Hotel Sport & Leisure

February 2014

Roofing, Green Roofs, Tiles & Slates
Cladding & External Facades
Insulation & Acoustics
Paints, Stains & Finishes
Interiors & Lighting

Special Report - Ecobuild Preview

March 2014

Doors, Windows, Entrance Systems, Blinds & Louvres
Glass, Glazing & Solar Control
Architectural Ironmongery
Safety Security & Fire Protection
Heating, Ventilation & Air Conditioning

Sector Report - Health

Exhibition Review: Ecobuild

April 2014

Lifts, Stairs, Balconies & Balustrades
Ceilings Partitions & Boards
Timber in Architecture
Interiors & Lighting
Bricks, Blocks & Pavers
Landscaping & External Works

Sector Report - Retail Construction

Special Supplement: Hotel, Sport & Leisure

May 2014

External Wall Finishes
Structures and Building Systems
Floors & Walls
Drainage & Water Management
Kitchens, Bathrooms & Washrooms

Special Report - Offices & Commercial Buildings

June 2014

Roofing, Green Roofs, Tiles & Slates
Cladding & External Facades
Insulation & Acoustics
Paints, Stains & Finishes
Interiors & Lighting

Special Report - Refurbishment & Retrofit

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Feature Programme continued

July 2014

Doors, Windows, Entrance Systems, Blinds & Louvres
Glass, Glazing & Solar Control
Architectural Ironmongery
Safety Security & Fire Protection
Heating, Ventilation & Air Conditioning

Sector Report - Education

Special Supplement: Hotel Sport & Leisure

August 2014

Lifts, Stairs, Balconies & Balustrades
Ceilings Partitions & Boards
Timber in Architecture
Interiors & Lighting
Bricks, Blocks & Pavers
Landscaping & External Works

Sector Report - Health

September 2014

External Wall Finishes
Structures and Building Systems
Floors & Walls
Drainage & Water Management
Kitchens, Bathrooms & Washrooms

Sector Report - Retail Construction

October 2014

Roofing, Green Roofs, Tiles & Slates
Cladding & External Facades
Insulation & Acoustics
Paints, Stains & Finishes
Interiors & Lighting
Offices & Commercial Buildings

Special Supplement: Hotel Sport & Leisure

November 2014

Doors, Windows, Entrance Systems, Blinds & Louvres
Glass, Glazing & Solar Control
Architectural Ironmongery
Safety Security & Fire Protection
Heating, Ventilation & Air Conditioning

Special Report - Refurbishment & Retrofit

December 2014

Lifts, Stairs, Balconies & Balustrades
Ceilings Partitions & Boards
Interiors & Lighting
Timber in Architecture
Bricks, Blocks & Pavers
Landscaping & External Works

Sector Report - Education

Editorial

Specification Magazine has maintained its delivery of high quality product information into the specification market for over 15 years. Our in depth editorial sector coverage covers a different report in each issue and is supported with a wide range of product features. Our feature programme for the next 18 months is set out below together with the regular categories that are featured in our Products in Practice section.

Products

In each issue of Specification Magazine we carry a products in practice section which has been designed to accommodate the product information that we receive that does not fit into any one month's particular feature programme.

Each month the following categories will be featured either as a product feature or as products in practice.

New Developments
Roofing, Cladding & Insulation
Drainage & Water Management
Glass & Glazing
Safety, Security & Fire Protection
Heating, Ventilation & Air Conditioning
Doors, Windows & Entrance Systems
Interiors & Lighting
Kitchens & Bathrooms
Ceilings & Partitions
Floors & Walls
Paints, Stains & Coatings

For further details on editorial availability please contact:

Katie Wilcox Editorial Coordinator

Email: katie@tspmedia.co.uk

Tel: 01952 234000



SPECIFICATION

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Rates & Data

Display Advertisement Rates

Size	1 ins	3 ins	6 ins	9 ins	12 ins
DPS	£4000	£3800	£3600	£3400	£3200
Full Page	£2000	£1900	£1800	£1700	£1600
Half Page	£1000	£950	£900	£850	£800
Quarter Page	£500	£475	£450	£425	£400
Quarter Page Strip	£750	£700	£650	£600	£550

(Contents or welcome page)

Dimensions (mm)

	Trim	Bleed	Type	Gutter
DPS	466w x 300h	466w x 306h	440w x 280h	36mm
Full Page	230w x 300h	236w x 306h	220w x 290h	
Half Page (Horizontal)	200w x 125h			
Half Page (Vertical)	90w x 260h			
Quarter Page	90w x 125h			
Quarter Page (Strip)	200w x 65h			

Please forward all copy to our production department:
copy@tspmedia.co.uk

Special Positions

Front Cover (Package includes front cover image, reference on contents plus full or double page editorial spread within magazine.)

Front Cover including one page editorial £2500

Front Cover including dps editorial £3000

Corporate Profile (Includes DPS advertisement or corporate image plus DPS editorial within magazine.)

Corporate Profile (pages 2 & 3) £5000

Back Cover £2250 £2200 £2150 £2100 £2050

For information on the availability of Inserts, gatefolds, bellybands, wrap arounds and tip ons or any other special print opportunities please contact your area sales manager on 01952 234000.

PDF's should be print ready with all fonts and images embedded (min 300dpi) Images must be saved as TIFF or EPS minimum 300dpi at 100% size. Ensure all images are CMYK not RGB. Artwork requiring further production time will attract a levy equivalent to £45.00 per hour (By prior agreement) Any cancellations must be made 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.

PR Product & Press Releases

We welcome press, product and project information together with hi resolution imagery from manufacturers and their PR agents. All material submitted for inclusion in our magazine will either be included as part of our in depth editorial coverage or included within our feature or products in practice section. All material published will attract (by prior agreement) an editorial production charge of £99.00. Please forward any relevant press material to our editorial coordinator Katie Wilcox on katie@tspmedia.co.uk

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Other Publications

In Print

Specification Product Update

A five times per annum publication covering product developments across the whole construction industry



Hotel, Sport & Leisure

A quarterly supplement to Specification Magazine covering developments in the hotel, sport and leisure construction sector.



Specification Product Information Cards

A bi monthly pack of product cards produced in print and linked to our website www.specificationonline.co.uk



Landscape & Amenity Product Update

A monthly newspaper covering product development across the landscape, amenity and external works sector.



Housing Specification

A bi monthly publication covering all aspects of both the private and public sector housing sectors.



Play and Activity Today

A quarterly supplement within Landscape & Amenity Product Update that reports on the latest developments within this important area of child development.



Public Sector Building Specification

A quarterly look at product and project developments within public sector funded construction.



The Groundsman

A monthly magazine published under contract for the Institute of Groundsman. The Groundsman is the UK's leading magazine for anyone involved in the maintenance of grounds and groundcare



SPECIFICATION

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Online Media

Websites & Directories

Our online media portfolio offers manufacturers the most comprehensive range of online platforms in the construction industry.

Online Websites & Directories

www.specificationonline.co.uk

Offers a 24/7 mix of news and product highlights across the architectural & building sector.

www.housingspecification.com

Daily update for housebuilder & developers working across the private & public sector.

www.hotelsportandleisure.co.uk

Online portal providing up to date information on product and services applicable to the hotel, sport & leisure industry.

www.thebuildingproductlibrary.co.uk

A directory of manufacturers brochures broken down into easy to understand categories. A weekly bulletin drives traffic to the site and brochure downloads data is captured and fed back to the company in question.

www.thebuildingproductdirectory.co.uk

An extensive database of manufacturers products featuring product images, brochures, technical data and video.

www.constructionvideos.co.uk

A new video platform featuring the latest videos from manufacturers of building materials. the platform is supported by a dedicated you tube channel as well as a monthly bulletin.

www.landscapeandamenity.com

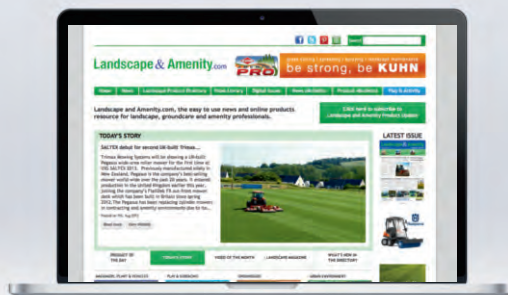
One of the most dynamic online platforms currently delivering news and product information to the landscape and amenity sector.

Social

 twitter.com/MySpecNews

 facebook.com/myspecnews

 pinterest.com/specification



SPECIFICATION Magazine

Online Media

Directories, Bulletins & Direct Mails

Ask your sales consultant to provide you with an online media campaign that meets your exact target audience requirements through out the year.

Bulletins, Directories & Direct Mail

www.buildingspecification.com

A weekly product specific bulletin that is emailed to over 15000 specifiers each week. This bulletin is well recognised for its strong stats and click through rates.

www.landscapespecification.com

A fortnightly bulletin sent out to 8000 recipients identified from our database as being involved in landscape and amenity projects.

www.thelandscapedirectory.com

An extensive database that provides up to date information on products and services applicable to the landscape, amenity and play sector.

Direct Mail

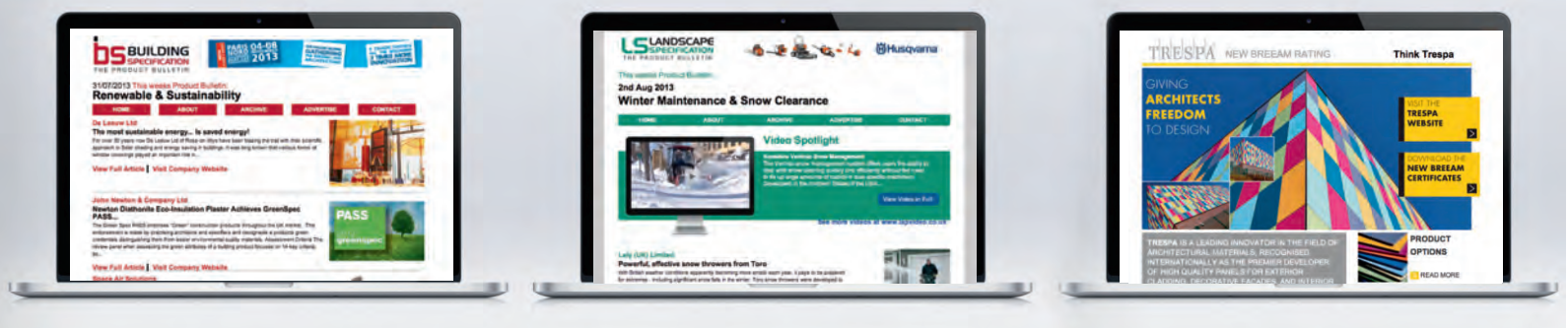
We manage a comprehensive databases of working specifiers in the construction industry. These named contacts are available for direct mail or eBulletin mailings and a full demographic selection criteria can be downloaded from our website www.tspmedia.co.uk/directmail

We also offer a full design service for customers looking to have their own mailings designed for print or eBulletin purposes.

eBulletins

A collection of monthly product bulletins covering a range of sectors.

- Specification Magazine eBulletin
- Housing Specification eBulletin
- Hotel, Sport & Leisure eBulletin
- Public Sector eBulletin
- Innovations eBulletin
- Sustainability eBulletin
- Retail eBulletin
- Education eBulletin



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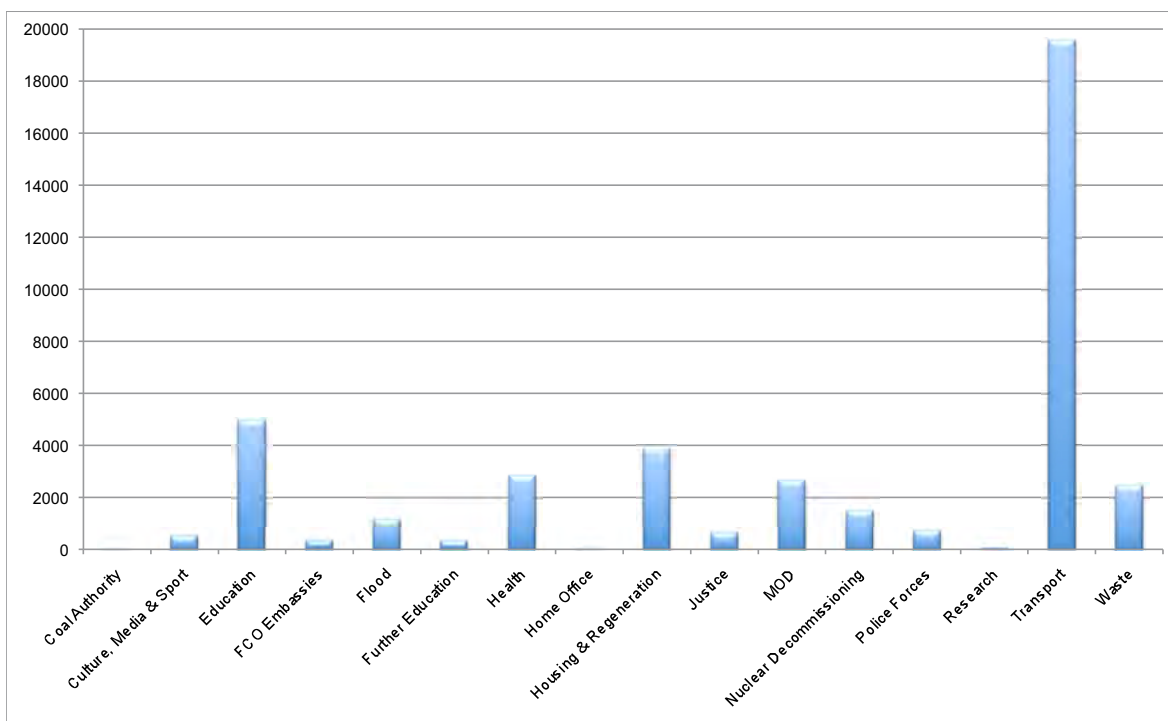
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Government Spend

2013/14

	Entries	Sum of 2013 to 2016 (£m)	Sum of 2016 to 2020 (£m)	Sum of Beyond 2020 (£m)	Total Capital Forecast Spend (£m)
Coal Authority	2	18	37	76	131
Culture, Media & Sport	4	531			531
Education	3	4962			4962
FCO Embassies	2	373			373
Flood	41	1187	1623	1986	4796
Further Education	3	353			353
Health	137	2856	1677	4	4536
Home Office	9	17			17
Housing & Regeneration	60	3852	1924	51	5827
Justice	313	655			655
MOD	154	2666	3039	1770	7475
Nuclear Decommissioning	31	1520	1120	11608	14248
Police Forces	150	721	16		737
Research	14	81			81
Transport	86	19577	38469	3835	61881
Waste	38	2440	126		2566
Grand Total	1,047	41809	48031	19330	109169



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Glenigan Project

Example



333 Flats & Commercial Units

W1T 3AA

Site Address: Former Middlesex Hospital, Mor, Fitzroy Park, Fitzrovia, W1T 3AA

Preliminary start date	01/02/2012	Value	£160,000,000
Start date	30/07/2012	Development type	Refurbishment with New
End date	30/07/2017		
Contract period	60 Month(s)		

CONTACT INFORMATION

Client

Office name: Exemplar Property
Address: Kent House, 14 -17 Market Place, London, W1W 8AJ
Tel: 020 7299 0800 Fax: 020 7299 0801 Email: info@exemplarproperties.com Website: www.exemplarproperties.com
Company Type: Private Business Type: Prop. Developer/Investor Parent Company: This is parent company
Name: Michael Bucknell Job title: Senior Development Manager Email: mb@exemplar.co.uk
Contract Type: Unknown Contract Value: Not Available Contract Start: Not applicable Contract End: Not applicable

Planning Consultant

Office name: DP9
Address: 100 Pall Mall, London, SW1Y 5NQ
Tel: 020 7004 1700 Fax: 020 7004 1790
Company Type: Private Business Type: Planning Consultant Parent Company: This is parent company
Name: Tom Sweetman Job title: Planner Email: tom.sweetman@dp9.co.uk
Contract Type: Unknown Contract Value: Not Available Contract Start: Not applicable Contract End: Not applicable

Architect

Office name: Sheppard Robson Limited
Address: 77 Parkway, Camden Town, London, NW1 7PU
Tel: 020 7504 1700 Fax: 020 7504 1701
Company Type: Private Business Type: Architect/Interior Desr Parent Company: This is parent company
Name: Mark Dillon Job title: Partner Email: mark.dillon@sheppardrobson.com
Contract Type: Unknown Contract Value: Not Available Contract Start: Not applicable Contract End: Not applicable

Structural Consultant

Office name: Ramboll UK Ltd
Address: 60 Newman Street, London, W1T 3DA
Tel: 020 7631 5291 (CTPS) Fax: 020 7323 4645 Email: london@ramboll.co.uk Website: www.ramboll.co.uk
Company Type: Private Business Type: Mechanical/Electrical Parent Company: This is parent company
Name: Mark Boyle Job title: Director Email: mark.boyle@ramboll.co.uk