

# PRODUCT UPDATE | Media Details

# SPECIFICATION



THE NO.1  
PRODUCT MAGAZINE  
FOR TODAY'S  
BUSY SPECIFIER



# PRODUCT UPDATE |

# SPECIFICATION

Research driven media that is designed to promote your business in a clear and functional manner

Following extensive reader research Specification Product Update has undergone a radical facelift.

Our new format features a bright and open style with clean images and manufacturer information portrayed via quality photography and short concise editorial. Display advertisements are restricted to just four positions within the magazine, inside front cover, inside back cover, the back cover and a quarter page strip on the contents page.

Specification Product Update's new style features 8 product images on the front cover with page references to further information within the magazine. Each product depicted reflects a successfully completed project or product development. Our research with specifiers suggests that good quality images are what catches the eye with short concise descriptions and an easy call to action via a web address, email or contact number essential.



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Each category section features a photographic led formatted advertisement followed by a single page of related product editorial and then a spread of formatted advertisements that relate to the category subject in hand. Our research suggests that specifiers and architects in particular are more likely to react to a good quality colour image of a product in situ or within a project environment.

4 | Title | Specification Product Update

## A brand new concept in composite door design...

The Door Factory based in Staffordshire, has developed a brand new concept for composite doors for business and domestic use.

The external face of the company's rebated doors can now be clad with a range of aluminium extrusions which lock together to replicate a traditional door construction. This means doors can be finished with vertical, horizontal or diagonal panels. There are just 3 components: bottom profile, top/side rail and the panel panels.

The aluminium facings are available in Golden Oak, Rosewood, Cedar and White woodgrains, which are finished using the Decoralisation process. Powder coated RAL colour are also available but for an extended lead time. Those opting for a RAL finish can also specify the nature of the finish.

The doors can be supplied complete in a white PVCu outer frame (70 Fully Sulfured or Matrix 70) or suit the lead building fabricator to utilize their normal frame and locking system. Door frames can be produced in various thicknesses to suit most frame systems.

For more information on The Door Factory's doors please contact Bob Walker on 01952 234000.

[www.thedoortfactory.co.uk](http://www.thedoortfactory.co.uk)

ENQUIRY 01

To make an enquiry - Go online: [www.enquire.to/tspmedia](http://www.enquire.to/tspmedia) Send a fax: 01952 234002 or post our Free Reader Enquiry Card

Highlights | Specification Product Update | 5

## Highlights

**Composite doors get a new face**

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For more information on The Door Factory's doors please contact Bob Walker on 01952 234000.

ENQUIRY 01

**FDS launches smarter control system**

Fire Design Solutions (FDS), the experts in fire system design, engineering and installation, have developed the BS 5839 compliant 'FireSmart' control panel system.

Designed using the latest Keritec fire alarm programming via a RS232 link, it centrally manages and monitors smoke detectors, ionizers, smoke ventilation systems, carbon air change systems, ACV (Automatic opening vents), door mag locks, emergency lift control, Firemark over ride switches, fire and smoke curtains, sprinkler systems, alarm control, roof and stair exit control, and access door control.

ENQUIRY 01

**Facro range of flat roof windows combine energy efficiency and added security**

Facro's new range of flat roof windows includes models with clear and opaque polycarbonate domes as well as a storm-free version. All are said to offer 'best-in-class' thermal qualities as their multi-chamber PVC frames are filled with polystyrene insulation. Energy efficient L6 or L8 triple and double-glazed units are also available to provide a glazing area as low as 0.3 kWh/m<sup>2</sup>.

Added security is achieved through use of an integral pane of P10 anti-burglar glass and the window design provides a glazing area window. Non-standard sizes are routinely manufactured to match those of old lights requiring replacement. All have a white enamel surface.

Electrically operated windows utilize 'seal' technology, which enables them to be controlled with other appliances from a single remote. Windows including non-opening versions are compatible with both Facro heat protection external awnings and internal blinds. They can be installed from 0.5m and upwards on an upstand to provide an extra 20cm height ideal for green roofs.

ENQUIRY 01

**Latest guide helps healthcare designers**

The market has drawn on its 130 years of commercial flooring expertise to produce The Healthcare Solutions Guide which details how design and ergonomics can change perceptions and improve patient comfort in the healthcare sector.

The guide draws on Savit's experience of providing quality flooring to all manner of healthcare environments from Manchester England to as far away as Melbourne, Australia. It suggests suitable products for each area and provides a list of considerations for designers to take into account. Sustainability and the environment are also key factors considered by Savit within the guide.

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ENQUIRY 01

**Bicester Avenue Garden Centre welcome the new Firestone roof**

Bicester Avenue Garden Centre underwent a planned expansion last year. The Firestone roofing solutions team worked closely with the client and contractors to develop a roof specification to meet the demands of the centre.

Firestone RubberGuard EPDM Single Ply Roofing system was selected for ease of application and long-term weatherproof integrity. Firestone Polyiso insulation was a key element of the design, both in meeting the Part L energy conservation requirements and through use of the unique iCCGARD HD cover board.

ENQUIRY 01

**Shopper's paradise protected by Promat**

Products from Promat's extensive range have been combined to create a comprehensive passive fire protection solution for a major new £350 million retail development in Berkshire.

Working in tandem with various other involved parties, Promat advised on the most suitable and effective combinations of its passive fire protection products to protect different aspects of the new 'Inno' retail development. The full protection package includes Promat PROMACTEC-250 for structural steel columns, and Promat TD board for steel beams. Promat SUPALUX was specified for window protection and Promat.

ENQUIRY 01

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## Floors and walls

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Advertising | Specification Product Update | 9

**EPS Systems Ltd**

Two-component polyurethane foam

- New technology pioneered by Eagle SG&W Ltd
- Means that large sheets of glass can simply be 'glued' together
- Giving an uninterrupted view in/out and bringing light and space into the room. Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer.
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- You can also use toughened glass and/or solar coating.

T: 01265 782 307 F: 01265 782 308 E: [info@epssystemsltd.com](mailto:info@epssystemsltd.com)  
[www.epssystemsltd.com](http://www.epssystemsltd.com)

ENQUIRY 07

**Eagle SG&W Ltd**

Specialists in Structural Glazing & Sealant Application

New technology pioneered by Eagle SG&W Ltd, means that large sheets of glass can simply be 'glued' together using silicone.

Giving an uninterrupted view in/out and bringing light and space into the room. Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer.

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You can also use toughened glass and/or solar coating.

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 T: 01265 782 307 F: 01265 782 308  
 E: [sales@eaglesgw.com](mailto:sales@eaglesgw.com) [www.glasspace.com](http://www.glasspace.com)

ENQUIRY 08

**Yeoman Shield**

Hospital waves goodbye to unsightly wall damage

New technology pioneered by Eagle SG&W Ltd, means that large sheets of glass can simply be 'glued' together using silicone, giving an uninterrupted view in/out and bringing light and space into the room. Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum.

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You can also use toughened glass and/or solar coating for improved insulation.

T: 01265 782 307 E: [sales@eaglesgw.com](mailto:sales@eaglesgw.com)  
[www.glasspace.com](http://www.glasspace.com)

ENQUIRY 08

**Flowcrete UK Ltd**

Promatcrete Floors installed at Soccer City for FIFA World Cup

New technology pioneered by Eagle SG&W Ltd, means that large sheets of glass can simply be 'glued' together using silicone, giving an uninterrupted view and bringing light and space into the room.

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You can also use toughened glass and/or solar coating for improved insulation.

[www.flowcrete.com](http://www.flowcrete.com)

ENQUIRY 10

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Each category section then showcases a spread of formatted quarter page advertisements, featuring a colour image and up to 100 words of text, address and contact details. In our web friendly tablet edition up to 350 words and further images can be included and viewed via a simple scroll bar mechanism.

## Regular Categories featured in each issue

- Editors Highlights
- External Works
- Roofing, Cladding & Insulation
- External Wall Finishes
- Drainage & Water Management
- Building Systems & Structures
- Floors, Walls & Ceilings

- Lifts, Stairs, Balconies & Balustrades
- Doors, Windows, Glass & Glazing
- Security & Fire Protection Safety
- Blinds Louvres & Solar Control
- Heating, Ventilation & Air Conditioning
- Kitchens, Bathrooms & Washrooms
- Interiors & Lighting

PRODUCT UPDATE

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## 4 proven ways to influence your audience

Choose between 1, 2, 3 or 4 platforms to deliver your company's product message to an audience that has a thirst for information about products, systems and applications that are used and specified on today's Architectural and Building projects.

Specification Product Update along with its mobile and "web friendly" version has teamed up with 2 key product and literature directories to bring you 4 proven response generators under one strategic media platform. You choose the coverage you require and our knowledgeable media consultants will help you plan the best campaign to match your marketing criteria,

**Specification Product Update** - published quarterly is a proven source of high quality sales leads. It is printed on good quality stock paper to enhance the photography and look of your product or project story.

**SPU Web Friendly digital edition** - An online uniquely designed tablet and mobile friendly version of Specification Product Update that links to our product directory and product library. This new digital edition comes with a full reporting suite that via google analytics will provide you the advertiser with enquiries and core marketing information about how your campaign is working.



the building product directory

### The Building Product Directory -

A comprehensive, user-friendly directory expressly designed to promote your company and its products to architects, contractors, developers, specifiers and procurement personnel working across the construction industry. The result of extensive research with architects and specifiers, the Building Product Directory hosts company information, brochures, videos, images, CPD and technical data all in an easily accessible company profile. As with The Building Product Library a weekly ebulletin entitled "Whats New in the Directory drives traffic to the site and guarantees to showcase your companies products during the year.



the building product library

### The Building Product Library -

A unique platform that hosts downloadable pdf's of manufacturers product brochures within an easy to define category system. The Building Product Library is unique in that it captures the details of every specifier who downloads a brochure and then forwards that enquirers details back to the advertiser in question. As with The Building Product Directory a weekly ebulletin called What's new in the Library drives traffic to the site and guarantees to show case all of your brochures during the year.



**Contacts** T: 01952 234000 E: info@tspmedia.co.uk [www.tspmedia.co.uk](http://www.tspmedia.co.uk)

# SPECIFICATION

PRODUCT UPDATE

# Circulation

Specification Product Update draws its data from its sister title Specification magazine and a database of product enquirers that are making enquiries across the entire construction media division of TSP Media. We also source working specifiers from Glenigan to ensure that we are being read by individuals who are working on live projects.



## ABC Controlled Circulation

### In Print

	Total	%
Architects (Including Architectural Technicians & Technologists)	9044	58
Building Contractors, House Builders, Developers and Design & Build Companies	3130	20
Clients / Project Managers	1874	12
Quantity & Building Surveyors	750	5
Structural Engineers	430	3
Mechanical & Electrical Engineers	300	2



**Total** **15528** **100**

### Special web and mobile readable digital edition incorporating a fully trackable analytics package

	Total	%
Architects (Including Architectural Technicians & Technologists)	7473	56
Building Contractors, House Builders, Developers and Design & Build companies	2966	22
Clients / Project Managers	1688	13
Quantity & Building Surveyors	656	4
Structural Engineers	330	3
Mechanical & Electrical Engineers	240	2

**Total** **13353** **100**

**Combined** **28881**



# SPECIFICATION

PRODUCT UPDATE

## Rates & Data

Specification Product Update is published quarterly and is supported by a bi-monthly web friendly digital version. Both the Building Product Directory and Building Product Library are annual platforms and can be incorporated by way of a one off annual payment at the point of booking.

Specification Product Update (SPU)	Insertions/Products/Brochures					
	1	2	3	4	5	6
SPU Quarter page Formatted Advertisement	£350	£325	£300	£275	£250	£225
Specification Product Update Web Friendly (WF) only	£175	£170	£165	£150	£145	£140
WF with SPU in Print	£450	£425	£400	£375	£350	£325
Full Page image sponsor page in SPU print	£700	£675	£650	£625	£600	£575
Full Page Web Friendly only	£350	£340	£330	£320	£310	£300
WF with full page SPU in print	£850	£825	£800	£775	£750	£725
<b>Annual Directories</b>						
The Building Product Library (Per Brochure Including eBulletin)	£150		£125		£100	
<b>The Building Product Directory</b> Per product - Including eBulletin	£200	£275	£350	£425	£500	£575
<b>Display Advertising</b>						
Inside Front Cover	£1200	£1150	£1100	£1050	£1000	£950
Inside Back Cover	£1000	£950	£900	£850	£800	£750
Back Cover	£1500	£1450	£1400	£1350	£1300	£1250
<b>Quarter Page on Contents Page</b>	<b>£ 500</b>	<b>£ 450</b>	<b>£ 400</b>	<b>£ 350</b>		

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. All material published will attract (by prior agreement) an editorial production charge of £100. Please forward any relevant press material to our editorial co ordinator Katie Wilcox on [katie@tspmedia.co.uk](mailto:katie@tspmedia.co.uk)

**Contacts** T: 01952 234000 E: [info@tspmedia.co.uk](mailto:info@tspmedia.co.uk) [www.tspmedia.co.uk](http://www.tspmedia.co.uk)



# SPECIFICATION

PRODUCT UPDATE

## Other Publications

### In Print

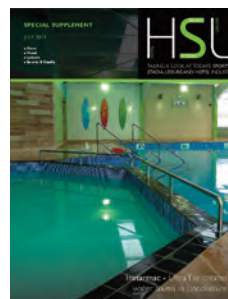
#### Specification Magazine

One of the leading architectural & building titles in the industry, packed full of product and technical information with interesting articles from manufacturers and suppliers of building materials.



#### 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 as a digital pack linked to our website [www.specificationonline.co.uk](http://www.specificationonline.co.uk)



#### Landscape & Amenity Product Update

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



#### Housing Specification

Is a tabloid publication reporting on building techniques and product development across both the private and public sector. Published bi monthly it offers advertisers a large platform from which to showcase their products and systems.



#### 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

PRODUCT UPDATE

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

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

#### **[www.housingspecification.com](http://www.housingspecification.com)**

Provides a daily update for housebuilder, developers and specifiers involved in both the private, public and social housing sector.

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

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

#### **[www.constructionvideos.co.uk](http://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 ebulletin.

#### **[www.landscapeandamenity.com](http://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](https://twitter.com/MySpecNews)



[facebook.com/myspecnews](https://facebook.com/myspecnews)



[pinterest.com/specification](https://pinterest.com/specification)





# SPECIFICATION

PRODUCT UPDATE

# Online Media

Directories, eBulletins & 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.

## eBulletins, Directories & Direct Mail

### [www.buildingspecification.com](http://www.buildingspecification.com)

A weekly product specific ebulletin 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](http://www.landscapespecification.com)

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

### [www.thelandscapedirectory.com](http://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

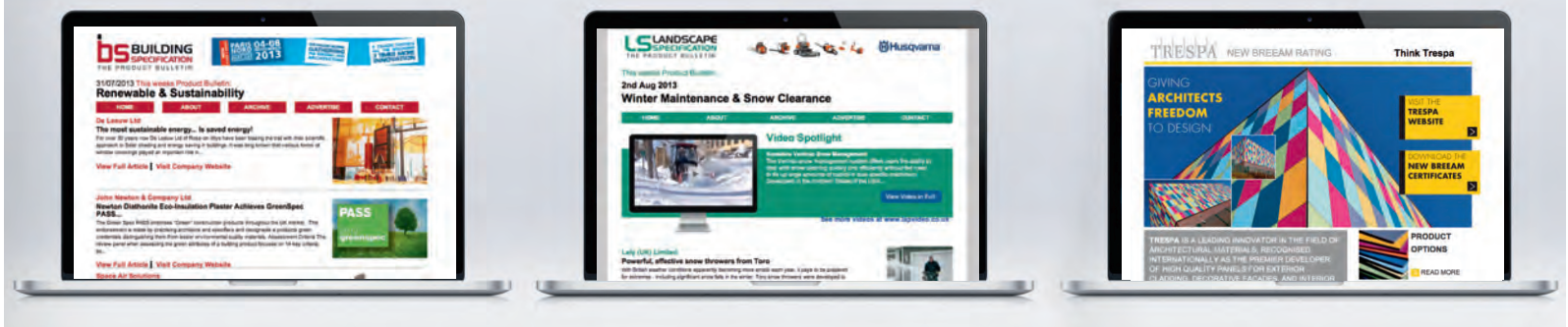
We manage a comprehensive databases of working specifiers in the construction industry. These named contacts are available for direct mail or eBulletin mailings and a full demographic selection criteria can be downloaded from our website [www.tspmedia.co.uk/directmail](http://www.tspmedia.co.uk/directmail)

**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 ebulletins covering a range of sectors.**

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



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# SPECIFICATION

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**TSP**MEDIA

INNOVATION IN B2B COMMUNICATION