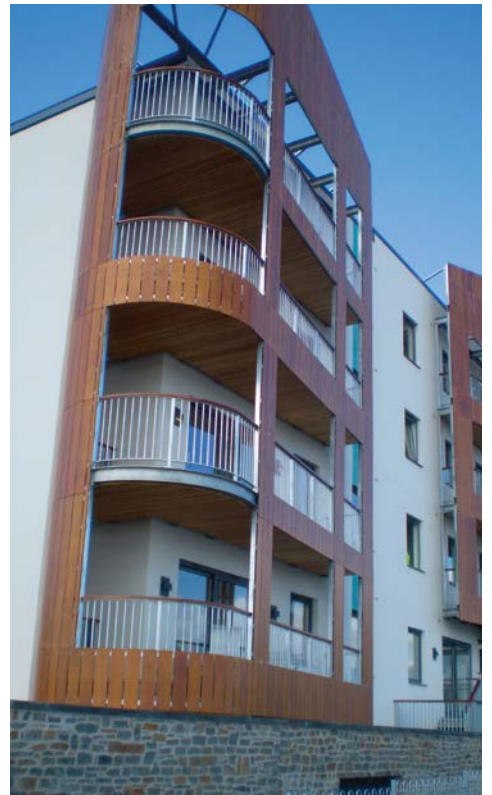


HOUSING

MEDIA PACK 2017

Specification





Housing Specification The Publication

Housing Specification is published six times per annum and along with its digital issue is circulated to an audience of over 25,000 architects, contractors, house builders, installers, housing associations, social landlords and local authority procurement officers working on housing projects across both the private and public sector.



Housing Specification's mission is to be a conduit for product and technical information, an authoritative voice that will stimulate debate and knowledge, highlighting current trends and developments. Housing Specification engages with its audience via a multi media platform that includes a publication both in print and digital, a new website www.specificationonline.co.uk, a bulletin, an online product directory and a growing social media channel.

The magazine and website are divided into regular sections that make reference simple, attractive to the eye and an easy read for the professional. Its aim is to be the leading depository of information for innovation, product design, product performance and design/construction technology both externally and internally.

Housing Specification is recognised as the one media platform that serves the whole UK housing sector. It talks to the house builder, contractor, selfbuilder and specifier in both the private and public sector as well as key decision makers within housing associations and residential social landlords.

Start engaging with our readers today - Call our commercial team on 01952 234000

Housing Specification Circulation & Statistics

Housing Specification is the only platform in the housing sector that looks at product and project design for both the public and private sector. Today's housing specifier works across a range of projects and we aim to provide them with access to information that is pertinent to all forms of housing.

The circulation of our print magazine is ABC audited and only targeted at specifiers who are actively involved in housing projects. This is supplemented by a digital circulation drawn from readers who now request their publication in this format as well as architects, contractors and local authority specifiers identified from live housing projects from Glenigan .

PRODUCT PAGES
15

ERP A-Ratings: six months on and market makes definitive choices

Six months on from the implementation of the Energy Labeling Directive (EuP) and Kitemark is reporting direct benefits from the legislative frequency for buyers seeking to maximise the most energy efficient range of hot water heating units for commercial and domestic applications.

The legislation came into effect on 26 September 2007 and Kitemark has been endorsing the consumer from approximately 10 installers and specifiers a choice, due to the heating directives, the advantage of installing the widest range of A-rated condensing flow water heaters. Kitemark is the UK's leading installer in the design and manufacture of hot water heating systems. Within the heating industry, it is a leading provider of hot water heating systems. The EuP A-rating applies over the complete hot water range – from small domestic radiators to 1200mm radiators. Kitemark is the only manufacturer that can fulfil a complete range of condensing flow water heating systems and demands the demands of these regulations.

The level of enquiries about the A-rated, technically advanced appliances from consultants and contractors in the sector has been substantial since the publication of independent ratings results were announced. To make sure the appliances comply with EU rules for energy labelling Kitemark assessed all its appliances were tested for – first at the Kitemark plant where wide energy rigorous inspection by the company's expert engineers and then again at a third party that has been the standard – established on the products.

Ritval - Energy 77

Fire Design Solutions to provide smoke ventilation systems for East London regeneration project

Following a recent appointment by Gifford Construction Limited, award-winning smoke ventilation systems for Fire Design Solutions (FDS) will provide a number of its innovative systems for the residential element of an extensive new London development. Located on Carlton Street North in East London's Canary Wharf district, the Royal Canary project will consist of five contemporary apartment buildings, featuring floor-to-ceiling windows, balconies and open living spaces. The development will also have a large commercial space offering nearly 27,000 square feet of office and retail space.

PBS - Energy 77

The new 1200mm SplashPanel PVC panel size is ideal for large scale showering

SplashPanel PVC waterproof paneling, available from International Decorative Surfaces, will be available in a 1200mm panel width from February 2008.

This new panel size is being introduced on the product line for one of the most popular shower tray sizes as the trend for large scale shower trays grows, offering greater design flexibility in showers, wetrooms and bathrooms. SplashPanel provides a stylish decorative solution as a cost-effective alternative to tiles in the commercial and domestic sectors. They can be fitted with primary tiles, eliminating the need for wet rooms.

ISS - Energy 77

Beal Homes teams up with Sky to offer home buyers free premium TV and broadband

Sky is working with Beal Homes to offer a market leading service to new owners on the prestigious The Stables development in Gainsborough, Lincolnshire. Beal is currently completing a first phase of 26 houses at The Stables with proper line ranging from one to four bedrooms. First Sky designs up to three bedrooms detached houses. From this month, Beal Homes will be marketing houses at The Stables with the benefit of the Sky package which includes 12 months free Sky TV, broadband and calls.

Homebuyers can enjoy access to Sky from the moment they receive their keys.

Sky - Energy 77

Mailed to
over
10,500
specifiers

Received
by over
25,000
specifiers

CIRCULATION	PRINT	DIGITAL
Local Authorities (430) Architect, Building Surveyor, Director of Housing, Procurement Manager, Project Manager, Property Developer, Quantity Surveyor	1779	515
Housing Associations & Organisations (963) Architect, Development Manager, Director Housing, Housing Officer, Managing Director, Procurement Manager, Project Manager, Quantity Surveyor, Regeneration Manager	2401	1170
Housebuilders, Contractors & Developers (Named Individuals By Job Title Including : Project Managers, Business Development Officers, Quantity Surveyors, Contracts Managers, Planning Consultants, Planning Services, Site Managers, M&E Consultants, Maintenance Managers and Facilities Managers)	2687	5915
Architects & Specifiers (Named Individuals By Job Title Including : Architects – (Principal, Partner, Senior & Project) Architectural Technologists, Architectural Technicians.	3807	7459
TOTAL CIRCULATION	10,674	15,059



July 15 - June 16

Editorial Programme

In each issue of Housing Specification our editorial team will cover the latest news as well as comment on the latest subjects.

Regular Categories:

- News & Housing Matters
- Housing Insight
- Innovations
- Project/Case Studies

Subject Coverage:

- New Build & Affordable Homes
- Flats, Apartments & Tower Block Refurbishment

- Social Housing Repairs & Maintenance
- Sustainability & Energy Efficiency (The Green Deal)
- Refurbishment & Retrofit
- Retirement Villages / Residential Care Homes & Student Accommodation
- Private Housing
- Luxury Developments

Product Sections 2017

Each issue of Housing Specification will carry five product sections to cover all the products specified in the Housing market:

- Social Housing
- External Envelope
- Home Energy
- Home Safety & Security
- Interiors

Publication Dates 2017

- February
- April
- June
- August
- October
- December

Housing Specification - Rates & Data

Housing Specification published six times per annum on a bi monthly basis. The oversized A4 format enables advertisers to think more creatively about the message they wish to portray as a whole array of dimensions and shapes can be accommodated on the page. Combine this with a choice of online opportunities and start building your brand image with our readership today.

MAGAZINE ADVERTISEMENT RATES

ADVERT SIZE (EXAMPLE)	1 INSERTION (£)	3 INSERTIONS (£)	6 INSERTIONS (£)
Full Page 230mm x 300mm + 3mm bleed	1500	1425	1350
1/2 Page 200mm x 125mm	780	740	700
1/4 Page 90mm x 125mm	390	370	350
1/2 Vertical Page 90mm x 260mm	780	740	700
1/4 Strip 200mm x 65mm	390	370	350
1/2 DPS 434mm x 125mm	1500	1425	1350
DPS 460mm x 600mm	2800	2600	2400

SPECIAL POSITIONS

POSITION	SIZE	1 INSERTION (£)	3 INSERTIONS (£)	6 INSERTIONS (£)
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
Inside Front Cover	230 x 300	1800	1650	1575
Back Cover	230 x 300	1900	1750	1675

PR & EDITORIAL SUBMISSIONS

PRODUCTS IN FOCUS

All editorial submitted for inclusion within the Products in Focus section of the magazine levies a production charge of £100.00

(Please forward any relevant press material together with hi-resolution photography to Devan Cadwallader email:devan@tspmedia.co.uk)

Interested in an article on your business or product development
Speak to Paul Groves
01952 234000

INSERTS, SUPPLEMENTS, BAG SPONSORSHIP

POA

HOUSING

Specification

The UK's leading multi - media platform for both
the Public and Private House Building Sector

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