

Magazine

# SPECIFICATION

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

Media Details  
**2017/18**

**A selection of the top UK construction companies who already receive copies of Specification Magazine.**

**Architects**

AECOM  
AKT II Limited  
Atkins Plc  
BDP  
Broadway Malyan  
Capita Group Plc  
HOK International Ltd  
Ramboll Group  
Scott Brownrigg Ltd  
TP Bennett LLP  
Waterman Group Plc  
WSP Group Plc

**Clients**

Asda Group Plc  
Aviva Plc  
Derwent London Plc  
Grosvenor Group Ltd  
J Sainsbury Plc  
Land Securities Group plc  
Tesco Plc  
Urban&Civic plc

**Contractors**

Ardmore Group  
Barhale  
Bowmer & Kirkland Ltd  
Brookfield Multiplex Europe  
Carillion Plc  
Costain Group Plc  
EMCOR Group (UK) plc  
Esh Group  
FES Ltd  
G F Tomlinson Group Ltd  
Headcrown Group Plc  
Higgins Group Plc  
Interserve Plc  
Jones Brothers (Civil Engineering) Ltd  
Keller Group Plc  
Laing O'Rourke  
Mace Limited  
Morrison Utility Services  
Newarthill Ltd (Sir Robert McAlpine Group)  
P C Harrington Contractors Ltd  
Quintain Plc  
Royal BAM  
Seddon Group Ltd  
Shaylor Group Plc  
Thomas Armstrong Holdings Ltd  
VINCI Construction UK Limited  
Watkin Jones Group  
Willmott Dixon Holdings Limited

**Housebuilders**

Avant Homes Group Limited  
Bloor Holdings Ltd  
Bovis Homes Group Plc  
Esh Group  
Headcrown Group Plc  
Miller Group  
Ogilvie Group Limited  
Persimmon Group Plc  
Robertson  
The Berkeley Group Holdings Plc

**Public Bodies**

The Crown Estate

**Housing Associations**

Hexagon Housing Association  
London & Quadrant Housing Trust  
One Housing Group  
Orbit Group  
Sanctuary Housing Association





# SPECIFICATION Magazine

## Promoting your products and services to the whole specification team

**The UK construction industry has seen a massive investment in new projects across the entire architectural and building sector following the recession. This rise in project activity has seen an explosion of career opportunities in the industry and it is these new designers, builders and specifiers that have created a thirst for information on technical and new product development.**

Specification Magazine, our comprehensive web platform Specification Online and the weekly product and news ebulletins now see TSP Media at the forefront of the Architectural and building Press.

Specifiers are continually looking for new product innovation and our aim is to provide the right kind of information to assist them in their everyday tasks. Whether in print or online, we are continually updating and inspiring the market.

Leading manufacturers are using our variety of platforms to influence design teams and the right people. Our investment with Glenigan allows us to target the WORKING SPECIFIER. Daily information on new projects in planning mean that our circulations and databases are right up-to-date.



Advertising with TSP Media has proved to be very successful for us this year in terms of responses. From Housing Specification to Specification Magazine, each advertorial we have placed has looked fantastic! The sales and production team are always available to answer queries, a very professional service.

Michelle Pol – Marketing Co-ordinator, A Proctor Group Ltd



*Image courtesy of Tarmac*

*Front cover image courtesy of Taylor Maxwell*

# Circulation

Over 15,000 copies distributed to key specifiers across the UK

**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 whole construction sector.**

Our ABC audited circulation reflects this with at least 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 third party agreement with Glenigan\* gives us unrivalled access as a media business to architects, builders, contractors and clients who are working on actual projects.

**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
- The Procurement Manager

“

We support the Specification magazine both in print and online. It's a trusted and quality publication for the architectural and specification market.

Navjot Dhillon, Marketing Manager at Gerflor

”

# SPECIFICATION Magazine

## In Print

ABC Controlled Circulation in print



	<b>Total</b>	<b>%</b>
Architects (Including Architectural technicians & technologists)	9012	60
Building Contractors, House Builders & Developers	2721	19
Clients/Project Managers	1985	7
Quantity and Building Surveyors	885	8
Structural Engineers	512	3
Mechanical & Electrical Engineers	385	3
<b>Total</b>	<b>15,500</b>	<b>100</b>

## Digital

(Sent out each month as a turn page version of our printed issue incorporating a full google analytics package)

	<b>Total</b>	<b>%</b>
Architects (Including Architectural technicians & technologists)	9914	52
Building Contractors, House Builders & Developers	3290	17
Clients/Project Managers	2242	12
Quantity and Building Surveyors	1788	9
Structural Engineers	1086	6
Mechanical & Electrical Engineers	701	4
<b>Total</b>	<b>19021</b>	<b>100</b>

**Combined Total : 34,521**

## 385 Residential/Commercial Units

**Site Name:** The Stage Development

**Address:** Land bounded by Curtain Road, Hewett Street, Great Eastern Street, Fairchild Place, Plough Yard, Hearn Street, Hackney, EC2A 3A

**Calculated £750,000,000 of Private Funding**

Last Researched: 15/09/2016

Scheme comprises demolition of buildings and the excavation and exhibition of the remains of the curtain theatre. Excavation of a basement structure containing flexible commercial floorspace, plant, car & motorbike parking & cycle storage.

There will also be two office buildings totalling 250,000 sq ft that will serve the technology media and telecommunications sector and 50,000 sq ft of retail space, with 40 affordable houses provided off site. The remains of London's second oldest Shakespearean playhouse, which were discovered on the historic site in 2012, will be excavated, preserved and exhibited over 13,000 sq ft, including a 164-seat indoor auditorium designed by Pringle Brandon Perkins+Will. Once completed, it is expected to become one of the UK's pre-eminent tourist attractions. Externally, a 200-seat outdoor performance space will link to a new, 1.3-acre open square with shops, bars, cafés and restaurants. An existing 19th Century Victorian railway viaduct will be restored to accommodate shops spilling out onto a plaza and with a 7,800 sq ft 'urban park' on top. The office space, with the largest floorplates at around 14,000 sq ft, is likely to appeal to occupiers from the technology media and telecommunications sector. The residential tower will also include a gym, private cinema and business facilities.





# Glenigan Project

Access to named specifiers currently working on live projects

The project highlighted below is just one example of the type of information that our database management team have access to on a 24/7 basis. Our third party agreement gives us access to every named specifier currently working on a live project.

We use this data to ensure that our print and online titles are being read and received by the relevant audience. This is particularly important when building demographic lists for direct mail purposes.

**Client:** Galliard Homes Ltd

**Address:** Floor 3, Sterling House, Langston Road, Loughton, Essex IG10 3TS

**Tel:** 020 8418 1000

**Website:** [www.galliardhomes.com](http://www.galliardhomes.com)

**Company Type:** Private Construction

**Contact Names:** Tom West

**Senior Project Manager email:** email provided

**Sub Contractor:** J Reddington Ltd

**Address:** 4 Elstree Way, Borehamwood, Hertfordshire WD6 1RN

**Tel:** 020 8953 7800

**Fax:** 020 8953 7774

**Architects:** Perkins+Will

**Address:** 10 Bonhill Street, London, Central London EC2A 4QJ

**Tel:** 020 7466 1000

**Fax:** 020 7466 1050

**Contact Name:** John Drew

**Partner email:** Email provided

# Enquiry System

New dynamic enquiry system built to capture enquires from every channel

TSP Media launched their new bespoke enquiry system in 2016. This new enquiry system has been specifically designed to capture enquiries from every facet of our multi media platform where your company has appeared.

We will be enhancing this service with automatic links to Glenigan project data.

**Gerflor Limited Statistics**

Performance Overview | Online | Print & Digital | Social Media | Bulletins | Summary

Export PDF | Export CSV

Export Detailed PDF

Issue	Enquiry	Page	Description	Size	Type	P Enquiries	D Page Views	D Enquiries	D Clicks	Actions
Specification Product Information Cards September / October 2016	9	9	A new species of flooring...	1/2 Page	Product Card	10	52	3	2	<a href="#">View Stats</a>
Specification Product Update Issue 5 2016	5	4	Irish grind school sees benefit of Gerflor	1/4 Page	Advertising	7	43	5	1	<a href="#">View Stats</a>
Specification Product Update Issue 5 2016	96	32	Irish grind school sees benefit of Gerflor	A4 Full Page	Advertising	8	17	0	1	<a href="#">View Stats</a>
Specification Magazine September 2016	114	78	Forget the shark...	1/2 Page	Editorial	5	65	1	4	<a href="#">View Stats</a>
Specification Magazine September 2016	120	81	A new species of flooring...							
Public Sector Building Specification Issue 3 2016	34	12	'Bowled Over' with Gerflor							
Housing Specification August / September 2016	61	47	Good looks in safety flooring for Housing							
Housing Specification August / September 2016	63	46	Big is beautiful with Gerflor							
Housing Specification August / September 2016	65	48	Textline is dedicated to housing							
Housing Specification August / September 2016	70	51	Turning houses into homes							
Specification Magazine August 2016	127	81	Smashing success for Gerflor							
Specification Product Information Cards July / August 2016	5	6	A New Species of Flooring							

**Tarasafe Statistics (A)**

Specification Product Information Cards September 2014 Enquiry #2

Export CSV

**Print Enquirers**

Name	Company	Email	Date Enquired	Actions
Enquirer Name	Company Name	Enquirer Email	Mon, Nov 3, 2014 12:00 AM	<a href="#">Enquirer details</a>
Enquirer Name	Company Name	Enquirer Email	Fri, Oct 24, 2014 12:00 AM	<a href="#">Enquirer details</a>
Enquirer Name	Company Name	Enquirer Email	Wed, Oct 22, 2014 12:00 AM	<a href="#">Enquirer details</a>
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	<a href="#">Enquirer details</a>
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	<a href="#">Enquirer details</a>
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	<a href="#">Enquirer details</a>
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	<a href="#">Enquirer details</a>



Specification Magazine consistently demonstrates all that is good in construction industry publishing; continuous investment in circulation, high quality presentation and forward-thinking development of digital platforms. It delivers excellent results for our clients and remains a key part of our media strategy.

Dean Murphy - Publicity Services





## Statistical Information

As your business and products appear across our multi media platform we will capture the responses to it. This includes data captured from:

- Reader Enquiry cards
- The TSP Media online enquiry service
- Email delivery
- Open rates
- Click throughs
- Page impressions
- Time spent viewing your information
- Unique visits

## Project Response Analysis

Project Response Analysis is a dynamic response system that matches the enquirer to your product with a current building project that he or she or their business is working on. This information can prove to be invaluable in providing you with key information about the enquirer before you contact them.

### Example Enquiry

**Enquiry to:** Alumasc Exterior Building Products  
Specification Magazine  
1/2 page advertisement  
July 2014.

**Mr Simon Macklen**  
Barton Wilmore Partnership  
The Observatory  
Southfleet Road  
Dartford  
Kent  
DA 10 0DF  
**Email:** email provided  
**Job Title:** Architect

### Direct match to Current project

**Project:** 160 Flats, 64 Houses and 30 Luxury Houses  
**Value:** £12.4m  
**Contractor:** Barratt Homes East London  
**Architect:** Barton Wilmore Partnership  
**M&E Consultant:** SG Electrics

Scheme comprises construction of 254 residential units, these include 86 one bedroom and 74 two bedroom apartments, 23 two bedroom, 41 three bedroom and 30 four bedroom houses. The associated works include sewer systems, infrastructure, access roads, enabling and landscaping.

# Feature Programme

## January 2017

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

**Sector Report - Public Sector Focus**  
**Special Supplement: Hotel Sport & Leisure**



## February 2017

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

**Sector Report - Education**  
**Special Report - Ecobuild Preview**

## March 2017

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

**Sector Report - Infrastructure & Regeneration**  
**Exhibition Review: Ecobuild**

## April 2017

Lifts, Stairs, Balconies & Balustrades  
Ceilings Partitions & Boards  
Timber in Architecture  
Bricks, Blocks & Lintels  
Street Furniture, Landscaping & Pedestrianisation

**Sector Report - Public Sector Focus**  
**Special Supplement: Hotel, Sport & Leisure**



## May 2017

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

**Special Report - Offices & Commercial Buildings**  
**Focus: Health**

## June 2017

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

**Special Report - Refurbishment & Retrofit**  
**Focus: Education**

## July 2017

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

**Sector Report - Public Sector Focus**  
**Focus: Hotel Sport & Leisure**



## August 2017

Lifts, Stairs, Balconies & Balustrades  
Ceilings Partitions & Boards  
Timber in Architecture  
Bricks, Blocks & Lintels  
Street Furniture, Landscaping & Pedestrianisation

**Sector Report - Retail Construction**  
**Focus: Roofing, Cladding & Insulation**

## September 2017

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

**Sector Report - Offices & Commercial Buildings**  
**Focus: Health**

## October 2017

Roofing, Green Roofs, Tiles & Slates  
Cladding & External Facades  
Insulation & Acoustics  
Paints, Stains & Protective Coatings

**Sector Report: Public Sector Focus**  
**Special Supplement: Hotel Sport & Leisure**



## November 2017

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

**Special Report - Refurbishment & Retrofit**  
**Focus: Education**

## December 2017

Roofing, Cladding & Insulation  
Lifts, Stairs, Balconies & Balustrades  
Ceilings Partitions & Boards  
Interiors & Lighting  
Timber in Architecture  
Bricks, Blocks & Lintels  
Street Furniture, Landscaping & Pedestrianisation

**Sector Report - Retail Construction**  
**Focus: Product of the Year**

## January 2018

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

**Sector Report - Public Sector Focus**  
**Special Supplement: Hotel Sport & Leisure**

NEW

## February 2018

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

**Sector Report - Education**  
**Special Report - Ecobuild Preview**

## March 2018

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

**Sector Report - Infrastructure & Regeneration**  
**Exhibition Review: Ecobuild**

## April 2018

Lifts, Stairs, Balconies & Balustrades  
Ceilings Partitions & Boards  
Timber in Architecture  
Bricks, Blocks & Lintels  
Street Furniture, Landscaping & Pedestrianisation

**Sector Report - Public Sector Focus**  
**Special Supplement: Hotel, Sport & Leisure**

NEW

## May 2018

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

**Special Report - Offices & Commercial Buildings**  
**Focus: Health**

## June 2018

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

**Special Report - Refurbishment & Retrofit**  
**Focus: Education**

## Products in Practice

Our in depth sector coverage covers a different report in each issue and is supported with a wide range of product features. Each month the following categories will be featured either as a product feature or as products in practice. If you have any product releases, case studies or news that you would like to be considered for publication then please contact our editor.

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 & Washrooms

Ceilings & Partitions

Floors & Walls

Paints, Stains & Protective Coatings

For further details on editorial availability please contact:

**Devan Cadwallader - Editorial Co-ordinator**

**Email: [devan@tspmedia.co.uk](mailto:devan@tspmedia.co.uk)**

**Tel: 01952 234000**

# Rates & Data

PDFs 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.

Please forward all copy to our production department: [copy@tspmedia.co.uk](mailto:copy@tspmedia.co.uk)

## Dimensions

Dimensions (mm)	Trim	Bleed	Type	Gutter
DPS	460w 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			



The UK Construction industry over the last seven years has taken a battering, especially in the House Building market. We took the decision as a company to weather the storm and continue with our marketing strategy which featured TSP Media products from their portfolio. Specification Magazine has continued to supply MiTek Industries with quality sales leads through that lean period and our decision to continue with our marketing plans have paid off as we appear to be in a much stronger position in our market than our competitors

Roy Troman - Sales & Marketing Director MiTek Industries



Image courtesy of Sotech

# SPECIFICATION Magazine

## Display Advertisement Rates

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

## 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.

PDFs 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 co-ordinator Devan Cadwallader on [devan@tspmedia.co.uk](mailto:devan@tspmedia.co.uk)

## Online Advertisement Rates

### Specification Online

	Cost per thousand
Corporate Wallpaper	£50
Belly Band Banner	£20
Skyscraper	£15
MPU	£10

### Tenancy per month

Corporate Wallpaper	£2500
Belly Band Banner	£450
Skyscraper	£500
MPU	£350

Product of the day £175 each

CPD with dynamic URLs £200.00 per month includes CPD in Specification Magazine in the printed and digital issue.

## Specification E-bulletin

Once a week our editorial team put out a product & news ebulletin into the marketplace. This features news and product development from across the architectural and building industry.

It is mailed to over 40,000 specifiers from our extensive database, many of whom have signed up to receive this news and product platform. Typically we deliver into the following job titles.

- Architects
- Contractors
- Housebuilders and developers
- Building and quantity surveyors
- Clients/project managers
- Mechanical and electrical engineers

Cost Per insertion £150.00

Featured Video £250.00

## Social Media Platforms

We are extremely active on social media channels. We now have over 3,000 followers across the Specification Magazine social platforms and actively promote our customers news and product developments via this media outlet.

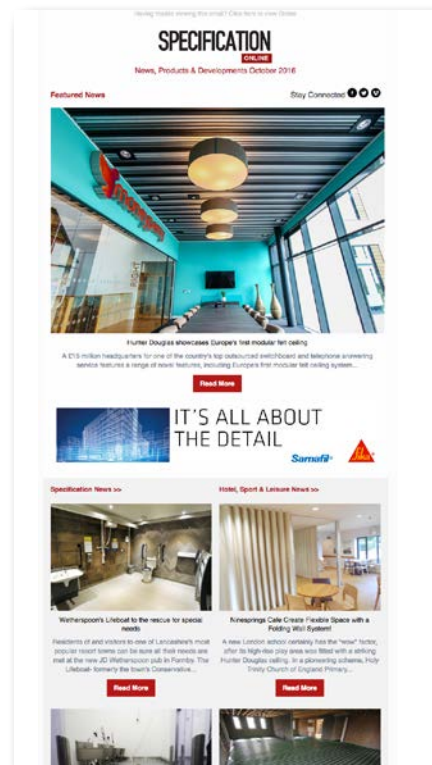
facebook.com/myspecnews

twitter.com/MySpecNews

pinterest.com/specification



Advertisement Rates on application



# Other Titles



## Housing Specification

Published six times per annum Housing Specification is the only publication in the industry that looks at product and project development for both the private and public arena. Our circulation benefits from a daily input from Glenigan which tracks every planning application from outline planning to start on site. Specifiers involved in this growing sector and targeted by Housing Specification include architects, housebuilders, developers, surveyors, engineers and also social housing associations and landlords.

## Specification Product Update

Published six times per annum Specification Product Update features a round up of all the latest developments and how those products are used in situ. The sponsored category pages and the formatted advertisement style is popular with architects and the publication is renowned for the high number of enquiries that it generates.



## Public Sector Building Specification

Published quarterly Public Sector Building Specification targets those specifiers who are actively working on projects within the public sector. Each issue features coverage of the Health, Education, Social Housing and Urban Regeneration build programmes and looks at the products and services used in this high spend sector of the construction industry.

## Landscape and Amenity Product Update

Published monthly Landscape and Amenity Product is a tabloid size publication which has a growing ABC audited circulation of buyers, specifiers, operators and groundscape professionals who request a copy of the title each month. The mix of professionally written editorial content, manufacturer articles and detailed product information are presented in a format that is ideal for reflecting the visual nature of this industry sector.



## Specification Product Information Cards

Published six times per annum Specification Product Information Cards are still one of the most successful media platforms for generating named enquiries from an additional digital pack.

# Contacts

## Editorial:

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# TSP MEDIA

INNOVATION IN B2B COMMUNICATION

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T: 01952 234000 F: 01952 234003 www.tspmedia.co.uk





### **Other Titles**

#### **in Print & Digital**

Housing Specification  
Play & Activity Today  
Landscape & Amenity Product Update  
Public Sector Building Specification  
Specification Product Update  
Specification Product Information Cards

#### **Online**

#### **Websites**

[www.specificationonline.co.uk](http://www.specificationonline.co.uk)  
[www.landscapeandamenity.co.uk](http://www.landscapeandamenity.co.uk)

#### **ebulletins**

#### **Weekly**

Building Specification

Specification online ebulletin incorporating -  
Housing  
Hotel, Sport & Leisure  
Public Sector