

Magazine

SPECIFICATION

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

Media Details
2018/19

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 it's 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 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



	Total	%
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
Total	15,500	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)	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
Total	19021	100

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

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

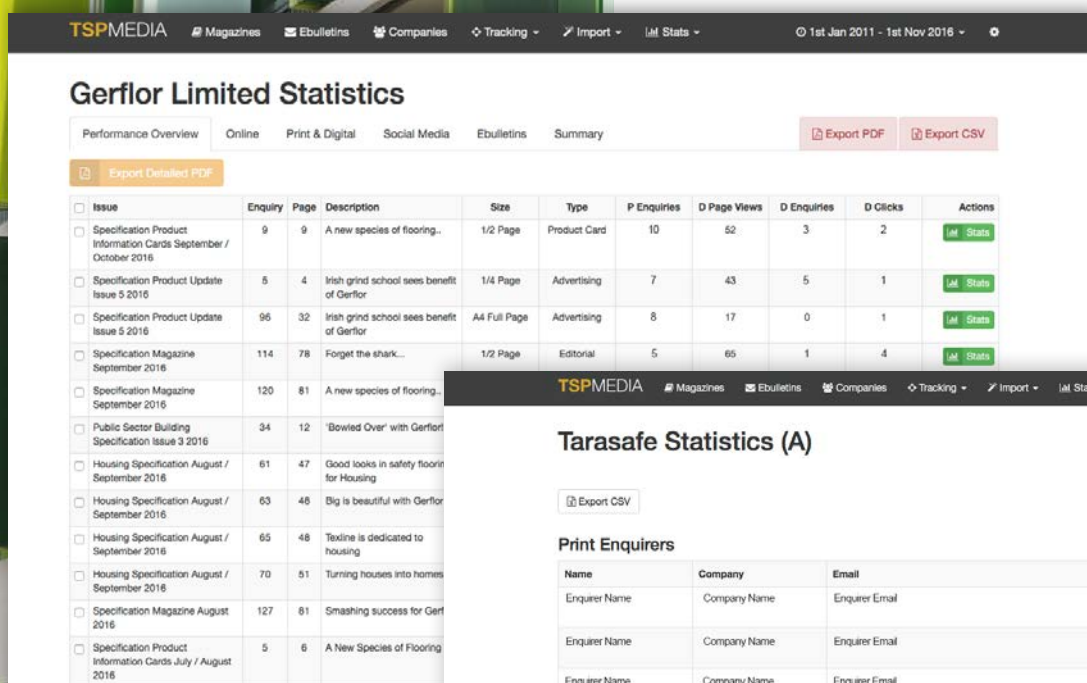
Partner email: Email provided

Enquiry System

New dynamic enquiry system built to capture enquires from every channel

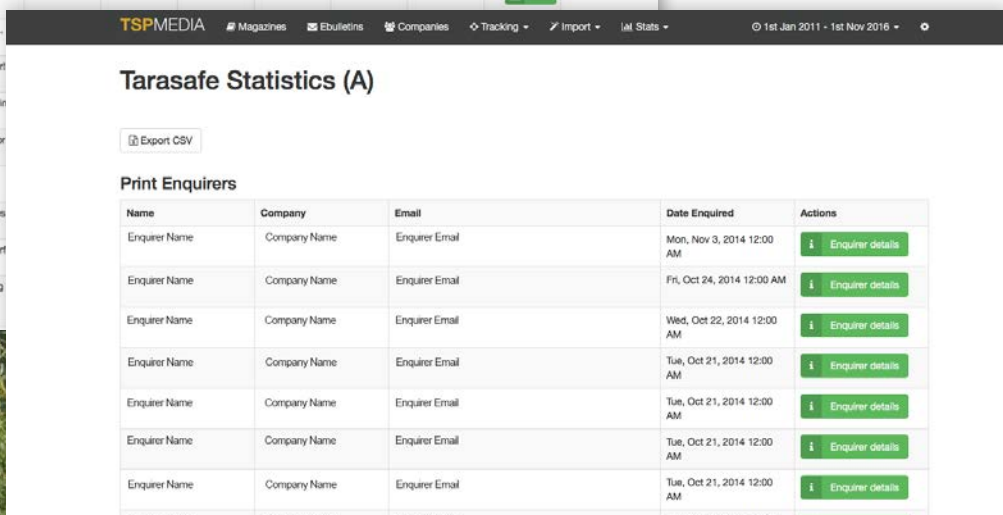
TSP Media launched their new bespoke enquiry system in 2016. This new enquiry system has been specifically designed to capture enquiries from every facet of our multi media platform where your company has appeared.

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



The screenshot shows the TSPMEDIA dashboard for Gerflor Limited. It includes a navigation bar with links to Magazines, Ebulletins, Companies, Tracking, Import, and Stats. The main section is titled 'Gerflor Limited Statistics' and features a table of enquiries. The table has columns for Issue, Enquiry, Page, Description, Size, Type, P Enquiries, D Page Views, D Enquiries, D Clicks, and Actions. The data is filtered for the period 1st Jan 2011 to 1st Nov 2016. There are buttons for 'Export Detailed PDF', 'Export PDF', and 'Export CSV'.

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	View Stats
Specification Product Update Issue 5 2016	5	4	Irish grind school sees benefit of Gerflor	1/4 Page	Advertising	7	43	5	1	View Stats
Specification Product Update Issue 5 2016	96	32	Irish grind school sees benefit of Gerflor	A4 Full Page	Advertising	8	17	0	1	View Stats
Specification Magazine September 2016	114	78	Forget the shark...	1/2 Page	Editorial	5	65	1	4	View Stats
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							



The screenshot shows the TSPMEDIA dashboard for Tarasafe Statistics (A). It includes a navigation bar with links to Magazines, Ebulletins, Companies, Tracking, Import, and Stats. The main section is titled 'Tarasafe Statistics (A)' and features a table of enquiries. The table has columns for Name, Company, Email, Date Enquired, and Actions. The data is filtered for the period 1st Jan 2011 to 1st Nov 2016. There is a button for 'Export CSV'.

Name	Company	Email	Date Enquired	Actions
Enquirer Name	Company Name	Enquirer Email	Mon, Nov 3, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Fri, Oct 24, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Wed, Oct 22, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details
Enquirer Name	Company Name	Enquirer Email	Tue, Oct 21, 2014 12:00 AM	Enquirer details

“

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 2017.

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

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

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

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

July 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 - Public Sector Focus

Focus: Hotel Sport & Leisure



August 2018

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 2018

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

Sector Report - Offices & Commercial Buildings

Focus: Health

October 2018

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 2018

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 2018

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 2019

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 2019

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

Sector Report - Education

Special Report - Ecobuild Preview

March 2019

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

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:

Harry Riley - Editorial Co-ordinator

Email: harry@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

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

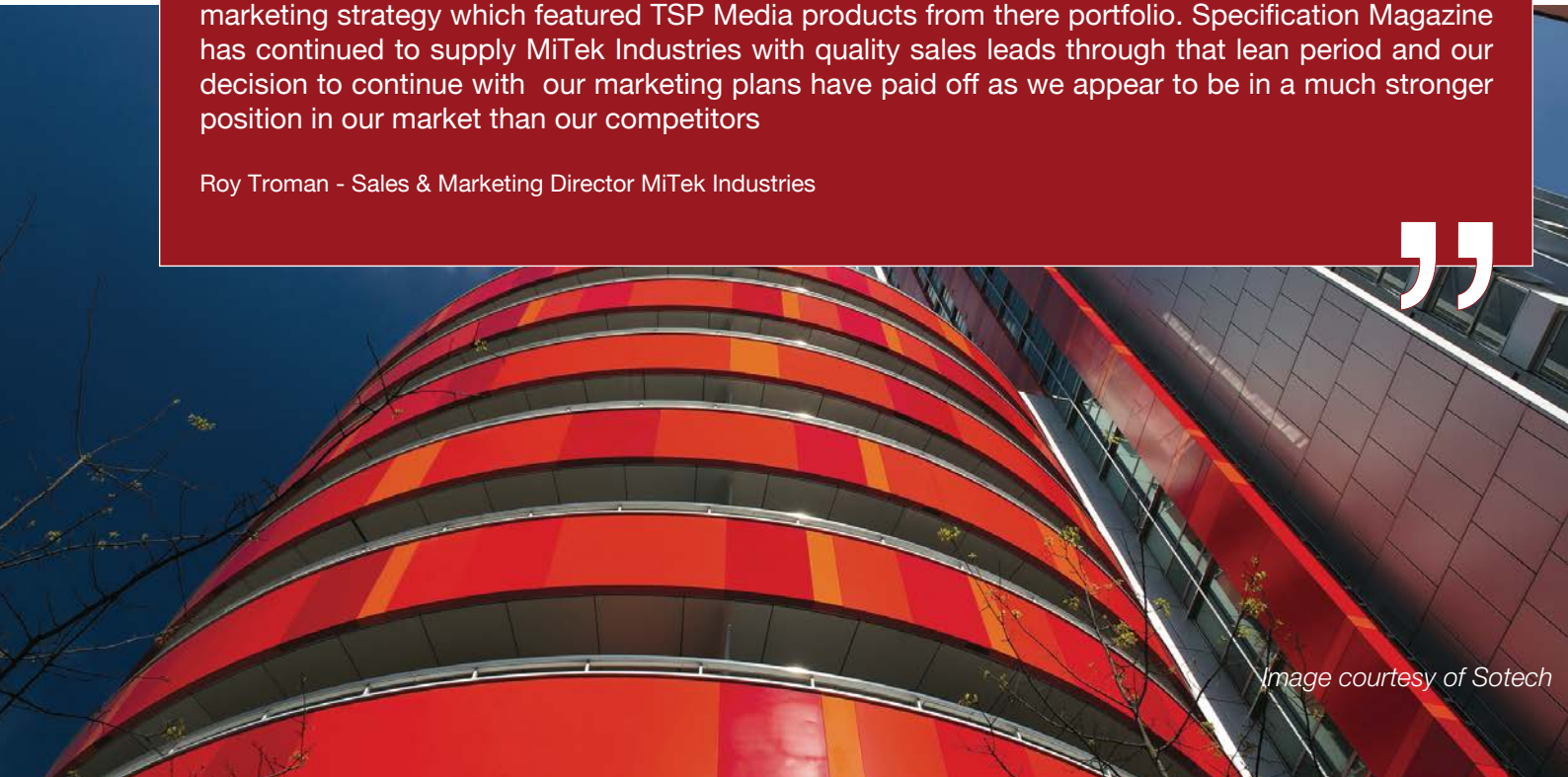


Image courtesy of Sotech

Display Advertisement Rates

Size	1 ins	3 ins	6 ins	9 ins	12ins
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

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
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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 Harry Riley on harry@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.

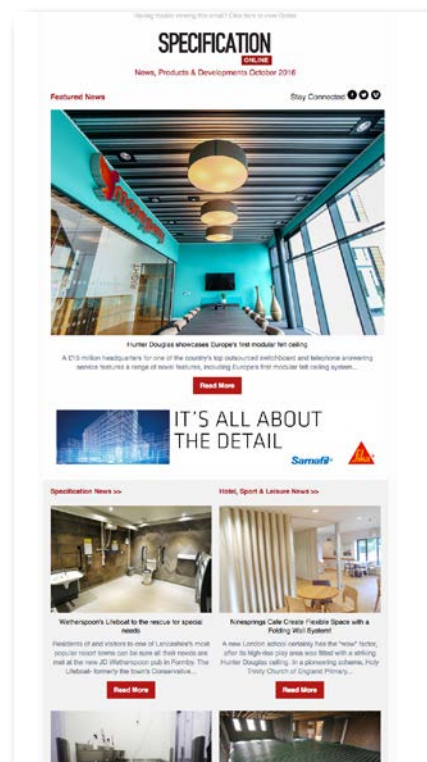
Architects
Contractors
Housebuilders and developers
Building and quantity surveyors
Clients/project managers
Mechanical and electrical engineers

Cost Per insertion £195.00
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.



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 groundscare 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.



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Other Titles

in Print & Digital

Housing Specification
Play & Activity Today
Landscape & Amenity Product Update
Specification Product Update
Specification Product Information Cards
Professional Horticulture + Landscape Design
Professional Groundscape

Online

Websites

www.specificationonline.co.uk
www.landscapeandamenity.co.uk

ebulletins

Weekly

Building Specification

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

Solus ebulletin