

Magazine

SPECIFICATION

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



Media Details
2015/16

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

Architects

Aecom
Aedas Group
Arup
Atkins
Benoy
BDP
Capita
Darling Associates
Fieldon Clegg associates
HOK
Pick Everard
Sheppard Robson
Watermans
Weedons
WSP Group

Contractors

Ardmore Group
Balfour Beatty
Boygues UK
Carrillion
Costain
GF Tomlinson Group
Galliford Try
Henry Boot
John Graham Construction
Keir
Laing O'rouke
Morgan Sindall
Ogilvie
Pochins
Renew Holdings
Seddon Group
Skanska
Vinci Construction
Wates
Wilmott Dixon

Clients

Argent
Asda
Great Portland Estates
J.Sainsbury
Peel Holding
Tesco PLC
British Land

Housebuilders

Barratt Homes
Bellway
Bovis Homes
Galliford Try
Higgins Group
Persimmon
Redrow
Taylor Wimpey
Bellway

Housing Associations

Affinity Sutton
Hexagon Housing
London & Quadrant
One Housing
Orbit
Sanctuary Housing
Wrekin Housing Trust

Public Bodies

The Crown Estate



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, its weekly news bulletins and web platform Specification Online aim to meet this demand by creating an information platform both in print and online. We believe that if you are looking to have your products specified on the latest projects then you need to be talking to the whole specification team. Take a look at just some of the top construction companies in the United Kingdom that our advertisers have received enquiries from in the last twelve months. Specifiers within these companies request a copy of Specification Magazine on a monthly basis.

“

Advertising with TSP Media has proved to be very successful for us this year in terms of responses. From the newspaper style of Housing Specification to the modern looking 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 Diamond – Marketing Manager, A Proctor Group Ltd

”

Image courtesy of NBT

Front cover image courtesy of Tobermore

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 use Specification Magazine regularly. It provides excellent quality enquiries from Architects/Specifiers working on projects in the planning stages. Chris Pepper - Marketing & Business Development Manager, CR Laurence ”

Image courtesy of CLT

* See pages 6 - 7 for example of Glenigan information

In Print

ABC Controlled Circulation in print



| | Total | % |
|--|--------------|------------|
| Architects (Including Architectural technicians & technologists) | 9012 | 60 |
| Building Contractors, House Builders & Developers | 2721 | 16 |
| Clients/Project Managers | 1985 | 12 |
| Quantity and Building Surveyors | 885 | 5 |
| Structural Engineers | 512 | 4 |
| Mechanical & Electrical Engineers | 385 | 3 |
| Total | 15500 | 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) | 9702 | 56 |
| Building Contractors, House Builders & Developers | 3279 | 17 |
| Clients/Project Managers | 2859 | 16 |
| Quantity and Building Surveyors | 1258 | 5 |
| Structural Engineers | 1011 | 4 |
| Mechanical & Electrical Engineers | 912 | 2 |
| Total | 19021 | 100 |

Combined Total : 34,521

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 too 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.

1650 Houses/School/Commercial Development

Site Name: Hendon Police Training College
Address: Peel Centre, Aerodrome Road, Colindale, Hendon, NW9 5JE.

Calculated £123,100,000 of Public Funding

Last Researched: 18/07/2014
Scheme comprises the construction of 1650 houses and flats, a primary school and shops. Works include access, enabling, infrastructure, sewer system and landscaping.

Developers have completed a second public exhibition to showcase plans to build 2,900 new homes on a former Metropolitan Police site. The proposals include plans for new homes alongside four hectares of public space including a new "neighbourhood" park, as well as a primary school, health centre and supermarket. Redrow also wants to develop shops, restaurants and cafes in Colindale Avenue, and is considering making improvements to Colindale tube station, upgrading road junctions and new bus stops. In the first phase of the development they plan to build more than 500 homes, comprising of two, three and four bedroom flats and houses as well as apartments.

Client: London Borough of Barnet
Address: North London Business Park, Oakleigh Road South, New Southgate, London, N11 1NP
Tel: 0208 359 2000
Fax: 0208 359 2480
Website: www.barnet.gov.uk
Company Type: Public

Contact Names: Abid Arai
Senior Project Manager email: email provided

Main Contractor: Redrow Homes London
Address: 7th Floor, Chancery House, 53-64 Chancery Lane, London, WC2A 1QS
Tel: 0207 269 1660

Contact Names: James Moody
Managing Director email: email provided

Architects: Feilden Clegg Bradley Architects.
Address: 20 Tottenham Street, London, W1T 4RF
Tel: 020 7323 5737
Fax: 020 7323 5720

Contact Name: Andy Theobald
Partner email: email provided

Enquiry System

New dynamic enquiry system built to capture enquires from every channel

In September 2014 TSP Media launched their new bespoke enquiry system. This new enquiry system has been specifically designed to capture enquiries from every facet of our multi media platform where your company has appeared.

In 2015 we will be enhancing this service with automatic links to Glenigan project data.

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.

TSP MEDIA ENQUIRY SERVICE

Company Statistics

Overview | Articles | Print Enquiries | Digital Enquiries | Export Statistics

| | | | | |
|-------------------|-------------|------------------|---------------------|-----------------------|
| Advertisements: 2 | Articles: 2 | Article Links: 3 | Print Enquiries: 19 | Digital Enquiries: 35 |
|-------------------|-------------|------------------|---------------------|-----------------------|

Print Enquirers

Enquirers

Editorial - Article Title
August 2014 - Specification Magazine Enquiry #100

| Name | Company | Email | Date Enquired | Actions |
|---------------|--------------|----------------|---------------------------|------------------|
| Enquirer Name | Company Name | Enquirer Email | Mon, Aug 4, 2014 10:00 AM | Enquirer details |

Advert - Full Page, Inside Front Cover
July 2014 - Specification Magazine Enquiry #2

| Name | Company | Email | Date Enquired | Actions |
|---------------|--------------|----------------|---------------------------|------------------|
| Enquirer Name | Company Name | Enquirer Email | Thu, Jul 31, 2014 8:00 AM | Enquirer details |

Editorial - Article Title
July 2014 - Specification Magazine Enquiry #201

| Name | Company | Email | Date Enquired | Actions |
|---------------|--------------|----------------|----------------------------|------------------|
| Enquirer Name | Company Name | Enquirer Email | Tue, Jul 15, 2014 13:00 PM | Enquirer details |

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.



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



August 2015

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 2015

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

Sector Report - Offices & Commercial Buildings
Focus: Health

October 2015

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

Sector Report: Education
Special Supplement: Hotel Sport & Leisure

November 2015

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

Special Report - Refurbishment & Retrofit
Focus: Infrastructure (Rail, Road, Ports & Airports)

December 2015

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 2016

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

Sector Report - Health
Special Supplement: Hotel Sport & Leisure

February 2016

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

Sector Report - Education
Special Report - Ecobuild Preview

March 2016

Doors, Windows, 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 2016

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

Sector Report - Retail Construction
Focus: Hotel, Sport & Leisure

May 2016

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

Special Report - Offices & Commercial Buildings
Focus: Health

June 2016

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

Special Report - Refurbishment & Retrofit
Focus: Education

July 2016

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

Sector Report - Sustainability
Focus: Hotel Sport & Leisure

August 2016

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 2016

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

Sector Report - Offices & Commercial Buildings
Focus: Health

October 2016

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

Sector Report: Education
Special Supplement: Hotel Sport & Leisure

November 2016

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

Special Report - Refurbishment & Retrofit
Focus: Infrastructure (Rail, Road, Ports & Airports)

December 2016

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

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 Morgan - Editorial Coordinator

Email: devan@tspmedia.co.uk

Tel: 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.

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

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 Morgan on devan@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



Specification Online

A reputable online platform to serve the construction industry

Specification Online is one of the few product web platforms serving the construction sector to be recognised by Google as a reputable news website. This guarantees us better exposure and in turn the products and services that we publish for our customers.

www.specificationonline.co.uk is an all encompassing product platform for the architectural, building and construction sector. It offers our readers the opportunity to view and link to a host of information. This includes new products, case studies, CPDs, latest jobs, videos and all the latest development via a daily updated news section. There are links to our sister web platforms including our product and literature directories as well as digital copies of our print magazine portfolio.

Advertisement opportunities are available via button, banner, skyscraper, MPU and page peel. Product PR and case study material can also be pre booked via our Product of the Day and case study platforms.



Statistical analysis

| | |
|-----------------------|-----------------------------|
| Visits monthly: 11200 | Pages per visit: 4.43 |
| Unique Visits: 9220 | Time on site: 4.18 |
| Page Views: 47405 | Search Engine traffic: 4010 |

(Taken as a monthly average over 12 months to July 2015)

SPECIFICATION Magazine

Advertisement Rates

Specification Online

| | Home | News |
|------------------------------|------|------|
| Banner (on rotation 3) | £350 | £250 |
| Button | £100 | £75 |
| Skyscraper (on rotation x 3) | £300 | £250 |
| MPU (on rotation x 3) | £300 | £250 |
| Page Peel (Home page) | £500 | |

Product of the day £100 (per day)

| | |
|------------------|--|
| Case Study | £600.00 per annum includes one new article per month |
| CPD | £200.00 per month includes CPD in Specification Magazine in print. |
| Jobs/recruitment | £350.00 per page |

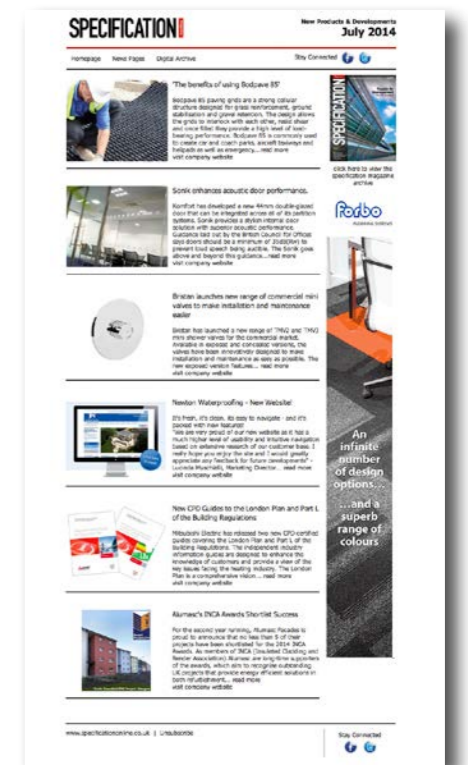
Specification Magazine ebulletin

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

It is mailed to 13,000 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



Social Media Platforms

We are extremely active on social media channels. We now have over 2000 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 a tabloid newspaper and 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. The publication is also supported via a digital publication, monthly ebulletin and a website: www.housingspecification.co.uk

Specification Product Update

Published five 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.

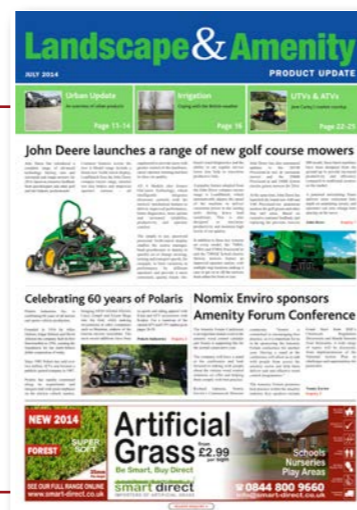


Public Sector Building Specification

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. Advertisers also benefit from a additional digital pack and have their products featured on our Product Of The Day section in www.specificationonline.co.uk

Contacts

Editorial:

Group Editor - Paul Groves
paul.groves@tspmedia.co.uk

Editorial Contributor - Fiona McWilliam

Editorial Co-Ordinator - Devan Morgan
devan@tspmedia.co.uk

Commercial Sales:

Commercial Sales Manager - Martyn Smith
martyn@tspmedia.co.uk

Midlands & South West - Mike Hughes
mike@tspmedia.co.uk

London & South - James Hastings
james@tspmedia.co.uk

Telesales - Nicky Vandesande
nicky@tspmedia.co.uk

Online Specialist Sales:

Kelly Plant
kelly@tspmedia.co.uk

Maggie Hadley
maggie@tspmedia.co.uk

Design & Production:

Design - Natalie Lake
nat@tspmedia.co.uk

Design - Kat Jones
kat@tspmedia.co.uk

Production - Charita Lala
charita@tspmedia.co.uk

Direct Mail:

eBulletin & Circulation Management - Becki Everitt
becki@tspmedia.co.uk

Managing Director - David Stiles
david@tspmedia.co.uk

TSP MEDIA

INNOVATION IN B2B COMMUNICATION

TSPMedia Grosvenor House, Central Park, Telford, TF2 9TW
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
The Groundsman

Online

Websites

www.specificationonline.co.uk
www.housingspecification.co.uk
www.hotelsportandleisure.co.uk
www.landscapeandamenity.co.uk
www.publicsectorbuildingnews.co.uk

Directories

www.thebuildingproductdirectory.co.uk
www.thebuildingproductlibrary.co.uk
www.landscapeproductdirectory.co.uk
www.constructionvideos.co.uk

ebulletins

Weekly

Building Specification

Monthly

Specification Magazine
Housing
Hotel, Sport & Leisure
Education
Public Sector