

SPECIFICATION

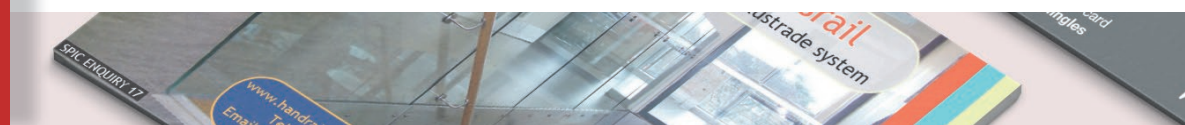
PRODUCT CARDS

- External Wall Finishes
- Structures
- Building Systems
- Floors
- Walls
- Ceilings
- Drainage
- Water Management
- Roofing
- Green Roofs
- Tiles
- Slates
- Cladding
- External Facades
- Insulation
- Acoustics
- Paints
- Stains
- Protective Coatings
- Interiors
- Lighting
- Doors
- Windows
- Roof Lights
- Entrance Systems
- Blinds
- Louvres
- Glass
- Glazing
- Solar Control
- Architectural Ironmongery
- Safety
- Security
- Fire Protection
- Heating
- Ventilation & A/C
- Lifts
- Stairs
- Balconies
- Balustrades
- Ceilings
- Partitions
- Boards
- Timber in Architecture
- Bricks
- Blocks
- Lintels
- Street Furniture
- Landscaping
- Pedestrianisation
- Kitchens
- Bathrooms
- Washrooms
- Offices
- Commercial Buildings
- Roofing
- Cladding
- Insulation

A PROVEN MEDIA PLATFORM THAT IS IDEAL FOR NEW AND EXISTING PRODUCT ADVERTISING.



Published Bi Monthly Specification Product Information Cards are an excellent addition to any media schedule. Produced both in print and digital format, SPI Cards provide a simple and cost effective way to generate potential sales enquiries.



3 KEY OPPORTUNITIES TO PROMOTE YOUR PRODUCTS

1 PRINT CARDS

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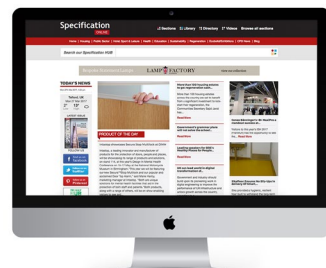


2 DIGITAL CARDS



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3 BONUS EBULLETIN

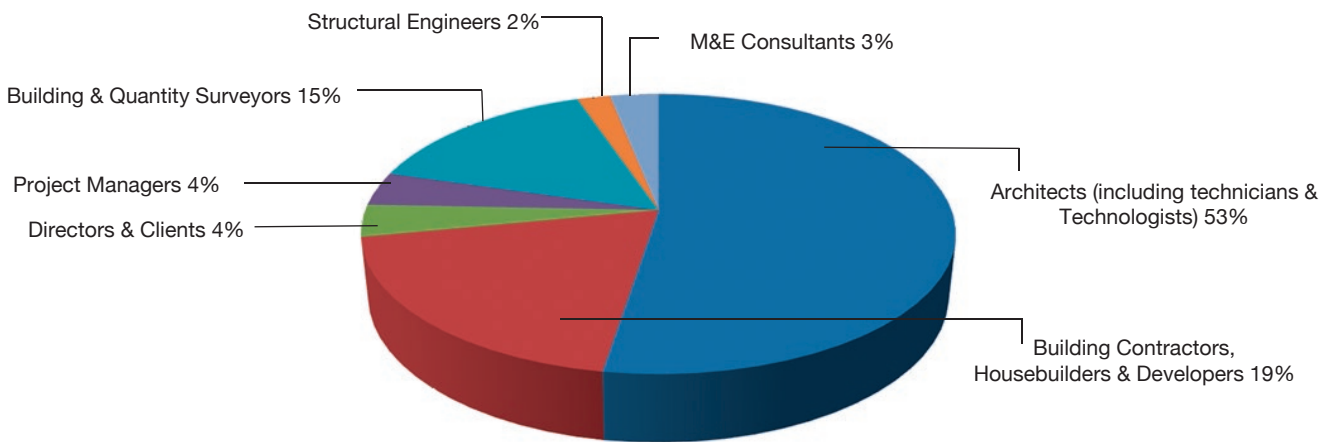


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CIRCULATION

Circulation Analysis

	Print	Online	Total
Architects (including Technicians and Technologists)	3997	5199	9196
Building Contractors, housebuilders & Developers	1512	1879	3391
Directors & Clients	352	297	649
Project Managers	458	222	680
Building & Quantity surveyors	741	1930	2671
Structural engineers	143	225	368
M&E Consultants	297	248	545
Sub Total	7500	10000	17500



PUBLISHING DATES

SPECIFICATION PRODUCT INFORMATION CARDS ARE PUBLISHED SIX TIMES PER YEAR:

January/February

Copy deadline 25/1/2017

March/April

Copy deadline 24/3/2017

May/June

Copy deadline 30/5/2017

July/August

Copy deadline 26/07/2017

September/October

Copy deadline 28/09/2017

November/December

Copy deadline 24/11/2017



ADVERTISING RATES AND DATA

Advertisement Rates

	Print Cards	Ebulletin	All
1 Insertion	£??	£??	£??
3 Insertions	£??	£??	£??
6 Insertions	£??	£??	£??

Mechanical Data

Artwork files should be print ready PDFs 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.

Ensure all colours are CMYK not RGB or SPOT including Illustrator files. Artwork requiring further production may levy further charges which will be pre-quoted prior to implementation.

Cancellations 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.

Specification Product Information Cards
98mmW x 142mmH (Trim)
110mmW x 154mmH (Bleed)

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