

# SPECIFICATION

PRODUCT CARDS

2 WAYS TO REACH YOUR TARGET AUDIENCE



Designed to generate high quality sales leads

Targeting specifiers working on live architectural & building projects, Specification Product Information Cards are published in print, online and on a new dedicated web platform

**Media Details**

### 2 KEY WAYS TO REACH YOUR TARGET AUDIENCE

**When you advertise your products in Specification Product Information Cards we go that extra mile to ensure we expose your products to as wide an audience as possible.**

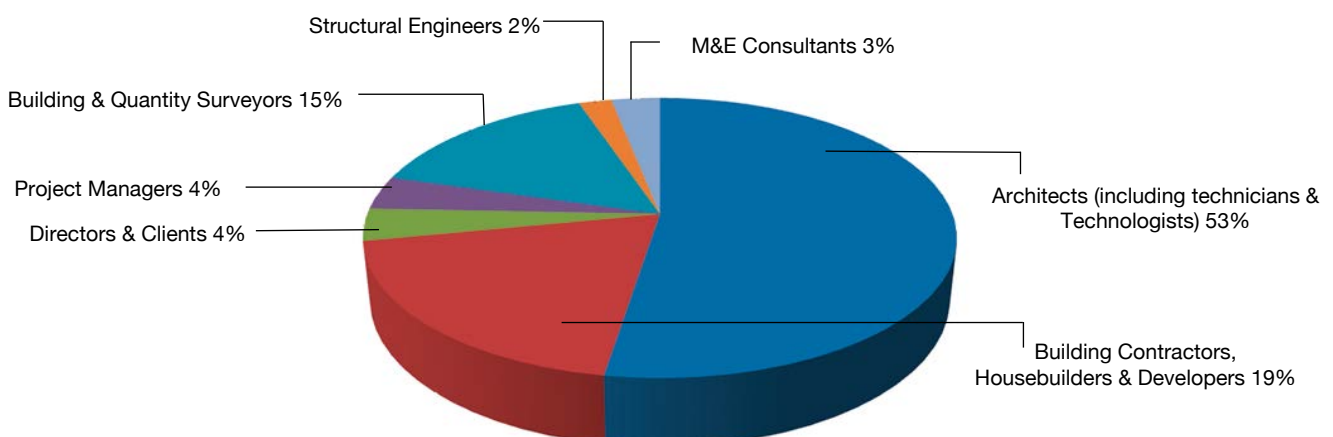
Today’s busy specifiers are using a multitude of media platforms to gather product and manufacturer information and Specification Product Information Cards now offer you 2 exciting ways to reach your target audience. Published on a large size quality card to enhance your company’s message in print, we also feature your products on a new web card platform.

### CIRCULATION

Building industry manufacturers and suppliers need to reach building professionals who are working and specifying products. Specification Product Information Cards use a combination of the extensive TSP Media database to identify those primary specifiers who are actively seeking product information and Glenigan project sales data to identify those specifiers who are actually working on live projects.

Advertisers opting for the Product of the Day platform will benefit from the increasing daily visitor levels to Specification online. We have an average of 9,400 unique visitors per month.

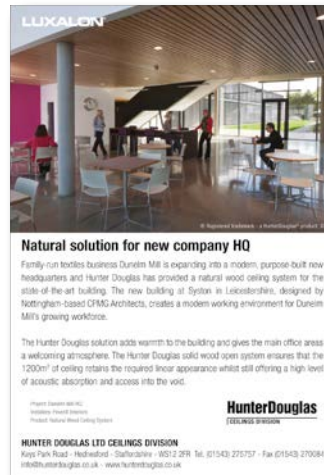
Circulation Analysis	Print	Online	Total
Architects ( including Technicians and Technologists)	3997	5199	9196
Building Contractors, housebuilders & Developers	1512	1879	3391
Directors & Clients	352	297	649
Project Managers	458	222	680
Building & Quantity surveyors	741	1930	2671
Structural engineers	143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



### 3 KEY OPPORTUNITIES TO PROMOTE YOUR PRODUCTS

#### 1 Print Cards

We accept full display advertisement copy on our print cards or you can take advantage of our house format which includes up to 90 words of copy, a colour image headline, logo and address block. Simply send us the information you wish to include and we will produce the card and forward you a proof for approval.



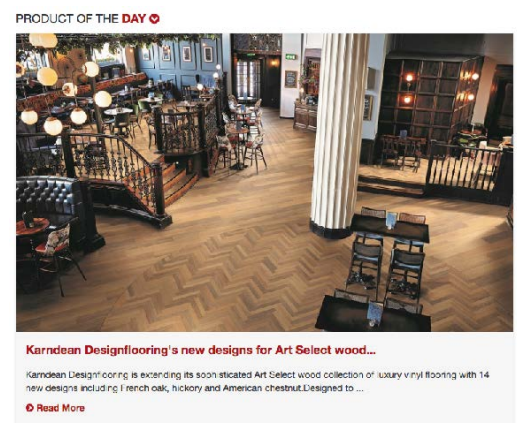
#### 2 Web Cards

Our new unique web card showcases your product on a dedicated web platform, specifically designed to appeal to the increasing number of construction professionals on our database who wish to have information of this nature presented in an online format. All editions of Specification Product Information Web Cards are archived on our website for a period of 18 months.



#### 3 SpecificationOnline Product of the Day

Specification Online is the latest development from TSP Media, building on the successful portfolio of print and online products produced for the architectural and building sector. Linked directly to their flagship titles Specification Magazine, Specification Product Update, Public Sector Building Specification and Housing Specification, Specification Online provides an essential hub for all of the daily news, product and construction content which passes through their editorial department on a daily basis.



# ADVERTISING RATES AND DATA

## PUBLISHING DATES

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**Specification Product Information Cards are published Six times per year:**

January 2020

July 2020

March 2020

September 2020

May 2020

November 2020

## ADVERTISEMENT RATES

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### Cost (Includes Print & Online package)

1 Insertion	£500
3 Insertions	£400
6 Insertions	£350

## MECHANICAL DATA

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**Email material to: [copy@tspmedia.co.uk](mailto:copy@tspmedia.co.uk)**

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)**

## CONTACT DETAILS

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TANNER STILES PUBLISHING

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