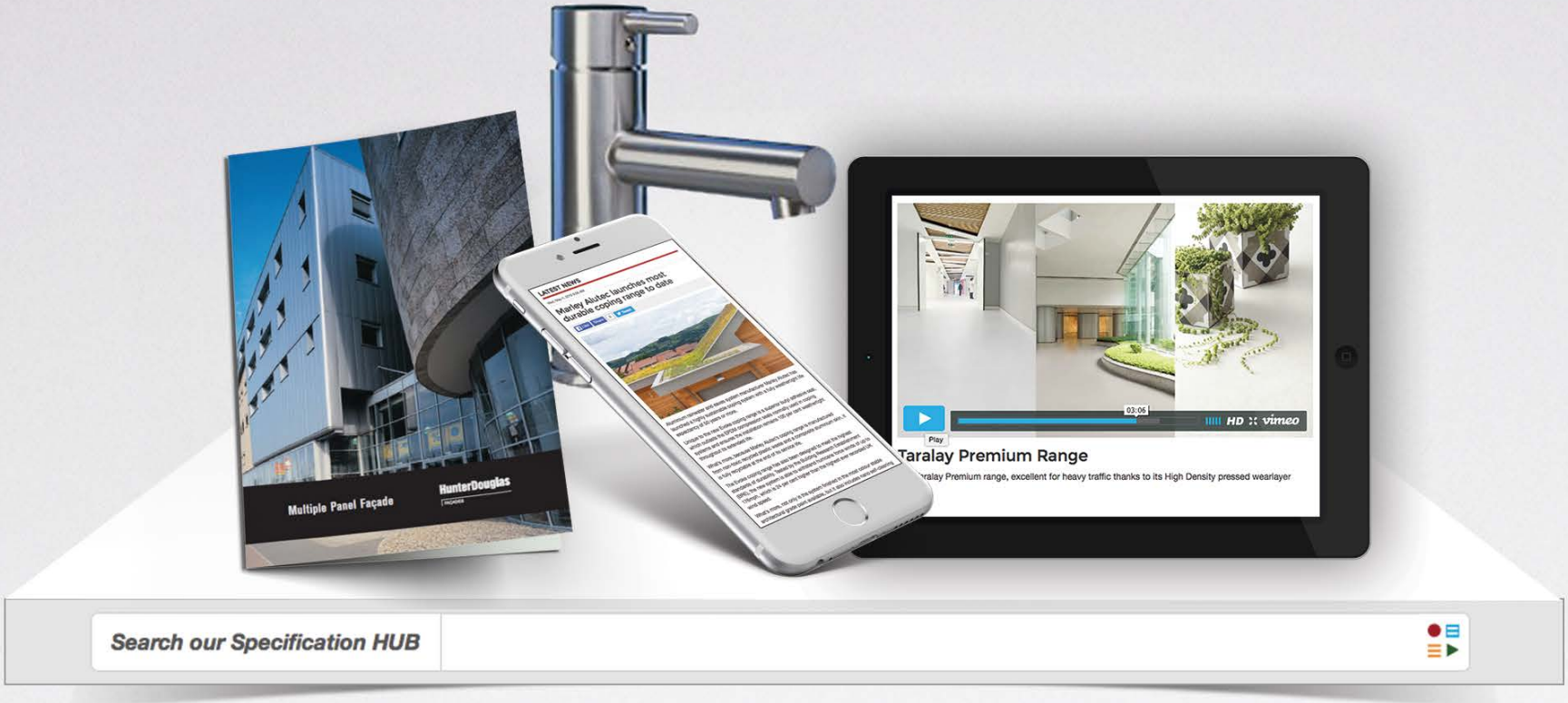
YOUR SPECIFICATION STARTS HERE!



Specification ONLINE

AN OPEN PLATFORM FREELY AVAILABLE TO EVERY WORKING SPECIFIER

www.specificationonline.co.uk

Specification ONLINE

Promote your business, its products and services to a growing readership of working specifiers across the whole construction industry.

PROMOTE YOUR PRODUCTS

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.

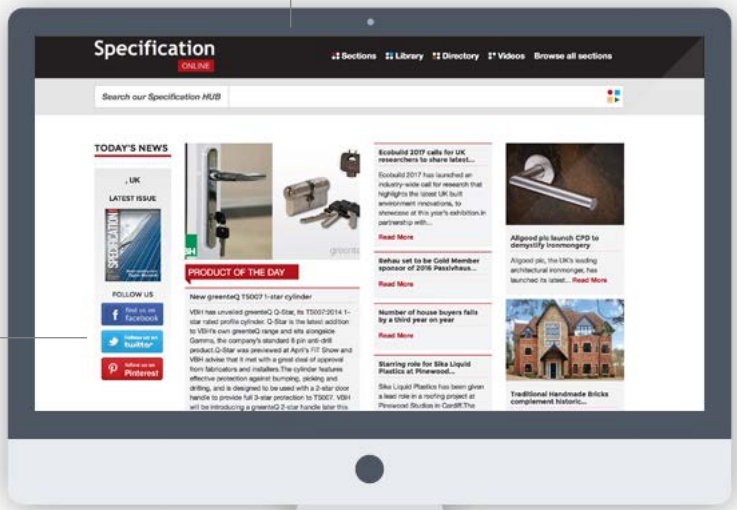
Linked directly to their flagship titles Specification Magazine, Specification Product Update, Public Sector Building Specification and Housing Specification, Specification Online provides an essential hub for all of the daily news, product and construction content which passes through their editorial department on a daily basis.

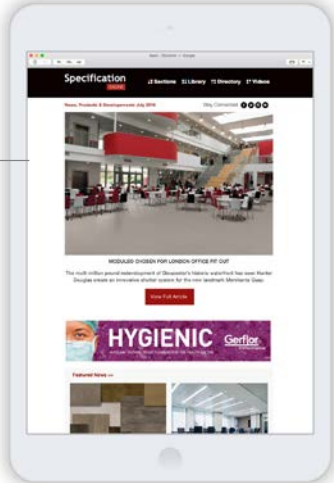
Specification Online also incorporates our Building Product Library, Building Product Directory and recently added CPD platform. We intend to add new industry innovations such as BIM (Building Information Modelling) and a recruitment section for the construction industry.

Specification Online is interactive and fully responsive for mobile and tablet use. Their product blog Specification Product Update keeps readers up to date with new innovations and the Product of the Day platform enables manufacturers to announce new product launches in real time.

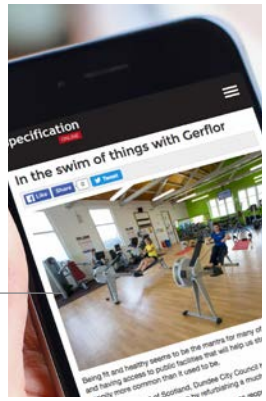
60, 000
PAGEVIEWS PER MONTH

TARGETED EBULLETINS





FULLY RESPONSIVE



6, 800
FOLLOWERS

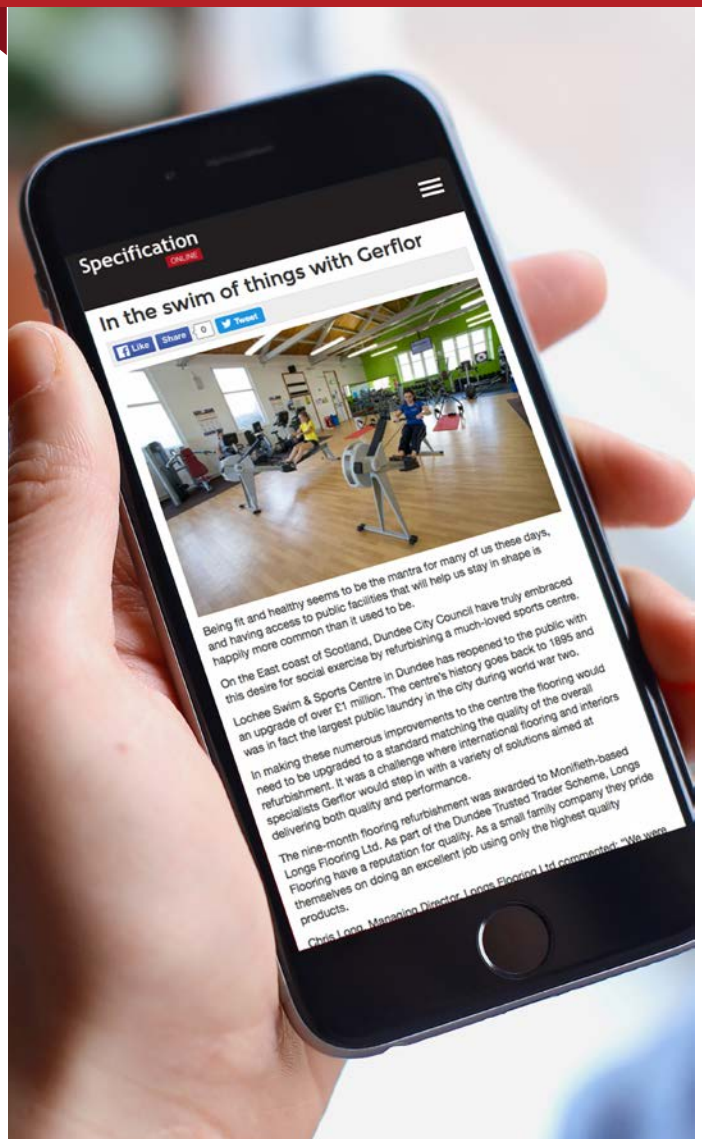
PRODUCT VIDEOS

* Every statistic on this page is constantly evolving, please peak to your sales manager for the latest figures.

Specification ONLINE

Marketing Opportunities

NEWS PACKAGE + DYNAMIC URL



Specification Online's news and dynamic URL package brings a whole new concept to the way we manage your content.

The dynamic package links company, brand and product news content directly back to specific pages on your website. Uniquely we will also link up to three generic keyword terms relevant to your product. This will not only improve the SEO for that specific term on your website through Google, but also ensure these searchable terms will lead readers to your news piece on Specification Online.

Company Information:
Whenever your company, its product or case study are included on Specification Online we automatically add your company information, contact details and social media links.

Social Media:
All news content is also posted out to our 6,800 followers on social media with a link directly back to your editorial.

COSTS

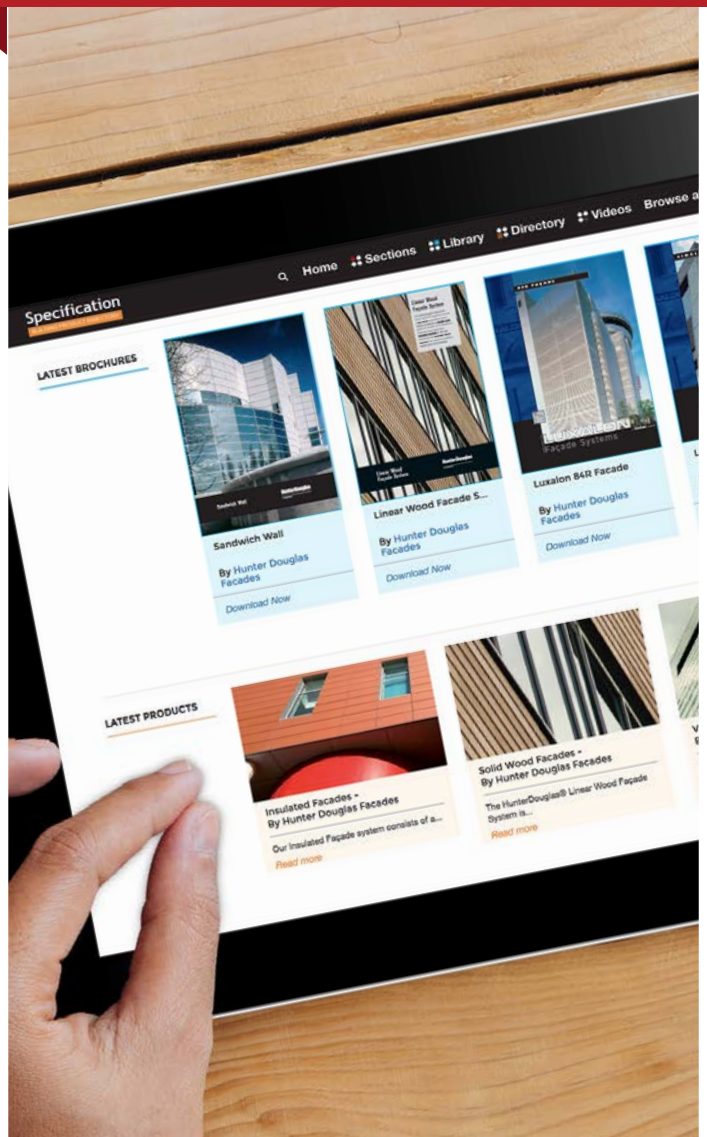
News and dynamic URL package including full optimisation.

Product of the Day	£175 each
1-3 RELEASE	£125 each
4-6 RELEASES	£110 each
7-11 RELEASES	£100 each
12 + RELEASES	£90 each

Specification ONLINE

Marketing Opportunities

BUILDING PRODUCT DIRECTORY



Specification Online's Building Product Directory is a comprehensive user friendly product directory designed to showcase your products to architects, contractors, developers, specifiers and procurement managers working across the whole of the construction industry.

The Building Product Directory dynamically promotes your company profile, it's products and services and features products, materials, technical data, brochures, videos and in time BIM objects.

Includes:

- Product information via text and imagery
- Video
- Brochures
- Technical data
- Web and social media links
- Full address and contact details

COSTS

1-3 PRODUCTS	£300
4-6 PRODUCTS	£500
7-9 PRODUCTS	£750
10-12 PRODUCTS	£1000
BESPOKE PACKAGE	POA

Take advantage of our weekly What's New in the Product Directory ebulletin to further promote your products and services.

Cost £50.00 per product per bulletin

Specification ONLINE

Marketing Opportunities

BUILDING PRODUCT LIBRARY

The Building Product Library, is the perfect resource for architects, contractors and specifiers looking for a fast and efficient way to view download or order your company's product literature.

Simply forward your brochures in PDF format and we will upload them to a dedicated company page. Brochures can be searched by company, product or via our comprehensive product category listings.

COSTS

1-3 BROCHURES	£175 each
4-7 BROCHURES	£150 each
8-12 BROCHURES	£125 each
13+ BROCHURES	£100 each

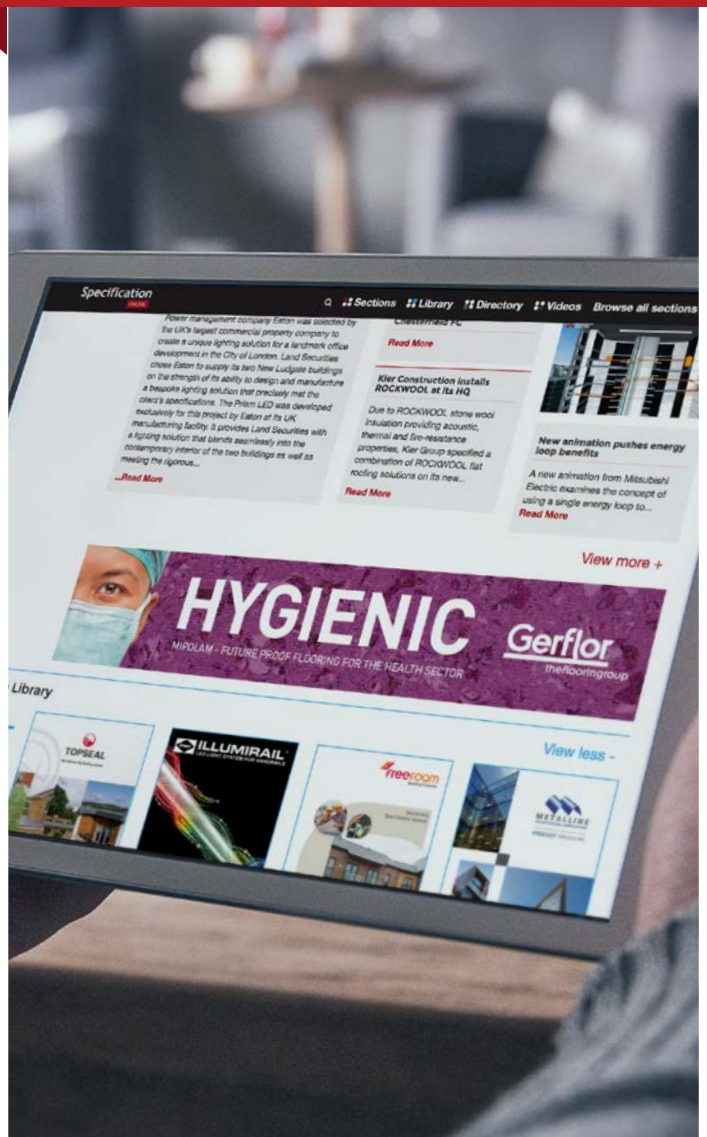
Take advantage of our weekly What's New in the Library ebulletin to further promote your company and product brochures.

£50.00 per brochure per bulletin

Specification ONLINE

Marketing Opportunities

ONLINE ADVERTISING



Specification Online also provides a range of advertisement opportunities to further promote your brand and product message across the site.

These include

- Belly Band Banners
- Skyscraper
- Mid Page Units (MPU)

Advertisement positions across the site can be secured either via a monthly tenancy agreement or more popularly through our cost per thousand impression rate.

All of our advertisement positions within Specification Online feature a back office advertisement tracking platform that captures all page impressions and click through performance rates.

COSTS

Cost per thousand

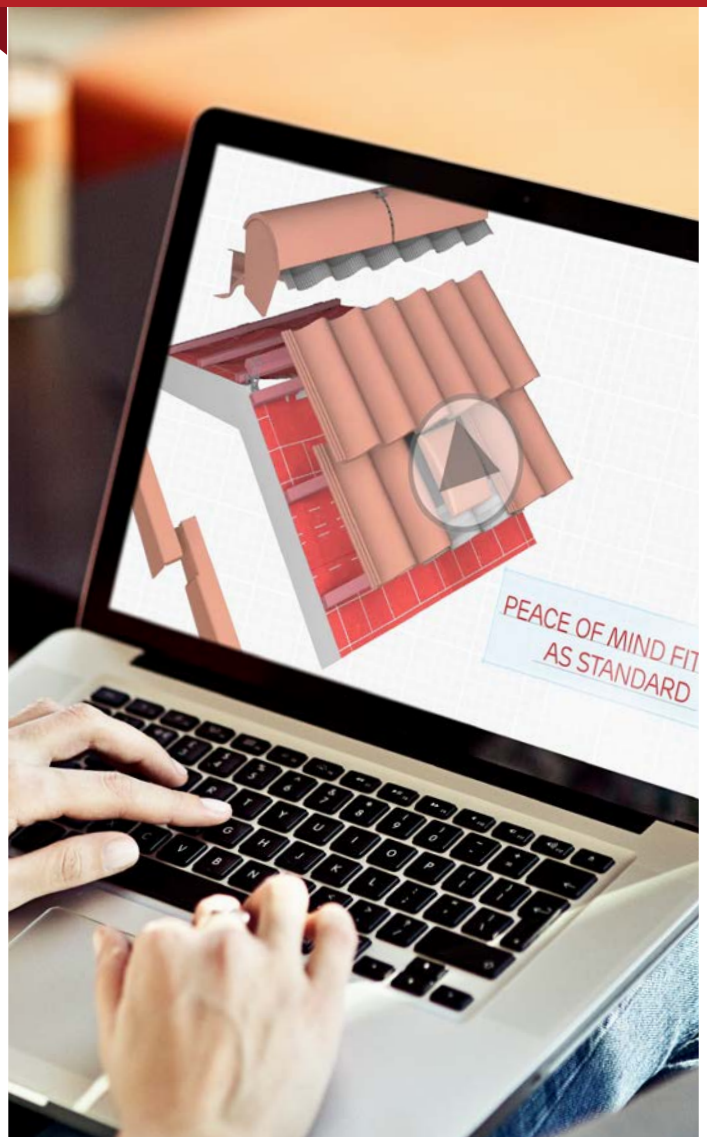
CORPORATE WALLPAPER	£50
BELLY BAND BANNER	£20
SKYSCRAPER	£15
MPU	£10

Tenancy per month

CORPORATE WALLPAPER	£2500
BELLY BAND BANNER	£450
SKYSCRAPER	£500
MPU	£350

Minimum spend £500

SPECIFICATION VIDEOS



Video is recognised as a key element of any marketing strategy

Video marketing is one of the most effective ways to promote your products and services. In the past decade it has become one of the most powerful marketing tools available to business.

The architectural and building industry is no exception to this development with stunning buildings, innovate products and creative thinking all lending itself to the persuasive nature that video brings to the marketing mix. Search engines love engaging content and our video platform is designed to do just that engage our readers with your content.

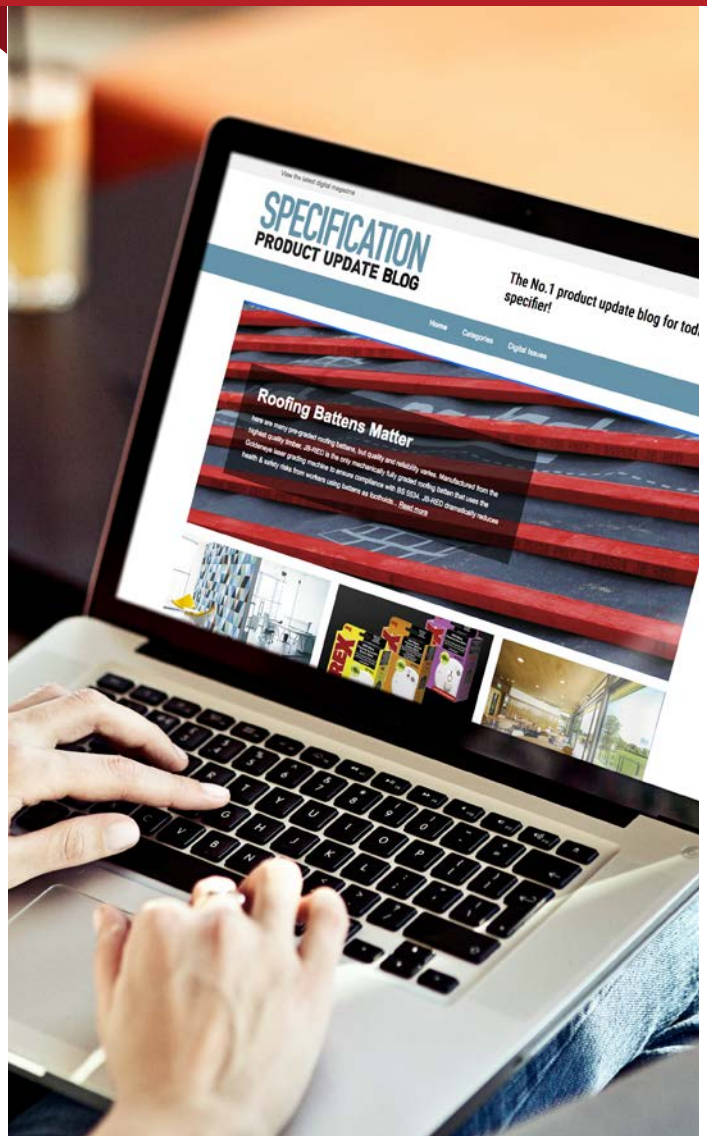
COSTS

All prices shown include uploading to our Vimeo channel and the inclusion of a video description. All video content remains live on our site for a minimum of 12 months

1-3 VIDEO'S	£300 each
4-6 VIDEO'S	£250 each
7-11 VIDEO'S	£200 each
12+ VIDEO'S	£150 each

Specification ONLINE

SPECIFICATION PRODUCT UPDATE BLOG



Our successful print magazine Specification Product Update has introduced a new online Blog. Designed to keep our readers furnished with the very latest product developments, we believe it is also the only online media platform actively looking to improve the ranking of your own website.

Each blog entry is optimised for your chosen keyword and most importantly we generate a “Do follow” link back to your website. This means that Google is notified of this content and the “Link Juice” generated from our blog is passed directly through to your own site.

In addition to this we also post your blog onto social bookmarking sites, as well as sharing it across all the existing TSP Media construction related social media platforms. Clients who have embraced this exciting new platform as part of their search engine optimisation programme have seen impressive results.

To take this opportunity to the next level, we also offer the option for our editors to rewrite any PR piece before it is added to the blog. By rewriting the Press Release, we are producing fresh content that increases the credibility of the link and content that would not be duplicated anywhere else on Google.

COSTS

News added to blog for 12 months including a “Do Follow” link, full optimisation and shared on both social bookmarking sites and social media channels.

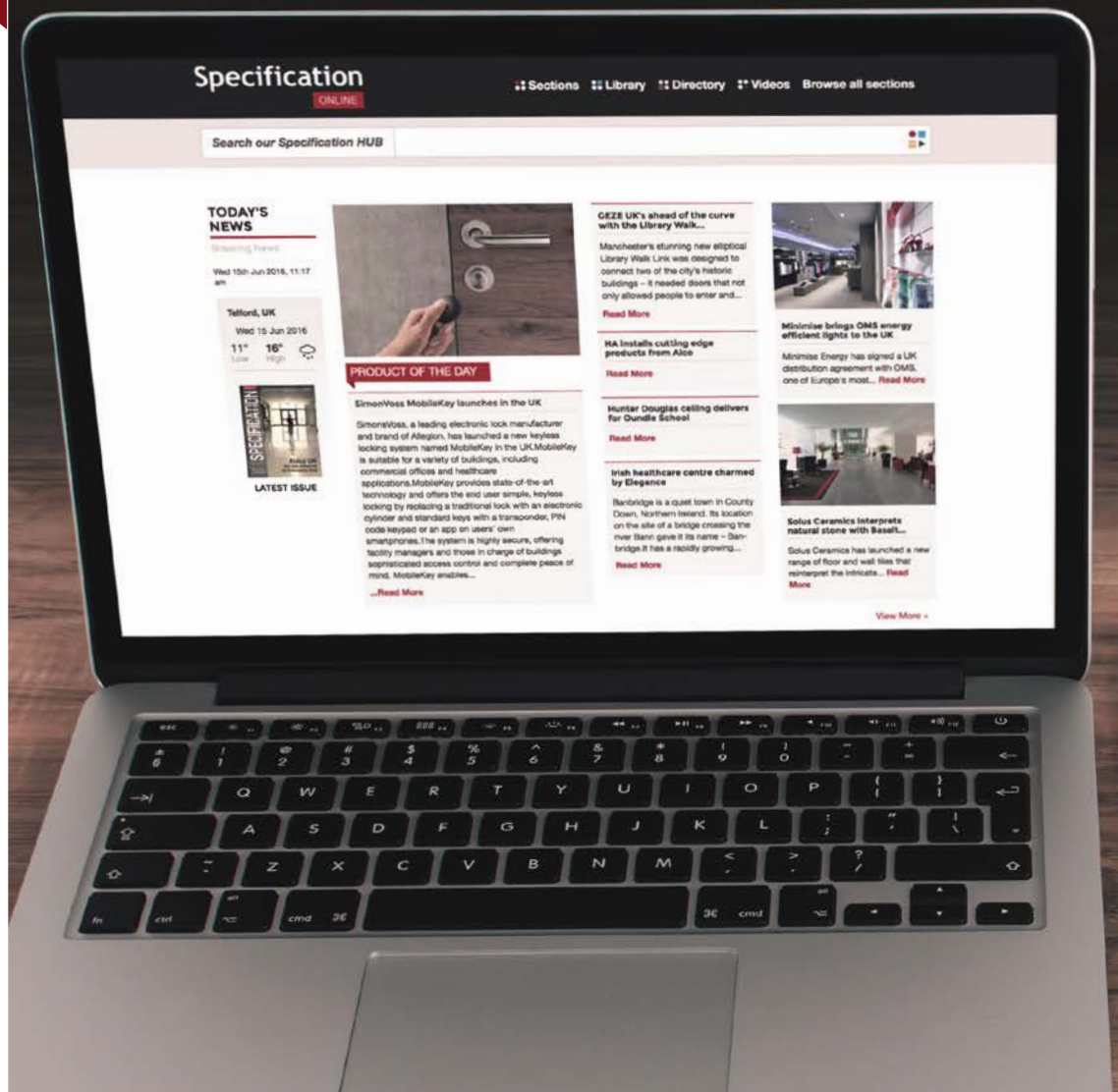
	BLOG ONLY	WITH PRINTED EDITION
1 RELEASE	£150 per ins	£750 per ins
3 RELEASES	£125 per ins	£600 per ins
6 RELEASES	£100 per ins	£450 per ins
12 RELEASES	£75 per ins	£300 per ins

To rewrite press release £150 per release

Specification ONLINE

www.specificationonline.co.uk

CONTACTS



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