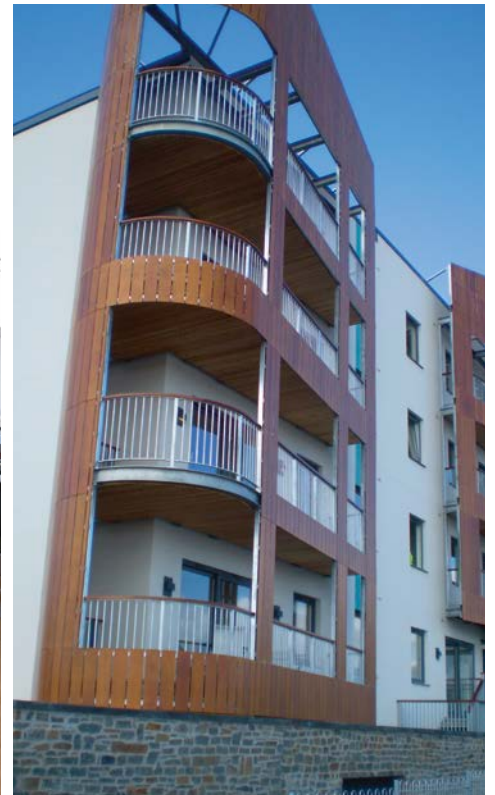


HOUSING

MEDIA PACK 2018/2019

Specification





Housing Specification The Publication

Housing Specification is published six times per annum and along with its digital issue is circulated to an audience of over 25,000 architects, contractors, house builders, installers, housing associations, social landlords and local authority procurement officers working on housing projects across both the private and public sector.



Housing Specification's mission is to be a conduit for product and technical information, an authoritative voice that will stimulate debate and knowledge, highlighting current trends and developments. Housing Specification engages with its audience via a multi media platform that includes a publication both in print and digital, a new website www.specificationonline.co.uk, a bulletin, an online product directory and a growing social media channel.

The magazine and website are divided into regular sections that make reference simple, attractive to the eye and an easy read for the professional. Its aim is to be the leading depository of information for innovation, product design, product performance and design/construction technology both externally and internally.

Housing Specification is recognised as the one media platform that serves the whole UK housing sector. It talks to the house builder, contractor, selfbuilder and specifier in both the private and public sector as well as key decision makers within housing associations and residential social landlords.

Start engaging with our readers today - Call our commercial team on 01952 234000

Housing Specification Circulation & Statistics



Housing Specification is the only platform in the housing sector that looks at product and project design for both the public and private sector. Today's housing specifier works across a range of projects and we aim to provide them with access to information that is pertinent to all forms of housing.

The circulation of our print magazine is ABC audited and only targeted at specifiers who are actively involved in housing projects. This is supplemented by a digital circulation drawn from readers who now request their publication in this format as well as architects, contractors and local authority specifiers identified from live housing projects from Glenigan.

Mailed to over **10,500** specifiers

Received by over **25,000** specifiers

CIRCULATION PRINT DIGITAL

- Local Authorities (430)
Architect, Building Surveyor, Director of Housing, Procurement Manager, Project Manager, Property Developer, Quantity Surveyor
- Housing Associations & Organisations (963)
Architect, Development Manager, Director Housing, Housing Officer, Managing Director, Procurement Manager, Project Manager, Quantity Surveyor, Regeneration Manager
- Housebuilders, Contractors & Developers
(Named Individuals By Job Title Including : Project Managers, Business Development Officers, Quantity Surveyors, Contracts Managers, Planning Consultants, Planning Services, Site Managers, M&E Consultants, Maintenance Managers and Facilities Managers)
- Architects & Specifiers
(Named Individuals By Job Title Including : Architects – (Principal, Partner, Senior & Project) Architectural Technologists, Architectural Technicians.

1779
2401
2687
3807

515
1170
5915
7459

TOTAL CIRCULATION

July 16 - June 17

10,674

15,059

Editorial Programme

In each issue of Housing Specification our editorial team will cover the latest news as well as comment on the latest subjects.

Regular Categories:

- News & Housing Matters
- Housing Insight
- Innovations
- Project/Case Studies
- Social Housing Repairs & Maintenance
- Sustainability & Energy Efficiency
- Refurbishment & Retrofit
- Retirement Villages / Residential Care Homes & Student Accommodation
- Private Housing
- Luxury Developments

Subject Coverage:

- New Build & Affordable Homes
- Flats, Apartments & Tower Block Refurbishment

Product Sections in every issue

Each issue of Housing Specification will carry five product sections to cover all the products specified in the Housing market:

- **Social Housing** - All products.
- **External Envelope** - Bricks & Stone, Roofing, Cladding, Structures, External Insulation, Doors, Windows & Ironmongery, Paints & Coatings, Balconies Canopies, Decking.
- **Home Energy** - Heating, Ventilation, Plumbing, Water Management, Waste Disposal, Internal Insulation, Air Conditioning.
- **Home Safety, Security & Fire Protection** - Fire Protection, Alarms, Care & Disability, Doors, Windows & Lock Systems
- **Interiors** - Floors, Walls, Ceilings, Lofts, Kitchens, Bathrooms, Washrooms, Lifts & Stairs, Architectural Ironmongery, Adhesives, Casings, Tiles, Lighting.
- **External Works & Drainage** - Landscapings, Paving, Walling, Underground Drainage, Fencing, Gates

Publication Dates 2018/2019

- January
- March
- May
- July
- September
- November

Housing Specification - Rates & Data

Housing Specification published six times per annum on a bi monthly basis. The oversized A4 format enables advertisers to think more creatively about the message they wish to portray as a whole array of dimensions and shapes can be accommodated on the page. Combine this with a choice of online opportunities and start building your brand image with our readership today.

MAGAZINE ADVERTISEMENT RATES

| ADVERT SIZE (EXAMPLE) | 1 INSERTION (£) | 3 INSERTIONS (£) | 6 INSERTIONS (£) |
|--|-----------------|------------------|------------------|
| Full Page 230mm x 300mm + 3mm bleed | 1500 | 1425 | 1350 |
| 1/2 Page 200mm x 125mm | 780 | 740 | 700 |
| 1/4 Page 90mm x 125mm | 390 | 370 | 350 |
| 1/2 Vertical Page 90mm x 260mm | 780 | 740 | 700 |
| 1/4 Strip 200mm x 65mm | 390 | 370 | 350 |
| 1/2 DPS 434mm x 125mm | 1500 | 1425 | 1350 |
| DPS 460mm x 600mm | 2800 | 2600 | 2400 |

SPECIAL POSITIONS

| POSITION | SIZE | 1 INSERTION (£) | 3 INSERTIONS (£) | 6 INSERTIONS (£) |
|--|-----------|-----------------|------------------|------------------|
| 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 |
| Inside Front Cover | 230 x 300 | 1800 | 1650 | 1575 |
| Back Cover | 230 x 300 | 1900 | 1750 | 1675 |

PR & EDITORIAL SUBMISSIONS

PRODUCTS IN FOCUS

All editorial submitted for inclusion within the Products in Focus section of the magazine levies a production charge of £100.00

(Please forward any relevant press material together with hi-resolution photography to Harry Riley email: harry@tspmedia.co.uk)

Interested in an article on your business or product development
Speak to Paul Groves
01952 234000

INSERTS, SUPPLEMENTS, BAG SPONSORSHIP

POA

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Specification

The UK's leading multi - media platform for both
the Public and Private House Building Sector

Contacts:

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

Product Editorial -
Harry Riley
harry@tspmedia.co.uk

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

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

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

Sales Development Manager -
Maria Hodgetts
maria@tspmedia.co.uk

Design -
Kat Jones
kat@tspmedia.co.uk

Production -
copy@tspmedia.co.uk

Circulation Management -
Ashleigh Mal
ashleigh@tspmedia.co.uk

Call TSP Media: 01952 234000

TSPMEDIA

PUBLISHERS FOR THE CONSTRUCTION INDUSTRY

Grosvenor House, Central Park, Telford, Shropshire TF2 9TW