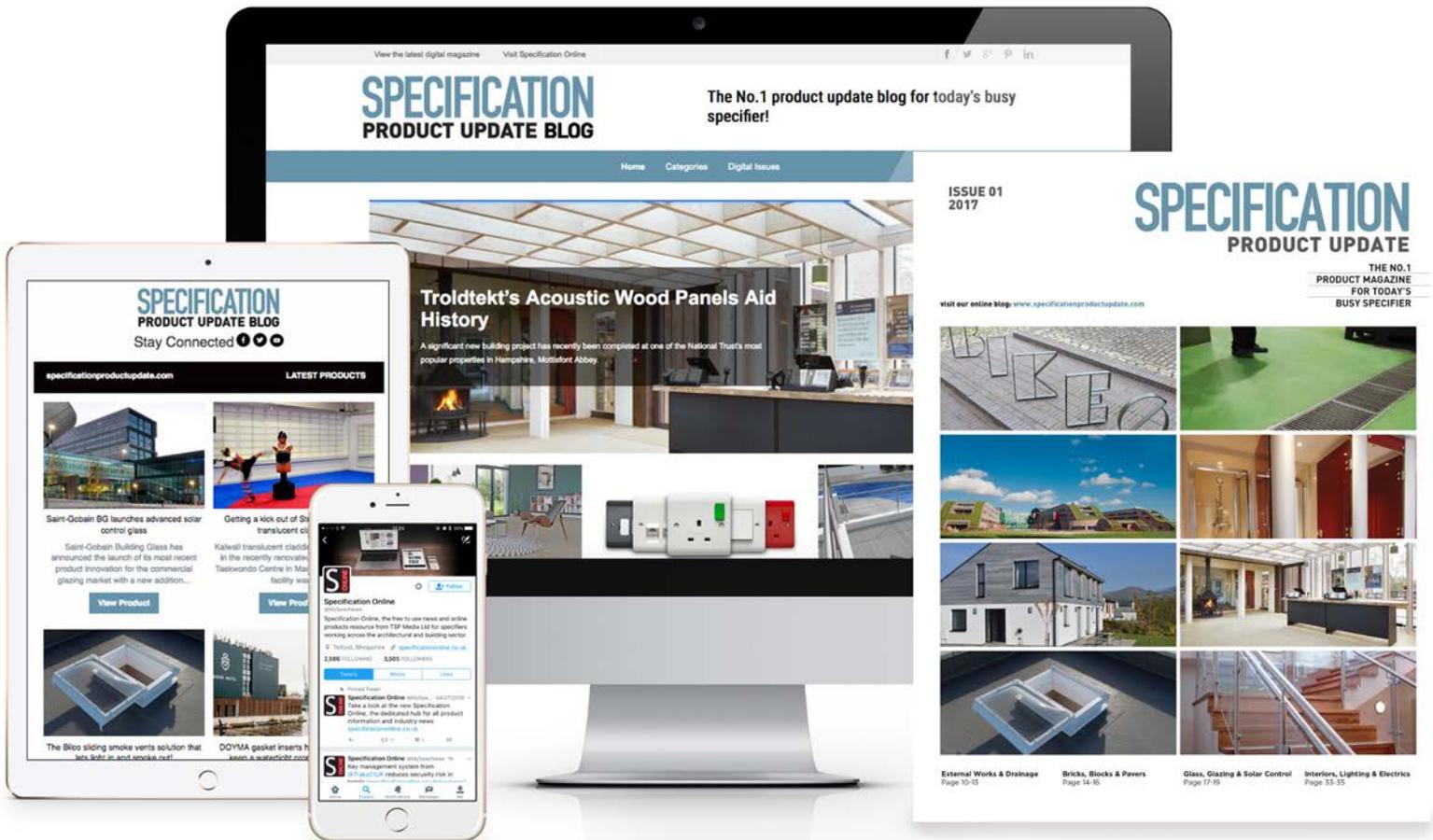


Media Details
2018

SPECIFICATION

PRODUCT UPDATE

visit our online blog:
www.specificationproductupdate.com



Expose your products to
over 40,000 specifiers
In Print, Online and
via a new Product Blog

Specification Product Update is published

- In Print
- Online (as a digital edition)
- Via Social Media channels
- And as an exciting new blog



Research driven media that is designed to promote our products in a clear and concise manner across a multitude of platforms

Specification Product Update is now published in print, in digital format, on social media and via an exciting new architectural product blog. The new design features a bright and open style with clean images and manufacturer information portrayed via quality photography and short concise editorial. The formatted content looks good in print and is particularly suited to our digital, social media and online blog formats.

Specification Product Update's new style includes a comprehensive range of product categories in each issue. The front cover reflects each of those categories and is designed to draw our readers attention to the magazine's content.

The SPU blog has already proved to be a success with our readers. Advertisers too are reaping the benefits of the clever optimisation that we carry out on the content that maximises the traffic and visibility to their website.

Published bi-monthly Specification Product Update is recognised as one of the leading media platforms in the architectural and building sector for generating good quality enquiries.

Content

Recent research suggests that architects in particular react positively to well written concise content accompanied by quality photography that depicts the product in question.

Each category section features an editorial lead in page, covering topics that relate to that product category. This is supported by a manufacturers full page advertisement and followed by a selection of formatted product advertisements.



Product Highlights

Combris Glendys natural slate puts a Devonian roof on a Jurassic collection

The Malmo Rigid collection from IDS

Creven Dunhill wins industry's top flooring award - again

Chen Dorell

Wan-Hsin-Hsin

Specifiers' Guide to Flooring launches at CIBW 2018

Quantum

Floors

Featured Companies

Avoid the full story on the blog

Quantum

Floors

Featured Companies

Avoid the full story on the blog

Gerflor

Junkers

04 FRONT COVER SPOTLIGHT

A. Proctor Group

Alumasc

Whitesales

George Fischer

05 FRONT COVER SPOTLIGHT

protect

Protect Membranes

Reflex-Rol

Bauder

Hunter Douglas

Digital Edition

The printed edition of Specification Product Update is now supported with a digital edition with live links to your website and email address.

The digital edition is a direct copy of the printed edition providing our advertisers and editorial contributors with an added platform. It is sent to a separate circulation of 13,000 specifiers many of whom request to receive the publication in this online format. It includes web, email and enquiry links plus a full analytics package.

Social Media



We use social media channels to promote your product message, these channels allow us to make your entry more discoverable online.

We use the social profiles from our sister publication Specification Online which currently has 4,500 followers to further boost the exposure to your product.

Specification Product Update Blog

The Specification Product Update Blog is the latest addition to our growing online portfolio. It is designed to provide our readers with an e-bulletin of the latest products and project applications available from our industry. A weekly e-bulletin is sent to over 13,000 working specifiers (sourced via Glenigan) helping to drive added traffic to the Blog and your content.

The Clever Bit

Our SEO team have developed a clever way of optimising the content on our Blog which in turn improves the performance of your own website on Google. Once we have optimised your content, we make it more discoverable through social bookmarking. By doing this Google is aware of your product content and recognises it as a quality backlink which will then have a positive impact on the ranking of your own website. As a recognised news platform on Google our content is trusted. This is a key determiner when news and product items are being ranked across search engines.



Product Focus Categories & Publication Dates 2018

Issue 1 - January/February

Deadline - 24th January

Publishing Date - First week of February

Issue 2 - March/April

Deadline - 14th March

Publishing Date - 1st week of April

Issue 3 - May/June

Deadline 16th May

Publishing Date - 1st week of June

Issue 4 - July/August

Deadline - 31st July

Publishing Date - 1st week of August

Issue 5 - September/October

Deadline - 28th September

Publishing Date - 1st week of October

Issue 6 - November/December

Deadline - 28th November

Publishing Date - 1st week of December

Regular Product Categories featured in each issue

Product Insight
External Works & Drainage
Bricks & Blocks
Roofing, Cladding & Insulation
Doors, Windows, Glass & Glazing
Safety, Security & Fire Protection

Heating, Plumbing & Ventilation
Floors, Walls & Ceilings
Kitchens, Bathrooms & Washrooms
Lifts, Stairs, Interiors & Lighting
Timber
Paints, Preservatives & Coatings

Circulation



Specification Product Update has an ABC audited circulation. It is part requested and draws the remaining circulation data from it's sister titles Specification Magazine, Housing Specification and a database of professionals who are making enquiries across the entire construction division of TSP Media. We also source working specifiers from Glenigan to ensure that we are being read by individuals who are working on live projects.



ABC Controlled Circulation (certificate available on request)

In Print

	Total
Architects (Including Architectural Technicians & Technologists)	7104
Building Contractors, House Builders, Developers and Design & Build Companies	2301
Clients / Project Managers	239
Quantity & Building Surveyors	1696
Structural Engineers	265
Mechanical & Electrical Engineers	395
Total	12,000

Digital Edition

Architects (Including Architectural Technicians & Technologists)	7014
Building Contractors, House Builders, Developers and Design & Build companies	2722
Clients / Project Managers	1870
Quantity & Building Surveyors	543
Structural Engineers	291
Mechanical & Electrical Engineers	587
Total	13,027

Combined **25,027**

Social Media Followers **4,500**

Blog e-bulletin **13,000**

Total Exposure (Including printed ABC circulation) **42,527**

When you advertise in Specification Product Update, our in-house ad tracking service captures all enquiries made and forwards these to you via email 24/7. We also offer a full online enquiry analytics package, which tracks all web, email and enquiry links including page impressions and click-throughs.

Advertisement Rates & Data

The advertisement rates quoted guarantee publication in the printed edition of Specification Product Update, inclusion in the digital edition, entry onto our new blog & e-bulletin and posting across our social media channels.

Specification Product Update (SPU)	Insertion Rates				
	1	3	6	9	12
Quarter Page Formatted Advertisement	£400	£375	£350	£325	£300
Full Page Display advert/Sponsor page in feature	£1500	£1350	£1200	£1050	£900
Editorial Rate (Print & Digital Platforms)	3+		6+		
Single Space Editorial (100 words & image)	£100	£90	£80	N/A	N/A
Double Space Editorial (190 words & image)	£190	£180	£170	N/A	N/A

Advertisement Copy Requirements

Top Company Formatted Panel - 1 high res image, 200 words plus contact details

Formatted Quarter Page - 1 high res image, 120 words plus contact details

Full page advertisement - 230mm w x 300mm h +3mm bleed

Sponsors Page/Display Advertisement - 1 high res image, title, 50 words, contact details and company logo

For information on the availability of inserts, gate-folds, belly-bands, wrap-arounds and tip ons or any other special print opportunities please contact us 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 high-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. Please forward any relevant press material to katie@tspmedia.co.uk





Contacts

For further information please call
01952 234000

Publisher

David Stiles

david@tspmedia.co.uk

Sales Development

Maria Hodgetts

maria@tspmedia.co.uk

Area Sales

Martyn Smith

martyn@tspmedia.co.uk

Mike Hughes

mike@tspmedia.co.uk

James Hastings

james@tspmedia.co.uk

Design & Production:

Design - Kat Jones

kat@tspmedia.co.uk

Production

copy@tspmedia.co.uk

Circulation Manager

Ashleigh Mal

ashleigh@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