

To find out more about how your company can benefit from being part of Let's Talk Specification, please contact:

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**GIVE
SPECIFICATION
A VOICE**



 *Let's talk...*
Specification

A new digital media platform for the construction industry

PLANNING
BUILDING CONTROL
WARRANTIES
BUILDING REGULATIONS
APPROVED DOCUMENTS
PROCUREMENT FRAMEWORKS
SPECIFIERS
INSTALLERS
BUILDING PRODUCTS
BUILDING SYSTEMS
PRODUCT TESTING
ACCREDITATION
CERTIFICATION
FIT FOR PURPOSE
CDM2015
CE MARKING
BRITISH STANDARDS
QUALITY ASSURANCE
COST CONSULTING
TURN KEY SOLUTIONS
BUILD AS DESIGNED
DESIGN WITH CONFIDENCE
PERFORMANCE GAP
FIRE TESTED
SUSTAINABILITY
OWNERSHIP
INSURANCE
ASPIRATIONAL DESIGN
DESK TOP STUDIES

Media Information

A NEW DIGITAL MEDIA PLATFORM FOR THE CONSTRUCTION INDUSTRY

LET'S TALK!



Introduction

Built as Designed - building a legacy we can be proud of.

The construction industry is under the micro-scope.

- Are we fit for purpose?
- Do the Building Regulations and Approved Documents effectively protect the occupier?
- Can we design and deliver buildings as designed?
- Why is there a Performance Gap?
- Can we as an industry 'Self Police'?

As stakeholders within a professional industry we work on the assumption that our aim is to create a built environment we can be proud of and one that future generations will look back on with admiration. Further, that we have the skills, knowledge, expertise, and collective will to deliver an aspirational built environment that is safe and fit for purpose.

Recent high profile fires in residential and commercial buildings highlight the broader issue facing our industry. When we get it wrong the wider social and personal impact can be devastating.

The issues are of course far wider than fire protection. The Zero Carbon Hub, back in 2014 for example highlighted the 'Building Energy Performance Gap' and we know, through pre completion testing, and post occupancy testing, that buildings do not always perform as designed.

Air quality, thermal performance, acoustics, over heating, access, security and of course safety and fire protection, are some of the recurring issues that will be tackled.

The impact is not limited to the occupier, prolonged remedial works resulting in extended project times has a cost. Can we deliver projects on time and on budget and at the same time avoid breaches of warranty and rising insurance premiums?

Let's Talk Specification in association with Specification Magazine is a new digital media platform that seeks to answer these questions; creating a forum for debate and discussion that will put the Specification process back at the heart of the agenda.

You can read and hear from key industry professionals and leading bodies discussing their roles and responsibilities and how through collaboration we can ensure we deliver buildings as designed. You'll hear from manufacturers and the demanding process testing and certification that they go through to ensure their products and systems are fit for purpose.

Let's Talk Specification will share best practice and offer advice to the whole supply chain, discussing everything from: Design Considerations; Feasibility & Developing the Design Brief; Planning; Building Controls; Warranties & Insurance; Testing; Certification and Approvals; Cost Control; Health & Safety; Audits & Inspection; specifying products and systems and of course, contracting and installation.

Overview

Let's talk... Specification

Let's Talk Specification will look at every aspect of the architectural and building sector and the role that innovative products play in our everyday lives.

It will focus on the research and development, testing and manufacturing processes, installation and maintenance of a wide range of building products and systems.

Specifiers, architects and all those involved in the creation of new building development will have instant access to a wealth of detailed, technical and independent information.

As a key stakeholder in the construction industry we want you to help shape this discussion, by sharing the knowledge and best practice that goes into the delivery of products and systems that are certified, accredited and fit for purpose.

If you would like to join the debate, inform the industry of the service you offer or have systems and products that you would like to promote to our extensive readership, then take a look at the marketing opportunities we can offer you opposite.

YOUR MARKETING OPPORTUNITIES

- Dedicated Company Profile on Let's Talk Specification
- 900 word DPS article/Q&A to appear in print and online*
- 2 x 500 word technical articles to appear in Let's Talk Specification
- Extensive social media coverage across the Specification Online Twitter, Facebook and Pinterest platforms plus our Let's Talk Specification dedicated LinkedIn platform
- Full Page advertisement to appear in selected print title
- Unique ebulletin to demographically chosen target audience
- Google adword campaign
- Featured on Let's Talk Specification's regular ebulletin
- Online Bellyband to appear on Let's Talk Specification homepage for one month
- Online Banner to appear on single weeks Let's Talk Specification ebulletin
- Keyword evaluation
- Quality Backlinks to the most relevant pages on your website
- Links to up to 12 brochures, 12 products, 6 CPDs & 6 Videos on www.specificationonline.co.uk product directory
- Full analytics package for ROI purposes

*DPS Article will appear in one of the following titles Specification Magazine, Housing Specification or Public Sector Building Specification.

Company Profile

eBulletin

HOUSING Specification

PUBLIC SECTOR BUILDING SPECIFICATION

Above and Beyond

DPS Article/Q&A in:
Specification Magazine
or
Housing Specification
or
Public Sector Building Specification

Google Adwords

Library

Videos

Social Media

Mobile

**DEBATE
SHAPE
DIRECT
PROVOKE
REVEAL**

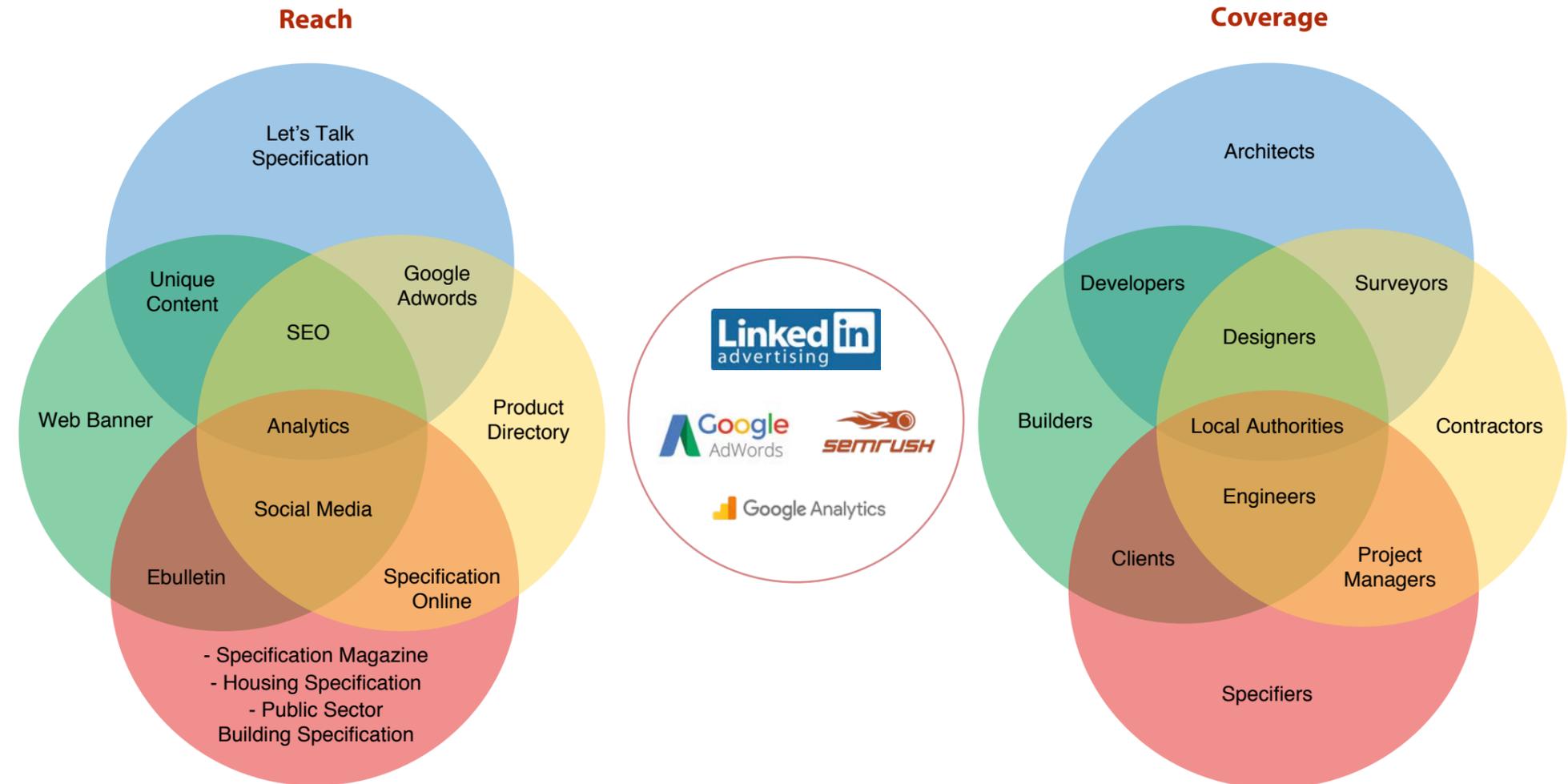
**LET'S
TALK!**

Let's talk...
Specification

Reach & Coverage

As part of the TSP Media stable of architectural and building titles, Let's Talk Specification has access to a massive database of over 100,000 architects, builders, developers, contractors and specifiers.

It is these key decision makers that Let's Talk Specification will interact with via our print, online and social media channels.



TOPICS THAT WILL START YOU TALKING

LET'S TALK!

Let's talk...
Specification



Unique Content

Unique content is the key to everything we do at Let's Talk Specification

Unique content plays a key role in search rankings because search algorithms rate unique content highly. The unique content featured on Let's Talk Specification will ensure that any article, case study or product information that we feature on Let's Talk Specification, will generate increased traffic to your website via quality backlinks. It also means that readers are more likely to stay engaged if the content is relevant, informative, well written and unique.

Our editorial team is on hand to help and advise with this process, holding Q&A sessions with your technical teams or editing and drafting new and existing material.

One of the keys to the success of Let's Talk Specification is how we use data visualisation tools to ensure we are providing the right content to the right people at the right time. The software studies the subjects, issues and terms people are searching for on the internet and provides us with an insight into the topical content and focused articles that will make up the content on Let's Talk Specification. Such research is vitally important to ensure we provide the answers people need and also put you at the top of the search rankings for particular subjects, issues and product areas.

Example: Our editorial team will help you write your article to ensure it includes the key search terms to maximise your visibility on Google.



As Let's Talk Specification develops it will build into a comprehensive platform, covering all the key topics that are crucial to the specification process.

Here are just a flavour of the topics and categories that we will be covering in the next 12 months:

Design & Construction	Specifying for Procurement	Acoustics
Planning	Sector Reports (Health, Education, Housing etc)	Building Products
Building Control	Responsibilities & Liabilities	Building Systems
Warranties and Building Insurance	Technical Product Reports	Accreditations & Certifications
Procurement, Frameworks & Construction Contracts	Installers & Specialist Contractors	Fit for Purpose
Building Information Modelling	Aspirational Design	CE Marking
Fair Payment Agenda	Competent Persons Scheme	CDM2015
Specification	Healthy Buildings	British Standards
Product & System Testing	Approved Installers	Quality Assurance
Fitness of Materials	Secured by Design	Cost Consulting
Test Centres	Case Studies	Turn Key Solutions
Awarding Bodies	Audit and Inspection	Build as Designed
Certified Bodies	Award winning Projects	Design with Confidence
Industry Awards	Building Regulations and Approved Documents	Performance Gap
Fire Protection	Sustainability	Ownership
Insurance	Thermal Performance	Desk Top Studies

Technical data and copy requirements

Content - 900 words plus up to 6 images
 Company Profile - Full contact details including address, email and telephone number, together with logo and branding, 500 descriptive words and a link to your Twitter feed.

Full Page advertisement dimensions

Specification Magazine - 230mm(w) x 300mm(h)
 Housing Specification - 230mm(w) x 300mm(h)
 Public Sector Building Specification - 183mm(w) x 250mm(h)

Online Bellyband and banner Advertisement Positions (gif dimensions)

Home Page - 945px (w) x 188px (h)
 Weekly ebulletin - 687px (w) x 136px (h)

Platinum Coverage

£5,000

- Dedicated Company Profile on Let's Talk Specification
- 900 word article/Q&A to appear in print and online*
- 2 x 500 word technical article to appear in Let's Talk Specification platform
- Extensive social media coverage across the Specification Online Twitter, Facebook and Pinterest platforms plus our Let's Talk Specification dedicated LinkedIn group
- Full Page advertisement to appear in print in magazine of choice
- Unique ebulletin to demographically chosen target audience
- Google adword campaign
- Featured on Let's Talk regular ebulletin
- Online Bellyband to appear on Let's Talk Specification homepage for one month
- Online Banner to appear on single weeks Let's Talk Specification ebulletin
- Keyword evaluation
- Quality Backlink to the most relevant pages on your website
- Links to up to 12 brochures, 12 products, 6 CPD's & 6 Videos on www.specificationonline.co.uk
- Full analytics package for ROI purposes
- Optional extras video coverage of Q&A session*

Silver Coverage

£1,500

- Dedicated Company Profile on Let's Talk Specification
- 500 word technical article to appear on Let's Talk Specification platform
- Extensive social media coverage across the Specification Online Twitter, Facebook and Pinterest platforms plus our Let's Talk Specification dedicated LinkedIn group
- Unique ebulletin to demographically chosen target audience
- Google adword campaign
- Featured on Let's Talk regular ebulletin
- Online Banner to appear on single weeks Let's Talk Specification ebulletin
- Keyword evaluation
- Quality Backlink to the most relevant pages on your website
- Full analytics package for ROI purposes

* Appears in Specification Magazine, or Housing Specification, or Public Sector Building Specification.

Gold Coverage

£3,000

- Dedicated Company Profile on Let's Talk Specification
- 900 word article/Q&A to appear in print and online*
- Extensive social media coverage across the Specification Online Twitter, Facebook and Pinterest platforms plus our Let's Talk Specification dedicated LinkedIn group
- Full Page advertisement to appear in print in magazine of choice
- Unique ebulletin to demographically chosen target audience
- Google adword campaign
- Featured on Let's Talk regular ebulletin
- Online Bellyband to appear on Let's Talk Specification homepage for one month
- eBulletin Banner to appear on Let's Talk regular ebulletin
- Keyword evaluation
- Quality Backlink to the most relevant pages on your website
- 500 word article to appear on Let's Talk Specification platform (Month 2)
- Full analytics package for ROI purposes

Bronze Coverage

£750

- Dedicated Company Profile on Let's Talk Specification
- 500 word technical article to appear on Let's Talk Specification platform
- Extensive social media coverage across the Specification Online Twitter, Facebook and Pinterest platforms plus our Let's Talk Specification dedicated LinkedIn group
- Google adword campaign
- Featured on Let's Talk regular ebulletin
- Keyword evaluation
- Quality Backlink to the most relevant pages on your website
- Full analytics package for ROI purposes

(Further articles can be added during this year with this package for £500.00 per article)