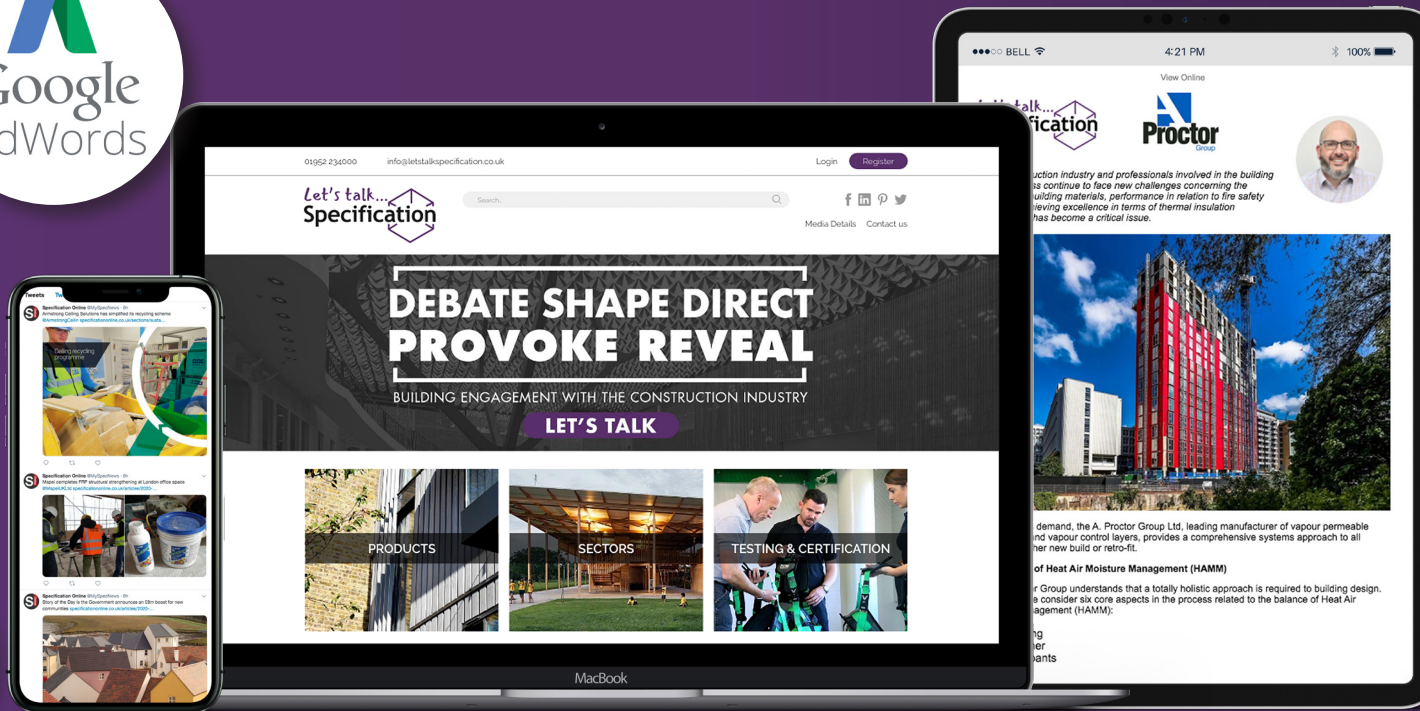


Let's talk... Specification

An exciting new digital media channel for
the architectural and building industry.



A platform that embraces new digital technology to deliver and
broadcast your content in a contemporary and professional way.



*Delivering professionally written content
via a range of proven media channels.*

Our aim is to champion the importance of product specification and provide manufacturers and suppliers of construction products with a platform to discuss the rigorous testing and certification process they go through to ensure their products are fit for purpose.

The findings of the Hackitt report, the new Government's changes to building regulations and fire safety and a need to reduce our carbon footprint has shone a spotlight on product development and in particular the correct specification of building materials and systems.

Working closely with you and your marketing team, we will deliver a media campaign that engages with our readers via a range of proven media channels.

**LET'S GIVE
SPECIFICATION
A VOICE**



PRIME CONTENT

.....

COMPANY PROFILE

.....

KEYWORD EVALUATION

.....

SEARCH ENGINE OPTIMISATION

.....

**FEATURED ON LET'S TALK
REGULAR EBULLETIN**

.....

GOOGLE ADWORD CAMPAIGN

.....

SOCIAL MEDIA PROMOTION

.....

**QUALITY BACK-LINK
FOR YOUR WEBSITE**

.....

TARGETED SOLUS EBULLETIN

.....

NO. 1 GOOGLE RANKING

.....

FULL GOOGLE ANALYTICS REPORT

Have your say...

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.

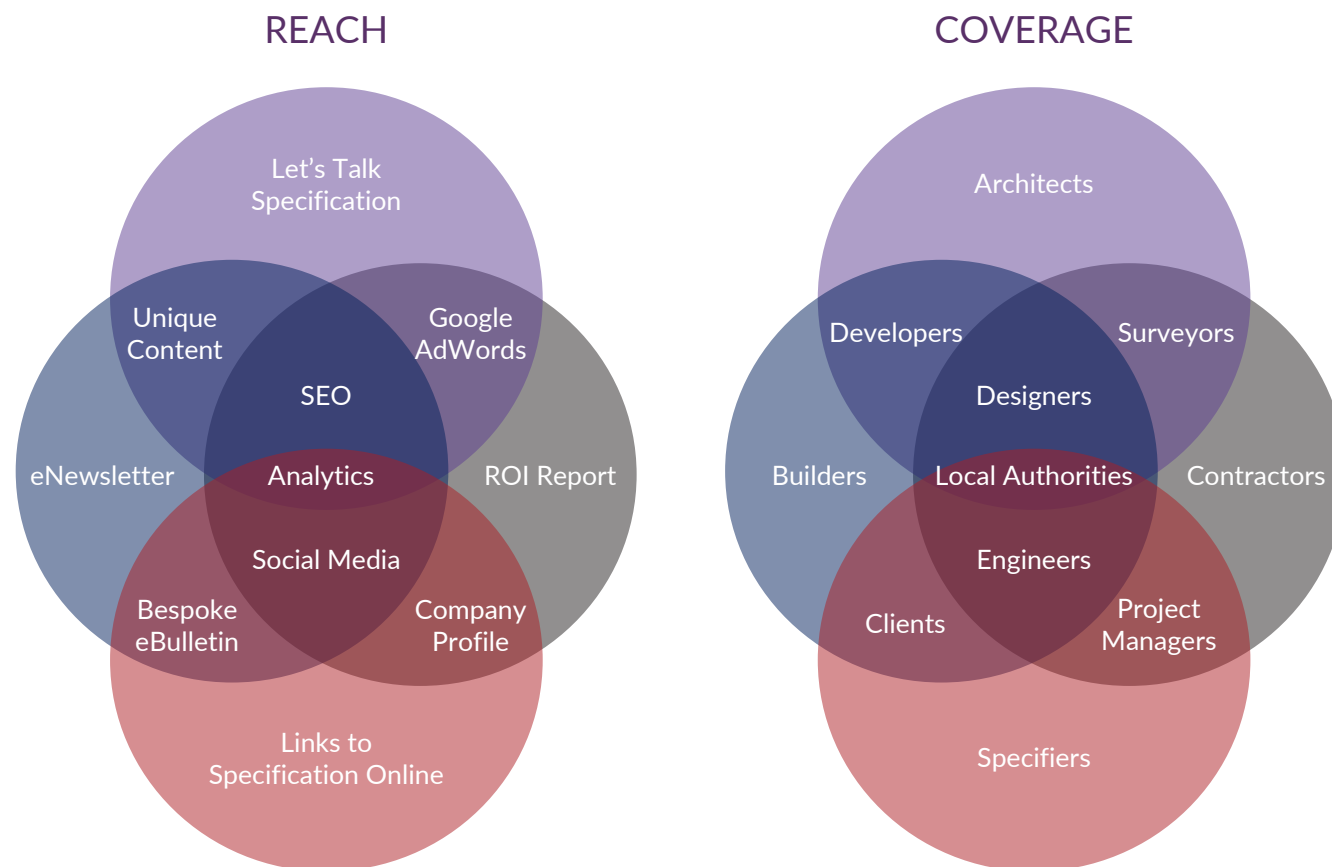
Specifiers, architects and all those involved in the creation of new building development will have instant access to a wealth of detailed, technical and independent information.

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 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, detailed on our rates and data page.

TSP Media is one of the most respected publishers in the construction industry and our reach and coverage is guaranteed to put your message in front of a wide range of working specifiers.

REACH & COVERAGE



Health



Education



Commercial



Housing



Public Sector

"Our aim is to create a dynamic platform that provides informed comment, independent and authoritative technical information and industry-leading, agenda-setting opinion"



Paul Groves - Editor



1. Editorial content can be written and submitted by you or your PR agency, or developed jointly with our Group Editor Paul Groves. Topics can range from new product development, in situ project examples or testing and certification. These can take the form of a case study, Q&A, a technical overview of a product or general product release.
2. Working with our in-house team of SEO and web experts, we decide on a keyword which you want the article to rank for on Google.
3. We then ensure that the keyword links to the most relevant page on your website.



Once content is live on the Let's Talk Specification website we engage the Google AdWord campaign, broadcast it across our social media channels and publish your solus eBulletin.

Rates:

BASED ON 1 ARTICLE	£1,000
Dedicated company profile on Let's Talk Specification	✓
Up to 900 word unique article / Q&A*	✓
Keyword evaluation	✓
Quality backlink to the most relevant pages on your website	✓
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 of 3,000	✓
Featured on Let's Talk regular eBulletin	✓
Google AdWord campaign	✓
Full analytics package for ROI purposes	✓
BASED ON 2 ARTICLES	£850
BASED ON 3 ARTICLES	£700
BASED ON 5 ARTICLES	£550

*You can either provide the article whilst following our guidelines listed to the right for maximum impact, or our editor Paul Groves can interview and create the article for you. Quotes provided on request.

For further information on how to promote your products and systems on Let's Talk Specification, please call 01952 234000 and speak to one of our media consultants.

Typical example of the process we go through to optimise your content and improve your Google rankings:

Sector: Healthcare | **Product:** Flooring | **Client:** Gerflor

URL: Link to the page on your website which is most relevant to healthcare environments

www.gerflor.co.uk/professionals-products/sector/healthcare.html

Title: To include keywords

Optimal healthcare flooring environments for patient safety

Meta Description: To include article title, author and company/association

Gerflor UK's Head of Marketing Navjot Dhillon joins the debate on sustainable healthcare flooring environments as Let's Talk Specification asks her "What makes a sustainable healthcare environment which is still safe for patients?". Take a look at the article and join the debate.

Subheadings/Q's within the article: To include other relevant questions highlighted above

Environmental sustainability in healthcare, healthcare environments and patient safety, best flooring for hospital safety etc.

Image Alt Tag: To include keywords to describe the image

Healthcare flooring environments

Article or Q&A: Minimum of 900 words, to include relevant keywords, semantic phrases and questions relating to subject matter

Semantic Keywords: Safety flooring, infection control, healthcare design, health systems, centre for sustainable healthcare, health and care system, care providers, sustainable development unit, healthcare facilities, natural lighting, public health, flooring solutions, flooring option, anti-slip, infection control etc.

Other Questions: What flooring should I use in operating theatres? What makes vinyl flooring sustainable? Do I need stair nosing in a hospital?

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

DAVID STILES
PUBLISHER

david@tspmedia.co.uk

PAUL GROVES
GROUP EDITOR

paul.groves@tspmedia.co.uk

MARTYN SMITH
COMMERCIAL MANAGER

martyn@tspmedia.co.uk

JAMES HASTINGS
AREA SALES MANAGER

james.hastings@tspmedia.co.uk

MIKE HUGHES
AREA SALES MANAGER

mike@tspmedia.co.uk

HARRY RILEY
EDITORIAL COORDINATOR

harry@tspmedia.co.uk

TEL: 01952 234000

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Let's Talk Specification is the latest development from TSP Media Limited.
The company specialises in the construction industry and publishes a range of publications both in print and online.
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PRINT

Specification Magazine
Specification Product Update
Housing Specification
Landscape & Amenity Product Update
Specification Product Information Cards



ONLINE

www.specificationonline.co.uk
www.buildingspecification.com
Specification Product Update Blog
www.landscapeandamenity.com
www.landscapespecification.com
Landscape & Amenity Product Update Blog

www.letstalkspecification.co.uk

Let's talk...
Specification

TSPMEDIA
TANNER STILES PUBLISHING

Grosvenor House, Central Park, Telford, TF2 9TW
01952 234000 | info@tspmedia.co.uk | www.tspmedia.co.uk