



Federation of Plastering and Drywall Contractors

SPEC Finish

Specialist Building Finishes Magazine

Specfinish media information 2012

The magazine

Specfinish - Specialist Building Finishes - is the leading magazine for specifiers, distributors and installers of drywall, ceilings, plastering, screeding, rendering, fibrous plasterwork, insulation and steel framed systems. Now in its 22nd year, the magazine carries news, technical articles and features on sectors across the finishing sector. Published bi-monthly, the magazine is supported by a website that keeps the sector up to date on development and new products.

The circulation

The magazine's circulation of 6,000 includes: main contractors, specialist contractors, architects, manufacturers, distributors and merchants operating in a sector worth more than £3 billion p.a.

The FPDC

FPDC - The Federation of Plastering and Drywall Contractors - is the independent professional voice of the drywall, plastering and screeding industry, representing large and small commercial contractors on many matters, including technical standards, training, legislation and industrial relations issues.

2012 features

January	March	May
Insulation	Ceiling systems	Façades
Logistics and distribution	Fit out	Tools and fixings
Fire protection	Screeding and render	Finishing standards

* Technical review theme may be subject to change

Editorial - Adrian JG Marsh, Editor
T 01926 420660 e ajmarsh@campbellmarsh.com

Advertising - Rob Phillips
T 01926 420660 e rob@campbellmarsh.com



Advertising and PR support

As specialists in construction marketing and PR we can help to produce professionally designed and written advertising and press releases for use in Specfinish or any other magazine. For further information please contact Rob Phillips on 01926 420660.

Visit us on Twitter @Specfinish



Advertising and editorial deadlines for 2012

Issue	Editorial	Advertisement booking	Advertising artwork	Insert deadline
Jan	3 Dec 2011	3 Dec 2011	15 Dec 2011	20 Dec 2011
March	27 Jan 2012	27 Jan 2012	16 Feb 2012	23 Feb 2012
May	23 Mar 2012	23 Mar 2012	12 Apr 2012	19 Apr 2012
July	25 May 2012	25 May 2012	14 Jun 2012	21 Jun 2012
September	27 Jul 2012	27 Jul 2012	16 Aug 2012	23 Aug 2012
November	28 Sept 2012	28 Sept 2012	11 Oct 2012	25 Oct 2012

Specfinish is mailed to subscribers during the first week of the month of publication.

Website - www.specfinish.co.uk

The Specfinish website provides more regular news and information about the sectors we cover. It is also possible to view the main magazine as a PDF making it easier for readers to keep up to date.

Advertising has been limited to two positions: leader banner and a side board banner.

Lead banner

A horizontal ad format running along the top of the webpage above the masthead. Full page magazine advertisers have access to a position in the scrolling lead banner for the month of publication.

Side skyscraper

Two positions have been created especially for advertisers to be able to deliver their message in a more visible position.

Website technical specifications

The technical specifications for the standard ad formats are available on request.

Active URLs must be supplied for ads to link to and the files can be supplied in GI, JPEG or Flash format. Animated ads - Maximum of 17 seconds.

Dimensions

Horizontal banner - 630 pixels wide by 113 pixels deep
Vertical banner - 190 pixels wide by 270 pixels deep
All artwork must be 72dpi and RGB (artwork must not be supplied CMYK, 300dpi or the wrong size)

Rates

Scrolling lead banner: FOC to full page advertisers in main magazine for month of issue only
Skyscraper: £250 per month



Finish

Advertisement bookings

Rob Phillips
Tel: 01926 420 660
e: rob@campbellmarsh.com

Production

Matthew Glover
Tel: 01926 420 660
e: matthew@campbellmarsh.com

128 Warwick Street, Leamington Spa, Warwickshire, CV32 4QY

FPDC

4th Floor, 61 Cheapside,
London, EC2V 6AX
Tel: 020 7634 9480
Fax: 020 7248 3685

Advertising rates

Display

Full page	£1750
Half page	£1050
Quarter page	£700

Series discount scheme

Six issues	25%
Three issues	10%

Special position rates

Position	Size	Rate
Guaranteed	Plus	20%
Back page	Full page	£2450

Inserts

Weight of inserts Cost

Up to 5g	£365
Up to 10g	£445
Up to 15g	£525
Up to 20g	£600
Up to 25g	£680
Over 26g	On application

Advertising specifications

File formatting:

Acceptable files: PDF, TIFF, JPEG, EPS – all high resolution formats. All files must include 3mm bleed and crop marks.

Typefaces and fonts:

Please ensure that all fonts are either embedded or outlined.

Scanning resolution:

All image files should be scanned at a resolution of 300 dpi and converted to CMYK format. Ticks and registered marks are not required.

Advert dimensions:

Full page: 245mm w x 335mm h

Half page: horizontal: 225mm w x 155mm h

Half page vertical: 133mm w x 315mm h

Quarter page: 112mm w x 155mm h

Sending files:

Email: Please email attachments to newsdesk@campbellmarsh.com and label the file with your name and the title and date of the publication.

Post:

Include a printed proof of the advert. Please supply on CD or DVD and post to: Specfinish, Campbell Marsh, 128 Warwick Street, Leamington Spa CV32 4QY

We will not accept liability for content if proofs have not been supplied.

FTP: Access details available upon request.

Terms of Acceptance and Cancellation Conditions

Specfinish – Specialist Building Finishes – is published by FPDC; the Federation of Plastering and Drywall Contractors. The publisher reserves the right to refuse, amend, withdraw, or otherwise deal with an advertisement at their absolute discretion and without explanation. All advertisements are accepted on the condition that the advertiser warrants that the advertisements do not in any way contravene any Act of Parliament, statutory instrument or EU Regulation and are not in any other way illegal or tortuous. Although every care is taken to avoid mistakes, the publisher will not be responsible for any loss occasioned by the failure of an advertisement to appear for any cause whatever, nor do they accept liability for Printer's errors. No responsibility will be accepted for loss of, or damage to artwork. Special positions will be met subject to space availability but cannot be guaranteed; where special position charges have been contracted but the position not available, the special charge will not be levied. Payment is due within 15 days of invoice date; any amount outstanding thereafter is subject to interest equating to a monthly rate of 3%. Any cancellations must be submitted in writing to the publisher six weeks prior to publication date; any cancellations after the booking deadline will be charged for in full. These conditions are also subject to contractual agreement with the FPDC, which includes specific exclusions that relate to their operational activities and therefore reserve the right to amend or exclude copy that does not meet their criteria.