

**fpdc**

Federation of Plastering and Drywall Contractors

**SPEC Finish**  
Specialist Building Finishes magazine

The magazine of FPDC The national walls floors and ceilings federation

# Media Information 2014

Update September 2013

Visit us on Twitter @Specfinish



## Specfinish

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.

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.

## Circulation

The magazine's circulation of 5,500 includes: main contractors, specialist contractors, architects, manufacturers, distributors and merchants. 80% of readers are specialist contractors.

## About 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.

## 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 us on 01926 420660.



## 2014 editorial plan

January	Plasterers' Award preview	Sustainability
March	Logistics	Drywall and partitions
May	Façades	Tools and fixings
July	Fit out	Screeding
September	Ceilings	Technology
November	Plastering	Fire protection

## Advertising and editorial deadlines

Issue	Editorial	Advertisement booking	Advertising artwork	Insert deadline
Jan	29 Nov 2013	29 Nov 2013	11 Dec 2013	19 Dec 2013
March	31 Jan 2014	31 Jan 2014	14 Feb 2014	21 Feb 2014
May	28 Mar 2014	28 Mar 2014	10 Apr 2014	25 Apr 2014
July	30 May 2014	30 May 2014	13 Jun 2014	26 Jun 2014
September	31 Jul 2014	31 Jul 2014	15 Aug 2014	27 Aug 2014
November	26 Sept 2014	26 Sept 2014	10 Oct 2014	24 Oct 2014

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

## Advertising rates

### Display

Full page	£1950
Half page	£1150

### 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	£400
Up to 10g	£495
Up to 15g	£575
Up to 20g	£660
Up to 25g	£750
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 305mm h

### Sending files:

**Email:** Please email attachments to [newsdesk@campbellmarsh.com](mailto: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.





## Website advertising

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. Only available to full page magazine advertisers.

### 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 and less than 170Kb.

### Dimensions

Horizontal banner - 630 pixels wide by 113 pixels deep

Vertical banner - W 190 pixels by H 270 pixels

All artwork must be 72dpi and RGB

(artwork must not be supplied CMYK, 300dpi or the wrong size)

### Rates

Scrolling lead banner: £300 per month

Skyscraper: £250 per month

## Advertisement bookings

Adam Turner

Tel: 01926 420660

Mob: 07792 290118

adam.turner@campbellmarsh.com

## Production

Matthew Glover

Tel: 01926 420 660

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



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**SPEC**  
**Finish**

## 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.