

SPEC FINISH

FIS

www.thefis.org

The magazine of FIS
representing the finishes and
interiors sector

www.specfinish.co.uk

FIS Unit 4, Olton Bridge, 245 Warwick Road, Solihull, West Midlands B92 7AH Tel: 0121 707 0077 Email: info@thefis.org



SpecFinish magazine Warners Group Publications, West Street, Bourne, Lincolnshire PE10 9PH

Media information, technical data and advertising rates 2023



About SpecFinish

SpecFinish is the leading magazine for specifiers and installers of interior systems and building finishes. It is published by Warners Group Publications on behalf of FIS, the trade body that is the voice of the finishes and interiors sector. Content focuses on driving best-practice, innovation, competency and quality. The magazine reaches an audience of over 30,000 per issue, providing an ideal platform to promote your products and services. Using SpecFinish online you can deliver the right message for the right audience based on demographics, content and behaviour. With 45% of visitors seeking product and technical information, capture the attention of your audience with various premium positions for your campaign.

REACH: c.30,000

The number of specifiers, installers and suppliers reached by each printed issue of SpecFinish

PRINTED MAGAZINE CIRCULATION: c.5,500

DIGITAL CIRCULATION: c.7,000

**PRINTED MAGAZINE FREQUENCY:
Six times per annum**

SpecFinish is published in January, March, May, July, September and November

ONLINE NEWS: Weekly

Weekly news from the finishes and interiors sector is updated at SpecFinish online



SpecFinish 2023 Features

	JANUARY	MARCH	MAY
TECHNICAL	DRYLINING	HERITAGE	PODS
	JULY	SEPTEMBER	NOVEMBER
TECHNICAL	CEILINGS AND ABSORBERS	STEEL FRAMED SYSTEMS	PARTITIONS AND OPERABLE WALLS

Contact us

Advertising and all enquiries: Theresa Geeson: 01778 392046
 Editor: David Crowson: 01778 392401
 Production: Sue Ward: 01778 392405

www.specfinish.co.uk

theresag@warnersgroup.co.uk
 david.crowson@warnersgroup.co.uk
 productionc@warnersgroup.co.uk

Printed magazine advertising rates

DISPLAY ADVERTISING

Inside front cover double page spread £3,950

Outside back cover full page £2,450

DPS £3,350

Full page £2,000

Half page £1,200

Quarter page £850

FIS member booking discount:

10% single advertisement

15% six or more advertisements

INSERTS

Weight of inserts/Cost

Up to 5g £500

Up to 10g £575

Up to 15g £650

Up to 20g £750

Up to 25g £800

Over 26g On application

Digital insert £ 100 only available as an add on to printed insert

Prices are per insert and subject to VAT (where applicable) at the current rate

SPONSORED FEATURES - Contact Theresa on **01778 392046** or **theresag@warnersgroup.co.uk** for further details.

Digital advertisement rates

RATES

Website

Leaderboard run of site: £400 + VAT per month

Home page mid-banner: £250 + VAT per month

MPU run of site: £350 + VAT per month

Category banner: £200 + VAT per month

Article banner: £150 + VAT (lifetime of article)

SpecFinish E-newsletter

Sponsorship: £1,000+VAT - this forms part of the SpecFinish E-Newsletter including 50-words of text and a banner advert incorporated.

Banner: £450+VAT - incorporated into the SpecFinish monthly E-Newsletter.

Solus: £1500+VAT - An E-Newsletter of their choice to the SpecFinish mailing list distributed mid-month.

FIS member booking discount: 10%



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Advertising technical specification

COPY REQUIREMENTS

• **PDF FILES** (Portable Document Format) Preferred distiller settings are available to view online at www.warners.co.uk/contact-us/pdf-specifications/

Files must have all objects and fonts embedded. All high-res images must be embedded as CMYK colours only. Images should be supplied to a minimum resolution of 300dpi. Full page ad files should have 3mm bleed on all edges. Files should be prepared with trims centred, and registration and bleed marks included. A separate PDF should be supplied for each page.

• **Tiffs, EPS, JPEG, PSDs**

If the advert has bleed, include on the file. All images must be CMYK - 300dpi. We cannot be held responsible for colour variations and picture quality, these are the responsibility of the sender. Supply a same size digital contract proof with each ad file eg. digital, Cromalin, Sherpa, Kodak Approval or equivalent.

Email all artwork to productionc@warnersgroup.co.uk

ADVERTISING DIMENSIONS FOR PRINT

Full page:	210mm wide x 297mm high (+3mm bleed)
Double page spread:	420 mm wide x 297mm high (+3mm bleed)
Half page (horizontal):	176mm wide x 122mm high
Half page (vertical):	85mm wide x 249mm high
Quarter page (horizontal):	176mm wide x 58mm high
Quarter page (vertical):	85mm wide x 122mm high

Show cut marks and allow for 3mm bleed.

DIGITAL ADVERTISING DIMENSIONS

Leaderboard:	728 pixels w by 90 pixels h
Home page mid-banner:	2718 pixels w by 338 pixels h
MPU:	300 pixels w by 250 pixels h
Category banner:	2718 pixels w by 338 pixels h
Article banner:	2718 pixels w by 338 pixels h
E-newsletter banner:	602 pixels w by 78 pixels h

ONLINE MAGAZINE

Files can be supplied as either a GIF or JPEG

Active URLs must be supplied for ads to link to

Animated ads - Maximum of 17 seconds and less than 170Kb

All artwork must be 72dpi and RGB (CMYK will not be accepted)

Booking and copy deadlines

Issue	Booking Deadline	Copy Deadline	Mailed
2023			
January	24 November	1 December	29 December
March	26 January	2 February	24 February
May	28 March	4 April	28 April
July	25 May	2 June	27 June
September	27 July	3 August	25 August
November	28 September	5 October	27 October
January	23 November	30 November	28 December

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