

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 2024



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**

SpecFinish print edition is posted to c.4000 companies operating in the finishes and interiors sector, including FIS members, a digital page turning version is uploaded to the SpecFinish website, LinkedIn and Twitter accounts, plus is sent to around 7,000 digital subscribers – a total reach of c.30,000.

PRINTED MAGAZINE FREQUENCY:

Four times per annum

SpecFinish is published in January, April, July & October

ONLINE NEWS: **Weekly**

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



Contact us

Advertising and all enquiries:	Theresa Geeson:	01778 392046
Editor:	David Crowson:	01778 392401
Production:	Kay Cotterill:	01778 395065

www.specfinish.co.uk

theresag@warnersgroup.co.uk
david.crowson@warnersgroup.co.uk
k.cotterill@warnersgroup.co.uk

Printed magazine advertising rates

DISPLAY ADVERTISING

Inside front cover double page spread	£3,950
Outside back cover full page	£2,450
Inside front/back cover	£2,220
DPS	£3,350
Full page	£2,000
Half page	£1,200
Quarter page	£850

COMPANY PROFILE - £1600

A company profile is a powerful tool that can help your business stand out among competitors. This double page spread can showcase your company's history, achievements and team, helping you to create a strong brand identity that resonates with potential customers.

SPONSORED CONTRACT FEATURE - £1600

Displaying a single contract, this high impact double page spread showcases members' contracting skills and manufacturers' products. It highlights how the FIS member supply chain works together, to create perfect interior solutions.

SPONSORED DEBATE - £3000

Work in conjunction with FIS to choose a debate topic and guarantee your place at the table.

FIS member booking discount: 10% single advertisement 15% four or more advertisements

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

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

Digital advertisement rates

RATES

Website	rate card	member rate (10%discount)
Lead banner run of site	£ 400	£ 360
Home page mid-banner	£ 250	£ 225
MPU run of site	£ 350	£ 315
Footer billboard run of site	£ 250	£ 225
Category banner	£ 200	£ 180 appears on News, Products, Projects, Features pages
Article banner	£ 150	£ 135 +VAT for life of article
CPD Article	£ 650	£ 585
Product News	£ 150	£ FREE

SpecFinish monthly 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 your design distributed to the SpecFinish mailing list.

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 x 90 pixels h
Home page mid-banner:	2718 pixels w x 338 pixels h
MPU:	300 pixels w x 250 pixels h
Category banner:	2718 pixels w x 338 pixels h
Article banner:	2718 pixels w x 338 pixels h
E-newsletter banner:	602 pixels w x 78 pixels h
Billboard footer	970 pixels w x 250 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

COVER DATE	BOOKING DEADLINE	COPY DEADLINE	MAIL DATE
April 2024	29 February	8 March	29 March
July 2024	31 May	7 June	28 June
October 2024	30 August	6 September	27 September
January 2025	21 November	28 November	3 January

Contact us

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Editor:	David Crowson	01778 392401
Production:	Sue Ward:	01778 392405

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