

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 2025



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 provides 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.

READERSHIP

To support our commitment to reducing our environment impact, SpecFinish print edition is posted to FIS members comprising of around 650 companies.

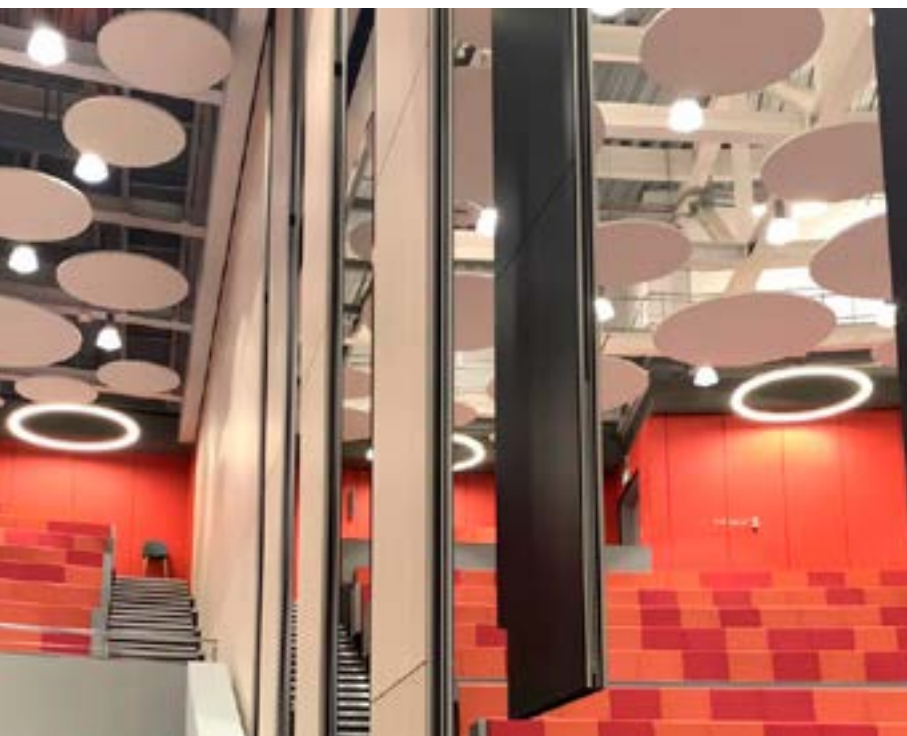
The digital page turning version is uploaded to the SpecFinish website and LinkedIn accounts, and is sent to around 6,000 digital subscribers operating in the finishes and interiors sector.

PRINTED MAGAZINE FREQUENCY

SpecFinish is published in January, April, July & October

ONLINE NEWS

News posted daily to SpecFinish online.



Contact us

Advertising and all enquiries:	Theresa Geeson:	01778 392046
Editor:	David Crowson:	01778 392401
Production:	Julia O'Hara:	01778 392405

www.specfinish.co.uk

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

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 - £1,600

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 - £1,600

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 - £3,000

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.

Website advertisement rates

RATES (per month)

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 for life of article
CPD article	£ 650	£ 585
Product News	£ 150	£ FREE

SpecFinish E-newsletter

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

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

Solus: £1,500 - An e-newsletter of your design distributed to the SpecFinish mailing list.

FIS member booking discount: 10%

Unless otherwise stated, all prices are per insert, subject to 10% agency discount, and VAT at the current rate (where applicable).

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Advertising technical specification

COPY REQUIREMENTS

• PDF FILES (Portable Document Format)

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 production@warnersgroup.co.uk

MAGAZINE ADVERTISING DIMENSIONS

Full page:	210mm wide x 297mm high (+3mm bleed)
Double page spread:	420 mm wide x 297mm high (+3mm bleed)
Half page (horizontal):	190mm wide x 135mm high
Half page (vertical):	93mm wide x 275mm high
Quarter page (horizontal):	190mm wide x 65mm high
Quarter page (vertical):	93mm wide x 135mm high

Show cut marks and allow for 3mm bleed.

WEBSITE 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

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	MAILED
January 2025	21 November	28 November	03 January
April 2025	28 February	07 March	28 March
July 2025	30 May	06 June	27 June
October 2025	29 August	06 September	26 September
January 2026	21 November	28 November	02 January

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