

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 2021**



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: **30,000**

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

CIRCULATION: **6,000**

Every month 6,000 registered SpecFinish readers receive our online newsletters

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 2021 Features

2021	JANUARY	MARCH	MAY
TECHNICAL	FIRE DOORS	PODS	CEILINGS
2021	JULY	SEPTEMBER	NOVEMBER
TECHNICAL	SFS	ETHICAL & SUSTAINABLE FIT OUT	DIGITISATION IN FIT OUT

Contact us

Advertising and all enquiries: Theresa Geeson: 01778 392046
 Editor: Nicky Rogers: 01778 391128
 Production: Sue Ward: 01778 392405

www.specfinish.co.uk

theresag@warnersgroup.co.uk
 nicky.rogers@warnersgroup.co.uk
 productionc@warnersgroup.co.uk

Printed magazine advertising rates

DISPLAY ADVERTISING

Front cover	£2,950
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

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

Lead banner: £300+VAT per month
Side-Bar Banner: £250+VAT per month

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%

LEAD BANNER:

A horizontal ad format running along the top of the webpage above the masthead.

SIDE-BAR BANNER:

Available as a right hand panel on home, news and sub-section pages.

E-NEWSLETTER SPONSORSHIP:

Sole sponsorship with advertising banner and editorial text.

Contact us

www.specfinish.co.uk

Advertising and all enquiries: Theresa Geeson: 01778 392046

Editor: Nicky Rogers: 01778 391128

Production: Sue Ward: 01778 392405

theresag@warnersgroup.co.uk

nicky.rogers@warnersgroup.co.uk

productionc@warnersgroup.co.uk

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.

WEB ADVERTISING DIMENSIONS

Lead banner: 728 pixels w by 90 pixels h
Side-bar banner: (horizontal) 350 pixels w by 350 pixels h
E-Newsletter banner: 602 pixels w x 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
2021			
January	23 November	30 November	30 December
March	21 January	29 January	26 February
May	24 March	31 March	30 April
July	20 May	28 May	29 June
September	22 July	29 July	27 August
November	3 September	30 September	29 October

Contact us

www.specfinish.co.uk

Advertising and all enquiries: **Theresa Geeson:** 01778 392046

Editor: **Nicky Rogers:** 01778 391128

Production: **Sue Ward:** 01778 392405

theresag@warnersgroup.co.uk

nicky.rogers@warnersgroup.co.uk

productionc@warnersgroup.co.uk