

# SPEC FINISH

**FIS**

[www.thefis.org](http://www.thefis.org)

**The magazine of FIS**  
representing the finishes and  
interiors sector

[www.specfinish.co.uk](http://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](mailto:info@thefis.org)



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

## Media information, technical data and advertising rates 2022



## 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.6,000**

**DIGITAL E-NEWSLETTER CIRCULATION: c.8,000**

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

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

**DIGITAL E-NEWSLETTER CIRCULATION: c.8,000**

**ONLINE NEWS: Weekly**

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



## SpecFinish 2022 Features

JANUARY

**TECHNICAL**

PODS AND FLEXIBLE  
RELOCATABLE PARTITIONS

MARCH

DRYLINING FEATURE

MAY

PARTITIONING

JULY

**TECHNICAL**

ACOUSTIC PERFORMANCE  
CLAIMS

SEPTEMBER

CEILINGS FEATURE

NOVEMBER

DOORS

## Contact us

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

[www.specfinish.co.uk](http://www.specfinish.co.uk)

[theresag@warnersgroup.co.uk](mailto:theresag@warnersgroup.co.uk)  
[nicky.rogers@warnersgroup.co.uk](mailto:nicky.rogers@warnersgroup.co.uk)  
[productionc@warnersgroup.co.uk](mailto: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

**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

Leadboard run of site: £400 + VAT per month  
 Home page mid-banner: £250 + VAT per month  
 MPU run of site 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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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/](http://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](mailto:productionc@warnersgroup.co.uk)

### ADVERTISING DIMENSIONS FOR PRINT

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

Show cut marks and allow for 3mm bleed.

### DIGITAL ADVERTISING DIMENSIONS

<b>Leaderboard:</b>	728 pixels w by 90 pixels h
<b>Home page mid-banner:</b>	2718 pixels w by 338 pixels h
<b>MPU:</b>	300 pixels w by 250 pixels h
<b>Category banner:</b>	2718 pixels w by 338 pixels h
<b>Article banner:</b>	2718 pixels w by 338 pixels h
<b>E-newsletter banner:</b>	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
<b>2022</b>			
January	25 November	2 December	30 December
March	27 January	3 February	25 February
May	28 March	4 April	29 April
July	18 May	25 May	28 June
September	25 July	1 August	26 August
November	29 September	6 October	28 October

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