

ESTABLISHED
1980

SPECIFY™

4000+
READERS

NORTHERN IRELAND'S No.1 CONSTRUCTION MAGAZINE

MEDIA PACK



DRIVING THE NORTHERN IRELAND CONSTRUCTION INDUSTRY FORWARD FOR OVER 40 YEARS!

Our mission is to report on the important events, projects, products, developments, and ideas that are shaping and propelling our industry forward.

Our readership comprises educated and well-informed decision-makers in the construction world, representing influential public and private sector organisations. By

advertising with Specify, you can make a significant impact on a targeted audience of industry influencers.

Choose Specify Magazine as your platform for reaching industry influencers and positioning your products and services at the forefront of the Northern Ireland construction market.

FEATURES



SPECIFY
HAS AN EXCELLENT REPUTATION AMONG THE TOP COMPANIES IN THE CONSTRUCTION INDUSTRY

- Industry News
- Product / Project Profiles
- Business Advice
- Sustainability
- Safety
- Interviews
- Technology
- Case Studies
- Reviews
- Event Coverage

PRICE LIST / RATES / SIZES

Front Cover Package* **£1,320**

(includes one full page editorial)

Magazine Advert / Advertorial

Full Page **£795**
 Half Page **£525**
 Quarter **£390**

Special Positions

Back Cover Page **£900**
 Inside Front Cover **£825**
 Inside Back Cover **£825**

Website

Middle Banner **£250**

Solus Emails (per email) **£150**

Press Release **£395**

Specify can offer a brochure service, incorporating a special feature within the magazine. We can also offer cost-effective promo videos, sponsorship packages, inserts, wraps, special features. Please contact us to discuss all options.



Full Page Trim
210mm x 297mm



Full Page Bleed
216mm x 303mm
(includes extra 3mm all around)



Double Page Spread Bleed
426mm x 303mm
(includes extra 3mm all around)



Strip
210mm x 40mm
(includes 5mm bleed to each side)



Quarter Page
100mm x 140mm



Half Page Landscape
105mm x 148.5mm



Half Page Upright
297mm x 105mm



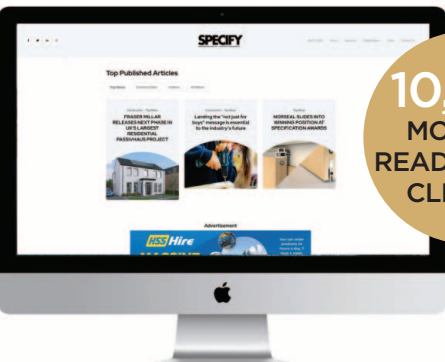
Regular Directory
47.75mm x 92.5mm
Double Directory
47.75mm x 189.4mm

All artwork for advertising and editorial should be high resolution 300 dpi and of suitable dimension size, supplied as a JPG, EPS or PDF file; and where possible for logos and illustrations as a vector Adobe Illustrator file. It is also preferred in the case of advertorial pages and company specific branding that fonts are supplied too.

WEBSITE ADVERTISING

WE ARE BUILDING DIGITALLY

Upload a news article or advertising.



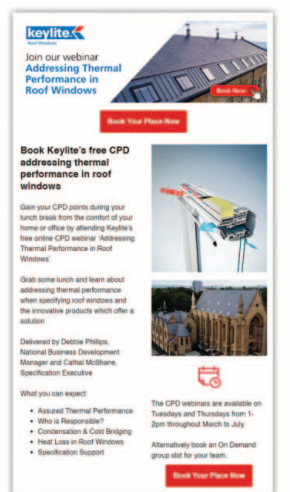
10,000
MONTHLY READERS AND CLIMBING

WEBSITE AD SIZE



Middle Advert
1200px x 200px

We provide solus emails. Why not send our subs an email?



Sales Manager: Shaun Byrne info@specifymagazine.co.uk

Editor: Pat Burns info@specifymagazine.co.uk

SPECIFY™

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