

# THE SPECIFIER'S **GUIDE** | flooring

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



**SG | 2024/25**

media pack



PUBLISHED ANNUALLY



Produced by Contract Flooring Journal, the UK's foremost trade magazine for the professional flooring sector, The Specifier's Guide to flooring offers architects, interior designers and other construction professionals a comprehensive guide to the technical and aesthetic properties of flooring.

As well as analysis of current design trends, the Guide covers technical issues, such as best practice when installing tiles in interior and exterior applications.

All sections of the guide will be sponsored by an industry leading company. Sponsorship entitles sole editorial rights to a feature, plus a full right hand page advert. This gives the sponsor a fantastic opportunity to provide readers with expert knowledge of their field, whilst gaining maximum exposure of their brand to leading architects throughout the UK.

## TOPICS TO BE COVERED IN 2024/25

**EDITORIAL SPONSORSHIP - £3,000**  
**CASE STUDIES - £2,000**

### SMOOTHS

- Specifying vinyl flooring: Sheet
- Specifying vinyl flooring: Looselay LVT
- Specifying vinyl flooring: LVT
- Specifying vinyl flooring: Safety flooring
- Specifying vinyl flooring: Woven vinyl
- Specifying vinyl flooring: Coving
- Specifying vinyl flooring: Refresher systems
- Specifying linoleum
- Specifying non PVC tile
- Specifying rubber
- Specifying interlocking tiles
- Specifying glass
- Specifying aluminium

### NATURAL FLOORING

- Specifying coir
- Specifying jute
- Specifying sisal
- Specifying seagrass
- Specifying paper
- Specifying leather

### RAISED ACCESS FLOORING

- Specifying raised access flooring

### WOOD

- Specifying solid wood flooring
- Specifying engineered wood flooring
- Specifying exotic species
- Specifying antique and reclaimed flooring
- Specifying parquet flooring
- Specifying colour trends, sizes and designs in wood flooring

### LAMINATE

- Specifying laminate flooring

### ENTRANCE MATTING

- Specifying entrance matting: primary
- Specifying entrance matting: secondary

### RESIN

- Specifying resin
- Specifying bespoke work and logos in resin flooring

### PROFILES AND TRIMS

- Specifying stairnosings
- Specifying scotia
- Specifying cable systems
- Specifying edgings
- Specifying skirting
- Specifying stair rods, clips and eyes
- Specifying movement joints
- Specifying floor lighting systems

### TEMPORARY FLOOR PROTECTION

- Specifying temporary floor protection

### UNDERFLOOR HEATING

- Specifying electric underfloor heating
- Specifying water underfloor heating

### CARPET

- Specifying artificial grass
- Specifying weaving and manufacturing processes
- Specifying colours, designs and patterns
- Specifying bespoke/commission work
- Specifying wool, fibres and blends

### CARPET TILES

- Specifying bespoke carpet tiles
- Specifying carpet tile backings
- Specifying different manufacturing processes for carpet tiles

- Specifying different designs and shapes of carpet tiles

#### UNDERLAY

- Specifying and installing acoustic flooring
- Specifying compressed board
- Specifying IMO underlay
- Specifying plywood
- Specifying PU foam
- Specifying rubber underlay
- Specifying afelt
- Specifying wood and laminate underlay

#### KITCHENS, FOOD PREP & PRODUCTION

- Specifying flooring in commercial kitchens, food prep and production

#### SPORTS FLOORING

- Specifying sports flooring

#### DAMP PROOF MEMBRANES

- Specifying damp proof membranes

#### SUBFLOORS AND SCREEDS

- Specifying primers
- Specifying smoothing compounds
- Specifying latex based epoxy coatings
- Specifying powder/water based epoxy coatings
- Specifying anydrite screeds
- Specifying fast track screeds
- Specifying standard screeds

#### ADHESIVES

- Specifying adhesives for carpet
- Specifying adhesives for resilient
- Specifying adhesives for wood

#### ANTI-STATIC FLOORING

- Specifying anti-static flooring

#### FLOOR FINISHES

- Specifying floor finishes: wax
- Specifying floor finishes: lacquer
- Specifying floor finishes: varnish

- Specifying floor finishes: oils
- Specifying floor finishes: paint
- Specifying floor finishes: primers
- Specifying floor finishes: polishes
- Specifying floor finishes: seals

#### CONCRETE

- Specifying polished concrete

#### DRAINAGE

- Specifying drainage systems



## TECHNICAL INFORMATION

#### ADVERT SPECIFICATIONS

(in mm, height x width)

|                          | TRIMMED   | BLEED     |
|--------------------------|-----------|-----------|
| Full page                | 297 x 210 | 303 x 216 |
| Double page spread (DPS) | 297 x 420 | 303 x 426 |

#### ADVERT RATES FOR 2023/24

(EXCLUSIVE OF VAT)

|        |
|--------|
| £1,500 |
| £3,000 |

#### Cancellation:

13 weeks prior to publication date

#### THE EDITOR



David Strydom has written across several areas of expertise during a comprehensive journalistic career spanning 25 years. David is the current editor of CFJ (Contract Flooring Journal).

#### CIRCULATION

The Specifier's Guide will be distributed to a broad spectrum of industry experts, mainly targeting the architectural and interior design practices.

#### Circulation breakdown:

- 10 Associations
- 4614 Architects
- 275 Facility Managers
- 35 Government
- 168 Housing Associations
- 341 Interior Designers
- 49 Property Developers
- 22 Major Construction Companies

#### ONLINE

In addition to our printed version, we will also create a digital version, giving the vast online world access to The Specifier's Guide as a virtual digital page turner with all the images, content and adverts that the printed version offers.

We will email our list of 9,500 individual architects, developers and Facility Managers with a link to the guide, to accompany the printed version.

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