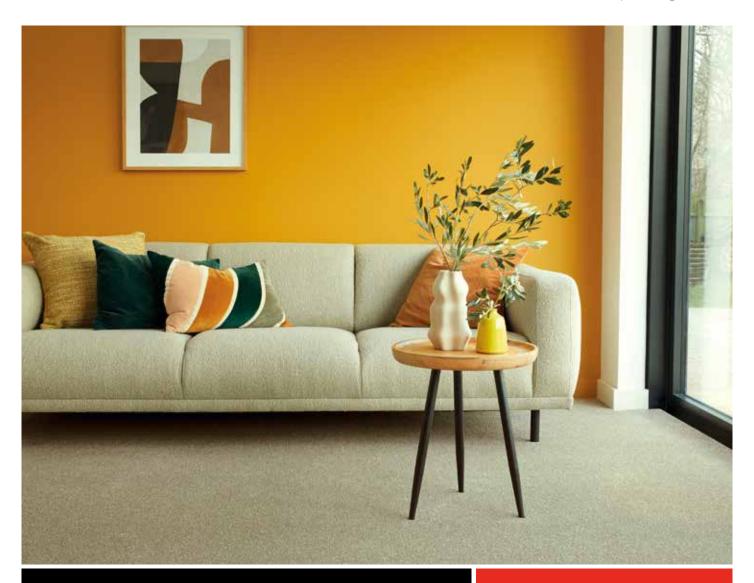
THE SPECIFIER'S GUIDE

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 artifical 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 expoxy coatings
- Specifying powder/water based expoxy 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

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(in mm, height x width)

TRIMMED	BLEED

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THE EDITOR

Full page



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.

Cancellation:

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

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