

THE SPECIFIER'S **GUIDE** | surfaces

www.specifiersguide.co.uk



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media pack



PUBLISHED ANNUALLY



The Specifier's Guide to surfaces produced by Contract Flooring Journal and Tile and Stone Journal, offers architects,

interior designers and other construction professionals a comprehensive guide to the technical and aesthetic properties of internal and external flooring, walls and ceilings.

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.

EDITORIAL SPONSORSHIP - £1,800 / £3,000
2 PAGE CASE STUDY - £1,500

TECHNICAL INFORMATION

EDITORIAL OPTIONS:

EDITORIAL RATES FOR 2026 (EXCLUSIVE OF VAT)

2 page editorial + page advert	£1,800
4 page editorial + page advert	£3,000
Double page spread case study	£1,500
Page advert £	£1,000
Directory listing ££	£75 per heading

Cancellation:

13 weeks prior to publication date

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:

- Housing association - 290
- Architectural - 4614
- Architectural technologists - 740
- Facility managers (multi-site blue chip companies) - 745
- Interior designers - 341
- Property developers - 227
- Main contractors - 42
- Government procurement departments - 95

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.

Topics to be covered in 2026:

FLOORS

- Adhesives
- Carpet
- Carpet Tiles
- Ceramic & stone tiles
- Decorative concrete
- Laminate
- Linoelum
- LVT
- Matting
- Plywood
- Resin
- Rubber
- Subfloor preparation
- Trims
- Underfloor heating
- Underlays
- Vinyl
- Wood

WALLS

- Ceramic & stone tiles
- Paint
- Panels
- Plaster
- Wallpaper

CEILINGS

- Artex
- Paint
- Panels

EXTERNAL

- Facades
- Paving



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