

# SPECIFY

NORTHERN IRELAND'S NUMBER ONE CONSTRUCTION MAGAZINE

## Features List 2009

### January/February

EDITORIAL COPY DEADLINE: 2 January 2009

ADVERTISING COPY DEADLINE: 9 January 2009

#### Focus on human resources...

**Training and Development** - It is the people within the organisation that drive any successful business, and construction is no different. But how do you recruit, develop and retain successfully in a challenging and diverse industry environment? *Specify* explores the issues.

**Health and Safety** - Historically the construction industry has had a poor health and safety record, certainly in the eyes of the media, but the reality is that commitment to improvement has, in recent years, brought about a very significant change for the better. This feature will focus on the key factors behind successful health and safety policies and practices, from culture change to hard hats and safety nets.

#### PLUS...

**Technology for Construction** - From the earliest stages of planning and design right through the build process, technology had a huge part to play in successful construction projects that are delivered on time, to budget, with a minimum of problems along the way. From communication, to design, mapping to 'future-proof' M&E installations, and understanding and use of the right technologies will deliver results.

### March/April

EDITORIAL COPY DEADLINE: 27 February 2009

ADVERTISING COPY DEADLINE 6 March 2009

**Constructing with Timber** - Timber frame construction, engineered timber, timber as a façade material, timber flooring and interior finishes – our focus on timber looks at all aspects of timber in construction, including structural properties, sustainability, energy performance, design flexibility and, of course, aesthetics.

**The Wheels of Construction** – From corporate car fleets to diggers, tippers, and all manner of machinery and plant, the actual process of construction relies upon many wheels turning on many vehicles. This feature is an opportunity to explore the options for the wheels of construction.

**Waste Management** – From top soil to demolition waste, including asbestos, to waste materials and packaging, every construction site and project has its own waste agenda to manage and its own regulations to meet. And, while we all aim to minimise waste, there is, nevertheless, waste to be documented, dealt with and disposed of. *Specify* explores the issues.

# May/June

EDITORIAL COPY DEADLINE: 24 April 2009  
ADVERTISING COPY DEADLINE: 1 May 2009

**Focus on exteriors** - The annual focus on exteriors covers every aspect including: Windows, Doors and Conservatories; Cladding, Brick, Render and Paint Finishes; Rainwater Systems; Exterior Security, Lighting and Access Control; Landscaping, Groundworks and Finishing Touches; Street Furniture; Decking, Patios, Gazebos and Barbecues

# July/August

EDITORIAL COPY DEADLINE: 26 June 2009  
ADVERTISING COPY DEADLINE: 3 July 2009

**Focus on interiors** - This feature will divide into domestic interiors, embracing complete showhouse projects and PC sum options; office interiors and commercial interiors, incorporating retail and hospitality and embracing and both new build and re-fit markets.

# September/October

EDITORIAL COPY DEADLINE: 28 August 2009  
ADVERTISING COPY DEADLINE: 4 September 2009

**Concrete in Construction** - Concrete has an important role to play in modern, sustainable construction, at both design and build stages. *Specify* will be drawing upon local expertise to look at a concrete vision of construction.

**Roofing** – This annual focus on roofing trends, materials and methods will include incorporating new technologies into roofing while maintaining aesthetic integrity.

**PLUS...**

**CEF SPECIFY Construction Excellence Awards** – the Finalists in Focus

# November/December

EDITORIAL COPY DEADLINE: 23 October 2009  
ADVERTISING COPY DEADLINE: 30 October 2009

**Energy and Environment** – The pace of change in construction is fast and furious and there is an increasingly weighty body of legislation driving forward issues of energy efficiency, zero carbon construction and sustainability over the whole life of the structure. *Specify* will explore these issues.

**Construction for Sport, Health and Education** – With a continued commitment to infrastructure spend in Northern Ireland, this feature will look at examples of best practice and new thinking and methods for design and construction in sport, healthcare and education.

**Northern Ireland's Top Construction Companies** – Based on the Ulster Business Top 100 companies in Northern Ireland, this feature will focus specifically on our construction leaders.

**PLUS...**

**CEF SPECIFY Construction Excellence Awards** – the Winners

# Editorial information

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## Editorial Policy and Guidelines

The editorial policy for SPECIFY magazine is governed by the following guiding principles:

- In all instances, priority is given to **local, Northern Ireland** content, in terms of news, features and profiles.
- Policy focuses on alignment and relationship building with key representative bodies within the industry in Northern Ireland in order to ensure that the editorial content is accurate, relevant and provides an effective voice for intra-industry communication.
- Editorial policy favours a relationship building approach to working with regular advertisers and we are happy to negotiate an independent editorial schedule for the year, contingent with editorial policy and approach, as part of our service to regular, committed advertisers. (see Appendix B)
- The editorial content of SPECIFY aims to strike a balance between content that is attractive to the eye and informative and gives preference to market information that is presented in a concise, sparse and meaningful way, accompanied by excellent photography. It is our contention that, in a market where time to read is limited, imagery, overall layout and presentation, combined with succinct 'say it like it is' editorial is the most effective platform to reach the audience.
- The editor reserves the right to edit any material supplied and to ensure layout and page design is in accordance with the magazine style.
- Proof copies, either prior to production or as made-up pages are not normally provided as standard for editorial material submitted. If you or your client wishes to receive a courtesy copy of material prior to print, this should be by arrangement with the editor in advance.

## Guidelines for editorial submissions

Editorial submissions should be addressed to the editor (Emma Cowan) and preferably sent via email to [emma.cowan@btinternet.com](mailto:emma.cowan@btinternet.com) or [emma@jensenmedia.co.uk](mailto:emma@jensenmedia.co.uk)

- **Words** may be sent either in the body of the email and/or as a word document attachment.
- **Images** should be of a high resolution (300dpi) and a reasonable size and should be sent as jpeg attachments. Images should not be sent within a word document. Images sent as a PDF file should be a minimum 'high quality print' standard and not 'smallest file size'.
- **Product news** insertions are paid for and the editor will endeavour to edit the supplied text as little as possible. To ensure client satisfaction, PR agencies should note that Product News insertions will usually be in the range of between 85 and 115 words (maximum) and will carry two points of contact for reader enquiries, usually a telephone number and either an email or a web address. For longer releases, therefore, a 100-word synopsis would be helpful, together with clearly displayed reader contact details.
- **Proof copies**, either prior to production or as made-up pages are not normally provided as standard for editorial material submitted. If you or your client wishes to receive a courtesy copy of material prior to print, this should be by arrangement with the editor in advance.
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