

Building Stone

MAGAZINE



Reaching an integrated audience of more than 100,000,* **Building Stone Magazine** is a trusted source of natural stone information for architects, landscape architects, interior designers, and construction specifiers. **Building Stone Magazine** promotes the benefits of natural – and only natural – stone through project case studies and informational articles that raise awareness for product options, as well as overall performance and sustainability qualities.

SPRING

2022

FALL

Ad Close: April 7
Materials Due: April 14

Ad Close: September 16
Materials Due: September 23

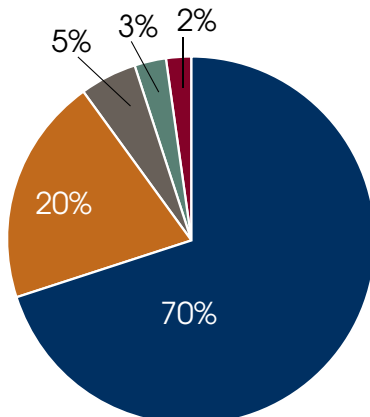
EDITORIAL HIGHLIGHTS

- ▶ Calypso Coral Stone, quarried and fabricated in the Dominican Republic, provides a rustic, unique surface characteristic with sizeable voids, ideal for the placement of plant life, and critical to achieving the desired appearance of a Houston green wall fountain feature.
- ▶ The 10,000 lbs of “floating” basalt stair treads project, designed as a monolithic beam, is an ultimate achievement and example of innovation, material strength, fabrication quality, installation precision, and expert coordination.
- ▶ A landmark New York City church is reborn through a variety of expertly crafted upgrades, including complicated conservation and restoration of its gothic revival chancel and historic marble and mosaic altar.

EDITORIAL HIGHLIGHTS

- ▶ Local meta-quartzite stone, with its honey and purple hues, was installed as interior and exterior cladding to emulate the stunning, desert sunsets seen from this unique Henderson, Nevada residence.
- ▶ Stone replacement and repair efforts of the sandstone architecture for the Wyoming State Capitol restoration balanced challenges of stone matching and hand-tooling surface replication with preserving the original stone’s aesthetic appearance and the established budget.
- ▶ Designed and installed to give the immediate impression of the premium nature of this central Sydney workplace, the Calacatta Oro marble floors and walls of this dynamic lobby were virtually dry laid to simulate a continuous vein.

READER DEMOGRAPHICS



- Architects
- Landscape Architects
- Industry Members
- Interior Designers
- Other Influencers

93% of our distribution is to the design community with additional exposure online and at national and international trade expos and education events.

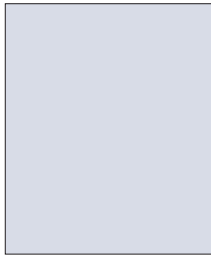
Readers from the design community can receive CEU credits for engaging with the magazine’s content through AIA, IDCEC, and LACES.

* NSI data 05/2021 for print, digital, other distribution partners, and social media outlets.

DISPLAY ADVERTISING OPPORTUNITIES

100% of net advertising revenue for *Building Stone Magazine* is directed at Natural Stone Institute outreach to the architect and design community.

SIZE	Non-Member Rates		Member Rates	
	1X Spring 2022	2X Fall 2022	1X Spring 2022	2X Fall 2022
Back Cover	\$4040	\$3665	\$3420	\$3100
Inside Front/Back Cover	\$3670	\$3300	\$3090	\$2800
Full Page	\$3200	\$2890	\$2740	\$2465
1/2 Page Horizontal	\$2215	\$1990	\$1880	\$1675
1/2 Page Vertical	\$2215	\$1990	\$1880	\$1675
1/4 Page	\$1405	\$1250	\$1140	\$970



Full Page

Non-Bleed
9"w x 10.875"h

Bleed
9.25"w x 11.125"h

Trim
9"w x 10.875"h

Live
7.75"w x 9.75"h



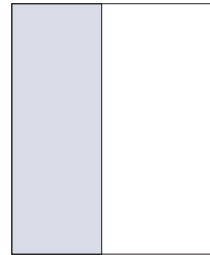
1/2 Page Horizontal

Non-Bleed
7"w x 4.875"h

Bleed
9.25"w x 5.875"h

Trim
9"w x 5.625"h

Live
7.75"w x 5"h



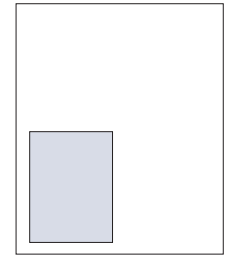
1/2 Page Vertical

Non-Bleed
3.375"w x 9.5"h

Bleed
4"w x 11.125"h

Trim
3.75"w x 10.875"h

Live
3.125"w x 9.75"h



1/4 Page

Non-Bleed
3.375"w x 4.875"h

**Not available
as a bleed ad.**

DIGITAL EDITION

Digital Marketing Benefits

The digital edition of *Building Stone Magazine* reaches a global audience through enhanced digital media options. Online advertisements can now enjoy value added features:

- Outreach to the Architect and Design community
- Expanded photo galleries
- Videos
- Audio enhancements
- Digital newsstand with past issues

All issues remain archived on the Natural Stone Institute website.

Digital Email Blast Sponsorship

A single sponsor spot is available for our digital edition email, sent to over 30,000 unique inboxes, which promotes the digital edition link for online viewing. This one-time transmission includes your logo and a 1.75"h x 3.75"w ad graphic, each with a unique hyperlink opportunity.

Email blast Sponsor \$800

BULK COPIES

Natural Stone Institute does not stock inventory of back issues. If multiple copies are desired for promotion purposes, visit www.buildingstonemagazine.com for a link to the Bulk Order form.

Order Deadlines:

SPRING 2022: May 2, 2022 • FALL 2022: October 12, 2022

AD MATERIALS

High resolution PDF • Fonts embedded
Photos CMYK at 300dpi • Include crop marks for bleed ads

Please submit your artwork to:

Susan Myers • susan@naturalstoneinstitute.org

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For more information, visit www.buildingstonemagazine.com