

BuildingStone

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

2023

FALL

Ad Close: April 21
Materials Due: April 28

EDITORIAL HIGHLIGHTS

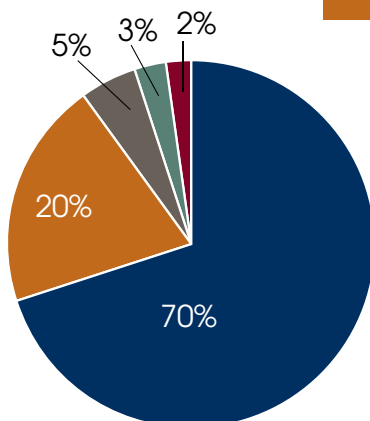
- ▶ The Frederik Meijer Gardens & Sculpture Park in Grand Rapids, Michigan, is home to an immersive experience that defines the perimeter of an interior gallery. "Utopia" features Blanc Absolute marble cladding as floor-to-ceiling sculptural reliefs of four ethnic faces of different women from around the world. The stone sculpture's exacting design required precision engineering and innovation with every solution.
- ▶ The new Leonildo Pieropan winery in Soave, Italy is a dialogue between history and landscape, between contemporary forms, innovative technological solutions, and traditional materials. The resulting structure of the winery develops mostly underground. Local Giallo Dorato limestone with its inherent fossils of coral and shells suggests a connection of the cladding to the seas that previously existed on the site 40 million years before.
- ▶ Green-washing is an unfortunate practice where building material manufacturers misrepresent their products in marketing collateral which causes confusion in the market. We uncover the facts.

Ad Close: September 15
Materials Due: September 22

EDITORIAL HIGHLIGHTS

- ▶ The 260,000 sq ft Collegiate Gothic style Nicholas S. Zeppos College at Vanderbilt University was designed with a red brick blend cladding accentuated with atypical sandstone ashlar, quoins, and banding, paired with more traditional cut limestone details.
- ▶ Henry Clay Smith designed an Italian Renaissance-style villa for industrialist Milton S. Ray in 1927. After it was purchased in 2012, it took eight years and a team of design and stone experts to restore and renovate the virtually gutted 6,848 sq ft mansion using modern structural codes and exquisite stone materials throughout.
- ▶ The LEED Platinum-certified Serena Williams Building is the largest structure at Nike World Headquarters in Beaverton, Oregon, spanning more than 1 million square feet and nearly three city blocks. Located in front of this massive complex is Serena's Garden which features battered walls of flamed and waterjet Obsidian Black basalt and large stone SERENA letters cut from black granite.

READER DEMOGRAPHICS



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

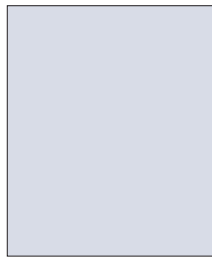
93% of our distribution is to the design community with additional exposure online and at national and international trade expos and education events.

* 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 2023	2X Fall 2023	1X Spring 2023	2X Fall 2023
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

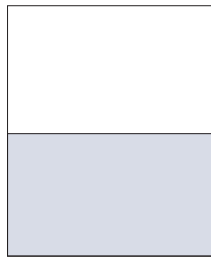
9.25"w x 11.125"h

Trim

9"w x 10.875"h

Live

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1/2 Page Horizontal

Non-Bleed

7"w x 4.875"h

Bleed

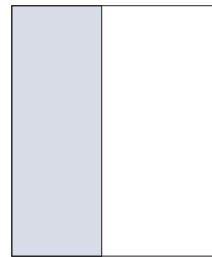
9.25"w x 5.875"h

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

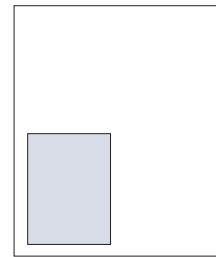
4"w x 11.125"h

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 more than 15,000 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 2023: May 5, 2023 • FALL 2023: October 10, 2023

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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Call (440) 250-9222

Executive Managing Editor

Jane Bennett • jane@naturalstoneinstitute.org

CEO

Jim Hieb • jim@naturalstoneinstitute.org

Membership | Sales Director

Jeff Pavic • jeffp@naturalstoneinstitute.org



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