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.

FALL 2021 ISSUE:
Issue ad close: September 17  Materials due: September 23  Mail date: November 3

EDITORIAL HIGHLIGHTS

- An inspiring story of design, dignity, and healing, and of empowering native Rwandan women that extends beyond the building.
- Identifying and matching stone resources for ornate, carved marble finishes highlights the restoration of a Beaux Arts landmark.
- Landscape artist Brad Goldberg transforms massive quarry blocks into textural granite sculptures to define park boundaries in a nature preserve surrounding the Dallas-Fort Worth Metroplex.

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

READER DEMOGRAPHICS

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

### Non-Member Rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X Fall 2021</th>
<th>2X Fall 2021, Spring 2022</th>
<th>3X Fall 2021, Spr &amp; Fall 2022</th>
<th>1X Fall 2021</th>
<th>2X* Fall 2021, Spring 2022</th>
<th>3X* Fall 2021, Spr &amp; Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>4040</td>
<td>3665</td>
<td>3300</td>
<td>3420</td>
<td>3100</td>
<td>2800</td>
</tr>
<tr>
<td>IFC/IBC</td>
<td>3670</td>
<td>3300</td>
<td>3000</td>
<td>3090</td>
<td>2800</td>
<td>2500</td>
</tr>
<tr>
<td>Full Page</td>
<td>3200</td>
<td>2890</td>
<td>2600</td>
<td>2740</td>
<td>2465</td>
<td>2200</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>2430</td>
<td>2180</td>
<td>1900</td>
<td>2090</td>
<td>1860</td>
<td>1650</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>2215</td>
<td>1990</td>
<td>1800</td>
<td>1880</td>
<td>1675</td>
<td>1500</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>2215</td>
<td>1990</td>
<td>1800</td>
<td>1880</td>
<td>1675</td>
<td>1500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1405</td>
<td>1250</td>
<td>1100</td>
<td>1140</td>
<td>970</td>
<td>875</td>
</tr>
</tbody>
</table>

*Discounts are available for advanced multiple issue insertion commitments. An ad sales media flyer for 2022 issues will be available in late 2021.

### Digital Edition

**NEW! Digital Marketing Benefits**

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

- expanded photo galleries
- videos
- audio enhancements
- digital newsstand

All issues remain archived on the Natural Stone Institute website.

#### Digital eBlasT 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. **eBlasT 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 deadline for Fall 2021 is October 8, 2021.**

### Submit Ad Materials

- **Graphic Designer**
  - Susan Myers
  - susan@naturalstoneinstitute.org

### Contact Us to Reserve Your Space

- **Call** (440) 250-9222
- **Executive Managing Editor**
  - Jane Bennett
  - jane@naturalstoneinstitute.org
- **CEO**
  - Jim Hieb
  - jim@naturalstoneinstitute.org
- **Membership Manager**
  - Jeff Pavic
  - jeffp@naturalstoneinstitute.org

See more at: www.buildingstonemagazine.com