

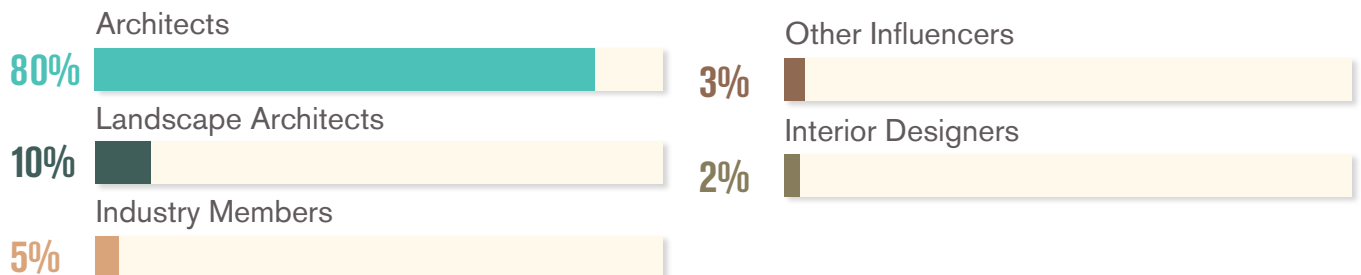
# Building Stone

## M A G A Z I N E

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.

	EDITORIAL HIGHLIGHTS	BONUS DISTRIBUTION
<b>SPRING ISSUE</b>  <b>Issue Ad Close:</b> 3/27/2020  <b>Materials Due:</b> 4/3/2020	» Mosque in Shali City, Chechnya, Russia – an elaborate, massive white marble structure adorned with marble inlays was the result of impressive execution of stone consultation, supply, and installation.  » LondonHouse Hotel, Chicago, IL - Beaux Arts-style Classical Revival architecture and limestone cladding are the focus of adaptive re-use to convert prime downtown office space to retail and hotel use.  » Telling the story of stone - Project case studies and Q&A discussions illustrate the value of natural stone's sustainability performance.	» American Institute of Architects Conference on Architecture Los Angeles, CA May 14-16, 2020  » American Society of Landscape Architects Conference on Landscape Architecture Miami, FL October 2-5, 2020  <b>Plus, various Natural Stone Institute regional and national education events.</b>
<b>FALL ISSUE</b>  <b>Issue Ad Close:</b> 9/4/2020  <b>Materials Due:</b> 9/11/2020	» Christ Cathedral in Garden Grove, CA - unexpected and contemporary uses of marble and limestone.  » Sculpture Park and Bosque at 1775 Tysons Blvd, Staunton, VA - granite veneer walls, stone plinths and sustainable practices combine in an ambitious, refined and enduring site design.  » 100 Bishopsgate, London, England - floor-to-ceiling vein-matched marble adorns the core of this lobby to appear as if it emerges from the ground as a solid block form.	» Greenbuild International Conference and Expo San Diego, CA, November 3-6, 2020  » TISE/StonExpo Las Vegas, NV, January 2021  » Coverings 2021 Orlando, FL, April 13-16, 2021  <b>Plus, various Natural Stone Institute regional and national education events.</b>

## READER DEMOGRAPHICS



A full 90% of our distribution is to the design community with additional exposure at national and international trade expos and educational events.†



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## Display Advertising Opportunities

*Building Stone Magazine* relies solely on its advertisers as the sustaining mechanism that supports this industry resource.

	Non-Member Rates		Member Rates	
SIZE	1x	2x	1x	2x
Back Cover	\$3,950	\$3,665	\$3,420	\$3,100
IFC/IBC	\$3,670	\$3,300	\$3,090	\$2,800
Full page	\$3,200	\$2,890	\$2,740	\$2,465*
1/2 page island	\$2,430	\$2,180	\$2,090	\$1,860
1/2 page horizontal	\$2,215	\$1,990	\$1,880	\$1,675*
1/2 page vertical	\$2,215	\$1,990	\$1,880	\$1,675*
1/4 page	\$1,405	\$1,250	\$1,210	\$1,085*
1/4 page b/w	\$1,125	\$1,005	\$940	\$875

\*Ask about additional incentives available from the Natural Stone Institute.

### AD SIZES

Trim size is 9 x 10.875 inches  <i>ALL SIZES ARE LISTED IN INCHES</i>	<b>FULL</b> Non-Bleed: 9 x 10.875  Bleed: 9.25 x 11.125	<b>1/2 ISLAND</b> Non-Bleed: 4.5 x 7.5  Bleed: 4.75 x 7.75
<b>1/2 HORIZONTAL</b> Non-Bleed: 7 x 4.875  Bleed: 7.25 x 5.125	<b>1/2 VERTICAL</b> Non-Bleed: 3.375 x 10  Bleed: 3.625 x 10.25	<b>1/4 PAGE</b> Non-Bleed: 3.375 x 4.875  Bleed: 3.625 x 5.125

## Digital Edition Marketing

The Digital Edition reaches a global audience who has direct access to your website through hyperlinks and other enhanced digital media options, offering advertisers year-round promotional exposure. Archived issues are hosted on the Natural Stone Institute website.

**Advertising Sponsor** – Now you can support the mission of *Building Stone Magazine* without having to place a print ad. Contact your sales representative for more details on how we recognize our Advertising Sponsors.

## Digital Sponsorship

To find out more about the enhanced digital advertising options available, contact your sales representative.

**eBlast** – \$800



Contact your sales representative today!

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