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.

EDITORIAL HIGHLIGHTS

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.

BONUS DISTRIBUTION

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

Plus, various Natural Stone Institute regional and national education events.

READER DEMOGRAPHICS

80% Architects

10% Landscape Architects

5% Industry Members

3% Other Influencers

2% Interior Designers

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

*Stone World data, 11/2019
†NSI data, 02/2020
Display Advertising Opportunities

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

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**AD SIZES**

- **Trim size is 9 x 10.875 inches**
- **FULL**
  - Non-Bleed: 9 x 10.875
  - Bleed: 9.25 x 11.125
- **1/2 ISLAND**
  - Non-Bleed: 4.5 x 7.5
  - Bleed: 4.75 x 7.75
- **1/4 PAGE**
  - Non-Bleed: 3.375 x 4.875
  - Bleed: 3.625 x 5.125

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

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**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

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**Contact your sales representative today!**

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