

BuildingStone

M A G A Z I N E

A Trusted Source of Natural Stone Information for
Architects, Landscape Architects, Interior Designers,
and Construction Specifiers.

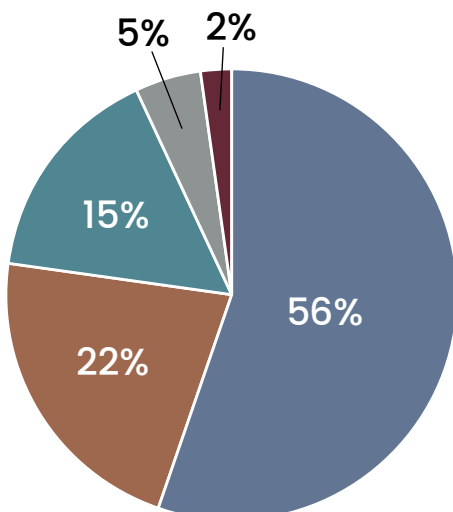


Reaching an integrated audience of more than 100,000,* **Building Stone Magazine** promotes the benefits of natural – and only natural – stone through project case studies and informational articles that raise awareness for product options, as well as overall performance and sustainability qualities.

2027 ANNUAL EDITION

Ad Close: April 12 • Materials Due: April 19
Mail Date: June 14

READER DEMOGRAPHICS



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

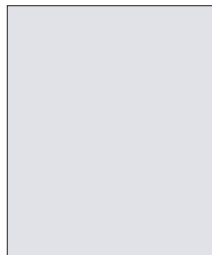
76% of our distribution is to the design community with additional exposure online and at national and international trade expos and education events.

* NSI 2026 Data 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	2027 Member Rates	2027 Non-Member Rates
	ANNUAL (1X)	ANNUAL (1X)
Back Cover	\$2900	\$3480
Inside Front/Back Cover	\$2700	\$3240
Full Page	\$2400	\$2880
1/2 Page Horizontal	\$1675	\$2010
1/2 Page Vertical	\$1675	\$2010
1/4 Page	\$950	\$1140
Digital E-Blast Sponsor	\$800	\$960



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



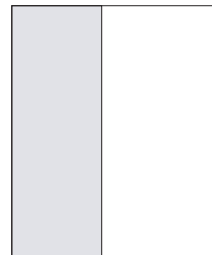
1/2 Page Horizontal

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



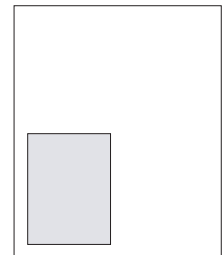
1/2 Page Vertical

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. All issues remain archived on the Natural Stone Institute website for enduring access and visibility.

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.

BULK COPIES

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

Order Deadline: 2027 Annual Edition: May 14, 2027

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

CONTACT US TO RESERVE YOUR SPACE



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For more information, visit buildingstonemagazine.com