

CONTEMPORARY

# STONE & TILE design

www.cstdmag.com



## NEW FOR 2012!

- REDESIGNED CSTD.MAG.COM
- SOCIAL MEDIA SPONSORSHIPS
- PRODUCT APPLICATIONS BONUS



Photo by David Blank, BlankPhoto

## 2012 INTEGRATED MEDIA PLANNER

EDITORIAL CALENDAR / RATES / CIRCULATION / ONLINE MEDIA

*Contemporary Stone & Tile Design* targets the ultimate buyers of stone and tile products — architects, interior designers, distributors, retailers and consumers. Specifically, we promote the benefits of natural stone & tile through interviews with leading members of the design community. We also feature stunning architectural photography — illustrating stone & tile in a broad range of applications. From residential kitchens and bathrooms to large-scale projects such as restaurants, spas and hotels. Readers look to *Contemporary Stone & Tile Design*, in print and online, to learn more about natural stone and ceramic, porcelain, glass and decorative tile product lines.

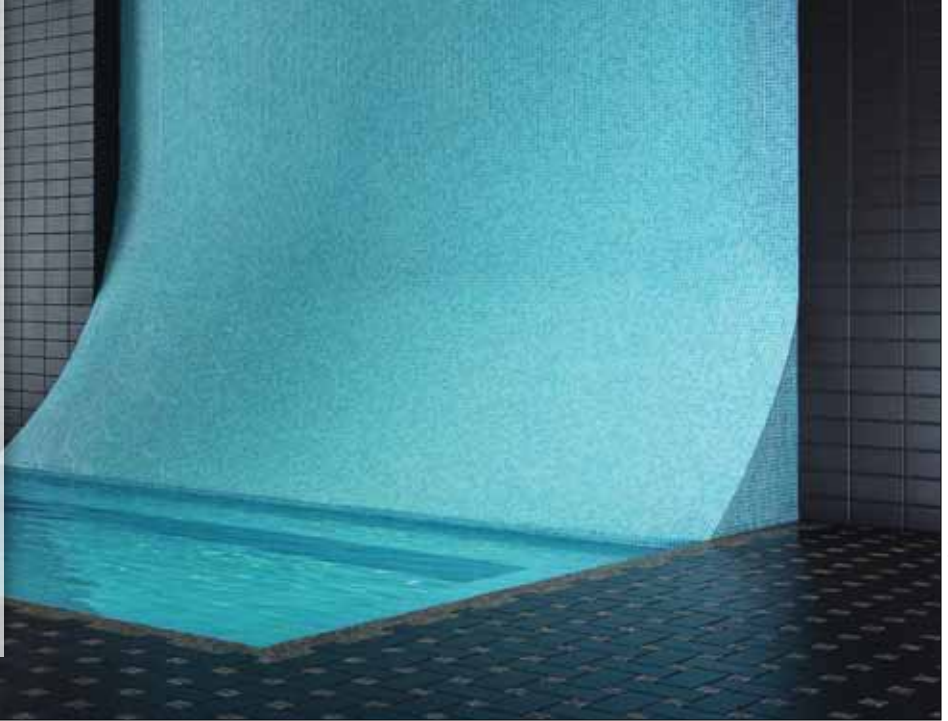


Photo courtesy of Appiani

## 2012 EDITORIAL PLANNING CALENDAR

	Theme	Bonus Distribution	FREE Advertising Bonuses	Ad Close
<b>WINTER</b>	<ul style="list-style-type: none"> <li>Stone &amp; Tile Installation</li> <li>Interiors</li> </ul>	<ul style="list-style-type: none"> <li>StonExpo, Jan. 24-26, Las Vegas</li> <li>Surfaces, Jan. 24-26, Las Vegas</li> <li>Cevisama, Feb. 7-10, Valencia, Spain</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Product eBlast Ad 1/2-page or larger advertisers receive a <b>FREE</b> ad in our special edition Product eBlast eNewsletter. Includes 50 words, one 4/c image and a URL link.</li> </ul>	<b>December 1, 2011</b>
<b>SPRING</b>	<ul style="list-style-type: none"> <li>Kitchen &amp; Bath Design</li> <li>Green Product Focus</li> </ul>	<ul style="list-style-type: none"> <li>Coverings, April 17-20, Orlando</li> <li>K/BIS, April 27-29, Chicago</li> <li>AIA National Convention, May 17-19, Washington, D.C.</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Ad in <i>CSTD's</i> eNewsletter, the <i>Stone &amp; Tile Design Insider</i></li> </ul>	<b>February 22, 2012</b>
<b>SUMMER</b>	<ul style="list-style-type: none"> <li>Decorative &amp; Glass Tile</li> </ul>		<ul style="list-style-type: none"> <li><b>NEW! FREE</b> Product Applications 1/2-page or larger advertisers receive <b>FREE</b> print and online space to describe a product application and list installation details. Includes one 4/c image and 150 words.</li> </ul>	<b>May 17, 2012</b>
<b>FALL</b>	<ul style="list-style-type: none"> <li>Mosaics</li> </ul>	<ul style="list-style-type: none"> <li>Cersaie, Bologna, Italy</li> <li>Marmomacc, Verona, Italy</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Spec Sheet <i>Two pages for the price of one.</i> Advertise with a full-page ad in the Fall issue of <i>CSTD</i> and receive a <b>FREE</b> full-page Spec Sheet. Specifiers will tear out the Spec Sheets of their choice and save them for future reference throughout the year.</li> </ul>	<b>August 8, 2012</b>

Editorial materials are due two weeks prior to ad space deadline. Ad material is due one week after space deadline. Visit us online or contact your sales rep for full ad specifications.

## PRINT ADVERTISING RATES (Gross Rates)

	Ad Size	1X	2X	4X
Full Page	Bleed — 8.25" x 11" Non-Bleed — 7" x 10"	\$5,040	\$4,265	\$3,885
2/3 Page	Vertical: 4.5" x 10"	\$4,415	\$3,690	\$3,540
1/2 Page	Vertical: 3.375" x 10" Horizontal: 7" x 4.875" Island: 4.5" x 7.25"	\$3,495	\$3,015	\$2,830
1/3 Page	Square: 4.5" x 4.875" Vertical: 2.125" x 10"	\$2,915	\$2,675	\$2,555

Trim size: 8" x 10.75" (203mm x 273mm). Please keep all live matter .375" (9.5mm) from the trim. Visit us online or email Pam Deneau for complete digital ad specs: deneaup@bnpmedia.com.

<sup>1</sup>Publisher's own data, Spring 2011.

## PRINT CIRCULATION<sup>1</sup>

Architects & Designers	10,937
Distributors & Retailers	3,243
Kitchen & Bath Dealers	811
Construction Management	615
Bookstores	430
Design Centers	394
Other	5
<b>Total Circulation<sup>1</sup></b>	<b>16,435</b>

# ONLINE MEDIA

## The all-new cstdmag.com

CSTD online is all new in 2012! Stone & tile professionals worldwide rely on www.cstdmag.com for new products, news and application know-how. Traditional run-of-site and topic page advertising includes:

- Leaderboard Ads
- Medium Rectangle Ads
- Half Banner Ads
- Full Banner Ads
- Video Ads, and more!

Contact your regional sales manager to see our full ad inventory with complete size specifications.

— 8,327 Monthly Page Views!  
— 3,024 Monthly Unique Visits!

Want live samples? Visit [portfolio.bnpmmedia.com/new](http://portfolio.bnpmmedia.com/new) to see rich media in action and learn more about your online opportunities.

## NEW! Social Media Sponsorships

Leverage our fans and followers to promote your marketing message. Your options include:



- **SPONSORED TWEETS:**  
We'll tweet your message to our followers
- **FACEBOOK WELCOME PAGE:**  
When fans visit our Facebook page, yours is the first message they see
- **FACEBOOK NOTES:**  
Your note (including link and image) reaches all CSTD fans



# STONE & TILE DESIGN INSIDER



## eNEWSLETTER ADVERTISING SPECS

Ad Type	Size	Format
BUTTON AD	125 x 125 pixels, file size 40K or less, 256 colors or less	.jpg or .gif
BANNER AD	468 x 60 pixels, file size 40K or less, 256 colors or less	.jpg or .gif
SKYSCRAPER AD	160 x 600 pixels, file size 40K or less, 256 colors or less	.jpg or .gif
VIDEO AD	Contact us for current size and format specs	

Distributing six times in 2012, the Stone & Tile Design Insider eNewsletter is your electronic link to more than 8,400 architects, designers, distributors, retailers and consumers who get their information digitally.<sup>1</sup> Let us distribute your viral or product demo video via eNews...

Contact your sales rep for pricing and specifications.

— 20.63% Open Rate!  
— 3.79% Click-through Rate!



## Custom eNewsletters

Engage stone buyers with specialized content distributed as your own exclusive Custom eNewsletter. We manage the entire project for you and deploy your message with a publisher introduction. All open and click-through rates are trackable for maximum sales leads. Contact us for rates and editorial topic ideas.

<sup>1</sup> Publishers own data.

## DIGITAL MEDIA



### Virtual Event Sponsorships

Virtual events gather professionals sharing a common Web environment to create an interactive experience. According to the American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ Web-based events during the past 12 months.\* Don't miss your opportunity to generate leads. View a demo at <http://portfolio.bnpmmedia.com/virtual>, and contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

### Digital Edition Sponsorships

Sponsor one or all four of our Digital Editions in 2012 to reach electronic subscribers. Your ad can be featured adjacent to the front cover of the Digital Edition and will also appear in our Digital Edition e-mail cover note. Other advertising and lead generation opportunities are available, including video ads.

### NEW! Next-Generation Webinar Sponsorships

CSTD is excited to introduce a dynamic new webinar option! Our next-generation platform redefines webcasting by allowing you to personalize your webinar and integrate social media and screenshare capabilities. This creates a more immersive end-user experience that increases engagement, effectiveness and ROI. Contact us to refine a topic and start collecting sales leads.

## MARKETING SERVICES



### Sourcing Guide Section

This paid section is a first-class way to generate a substantial number of sales leads for an affordable price, only \$585. Items featured in the Sourcing Guide will be in 4-color and are only eight per page. Ads in the Sourcing Guide section include a reader service number, telephone and fax numbers and a Web site address. Display advertisers that commit to all four issues in 2012 receive their Sourcing Guide advertisement for FREE in every issue.

### Clear Seas Research



Clear Seas Research supports growth and development in the building products, construction and flooring industries through our B2B industry-focused reports and custom market research services. For details, visit [www.clearseasresearch.com](http://www.clearseasresearch.com) or contact **Beth Surowiec** | 248/786-1619 | [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).

### BNP Custom Media Group

Content Development · Custom Publishing · Market-Specific Delivery



BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff

while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at [custommedia.bnpmmedia.com](http://custommedia.bnpmmedia.com) or contact us directly:

**Chris Wilson** | 248/244-8264 | [wilsonc@bnpmmedia.com](mailto:wilsonc@bnpmmedia.com)

### Direct Mail List Rental

The most responsive list of qualified professionals in the industry is available for rental. To view our data card or to get more information, please contact:

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## ADVERTISING TERMS & CONDITIONS

### Payment Terms

Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

\*Market Research Media Ltd, "Virtual Conference & Trade Show Market Forecast 2010-2015."

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*BNP Media Helps People Succeed in  
Business with Superior Information*



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