

CONTEMPORARY

STONE & TILE design

www.cstdmag.com



NEW IN 2011!

- CUSTOM eNEWSLETTERS
- VIRTUAL EVENT SPONSORSHIPS



Photo courtesy of Mary Parker Photography
www.maryparkerphotography.com

2011 INTEGRATED MEDIA PLANNER

CIRCULATION / EDITORIAL CALENDAR / RATES / DIGITAL 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 by Coles Hairsten, courtesy of Through the Lens Mgt.

2011 Editorial Planning Calendar

Theme	Bonus Distribution	FREE Advertising Bonuses	Ad Close
WINTER <ul style="list-style-type: none"> • Installation & Maintenance • Interiors 	<ul style="list-style-type: none"> • StonExpo, Jan. 25-27, Las Vegas • Surfaces, Jan. 25-27, Las Vegas • Cevisama, Feb. 8-11, Valencia, Spain 	<ul style="list-style-type: none"> • FREE Online Button Ad ½-page or larger advertisers receive a FREE 125 x 125 www.cstdmag.com button ad. Advertise in the Winter issue and we'll host your button ad online for three full months. 	December 3, 2010
SPRING <ul style="list-style-type: none"> • Kitchen & Bath Design • Green Product Focus 	<ul style="list-style-type: none"> • Coverings, March 14-17, Las Vegas • K/BIS, April 26-28, Las Vegas • AIA National Convention, May 12-14, New Orleans 	<ul style="list-style-type: none"> • FREE Ad in <i>CSTD's</i> eNewsletter, <i>Stone & Tile Design Insider</i> 	February 18, 2011
SUMMER <ul style="list-style-type: none"> • Decorative & Glass Tile 		<ul style="list-style-type: none"> • Special Advertising Sections on Italy and Spain • FREE Product eBlast Ad ½-page or larger advertisers receive a FREE ad in our special edition Product eBlast eNewsletter. Includes 50 words, one 4/c image and a URL link. 	May 6, 2011
FALL <ul style="list-style-type: none"> • Mosaics 	<ul style="list-style-type: none"> • Cersaie, Bologna, Italy • Marmomacc, Verona, Italy 	<ul style="list-style-type: none"> • FREE 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 FREE full-page Spec Sheet. Specifiers will tear out the Spec Sheets of their choice and save them for future reference throughout the year. 	August 5, 2011

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 Circulation¹

Architects & Designers	11,410
Distributors & Retailers	3,002
Bookstores	930
Kitchen & Bath Dealers	723
Construction Management	514
Design Centers	341
Other	15
Total Circulation¹	16,935

¹Publisher's own data, Spring 2010.

Print Advertising Rates (gross rates)

AD SIZE		1X	2X	4X
Full Page	Page Bleed: 8.25" x 11" Page Non-Bleed: 7" x 10"	\$4,890	\$4,140	\$3,770
2/3 Page	Vertical: 4.5" x 10"	\$4,285	\$3,580	\$3,435
1/2 Page	Vertical: 3.375" x 10" Horizontal: 7" x 4.875" Island: 4.5" x 7.25"	\$3,390	\$2,925	\$2,745
1/3 Page	Square: 4.5" x 4.875" Vertical: 2.125" x 10"	\$2,830	\$2,595	\$2,480

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.



www.cstdmag.com Online 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	125 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	

Target thousands of stone professionals while they research natural stone and tile products on our popular Web site.

VIDEO & RICH MEDIA ADVERTISING

Target stone buyers with video and interactive online advertising. Visit portfolio.bnpmmedia.com for a complete rich media menu, including live and interactive samples. Contact your sales rep for rates and specifications.



cstdmag.com averaged 4,300+ monthly page views in 2010!²

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	125 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 2011, 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.² Let us distribute your viral or product demo video via eNews... Contact your sales rep for pricing and specifications.

Click-through Rate: 3.91%²



NEW! 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 clickthrough rates are trackable for maximum sales leads. Contact us for rates and editorial topic ideas.



²Publisher's own data.

More Digital Media

NEW! VIRTUAL EVENT SPONSORSHIPS



Virtual trade events gather stone consumers together in a unique interactive online environment. 75% of business decision-makers said they attended Web-based events during the past 12 months.* As a sponsor, you generate hundreds of sales leads without traditional trade show expenses. Plus, you receive logo exposure in attendee promotional efforts. Call anytime for demonstration and event sponsorship details.

DIGITAL EDITION SPONSORSHIPS

Sponsor one or all four of our Digital Editions in 2011 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.

STONE & TILE WEBINAR SPONSORSHIPS

Averaging 400 lead opportunities per event, educational Webinars will build your credibility and provide you with a powerful, quality prospect database. We take care of all promotion, registration and Webinar management. Contact us to refine a topic and start collecting sales leads.

*ABM, Forrester Research.

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 \$565. 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 2011 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 or contact Beth Surowiec, 248/786-1619 or surowiecb@clearseasresearch.com.


BNP CUSTOM MEDIA GROUP: PERSONALIZED MEDIA SOLUTIONS


Are you thinking of starting your own magazine, Web site, or white paper? Creating an advertorial, blog, podcast or video program to engage your audience? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with CSTD's readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Alex Bachrach at +1-201/291-9001 ext. 8615 or email alex@stoneworld.com. <http://custommedia.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 visit <http://bnp.edithroman.com>.

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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.

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A  PUBLICATION

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Succeed in Business with
Superior Information*