

Stone World



2012

INTEGRATED MEDIA PLANNING GUIDE

*The Most Requested and Largest Audited Circulation Reaching the Dimensional Stone Industry**

NEW for 2012! | Redesigned stoneworld.com | Next-generation Webinars

www.stoneworld.com  

ABOUT STONE WORLD

Celebrating our 28th year in print, *Stone World* is recognized worldwide as the leading source of information on stone use in architecture and interior design, as well as stone production, distribution, installation and maintenance. *Stone World* is designed for, and received by, the top buyers and decision makers who specify, quarry, fabricate, import, distribute, design, sell and install stone and stone-related equipment and supplies.¹ Primarily circulated in the U.S., *Stone World* is received by key stone industry buyers and producers in more than 90 countries and is distributed at trade shows around the world.¹

A BPA Worldwide audited publication, *Stone World* ensures you're reaching a qualified audience. *Stone World* offers the first and largest audited circulation of any dimensional stone magazine in the world.¹

Offering undisputed coverage of the stone market by experienced editors and publishers, *Stone World* believes its package is the best, most cost-effective available to advertisers.¹



¹ Publisher's own data.

CIRCULATION & MARKET COVERAGE

STONE WORLD IS MAILED/DEPLOYED TO 17,530 BPA-AUDITED STONE PROFESSIONALS.²

Pass-along Readership³

In addition to reaching 17,530 subscribers,² *Stone World* offers an average **pass-along readership** of 2.3 readers per subscriber —for a total projected readership of 57,849.³

Readers Prefer *Stone World*⁴

Research shows *Stone World* is the **magazine most preferred** among publications serving the industry. In a recent study, 93% of respondents chose to read *Stone World* over other industry publications.

Purchase Actions³

90% of survey respondents took one or more of the following actions as a result of an article or advertisement found in *Stone World*:

- Purchased the products and/or services advertised.
- Requested additional information directly from a company or representative.
- Recommended the purchase of products and/or services.
- Saved an ad/article for future reference.
- Discussed an ad or article with someone in their company.
- Visited an advertiser's Web site.

CIRCULATION BY BUSINESS/INDUSTRY ²	TOTAL QUALIFIED	PERCENT OF TOTAL
Stone Fabrication	8,605	49.1%
Architecture	2,086	11.9%
Distributor/Dealer/Wholesaler	1,919	10.9%
Contracting/Installation Firm	1,521	8.7%
Interior Design	719	4.1%
Retailer/Home Improvement Center	528	3.0%
Building Contractor	525	3.0%
Restoration & Renovation	332	1.9%
Importing	239	1.4%
Equipment & Supplies	237	1.4%
Quarrier	235	1.3%
Building Development/Ownership Firm	162	0.9%
Others Allied to the Field	422	2.4%

² June 2011 BPA Circulation Statement.
³ AdScore Readership Study, May 2007.
⁴ Reader Preference Study, March 2007.

2012 ONLINE ADVERTISING

THE ALL-NEW WWW.STONEWORLD.COM

Stone World online is all new and still BPA-audited in 2012! Fabricators, distributors, architects and designers worldwide rely on www.stoneworld.com for new products, news and professional know-how. Capture their attention with sponsorships including the Stone World Blog, Product of the Week and White Papers. Traditional run-of-site and topic page advertising includes:

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

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

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

Monthly Page Impressions:¹
46,120
Monthly Unique Browsers:¹
18,492



2013 Stone Guide Premium Listing

Package includes boldface listing, logo in print and online, mobile tags, social media links, plus online enhancements such as Spec Sheets, Product Shots, email link subject line and Premium search ranking.



Online Streaming Video

Your streaming video ad (up to 3 minutes) will be hosted by and linked from www.stoneworld.com.



Social Media Sponsorships

Reach Stone World social media followers with your product messages. Sponsored logos, tweets and notes on our Twitter and Facebook pages will boost your visibility online.



2012 EDITORIAL CALENDAR

FABRICATOR CASE STUDIES IN EVERY ISSUE

Every issue of *Stone World Magazine* includes our popular "Fabricator Case Studies." These in-depth articles cover stone fabricators of all sizes, and they report on all aspects of the operation, including machinery types, production rates, fabrication methods, templating and general business practices. To submit a prospective fabricator to be covered in our Fabricator Case Studies, contact Michael Reis, Editor, at michael@stoneworld.com.

	EDITORIAL	SHOW DISTRIBUTION	ADVERTISER BONUSES	EDITORIAL DEADLINE	ADVERTISING DEADLINE*
JANUARY	<ul style="list-style-type: none"> Fabricating Technology Roundup – Equipment Fabricator Market Forecast Report from Latin America 	<ul style="list-style-type: none"> StonExpo, Jan. 24-26, Las Vegas Surfaces, Jan. 24-26, Las Vegas Vitoria Stone Fair, Feb. 7-10, Espírito Santo, Brazil 	StonExpo 2-issue Show Package <ul style="list-style-type: none"> FREE Online Booth Preview FREE StonExpo Preview eBlast Ad FREE Digital Edition Ad 	Oct. 14, 2011	Dec. 7, 2011
FEBRUARY	<ul style="list-style-type: none"> Report from Europe Fabricating Technology Roundup – Tooling & Accessories 	<ul style="list-style-type: none"> Xiamen Stone Fair, March 6-9, Xiamen, China 	<ul style="list-style-type: none"> FREE Bonus Ad in Digital Edition 	Nov. 15, 2011	Jan. 5, 2012
MARCH	<ul style="list-style-type: none"> Residential Architecture Fabricator Forum 		Coverings 2-issue Show Package <ul style="list-style-type: none"> FREE Online Booth Preview FREE Coverings Preview eBlast Ad FREE Digital Edition Ad 	Dec. 20, 2011	Feb. 7, 2012
APRIL	<ul style="list-style-type: none"> Shop & Warehouse Safety Interiors 	<ul style="list-style-type: none"> Coverings, April 17-20, Orlando 		Jan. 16, 2012	March 7, 2012
MAY	<ul style="list-style-type: none"> Report from Brazil CNC Technology 	<ul style="list-style-type: none"> AIA National Convention, May 17-19, Washington, D.C. Carraramarmotec, May 23-26, Carrara, Italy 	<ul style="list-style-type: none"> FREE Online Video Ad 	Feb. 15, 2012	April 5, 2012
JUNE	<ul style="list-style-type: none"> The Digital Shop 		<ul style="list-style-type: none"> FREE Product eBlast Ad 	March 15, 2012	May 7, 2012
JULY	<ul style="list-style-type: none"> Stone in Architecture Fabricator Issues & Solutions 		<ul style="list-style-type: none"> FREE Full-page Ad with Paid Full-page Ad 	April 16, 2012	June 7, 2012
AUGUST	<ul style="list-style-type: none"> Report on Stone from India Stone Installation 		<ul style="list-style-type: none"> FREE Online Product & Literature Guide 	May 15, 2012	July 5, 2012
SEPTEMBER	<ul style="list-style-type: none"> Green Products Report from Europe 	<ul style="list-style-type: none"> Marmomacc, TBD, Verona, Italy 		June 15, 2012	Aug. 6, 2012
OCTOBER	<ul style="list-style-type: none"> Large-scale Fabrication Renovation & Restoration 	<ul style="list-style-type: none"> SFA MEGA-WORKSHOP, TBD 	<ul style="list-style-type: none"> FREE Online Company Profile with Full-page Ad 	July 16, 2012	Sept. 6, 2012
NOVEMBER	<ul style="list-style-type: none"> Shop Conservation Practices Commercial 		<ul style="list-style-type: none"> FREE Product eBlast Ad 	Aug. 15, 2012	Oct. 5, 2012
DECEMBER	<ul style="list-style-type: none"> <i>2013 Stone Guide:</i> The Directory for Stone, Equipment and Supplies 		<ul style="list-style-type: none"> FREE Boldface Listing & Company Logo in Annual Stone Guide Directory Edition 	Sept. 14, 2012	Nov. 5, 2012

*Advertising material **MUST** be received one week after ad space deadline.

BONUS OPPORTUNITIES

STONEXPO TWO-ISSUE SHOW PACKAGE

Run a ½-page or larger ad in the November 2011 and January 2012 issues to qualify for **THREE FREE** bonuses:

- **FREE** StonExpo Preview eblast ad.
- **FREE** Online Booth Preview for the month of January.
- **FREE** Bonus ad in our *Stone World* January Digital Edition.

Package advertisers also receive a **FREE** listing in our special **StonExpo Pre-show eBlast**. Includes 50 words, URL link, one 4/c image and your booth number. Non-advertisers may purchase eBlast space for \$620 net.



ONLINE VIDEO AD

Place a full-page display ad in May and get **FREE** video exposure on our Web site. Your supplied Video Ad rotates on our home page throughout the month of May.



ONLINE COMPANY PROFILE

You get a full three months of exposure on the all-new stoneworld.com **FREE** with your paid October full-page ad! We'll list your company logo in this special profile section along with

150 words and a URL link to drive traffic back to your home page.

COVERINGS TWO-ISSUE SHOW PACKAGE

Run a ½-page or larger ad in the March and April issues and qualify for **THREE FREE** bonuses:

- **FREE** Coverings Preview eblast ad.
- **FREE** Online Booth Preview for the month of April.
- **FREE** Bonus ad in our *Stone World* April Digital Edition.

Package advertisers also receive a **FREE** listing in our special **Coverings Pre-show eBlast**. Includes 50 words, URL link, one 4/c image and your booth number. Non-advertisers may purchase eBlast space for \$620 net.



PRODUCT eBLAST AD

Stone World will email your low-resolution 4/c image and 50-word product description to 1,000 fabricators and architects as part of our Product eBlast eNewsletter special edition. Run a ½-page or larger ad to qualify.

BONUS DISTRIBUTION

Stone World magazine is distributed at more shows nationally and internationally than any other magazine of its kind in the world.¹

ADVERTISING SERVICES

CLEAR SEAS RESEARCH —MAKING THE COMPLEX CLEAR



www.clearseasresearch.com

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools.

For more information contact:

Beth Surowiec | 248/786-1619 | surowiecb@clearseasresearch.com.

INSERTS

Consult your sales representative or the publisher for details on using this targeted method to provide an added boost to your advertising campaign.

BNP CUSTOM MEDIA GROUP —CONTENT DEVELOPMENT —CUSTOM PUBLISHING —MARKET-SPECIFIC DELIVERY

<http://custommedia.bnpmmedia.com>



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 or contact us directly: Chris Wilson | 248/244-8264 | wilsonc@bnpmmedia.com.

REPRINTS & ePRINTS

Use reprints of your advertisement or even articles from *Stone World* as marketing tools, and have *Stone World* do the printing for you. For a nominal cost, reprints of advertisements and articles are available upon request. Contact: Jill DeVries | 248/244-1726 | devriesj@bnpmmedia.com.

DIRECT MAIL LIST RENTAL

The most responsive list of qualified professionals in the stone industry is available for rental. Please contact:

Kevin Collopy, Sr. Account Manager

Ph: 800/223-2194, ext. 684 | kevin.collopy@infogroup.com

Michael Costantino, Sr. Account Manager

Ph: 800/223-2194, ext. 748 | michael.costantino@infogroup.com



2012 PRINT ADVERTISING RATES

BLACK & WHITE

	1X	3X	6X	12X	24X	36X
Full Page	\$3,990	\$3,720	\$3,375	\$3,115	\$2,640	\$2,560
2/3 Page	\$3,145	\$3,060	\$2,670	\$2,380	\$2,230	\$2,105
1/2 Page	\$2,295	\$2,145	\$1,975	\$1,705	\$1,545	\$1,465
1/3 Page	\$1,680	\$1,560	\$1,415	\$1,335	\$1,240	\$1,145
1/4 Page	\$1,370	\$1,285	\$1,210	\$1,115	\$1,060	\$1,000

2 -COLOR PROCESS*

	1X	3X	6X	12X	24X	36X
Full Page	\$4,615	\$4,325	\$3,965	\$3,580	\$3,215	\$3,130
2/3 Page	\$3,735	\$3,655	\$3,275	\$3,010	\$2,830	\$2,685
1/2 Page	\$2,905	\$2,735	\$2,570	\$2,285	\$2,125	\$2,025
1/3 Page	\$2,295	\$2,160	\$2,045	\$1,930	\$1,825	\$1,755
1/4 Page	\$1,965	\$1,885	\$1,830	\$1,730	\$1,625	\$1,590

4 -COLOR PROCESS*

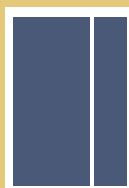
	1X	3X	6X	12X	24X	36X
Full Page	\$5,305	\$5,045	\$4,670	\$4,265	\$3,885	\$3,785
2/3 Page	\$4,515	\$4,415	\$4,040	\$3,690	\$3,535	\$3,390
1/2 Page	\$3,655	\$3,495	\$3,305	\$3,015	\$2,830	\$2,700
1/3 Page	\$3,055	\$2,920	\$2,795	\$2,675	\$2,555	\$2,545
1/4 Page	\$2,745	\$2,660	\$2,555	\$2,460	\$2,395	\$2,310

AD SIZES

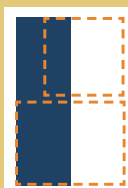
Visit us online for complete print ad specifications: www.stoneworld.com.
Magazine Trim Size 8" x 10.75" (203mm x 273mm).
Please keep all live matter .375" (9.5mm) from the trim.



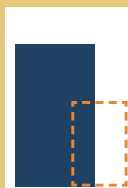
FULL PAGE BLEED
8.25" x 11"
209mm x 279mm



2/3 VERTICAL
4.5" x 10"
114mm x 254mm



1/2 VERTICAL
3.375" x 10"
86mm x 254mm



1/2 ISLAND
4.5" x 7.5"
114mm x 190mm

FULL PAGE NON-BLEED
7" x 10"
178mm x 254mm

1/3 VERTICAL
2.125" x 10"
54mm x 254mm

1/2 HORIZONTAL
7" x 4.875"
178mm x 124mm

1/4 VERTICAL
3.375" x 4.875"
86mm x 124mm

1/3 SQUARE
4.5" x 4.875"
114mm x 124mm

*MATCHED COLOR

Add \$170 to the standard 2-color rates if you require a matched PMS color.

AGENCY COMMISSION

Agencies can deduct 15% commission from the gross prices.

Please send all advertising material to:

Pam Deneau, BNP Media/Stone World
2401 West Big Beaver, Suite 700, Troy, MI 48084
P: +1-248/244-6257 | F: +1-248/244-3918
E: deneaup@bnpmedia.com

Space orders, ad insertions and editorial material instruction should be sent to:

BNP Media/Stone World
210 Route 4 East, Suite 203, Paramus, NJ 07652
P: +1-201/291-9001 | F: +1-201/291-9002
E: info@stoneworld.com
FTP UPLOAD ADDRESS: <http://upload.bnpmedia.com>



MARKETPLACE ADS

An affordable way to reach buyers and specifiers with effective frequency. Reach the market for six months for \$1,260 (prepaid), or a whole year for only \$2,050 (prepaid).

CLASSIFIED ADS



Display classified ads are available to sell products or services to the entire industry at only \$140 per column inch (minimum: 1 column inch ad). Blind box numbers are available for confidential replies for only \$38 handling. Add red letters and accents to your classified ad for only \$54 more. Contact us for current Online Classified rates.

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 pre-paid. 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.

eNEWSLETTER ADVERTISING



FABRICATOR eNEWSLETTER

Stone World's monthly Fabricator eNewsletter is your digital link to 14,600+ stone professionals¹ who prefer their information electronically. Distributed 12 times per year, eNews Buttons, Banners and Skyscraper Ads give you additional brand exposure between print issues. Video Ads are available!

SIZE	
BUTTON AD	125 x 125 PIXELS
BANNER AD	468 x 60 PIXELS
SKYSCRAPER AD	160 x 600 PIXELS

File size 40k or less, 256 colors or less, .jpg or .gif

**CLICK-THROUGH
RATE: 4.68%¹**



CUSTOM eNEWSLETTERS

Engage stone buyers with your own eNewsletters loaded with specialized content. 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.

DIGITAL MEDIA



DIGITAL EDITION SPONSORSHIPS

Target electronic subscribers by sponsoring one or all 12 Digital Editions in 2012. Your ad will be featured adjacent to the Digital Edition front cover and will also appear in our Digital Edition email cover note. Other advertising opportunities are available...

— Sponsorship Positions

Presentation Page, Toolbar Logo, Skyscraper Ad, Banner Ads, Tab Page Markers

— Lead Generation Tools

Call Back Card, Business Reply Card

— Other Digital Opportunities

Blow-in Cards, Belly-Band, Gatefolds, Audio, Video, and more!



2013 ONLINE STONE GUIDE

<http://stoneguide.stoneworld.com>

Make sure your customers can find your company and product in our extensive, searchable online directory. Tap into a Web site generating 32,154 average monthly page impressions² with the Stone Guide: The Directory for Stone, Equipment and Supplies.

— Searchable by Keyword

More exposure for your directory listing.

— Preferential Results

Premium Package advertisers appear at the top of your product category with a "star" designation.

— Company Detail Pages

Post specification sheets, product photos, color logos, video and more.

Also includes live Web and email links for identifiable Stone World sales leads.

Contact your sales rep for more information.

¹ Publisher's own data.

² BPAWW Interactive, average Jan. - June 2011.

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.¹ Don't miss your opportunity to generate leads. Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

View a demo at <http://portfolio.bnpmmedia.com/virtual>.

NEW! NEXT-GENERATION WEBINAR SPONSORSHIPS

INTERACT WITH YOUR AUDIENCE ON A WHOLE NEW LEVEL!

In addition to our traditional webinar program, *Stone World* is excited to introduce a new option for webinars that offers users a more dynamic experience. Our new 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. Your Webinar Sponsorship Package includes:

- Registration list providing high-quality sales prospects - includes names, companies, phone numbers and email addresses
- Credibility with customers/prospects
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls
- Sole sponsorship - you choose the content/speakers/date
- Multi-sponsorship - you're one of several sponsors of an exclusive *Stone World* editorial Webinar event

Average Leads:²

501 registrations | 267 attendees

100% of sponsors were satisfied with their BNP Media Webinar experience!²

Schedule your customized Webinar program today!



STONE INDUSTRY EDUCATION SPONSORSHIPS

Stone Industry Education is a comprehensive, 1-day seminar that delivers cutting-edge information and practical tips from respected industry experts. We invite you to join us and the Marble Institute as a strategic partner for the 2012 regional education program. As a sponsor, you'll see your company logo...

- Reaching *Stone World* subscribers and industry colleagues from the MIA database on a weekly basis in email blasts
- Printed on monthly ads placed in *Stone World* magazine
- Featured on MIA website and newsletter
- Face-to-face with fabricators and other attendees at all regional events



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



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¹ Market Research Media Ltd, "Virtual Conference & Trade Show Market Forecast 2010-2015."
² Publisher's own data.