

# 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.

## SPRING 2025

**Ad Close: April 16 • Materials Due: May 3**

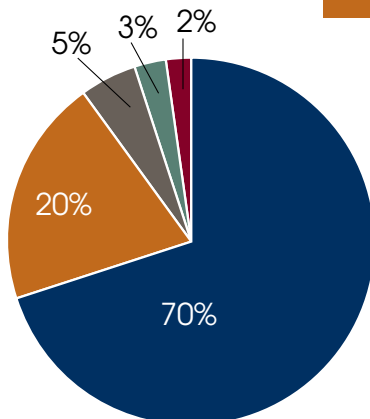
### EDITORIAL HIGHLIGHTS

- ▶ In the years since a rare mid-Atlantic earthquake in 2011 caused significant damage to the Washington National Cathedral, repair crews have been working around the massive building in phases to replace damaged stone, shore up wobbly pinnacles and reinforce the Cathedral against future damage. Read in detail about the intense restoration process.
- ▶ The Rolex Boutique in Toronto's prestigious shopping district features stone execution that is a triumph of architectural design, innovative technology use, and exceptional craftsmanship resulting in a striking aesthetic showcasing the potential of advanced design and fabrication techniques.
- ▶ Adapted from a Natural Stone Institute technical webinar, Stick with Me will address many of the questions commonly asked regarding the use of adhesives with natural stone. Adhesive attachment, either by itself or in combination with mechanical anchorage, is a common and highly successful means of securing stone elements as well as completing cosmetic and/or structural repairs. This success does not occur, however, without a thorough understanding of the properties, capabilities, and limitations of the adhesive being used.

## FALL 2025

**Ad Close: September 10 • Materials Due: September 17**

### READER DEMOGRAPHICS



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

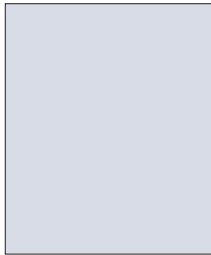
**93% of our distribution is to the design community with additional exposure online and at national and international trade expos and education events.**

\* NSI data 05/2021 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	2025 Member Rates		2025 Non-Member Rates	
	1X	2X	1X	2X
Back Cover	\$3556	\$3224	\$4040	\$3665
Inside Front/Back Cover	\$3214	\$2912	\$3670	\$3300
Full Page	\$2840	\$2565	\$3200	\$2890
1/2 Page Horizontal	\$1995	\$1742	\$2215	\$1990
1/2 Page Vertical	\$1995	\$1742	\$2215	\$1990
1/4 Page	\$1185	\$1008	\$1405	\$1250



### 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



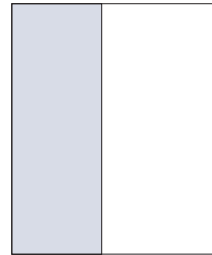
### 1/2 Page Horizontal

**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



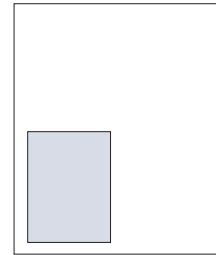
### 1/2 Page Vertical

**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.

**Email Blast Sponsor \$800**

## BULK COPIES

Natural Stone Institute does not stock inventory of back issues. If multiple copies are desired for promotion purposes, visit [www.buildingstonemagazine.com](http://www.buildingstonemagazine.com) for a link to the Bulk Order form.

### Order Deadline:

**SPRING 2025: May 21, 2025**

**FALL 2025: October 24, 2025**

## 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](mailto:susan@naturalstoneinstitute.org)

## CONTACT US TO RESERVE YOUR SPACE

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