

BuildingStone

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.

FALL 2021 ISSUE:

Issue ad close: September 17 **Materials due:** September 23
Mail date: November 3

EDITORIAL HIGHLIGHTS

- ▶ An inspiring story of design, dignity, and healing, and of empowering native Rwandan women that extends beyond the building.
- ▶ Identifying and matching stone resources for ornate, carved marble finishes highlights the restoration of a Beaux Arts landmark.
- ▶ Landscape artist Brad Goldberg transforms massive quarry blocks into textural granite sculptures to define park boundaries in a nature preserve surrounding the Dallas-Fort Worth Metroplex.
- ▶ A comparison of the environmental impacts from the manufacturing processes of natural stone to other frequently used building materials.

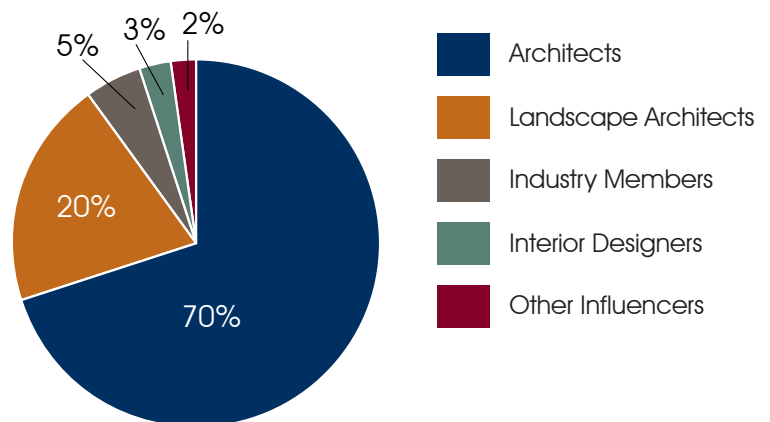
Readers from the design community can receive CEU credits for engaging with the magazine's content through AIA, IDCEC, and LACES.

READER DEMOGRAPHICS

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

BONUS DISTRIBUTION

- ▶ **American Society of Landscape Architects: Conference on Landscape Architecture**
Nashville, TN | November 19-22, 2021
- ▶ **TISE/StonExpo**
Las Vegas, NV | February 1-3, 2022
- ▶ **Coverings 2022**
Las Vegas, NV | April 5-8, 2022
- ▶ **Use Natural Stone**
www.usenaturalstone.org
- ▶ **Various Natural Stone Institute regional and national educational events**



* NSI data 05/2021 for print, digital, other distribution partners, and social media outlets.

100% of net advertising revenue for Building Stone Magazine is directed at Natural Stone Institute outreach to the design community.

Non-Member Rates

Member Rates

SIZE	Non-Member Rates			Member Rates		
	1X Fall 2021	2X Fall 2021, Spring 2022	3X Fall 2021, Spr & Fall 2022	1X Fall 2021	2X* Fall 2021, Spring 2022	3X* Fall 2021, Spr & Fall 2022
Back Cover	4040	3665	3300	3420	3100	2800
IFC/IBC	3670	3300	3000	3090	2800	2500
Full Page	3200	2890	2600	2740	2465	2200
1/2 Page Island	2430	2180	1900	2090	1860	1650
1/2 Page Horizontal	2215	1990	1800	1880	1675	1500
1/2 Page Vertical	2215	1990	1800	1880	1675	1500
1/4 Page	1405	1250	1100	1140	970	875

*Discounts are available for advanced multiple issue insertion commitments. An ad sales media flyer for 2022 issues will be available in late 2021.

<p>Non-Bleed: 9" x 10.875"</p> <p>Bleed: 9.25" x 11.125"</p>	<p>Non-Bleed: 4.5" x 7.5"</p> <p>Bleed: 4.75" x 7.75"</p>	<p>Non-Bleed: 7" x 4.875"</p> <p>Bleed: 7.25" x 5.125"</p>	<p>Non-Bleed: 3.375" x 10"</p> <p>Bleed: 3.625" x 10.25"</p>	<p>Non-Bleed: 3.375" x 4.875"</p> <p>Bleed: 3.625" x 5.125"</p>
Full page	1/2 Page Island	1/2 Page Horizontal	1/2 Page Vertical	1/4 Page Ad

DIGITAL EDITION

NEW! Digital Marketing Benefits

The digital edition of **Building Stone Magazine** reaches a global audience through enhanced digital media options. Online advertisements now offer value added features:

- expanded photo galleries
- videos
- audio enhancements
- digital newsstand

All issues remain archived on the Natural Stone Institute website.

Digital eBlast Sponsorship

A single sponsor spot is available for our digital edition email, sent to over 30,000 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. **eBlast 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 for a link to the Bulk Order form. **Order deadline for Fall 2021 is October 8, 2021.**

SUBMIT AD MATERIALS

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