

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.

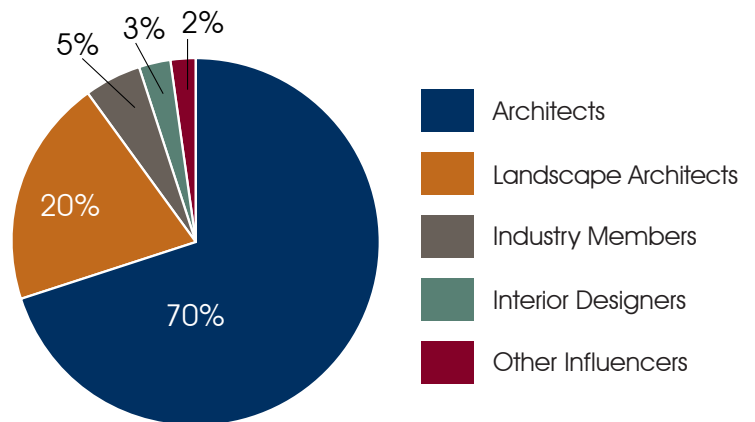
Readers from the design community can receive CEU credits for engaging with the magazine's content through AIA, IDCEC, and LACES.

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.

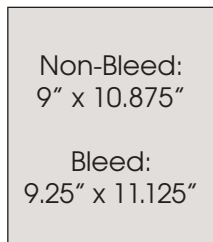
100% of net advertising revenue for *Building Stone Magazine* is directed at Natural Stone Institute outreach to the design community.

Non-Member Rates

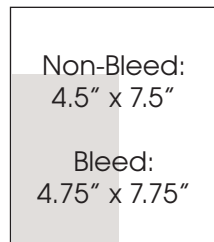
Member Rates

SIZE	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

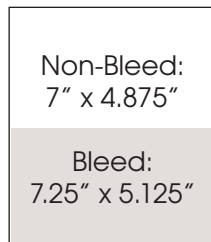
*Discounts are available for advanced multiple issue insertion commitments. An ad sales media flyer for 2022 issues will be available in late 2021.



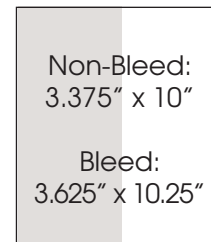
Full page



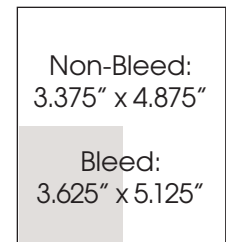
1/2 Page Island



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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See more at: www.buildingstonemagazine.com