

CONTEMPORARY

NEW in 2008!

Contemporary Stone & Tile Design
magazine launches eNewsletter

STONE & TILE design

A **bnp** PUBLICATION
media

2008
Integrated Media Planner



Photo courtesy of JK Roller Architects

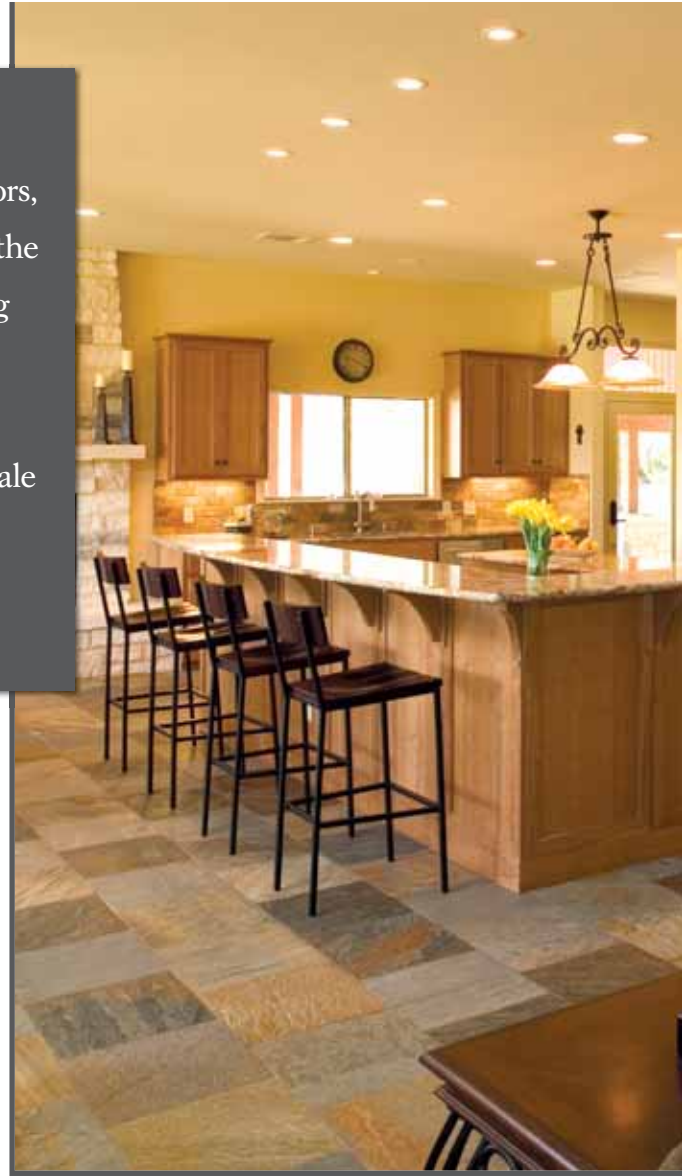
CIRCULATION / EDITORIAL CALENDAR / RATES / SPECIFICATIONS

Contemporary Stone & Tile Design is a design-oriented magazine, which specifically targets architects, interior designers, distributors, retailers and consumers. In particular, the publication promotes the benefits of natural stone and tile through interviews with leading members of the design community as well as architectural photography, illustrating stone and tile in a broad range of applications from residential kitchens and bathrooms to large-scale projects such as restaurants, spas and hotels. Additionally, the magazine is a source for learning about new product lines of natural stone and ceramic, porcelain, glass and decorative tiles.

Contemporary Stone & Tile Design is circulated four times a year to specifiers and consumers who are the ultimate buyers of stone and tile products.

Circulation Breakout¹

Architects and Designers	10,039
Distributors and Retailers	5,460
Kitchen & Bath Dealers	448
Construction Management	1,087
Design Centers	394
Bookstores	1,004
Other	99
Total Circulation¹	18,531



Editorial Planning Calendar for 2008

THEME		BONUS DISTRIBUTION	ADVERTISING OPPORTUNITIES	AD CLOSE
WINTER	<i>Interiors Commercial Design</i>	<i>Surfaces, January 30-February 1, Las Vegas Cevisama, February 5-9, Valencia, Spain</i>	Specifier Pack – Contemporary Stone & Tile Design will send your brochure or promotional flyer directly to the top 200 architects and designers FREE if you run 1/2-page or larger ad in the Winter issue.	<i>November 30, 2007</i>
SPRING	<i>Kitchen & Bath Design Exterior Landscape Architecture</i>	<i>Coverings, April 29 - May 2, Orlando ALA, May 15 - 17, Boston KBIS/NKBA, April 11 - 13, Chicago</i>		<i>February 8, 2008</i>
SUMMER	<i>Hospitality Design Decorative Tile</i>		Spec Sheet Issue – Advertise with a full-page ad in the Summer issue of Contemporary Stone & Tile Design 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! Two pages for the price of one!	<i>May 5, 2008</i>
FALL	<i>Mosaics Residential Design</i>	<i>Cersaie, September, Bologna, Italy StonExpo, October, Las Vegas</i>	Free Button Ad on the New CSTD e-Newsletter for full page advertisers. Advertise this Fall and you'll receive bonus electronic distribution to our entire e-News circulation file.	<i>August 11, 2008</i>

¹ Publisher's own data. Average circulation Summer 2006 - Spring 2007.



NEW! CSTD eNEWSLETTER

6 times in 2008, the *CSTD* eNewsletter is your electronic link to thousands of architects, designers, distributors, retailers and consumers. Banner and Button ads are available within each edition. Contact your sales rep. for pricing.

CLEAR SEAS RESEARCH

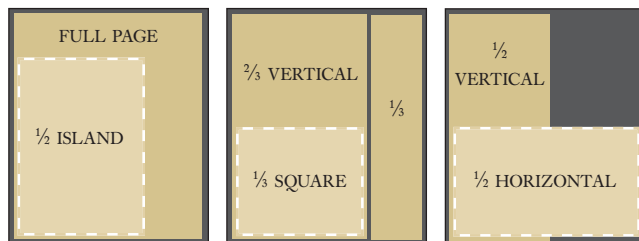


Clear Seas Research, Architecture & Construction Division, supports growth and development in the building products, construction and flooring industries through our B2B industry-focused reports and custom market research services. We are dedicated to providing results-oriented market research and insightful analyses to our clients with a focus on understanding their business and offering exceptional customer service.

For more information visit www.clearseasresearch.com or call 248-786-1616.

Advertising Rates and Specifications

	1x	2x	4x
FULL PAGE	\$4570	\$3865	\$3535
2/3 PAGE	\$4000	\$3340	\$3215
1/2 PAGE	\$3165	\$2730	\$2575
1/3 PAGE	\$2645	\$2425	\$2330



Trim Size:8" x 10 3/4" (200 x 269MM) 1/2 Horizontal:7" x 4 7/8" (178 x 124MM)
 Full Page:7" x 10" (178 x 254MM) 1/2 Vertical:3 5/8" x 10" (86 x 254MM)
 Bleed:8 1/4" x 11" (206 x 275MM) 1/3 Vertical:2 5/8" x 10" (57 x 254MM)
 2/3 Vertical:4 1/2" x 10" (114 x 254MM) 1/3 Square:4 1/2" x 4 7/8" (114 x 124MM)
 1/2 Island:4 1/2" x 7 1/2" (114 x 190MM)

Editorial materials are due two weeks prior to ad space deadline.
 Ad material is due one week after space deadline.

INTEGRATED MARKETING/ONLINE ADVERTISING

Contemporary Stone & Tile Design has dramatically expanded its Web-based advertising options. Take advantage of the latest online advertising trends and get more online ad clicks. Visit portfolio.bnpmmedia.com for complete information, live and interactive samples and ad specifications or call your sales rep for more details.

BNP CUSTOM MEDIA - SINGLE SOURCE SOLUTIONS

BNP Custom Media integrated with *CSTD* creates completely customized and industry leading media solutions. Delivering your editorial content directly to your target audience is our specialty. Internally and externally, via print, electronic media or during live events. Engage your audience in any combination of custom products, including magazines, newsletters, eBooks, online resource centers, and more. For details contact Alex Bachrach, Alex@StoneWorld.com or Steve Beyer, BeyerS@bnpmmedia.com.

SOURCING GUIDE SECTION

This paid section is a first-class way to generate a substantial number of sales leads for an affordable price, only \$530. 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 2008 receive their Sourcing Guide advertisement for **FREE**, in every issue.

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Contemporary Stone & Tile Design magazine is excited to announce the launch of www.cstdmag.com. Accessible anytime, anywhere, this valuable Web site provides cost-effective marketing and advertising tools to reach and influence progressive buyers.

E-PRODUCTS

For a copy of the 2008 E-Products Guide and more information about online advertising, visit www.cstdmag.com today!

COMBINATION RATES

Attractive combination rates are available in conjunction with other BNP Media magazines, including *Stone World*, *National Floor Trends*, *Tile*, *Environmental Design + Construction* and others.

AGENCY COMMISSION

Agencies can deduct 15% commission from the gross prices.

PRINTING SPECIFICATIONS

Binding: Perfect bound

Printing: Heat-set web-fed offset

Paper: 70 lb. coated text with a 138 lb. cover

Screen: 150 line black-and-white. 150 line screen recommended for all color negatives.

DIGITAL AD REQUIREMENTS

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

Preferred File formats: InDesign, Quark, Photoshop and Illustrator files accepted. PDF's are accepted, but please call your production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. *Do not* compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: CD-ROM disks accepted. E-mail and FTP options are preferred. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

Ad size: Crop marks for full page ads should be at trim size 8" x 10³/₄" (200mm x 269mm). Bleed ads should extend beyond trim marks by 1/8" (.125") on each side of the ad, 8¹/₄" x 11 (206mm x 275mm). Please keep "live" matter 3/8" (.375") away from the trim size so information in the advertisement will not be cut-off in the final stages at the printer. Fractional ads should match the sizes published in the media planner.

To upload ads go to:

<http://upload.bnpmmedia.com> or contact Lindsay Nagy at Nagyl@bnpmmedia.com.

A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Proofs: Proofs of all publication-set ads will be sent to the advertiser for approval, provided deadlines are met. Proofs of other material will not be sent unless requested.

Rates: General advertising rates for *Contemporary Stone & Tile Design* are determined by the number of insertions within a 12-month period. All rates are in U.S. dollars on a U.S. bank.

Inserts: Insert rates are available from the publisher. Inserts may be supplied by advertisers or printed by *Contemporary Stone & Tile Design*. Please contact the publisher for details and shipping arrangements.

Payment terms: Invoices are payable in U.S. Funds only, Net 30 days. 1¹/₂% per month service charge thereafter (1¹/₂% 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 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.

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