

CONTEMPORARY

NEW IN 2009!  
Online Video Advertising

# STONE & TILE design

www.CSTDmag.com



Photo by Greg Hursley / Courtesy of Through the Lens Mgt., Inc.

## 2009 Integrated Media Planner

CIRCULATION / EDITORIAL CALENDAR / RATES / SPECIFICATIONS

## Contemporary Stone & Tile Design

is a design-oriented magazine, specifically targeting the ultimate buyers of stone and tile products – 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

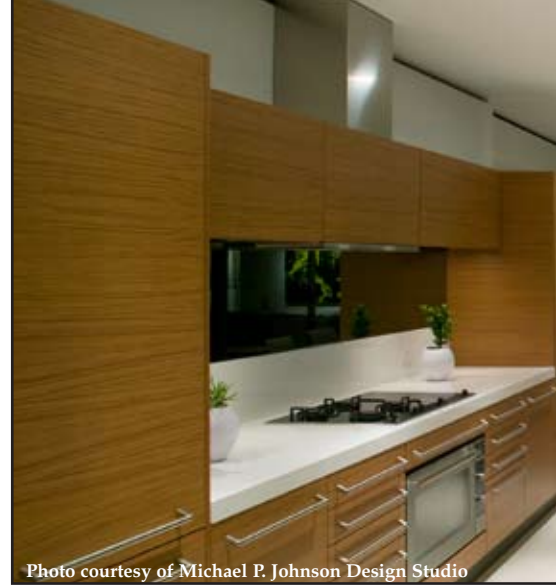


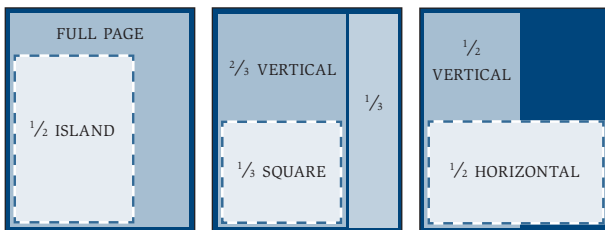
Photo courtesy of Michael P. Johnson Design Studio

## Circulation<sup>1</sup>

Architects and Designers	10,509
Distributors and Retailers	4,350
Kitchen & Bath Dealers	551
Construction Management	1,565
Design Centers	468
Bookstores	731
Other	87
<b>Total Circulation<sup>1</sup></b>	<b>18,261</b>

## Advertising Rates and Specifications

	1x	2x	4x
FULL PAGE	\$4,750	\$4,020	\$3,660
2/3 PAGE	\$4,160	\$3,475	\$3,330
1/2 PAGE	\$3,290	\$2,840	\$2,665
1/3 PAGE	\$2,750	\$2,520	\$2,410



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

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

## Editorial Planning Calendar for 2009

### WINTER

#### THEME

Interiors  
Hospitality Design

**AD CLOSE**  
December 4, 2008

#### BONUS DISTRIBUTION

Surfaces, Feb. 3 - 5, Las Vegas  
Cevisama, Feb. 10 - 13, Valencia, Spain

#### ADVERTISING OPPORTUNITIES

**FREE Online Button Ad** - 1/2-page or larger advertisers receive a FREE 125x125 www.CSTDmag.com Button Ad. Advertise in the Winter issue and we'll host your Button Ad online for three full months.

### SPRING

#### THEME

Kitchen & Bath Design  
Exteriors

**AD CLOSE**  
February 20, 2009

#### BONUS DISTRIBUTION

Coverings, April 21 - 24, Chicago  
AIA, April 30 - May 2, San Francisco

### SUMMER

#### THEME

Specialty Tiles

**AD CLOSE**  
May 8, 2009

#### ADVERTISING OPPORTUNITIES

**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!

### FALL

#### THEME

Mosaics  
Residential Design

**AD CLOSE**  
August 7, 2009

#### BONUS DISTRIBUTION

Cersaie, Sept. 29 - Oct. 4, Bologna, Italy  
StonExpo/Marmomacc Americas, Las Vegas

#### ADVERTISING OPPORTUNITIES

**FREE eNews Ad Link** – Advertise with a full page this fall and you'll receive bonus electronic distribution to our entire *CSTD Stone & Tile Design Insider* eNewsletter circulation file.

<sup>1</sup> Publisher's own data. Average circulation Summer 2007 - Spring 2008.



## Stone & Tile Design Insider eNewsletter

Distributed six times in 2009, the *CSTD* eNewsletter is your electronic link to thousands<sup>2</sup> of architects, designers, distributors, retailers and consumers who prefer their information digitally.

## eNewsletter Rates & Specs:

Edition(s)	1x	3x	6x	Size
BUTTON AD	\$225	\$205	\$180	125x125 pixels
BANNER AD	\$325	\$310	\$290	468x60 pixels
SKYSCRAPER AD	\$425	\$410	\$390	160x600 pixels

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

## www.CSTDmag.com

Target thousands of stone professionals online using our popular Web site.

**NEW! Online Video Posting** Your custom video posted on CSTDmag.com. Call your sales rep for rates and specification details.

## Online Rates & Specs:

Month(s)	1x	3x	6x	12x	Size
BUTTON AD	\$415	\$930	\$1,590	\$2,185	125x125 pixels
BANNER AD	\$555	\$1,245	\$1,960	\$3,235	468x60 pixels
SKYSCRAPER AD	\$610	\$1,300	\$2,015	\$3,285	160x600 pixels

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



Photo by Greg Hursley / Courtesy of Through the Lens Mgt., Inc.

## Integrated Media

Take advantage of the latest online advertising trends and get more online ad clicks. Visit [portfolio.bnpmmedia.com](http://portfolio.bnpmmedia.com) for complete information, live and interactive samples and ad specifications or call your sales rep for more details.

## Sourcing Guide Section

This paid section is a first-class way to generate a substantial number of sales leads for an affordable price, only \$550. 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 2009 receive their *Sourcing Guide* advertisement for FREE, in every issue.

## 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. For details visit [www.clearseasresearch.com](http://www.clearseasresearch.com) or contact Beth Surowiec, 248/786-1619 or [surowiecb@bnpmmedia.com](mailto:surowiecb@bnpmmedia.com).



## BNP Custom Media - Single Source Solutions

BNP Custom Media, combining the power of *CSTD*'s readership with its expert editorial and design, can create and deliver custom solutions using rich content and innovative media to engage your target market and produce results. Each project is turnkey, measurable, and mapped to your marketing goals and budget. For details contact Alex Bachrach, [Alex@stoneworld.com](mailto:Alex@stoneworld.com) or Steve Beyer, [BeyerS@bnpmmedia.com](mailto:BeyerS@bnpmmedia.com).

## Advertising Specifications

### 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  
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 10<sup>3</sup>/<sub>4</sub>" (200mm x 269mm). Bleed ads should extend beyond trim marks by 1/8" (.125") on each side of the ad, 8<sup>3</sup>/<sub>4</sub>" 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](mailto: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. 1½% per month service charge thereafter (½% 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.

## Advertising & Editorial Offices

### BNP MEDIA

210 Route 4 East, Suite 203,  
Paramus, NJ 07652  
phone: 201/291-9001 | fax: 201/291-9002  
e-mail: [cstd@bnpmmedia.com](mailto:cstd@bnpmmedia.com)  
[www.CSTDmag.com](http://www.CSTDmag.com)

### Alex Bachrach

Publisher, ext. 8615  
[Alex@stoneworld.com](mailto:Alex@stoneworld.com)

### Michael Reis

Associate Publisher/Senior Editor, ext. 8613  
[Michael@stoneworld.com](mailto:Michael@stoneworld.com)

### Jennifer Adams

Editor, ext. 8611  
[Jennifer@stoneworld.com](mailto:Jennifer@stoneworld.com)

### Michelle Stinnard

Associate Editor, ext. 8616  
[Stinnardm@stoneworld.com](mailto:Stinnardm@stoneworld.com)

### Alexis Fisher

Assistant Editor, ext. 8612  
[Alexis@stoneworld.com](mailto:Alexis@stoneworld.com)

### Janelle Minghine

Regional Advertising Manager  
phone: 734/340-5211 | fax: 734/340-5212  
[Minghinej@bnpmmedia.com](mailto:Minghinej@bnpmmedia.com)

### Steve Smith

Regional Advertising Manager  
phone: 617/909-5973 | fax: 248/283-6531  
[Steve@stoneworld.com](mailto:Steve@stoneworld.com)

### EUROPEAN STONE SALES

#### Dee Wakefield

phone: 44-207-937-4488  
fax: 44-207-792-3331  
[dee.wakefield@stagnito.fsbusiness.co.uk](mailto:dee.wakefield@stagnito.fsbusiness.co.uk)

### CERAMIC TILE ADVERTISING IN SPAIN:

#### Mercedes V. Alabern

phone | fax: 34-964-224-468  
[mvarona@ono.com](mailto:mvarona@ono.com)

### CORPORATE OFFICE

BNP Media  
2401 W. Big Beaver Rd.,  
Suite 700, Troy, MI 48084  
[www.bnpmmedia.com](http://www.bnpmmedia.com)



### Tim A. Fauscht

Publishing Director,  
Architecture & Construction Group  
[Fauscht@bnpmmedia.com](mailto:Fauscht@bnpmmedia.com)

### Lindsay Nagy

Production Manager  
phone: 248/244-6438 | fax: 248/786-1380  
[Nagyl@bnpmmedia.com](mailto:Nagyl@bnpmmedia.com)

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Business with Superior Information