

Natural Stone Specialist

The UK Stone Industry Magazine



Media File
2017

www.stonespecialist.com



Editorial Schedule 2017

The magazine, StoneSpecialist website and the Natural Stone Bulletin complement one another to form the leading business-to-business platform for companies in the stone industry - both to communicate with each other and to reach their customers. Take a look at what will be featured over the course of 2017.

January / February

Advertising copy deadline: 13 January

Hard landscaping

A renewed assessment of value for money has favoured natural stone products in hard landscaping on commercial projects, while the trend for taking interiors into exteriors is driving demand in the domestic market.

Design Meets European Stone

This is a theme of the Natural Stone Show at ExCeL London this year and we explore some of the ways designers have used European stone.

March

Advertising copy deadline: 16 February

Natural Stone Show 2017

A first look at who will be exhibiting and what they will be showing in ExCeL London on 25-27 April.

Engineered Stone

Developments in engineered stone continue to expand the market for stone processors. NSS looks at the latest designs and developments.

April

Advertising copy deadline: 13 March

Natural Stone Show: Official catalogue

This issue of Natural Stone Specialist is the official catalogue of the Natural Stone Show at ExCeL London, 25-27 April. It will list the companies exhibiting with descriptions about what they will be showing. It will also include all the information you need for a visit to the show.

May

Advertising copy deadline: 14 April

Natural Stone Show: Review

Highlights from London's Natural Stone Show, with pictures and news from the UK's major biennial stone show.

Tiles & Interiors

Demand for natural stone remains strong in interiors, although the distinction between natural and engineered stones and ceramics and porcelains becomes increasingly blurred.

June

Advertising copy deadline: 12 May

Memorials

With the National Association of Memorial Masons planning to return to Warwickshire Exhibition Centre near Leamington Spa for its second stand-alone exhibition, NSS reviews this niche of the stone market.

Training

As youngsters prepare to leave school and start their work careers, NSS takes a look at what is on offer in the stone and conservation sectors, and how the new Trailblazer apprenticeships are panning out.

July/August

Advertising copy deadline: 16 June

Wholesalers

The role of wholesalers has changed. They no longer just supply the trade, they also promote stone to clients and architects, playing a vital role in expanding the market. NSS explores the effects this has had on the distribution chain and how wholesalers are remarketing their materials.

Materials handling / health & safety

The guidelines imposed by the courts in February 2016 have seen fines handed out for health & safety infringements increase by five-fold, focusing industry minds on this important subject. NSS takes a look at the products available for making work in stone safer.

NAMM Tradex review

Report from NAMM's Tradex exhibition, with pictures of the exhibits and news from the show.

September

Advertising copy deadline: 11 August

Annual Machinery Review

A detailed review of the latest developments in the machinery on offer to increase the efficiency of stonemasonry companies, including a preview of some of the launches promised at the Marmomacc stone exhibition in Verona, Italy, at the end of September.

October

Advertising copy deadline: 15 September

Conservation & cleaning

A look at some of the projects taking place to conserve the built heritage of the British Isles and products and techniques for cleaning and restoring stonework.

Power tools / hand tools / diamond tooling

We will be reviewing the latest in diamond tooling technology for the ever more diverse machinery market and which tools are best suited to those specialist jobs that require a traditional finish.

November

Advertising copy deadline: 13 October

Consumables

Adhesives and grouts, sealants for worktops and floors, anti-graffiti and paving treatments for exteriors, maintenance products for consumers and cleaners... NSS reviews the products for fixing, caring for and enhancing stone finishes.

Water management & energy conservation

Utility prices are creeping up again. Although the heady days of generous feed-in tariffs are gone, it is still worth reducing the overheads of power and water with careful management. And when your customers care about BREEAM points, it can help.

December

Advertising copy deadline: 17 November

Putting heads together – robots and waterjets

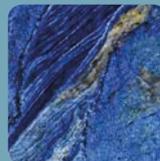
It is not just Kuka and ABB robot arms that are making the most of ever greater processing power to add speed and versatility to stone processing. CNC workcentres and bridge saws are also getting more sophisticated with multiple heads carrying combinations of discs and waterjets.

2018 Desk Calendar

Every reader will receive a free calendar with a space for each day to make a note of meetings and events. Each month will highlight the relevant magazine features and deadlines together with a half page slot for advertisers. For information on this exclusive opportunity contact Anna Gibiino.

Editorial contributions to the magazine are welcomed.

Contact the Editor: Eric Bignell, 0115 945 3898, eric@qmj.co.uk



Essential Reading

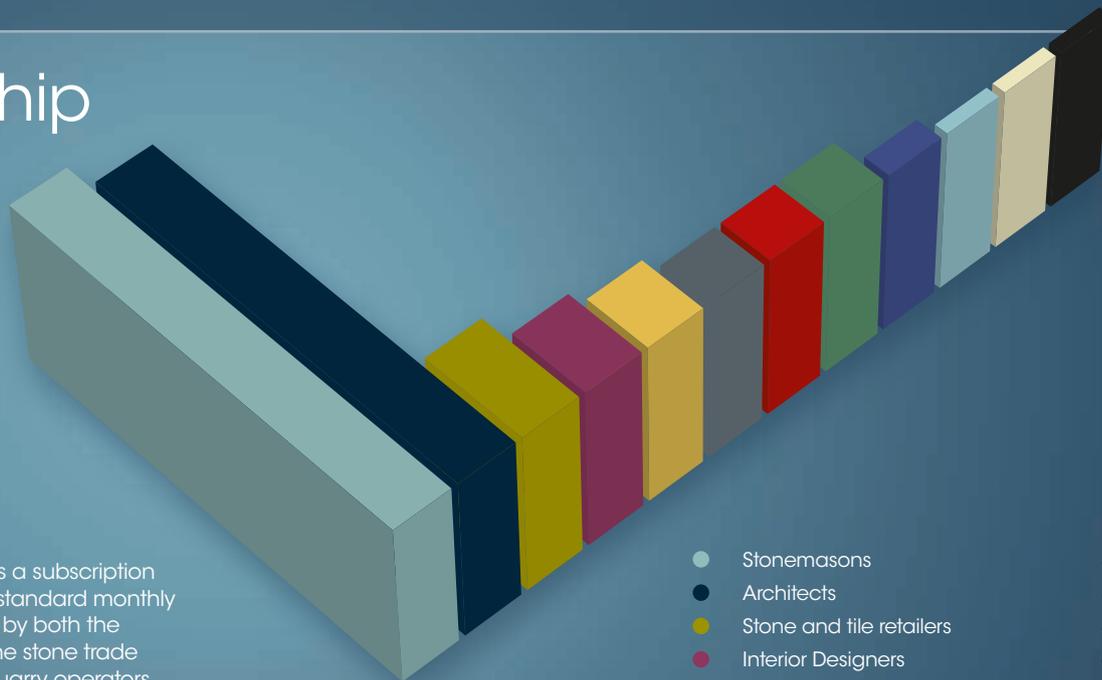
Natural Stone Specialist is the UK's only magazine dedicated solely to the stone industry. Serving the market since 1882, each issue provides an insight into every aspect of the industry from flooring to cladding and hard landscaping to kitchen worktops. It also covers some of the most interesting projects in stone including the views of the architects and designers, clients and the masonry companies involved.

The Natural Stone Directory is the essential reference guide for the industry. Available from January 2018, it is distributed to all the subscribers of *Natural Stone Specialist* magazine, as well as being sold independently. With a two-year shelf life, this is a very cost effective opportunity to get your business in front of the right audience. For more information contact Anna Gibiino on 0115 945 3897 or email anna@qmj.co.uk



Readership Profile

Natural Stone Specialist is a subscription based magazine with a standard monthly circulation of 4,045, read by both the decision makers within the stone trade – masons, wholesalers, quarry operators, importers and retailers – as well as the industry's customers – architects, interior designers, conservationists, other professionals, contractors and developers.



Stonemasons	33%
Architects	31%
Stone and tile retailers	8%
Interior Designers	6%
Wholesalers & Agents	5%
Local Authorities/Conservation	4%
Memorial Masons	4%
Building Contractors	4%
Quarry Operators	2%
Consultants	1%
Equipment/Equipment Suppliers	1%
Others	1%

Advertisement Rates

Digital Advertising Opportunities

StoneSpecialist.com

StoneSpecialist.com is the 'first port of call' for the natural stone industry, providing a shop window to 7000 unique industry decision makers every month.

Built with the latest responsive technology, your message will be delivered in the optimal format for the device it is being viewed on, be it a desktop computer, smart phone or tablet.

Banner Advertisements

Guarantee reach and penetration of the marketplace through our 'cost-per-thousand page impressions' mechanism. This is restricted to just three positions on the site ensuring exclusivity of your brand during the campaign.

Billboard	970 (w) x 250 (h) pixels	£70 cpm
Leaderboard	728 (w) x 90 (h) pixels	£40 cpm
MPU	300 (w) x 250 (h) pixels	£35 cpm
Jumbo MPU	300 (w) x 600 (h) pixels	£45 cpm

Banners should be supplied as GIF or Adobe Flash files.

Video Tenancy

Bring your proposition to life and make a lasting impression. Please send video in MP4 format.

£600 per month

Profile Pages

Provide a 24/7 virtual shop window for StoneSpecialist users. Profile Pages can host brochure downloads, video clips, image galleries and news feeds for your company and put you at the top of our Directory listings.

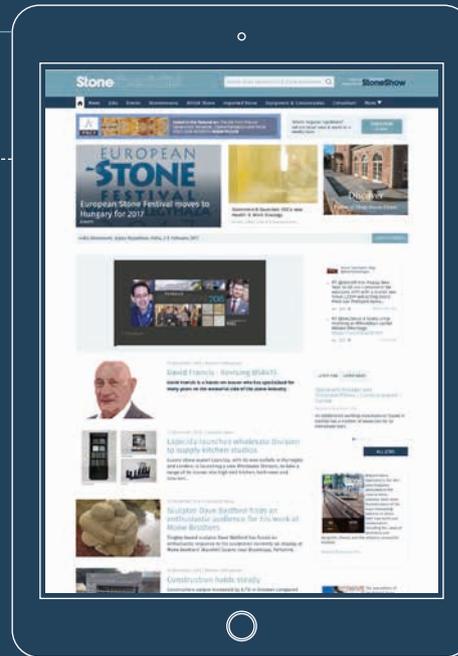
£600 per annum

Job Opportunities

Fill your vacancies fast with our multi-platform solution:

- Job listing hosted on stonespecialist for a month
- E-mailed to 19,000 recipients through on the Stone Specialist Bulletin
- Run as a quarter page in Natural Stone Specialist magazine

£620



Natural Stone Bulletin

Sent out to 19,000 industry professionals, the Natural Stone Bulletin enjoys an open rate of over 35% per cent. The data is constantly updated with fresh contacts opted in from the Natural Stone Show visitor registration and sign ups from the Stone Specialist website.

Standard sponsored link

up to 45 words in main body of Bulletin

£300 per insertion

Premium sponsored link

up to 60 words + logo in premium spot

£450 per insertion

Sponsorship package

Exclusive Leaderboard 600 (w) x 74 (h) pixels & Sponsored link

£600 per insertion

Solus E-Shot

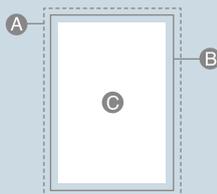
Send a dedicated and bespoke marketing message directly to our database of 19,000 opted-in StoneSpecialist e-mail contacts. Please note this is limited to one E-Shot per month.

£1,500

Display

	Type Area	
	Double Page	259mm x 390mm £2,200 (303xx x 426mm bleed size) (297mm x 420mm trim size)
	Full Page	259mm x 182mm £1,290 (303xx x 216mm bleed size) (297mm x 210mm trim size)
	Half-Page Landscape	125mm x 182mm £885
	Half-Page Portrait	259mm x 88mm £885
	Quarter-Page Banner	60mm x 182mm £645
	Quarter-Page Portrait	125mm x 88mm £600

Bleed Size A	303mm x 216mm
Trim Size B	297mm x 210mm
Type Area C	259mm x 182mm
Single Column	42mm
Two Column	88mm



Classified Per column centimetre

Classified	£18
Situations Vacant	£21 *
* Enquire about our multi-platform package that combines the website, Bulletin and magazine	

Noticeboard Full colour display per annum

30mm x 44mm	£499
60mm x 44mm	£998

Discounts

Agency	10%
Three insertions	5%
Six insertions	10%
Ten insertions	20%

Additional Information

Front Cover Position	£2,060
Back Cover	£1,385
Inside Front Cover	£1,420
Loose Inserts – Single sheet	£1,325
Loose Inserts – Multi sheet	Details on application
<small>price depends on size and weight</small>	

File Formats & Sending

Please supply artwork by email as either a high-resolution PDF or JPEG, CMYK, minimum 360dpi.

In some cases we are able to assist with advert design. Please enquire for artworking prices.

All rates are exclusive of VAT. Please refer to our Terms & Conditions at www.stonespecialist.com/advertising/termsandconditions.php

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The **QMJ** Group

Natural Stone Specialist is part of The QMJ Group, the UK's specialist publisher for the quarrying and stone industries. QMJ also organise the Natural Stone Show.

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