



Natural Stone Specialist magazine
Print advertising

StoneSpecialist.com
Digital advertising

The Stone Bulletin
Digital advertising on our monthly newsletter

Media File
2021

Editorial Schedule 2021

Communicate your news, reach new customers and raise your company profile through targeted print and digital exposure.

The Stone Specialist magazine, StoneSpecialist.com and the monthly Stone Bulletin are your dedicated business to business platforms that ensure total industry coverage.

Take a look at what will be featured over the course of 2021.

January / February

(To print: 22 January)

Hard landscaping

A significant portion of imported stone is used for hard landscaping but it is not a sector that has been abandoned by British stone producers, who are seeing a Brexit-inspired revival. Can porcelain and sintered stones do for hard landscaping what quartz has done for worktops?

Underfloor heating

Wet or dry? The thermal conductivity of stone makes it the ideal medium for use with underfloor heating. But which system? We take a look at the latest developments in underfloor heating.

March


(To print: 19 February)

Waterjets, robots and cobble cutting

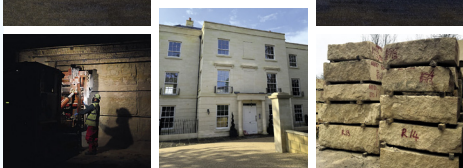
Some fabricators have looked to waterjets and robots to improve their performance in an increasing range of surface materials and found they also present some unexpected opportunities for diversification. We look at these and other machines less commonly seen in UK stone workshops that can also open up new areas of expansion.

Online only

It wasn't just exhibitions that became virtual events last year, the coronavirus has accelerated the use of digital communications across the industry with 5G becoming a game-changer. We look at how stone companies and their suppliers are using technology.



Natural Stone Specialist
March 2020
www.stonespecialist.com



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April

(To print: 22 March)

Stone Awards

The winning projects in the Stone Federation Great Britain Natural Stone Awards.

Porcelain, ceramics, sintered stone and quartz

The new generation of large format products has meant stone fabricators have had to re-think what they thought they knew about their trade, but the stone and industrial look of these products continues to create a demand that shows no sign of abating.



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May

(To print: 23 April)

Cladding

Major cladding projects have used a selection of indigenous and imported stone with impressive results. Some of stone's big projects will be featured in this issue.

Sticking, sealing and enhancing

The chemical companies continue to improve their products and invent new solutions for sticking stone to floors and walls, sealing worktops and floors, and cleaning and protecting surfaces. We take a look at what they have to offer.

June

(To print: 24 May)

Memorials

Whatever else happens, people continue to die and a remarkably consistent proportion of those who do have stone memorials erected to them. It has meant that, although small, the memorial masonry sector has remained buoyant.

Training

As the industry tries to get to grips with its new Trailblazer Apprenticeships and other training adapts to the change, there are new openings for those who want to embark on a career in the stone industry.



July / August

(To print: 25 June)

Stone supply

After six months since the end of the Brexit transition period NSS asks if it has made any difference to the proportion of natural and engineered stone coming into the UK market.

Energy saving

The days of easy returns from putting solar panels on your roofs might have come to an end, but energy is still expensive and there are ways of cutting the bills and reducing your carbon footprint into the bargain.

September

(To print: 23 August)

Annual Machinery Review

A detailed review of the latest machinery on offer to increase the efficiency of stonemasonry companies, including a preview of the developments that will be on show at this year's Marmo+Mac stone exhibition, which will hopefully return to the fair ground in Verona this year after being online only during the 2020 pandemic.

Natural Stone Specialist

September 2020 www.stonestpecialist.com



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October

(To print: 23 September)

Materials handling

A concerted effort by the Health & Safety Executive in conjunction with a lot more automation in the industry has made stone working safer. If it is to continue to attract people to its quarries, factories and workshops, as well as avoiding the now hefty penalties for a breach of the rules, it will have to stay that way. What solutions are available for companies interested in keeping their workforce safe?

Diamond tooling

Efficient processing of natural and engineered stone relies on the skills of the diamond tooling companies. What are companies doing to innovate and get the competitive edge?

Power Tools

Flex, Makita, Bosch and more.

November

(To print: 22 October)

Water management

Are there better ways to re-use water without compromising quality or wearing out your machinery? We will be exploring the options.

Cleaning

With a better understanding of the processes of stone decay and weathering, stone cleaning has become more scientific, less intrusive and more effective at producing the desired results. We review the changes that are taking place in the stone cleaning sector.

December

(To print: 22 November)

Heritage

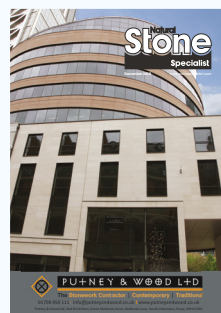
Looking after the built environment is still an important part of the heritage industry, which uses a lot of traditional stonemasonry skills. It is a sensitive area of stone use that often helps British stone producers, and most would agree that our built heritage is worth hanging on to.

Housing

Many British quarries are still filling a demand for their one-tonne bags of walling for the houses that are being built, but can housebuilding can get back on to an even keel?

Digital stone

Drones and photogrammetry for surveying, telemetry for reporting wear and faults on machines, digital twinning, 3D scanning, digital templating, CAD-CAM in design and manufacturing, point clouds, BIM... Where next in the realm of digital connectivity?



Please note: While it is our intention to adhere to the above programme of features in *Natural Stone Specialist*, if circumstances dictate, the programme might change without notice.

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Essential Reading

- The UK's leading publication for the stone and hard surfaces industry.
- Serving the industry since 1882. Current circulation 4,045.
- Subscription based and feature driven covering everything from chemicals, interiors and diamond tooling to hard landscaping, machinery and restoration.
- Showcases new build and conservation projects.
- Read by key industry decision makers, architects, fabricators and tilers, specifiers, designers, contractors, masons, wholesalers, importers, retailers and quarry operators.

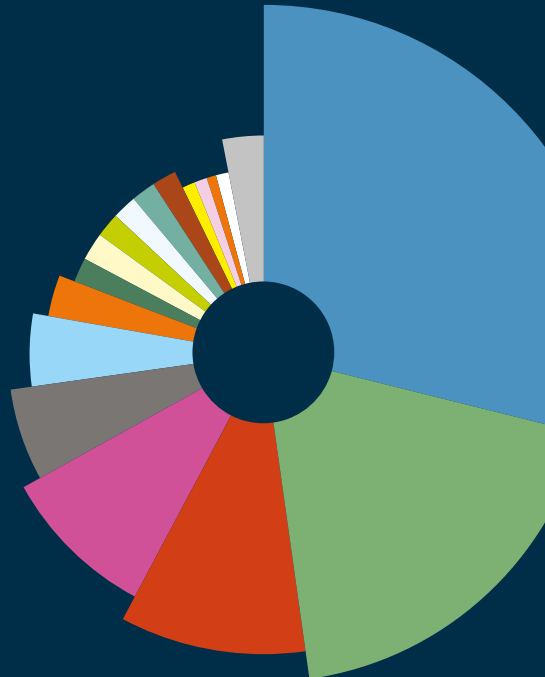
Official publication for the Natural Stone Show and Hard Surfaces Show.

the Natural
StoneShow

hard
surfaces

Readership Profile

| | |
|--|-----|
| Architects / Clients | 29% |
| Fabricators (KBB) | 19% |
| Retailers Stone / Tile / Kitchen / Bathroom / Fireplace | 10% |
| Stonemasons | 9% |
| Interior Designers | 6% |
| Wholesalers / Importers / Distributors | 5% |
| Memorial Masons | 3% |
| Building Contractors Balfour Beatty / Kier / Morgan Sindall etc | 2% |
| Conservation architects / Heritage Officers | 2% |
| Quarry Operator | 2% |
| Local / Central Government / NGO | 2% |
| Housebuilders / Private developers Redrow / Barratt / Persimmon / Bellway etc | 2% |
| Landscape architect / Urban designers | 2% |
| Sculptors / artists | 1% |
| Education / Training | 1% |
| Consultants | 1% |
| Machinery / Tool Manufacturers / Supplier | 1% |
| Others | 3% |



Advertising Rates

Digital Advertising Opportunities

StoneSpecialist.com

StoneSpecialist.com is the 'first port of call' for the natural stone industry, providing a shop window to 13,000 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.

Leaderboard **£40 cpm**
728 (w) x 90 (h) pixels

MPU **£35 cpm**
300 (w) x 250 (h) pixels

Banners should be supplied as GIF or Adobe Flash files.

Video Tenancy **£600 per month**

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

Profile Pages **£600 per annum**

Provide a 24/7 virtual shop window for StoneSpecialist.com 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.

Job Opportunities **£620**

Fill your vacancies fast with our multi-platform solution:

- Job listing hosted on StoneSpecialist.com for a month
- E-mailed to over 20,000 industry professionals through the Stone Specialist Bulletin
- Run as a quarter page in Stone Specialist magazine



Stone Bulletin

Sent out to over 20,000 industry professionals, the 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 StoneSpecialist.com.

Standard sponsored link **£300 per insertion**
up to 45 words in main body of Bulletin

Premium sponsored link **£450 per insertion**
up to 60 words + logo in premium spot

Sponsorship package **£600 per insertion**


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


Solus E-Shot **£1,500**


Send a dedicated and bespoke marketing message directly to our database of 25,000 opted-in StoneSpecialist.com e-mail contacts. Please note this is limited to one E-Shot per month.


Advertising Rates


Display

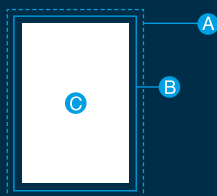
| | |
|---|----------------------------------|
|  | Double Page £2,403 |
| Type area: 259mm x 390mm (303mm x 426mm bleed size) (297mm x 420mm trim size) | |

| | |
|---|--------------------------------|
|  | Full Page £1,408 |
| Type area: 259mm x 182mm (303mm x 216mm bleed size) (297mm x 210mm trim size) | |

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|  | Half-Page Landscape £966 |
| 125mm x 182mm | |

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|--|---------------------------------------|
|  | Half-Page Portrait £966 |
| 259mm x 88mm | |

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|--|--|
|  | Quarter-Page Portrait £655 |
| 125mm x 88mm | |



| | |
|---------------------|---------------|
| 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 | £20.00 |
| Situations Vacant | £23.50* |

* Enquire about our multi-platform package that combines the website, Bulletin and magazine

Noticeboard

Full colour display per annum

| | |
|-------------|---------------|
| 30mm x 44mm | £544 |
| 60mm x 44mm | £1,089 |

Discounts

| | |
|---------------------------------|------------|
| Agency (excluding front covers) | 10% |
| Three insertions | 5% |
| Six insertions | 10% |
| Ten insertions | 20% |

Priority Positions

| | |
|----------------------------------|-------------------------------|
| Front Cover Position | £2,251 |
| Back Cover | £1,630 |
| Inside Front Cover | £1,479 |
| Loose Inserts – Single sheet | £1,447 |
| Loose Inserts – Multi sheet | Details on application |
| price depends on size and weight | |
| December Desk Calendar offer | £1,215 |

Half page in the December magazine plus an advertising position on our 2022 desk calendar, included with the December magazine.

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 and Hard Surfaces Show.

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