

**Stone
Specialist**

**Stone
Specialist.com**

**Stone
Bulletin**

**theStone
review**

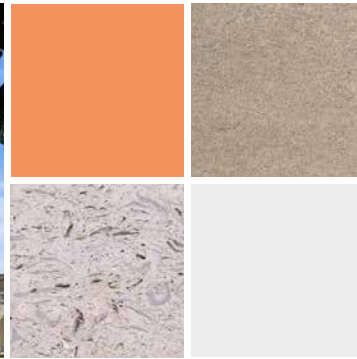
Total industry coverage

Print

Online

Newsletter

Video



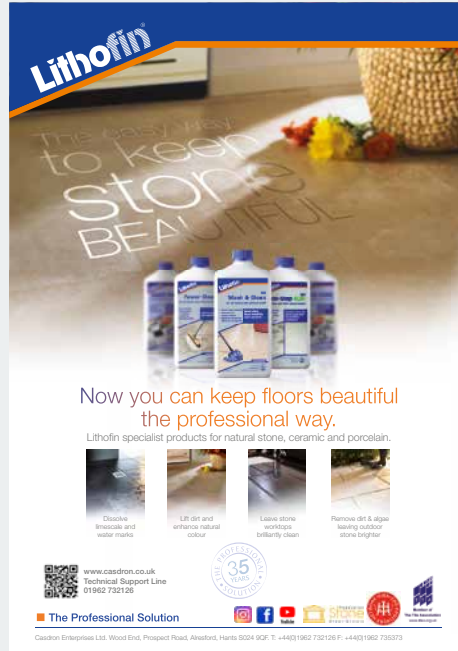
Media File
2024

Editorial Schedule 2024

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 fortnightly Stone Bulletin are your dedicated business to business platforms that ensure total industry coverage.

Spring January – March



Lithofin

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Lithofin specialist products for natural stone, ceramic and porcelain.

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Summer April – June



Natural Stone Specialist

January/February 2023 www.stonespecialist.com

INTERPLATE YOUR NEW PROJECT WITH YOUR ORIGINAL TEMPLATE FOR TOTAL PROJECT CONTROL.

THE PROLINER GENERATION X STONE PACKAGES

WWW.PRODIM-SYSTEMS.COM

Chemicals

The use of chemicals within the stone industry varies from business to business but in this feature, we'll be looking at adhesives, sealers, graffiti removal aids and protectors – all with the view to helping your business thrive in the months ahead. We'll also be asking industry experts for their views.

Fabricated stone

We'll be looking at the hard surfaces offering for the coming year and asking the questions you want to know the answers to – what are the benefits? What are the best applications of this material and advice and tips for successful fabrication.

Tooling

No business in the sector is without tooling needs – but they all require investment. We will provide a showcase of the latest equipment and innovations and offer case studies so you can see who is using what and why. Guest contributors offer insight so you'll feel confident about purchasing decisions.

Stone in housing

Known to be a sustainable and sought-after material, natural stone not only provides a desirable aesthetic but its robust qualities make housing that will stand the test of time. We will explore the ways in which this age-old material is being used today.

Autumn
July – September



Winter
October – December



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

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Machinery review

Ahead of the annual Marmo+mac trade show in Verona, we will be taking a look at what manufacturers will be launching for the year ahead. From the latest CNC machinery to water treatment systems, our round-up will cover it all and so much more.

Heritage

The landscape we live in has been shaped by those who have gone before us – but how do we keep the legacy of stone alive? Join us as we explore building conservation and ways to preserve natural stone for future generations.

Water and dust management

The issues surrounding water recycling and treatment and dust management are ones no business can afford to ignore. We'll inform you how to keep workers safe, save money and protect your bottom line with a range of solutions to suit all companies of all sizes.

Lifting and handling

Insufficient handling equipment can slow down production and risk the health of your employees but there are ways to make smarter decisions. In this feature, we will be investigating the options that are available right now.

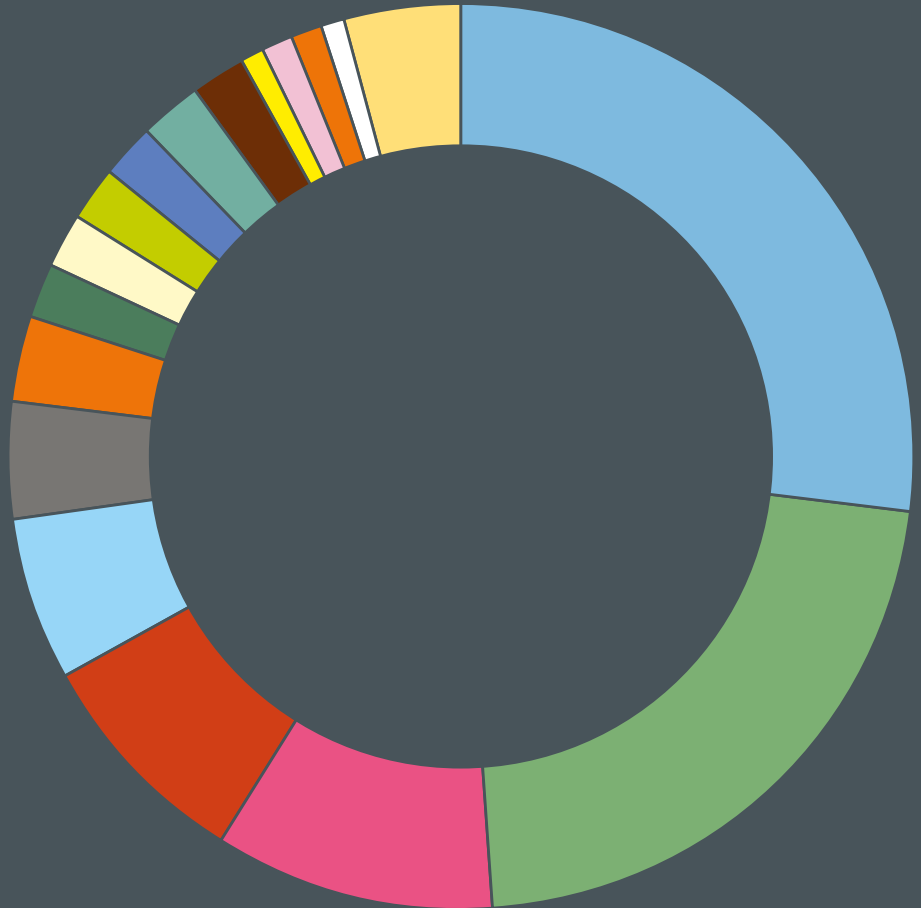
Essential Reading

- The UK's leading publication for the stone and hard surfaces industry.
- Serving the industry since 1882. Current circulation 3,640.
- 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 filers, specifiers, designers, contractors, masons, wholesalers, importers, retailers and quarry operators.

Official publication for

the StoneShow

Readership Profile



Architects / Clients	27%	Quarry Operator	2%
Fabricators (KBB)	22%	Local / Central Government / NGO	2%
Stonemasons	10%	Housebuilders / Private developers Redrow / Barratt / Persimonn / Bellway etc	2%
Retailers Stone / Tile / Kitchen / Bathroom / Fireplace	8%	Landscape architect / Urban designers	2%
Wholesalers / Importers / Distributors	6%	Sculptors / artists	1%
Interior Designers	4%	Education / Training	1%
Memorial Masons	3%	Consultants	1%
Building Contractors Balfour Beatty / Kier / Morgan Sindall etc	2%	Machinery / Tool Manufacturers / Supplier	1%
Conservation architects / Heritage Officers	2%	Others	4%

Advertising Rates

Digital Advertising Opportunities

Stone Specialist.com

StoneSpecialist.com is the 'first port of call' for the natural stone industry, providing a shop window to 13,200 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 / Mobile **£47 cpm**

728 (w) x 90 (h) pixels / 320 (w) x 50 (h) pixels
Please supply both sizes.

MPU **£42 cpm**

300 (w) x 250 (h) pixels
Banners should be supplied as GIF or HTML5 files.

Video Tenancy **£650 per month**

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

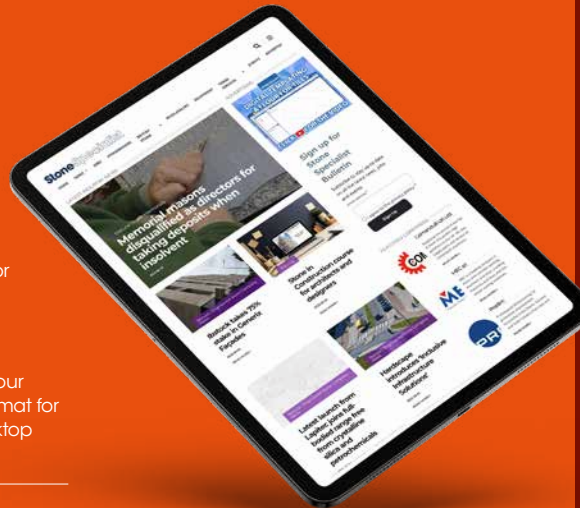
Profile Pages **£650 per annum**

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 **from £275**

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



New for 2024

the Stone review



We're delighted to introduce The Stone Review – our new video offering for 2024. These biquarterly episodes will feature exclusive content from across the sector and include: compelling interviews with industry figures; latest news and project insights.

Our regular Stone Review is presented by Stone Specialist editor Clare Howcutt-Kelly, BBC-trained. Clare delivers engaging and insightful content, supported by a production team that will showcase the unrivalled aesthetics provided by the stone industry.

Each episode offers pre and post roll advertising opportunities plus in-episode promotions. Please contact us for rates.

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 Stone Show visitor registration and sign ups from StoneSpecialist.com.

Standard sponsored link **£315 per insertion**
up to 45 words in main body of Bulletin

Premium sponsored link **£470 per insertion**
up to 60 words + logo in premium spot

Individual Bulletin Sponsorship **£630 per insertion**

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

Monthly Sponsorship Package **£995**

Exclusive leaderboard for two consecutive Bulletins
600 (w) x 74 (h) pixels & sponsored link

Solus E-Shot **£1,600**

Send a dedicated and bespoke marketing message directly to our database of 19,700 opted-in StoneSpecialist.com e-mail contacts. Please note this is limited to one E-Shot per month.



Advertising Rates

Display



Double Page £2,000

Type area: 259mm x 390mm
(303mm x 426mm bleed size)
(297mm x 420mm trim size)



Full Page £1,200

Type area: 259mm x 182mm
(303mm x 216mm bleed size)
(297mm x 210mm trim size)



Half-Page Landscape £800

125mm x 182mm



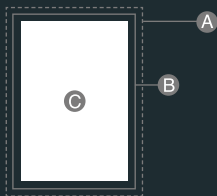
Half-Page Portrait £800

259mm x 88mm



Quarter-Page Portrait £500

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

Classified from £135.00

Situations Vacant from £155.00

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

Noticeboard

Full colour display
per annum

30mm x 44mm £400

60mm x 44mm £750

Priority Positions

Front Cover Position £POA

Back Cover £POA

Inside Front Cover £POA

Loose Inserts – Single sheet £POA

Loose Inserts – Multi sheet Details on application
price depends on size and weight

All rates are exclusive of VAT. Please refer to our
Terms & Conditions at [www.stonespecialist.com/
advertising/termsandconditions.php](http://www.stonespecialist.com/advertising/termsandconditions.php)

Meet the team



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The Group

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

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