

Building Stone

MAGAZINE



Reaching an integrated audience of more than 100,000,* **Building Stone Magazine** is a trusted source of natural stone information for architects, landscape architects, interior designers, and construction specifiers. **Building Stone Magazine** promotes the benefits of natural – and only natural – stone through project case studies and informational articles that raise awareness for product options, as well as overall performance and sustainability qualities.

SPRING

Ad Close: April 22
Materials Due: May 3

EDITORIAL HIGHLIGHTS

- ▶ Installing the monolithic polished black granite for an infinity edge fountain on the University of Notre Dame campus required extreme precision in fabrication and installation. The radial fountain cap, engraved with a prayer translated in six languages had to be installed within 1/16" of an inch in all directions to allow the bubbler to trickle water over the bullnosed edge, leaving no room for error.
- ▶ An uncommon four-story meeting house and steeple clad in limestone is the base for a 25-story glass tower that illustrates creativity and balance of materials for this downtown Salt Lake City building. The scale of the stone anchors the building, making a striking visual statement of strength and security. An extremely small footprint of the project required multiple scaffold systems, careful planning, and sequencing of materials.
- ▶ Italian white marbles with grey accents create a high-end timeless master bathroom design with handcrafted features. Custom floor pattern, curb less shower floor with invisible drain, and an arched mosaic shower ceiling with magnetic vent cover are just a few unique details that elevate the opulence of this one-of-a-kind design.

2024

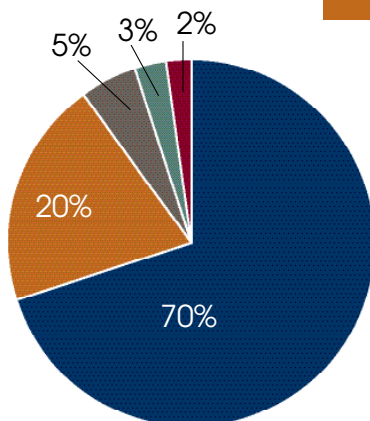
FALL

Ad Close: September 20
Materials Due: September 27

EDITORIAL HIGHLIGHTS

- ▶ For a small, urban parcel within a historic district in Virginia, the strategic use of natural stone blends the old with the new. The merging of interior and exterior spaces, the artistry exhibited in the locally sourced stone elements, and the integration with the surrounding context create a private environment with commitment to craftsmanship and regional identity.
- ▶ A Gothic rear altar, originally constructed and installed in the late 1880s, was salvaged, dismantled, and removed from its parish church in Massachusetts. Over two years of restoration, carving and repairs of missing statuary marble elements and inlays was necessary before being reinstalled at Christendom College.
- ▶ The primary focal point in this double-height entry hall is a monumental zigzag staircase that rises out of the back of the forty feet high courtyard. Entirely clad in floor to ceiling, darkly veined limestone, the precision alignment of the veining required the entire fabrication process, from the extraction of the stone to installation, to have the highest degree of coordination.

READER DEMOGRAPHICS



- Architects
- Landscape Architects
- Industry Members
- Interior Designers
- Other Influencers

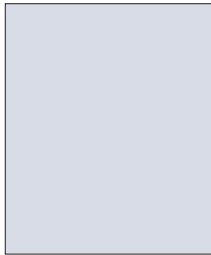
93% of our distribution is to the design community with additional exposure online and at national and international trade expos and education events.

* NSI data 05/2021 for print, digital, other distribution partners, and social media outlets.

DISPLAY ADVERTISING OPPORTUNITIES

100% of net advertising revenue for *Building Stone Magazine* is directed at Natural Stone Institute outreach to the architect and design community.

SIZE	2024 Member Rates		2024 Non-Member Rates	
	1X	2X	1X	2X
Back Cover	\$3556	\$3224	\$4040	\$3665
Inside Front/Back Cover	\$3214	\$2912	\$3670	\$3300
Full Page	\$2840	\$2565	\$3200	\$2890
1/2 Page Horizontal	\$1995	\$1742	\$2215	\$1990
1/2 Page Vertical	\$1995	\$1742	\$2215	\$1990
1/4 Page	\$1185	\$1008	\$1405	\$1250



Full Page

Non-Bleed
9"w x 10.875"h

Bleed
9.25"w x 11.125"h

Trim
9"w x 10.875"h

Live
7.75"w x 9.75"h



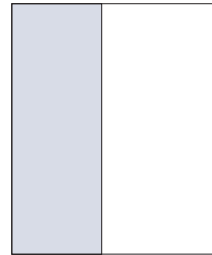
1/2 Page Horizontal

Non-Bleed
7"w x 4.875"h

Bleed
9.25"w x 5.875"h

Trim
9"w x 5.625"h

Live
7.75"w x 5"h



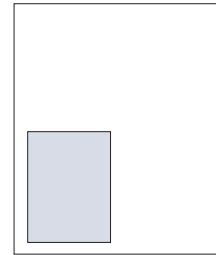
1/2 Page Vertical

Non-Bleed
3.375"w x 9.5"h

Bleed
4"w x 11.125"h

Trim
3.75"w x 10.875"h

Live
3.125"w x 9.75"h



1/4 Page

Non-Bleed
3.375"w x 4.875"h

Not available as a bleed ad.

DIGITAL EDITION

Digital Marketing Benefits

The digital edition of *Building Stone Magazine* reaches a global audience through enhanced digital media options. Online advertisements can now enjoy value added features:

- Outreach to the Architect and Design community
- Expanded photo galleries
- Videos
- Audio enhancements
- Digital newsstand with past issues

All issues remain archived on the Natural Stone Institute website.

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Email Blast Sponsor \$800

BULK COPIES

Natural Stone Institute does not stock inventory of back issues. If multiple copies are desired for promotion purposes, visit www.buildingstonemagazine.com for a link to the Bulk Order form.

Order Deadlines:

SPRING 2024: May 15, 2024 • FALL 2024: October 15, 2024

AD MATERIALS

High resolution PDF • Fonts embedded
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Call (440) 250-9222

Executive Managing Editor

Jane Bennett • jane@naturalstoneinstitute.org

CEO

Jim Hieb • jim@naturalstoneinstitute.org

Business Development Director

Jeff Pavic • jeffp@naturalstoneinstitute.org



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