

Building Stone

ISSUE AD CLOSE: 4.10.17 | MATERIALS DUE: 4.14.17

MAGAZINE

Building Stone Magazine, founded by the Building Stone Institute (BSI), is the trusted source of natural stone information for architects, landscape architects, interior designers and consumers. Now published as a joint venture between the Marble Institute of America and the BSI (MIA+BSI, The Natural Stone Institute), the unique editorial focus and visually inspiring images of natural stone installations in **Building Stone Magazine** provide a direct portal of necessary stone awareness, continuing education, and

technical resources. There is no other publication like it.

Building Stone Magazine's strategic partnerships have expanded our audience and integrated reach to more than **275,000**. This includes print distribution to over 9,200 addresses, plus all other content delivery methods – email, digital, online, mobile, and social networking sites. Each advertisement connects products and services with the strategic intent of the magazine – to promote the use of natural stone.



IN THIS ISSUE

Editorial features on Pinnacle Award winning projects and a continuing education course explaining natural stone anchorage systems.

READER DEMOGRAPHICS



BONUS DISTRIBUTION

CONSTRUCT: Providence, RI | Sept 13-16

Marmomacc: Verona, Italy | Sept 27-29

Plus, various MIA+BSI regional and chapter member events

DISPLAY ADVERTISING OPPORTUNITIES

Building Stone Magazine relies solely on its advertisers as the sustaining mechanism that supports this industry resource.

SIZE	Non-Member Rates		Member Rates	
	1x	2x	1x	2x
Back Cover	\$3,695	\$3,360	\$3,130	\$2,840
IFC/IBC	\$3,355	\$3,020	\$2,825	\$2,560
Full page	\$2,930	\$2,645	\$2,505	\$2,240
1/2 page island	\$2,220	\$1,995	\$1,910	\$1,695
1/2 page horizontal	\$2,025	\$1,815	\$1,710	\$1,525
1/2 page vertical	\$2,025	\$1,815	\$1,710	\$1,525
1/4 page	\$1,280	\$1,135	\$1,095	\$980
1/4 page b/w	\$1,025	\$915	\$855	\$785

AD SIZES

Trim size is
9 x 10.875
inches

ALL SIZES ARE LISTED
IN INCHES

FULL
Non-Bleed:
9 x 10.875

Bleed:
9.25 x 11.125

1/2 ISLAND
Non-Bleed:
4.5 x 7.5

Bleed:
4.75 x 7.75

1/2 HORIZONTAL
Non-Bleed:
7 x 4.875

Bleed:
7.25 x 5.125

1/2 VERTICAL
Non-Bleed:
3.375 x 10

Bleed:
3.625 x 10.25

1/4 PAGE
Non-Bleed:
3.375 x 4.875

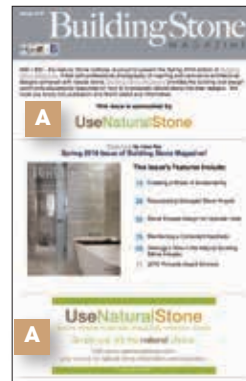
Bleed:
3.625 x 5.125

DIGITAL EDITION MARKETING

The digital edition - an interactive, flip-page online publication - resides on the MIA+BSI, the Natural Stone Institute website for long-term, global visibility that includes a link to advertiser website. www.naturalstoneinstitute.org/buildingstonemagazine

Digital Sponsorships

- A eBlast** - Your logo and business card sized ad announce the digital edition in email to 30,000 addresses \$750
- B Toolbar Logo** - visible at all times during digital edition viewing \$750
- C Margin Ad** - visible at all times during digital edition viewing \$1000
- D Edition Sponsor** - Toolbar logo, Margin ad plus, your print ad appears opposite the cover in online edition \$1500



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