

# Natural Stone

Specialist



## Media File 2012

The UK Stone Industry Magazine

[www.naturalstonespecialist.com](http://www.naturalstonespecialist.com)

# Special Features in 2012

## January

**Materials handling** - With health & safety ever important, we review the latest developments in workshop equipment that can help avoid strains, sprains and crush injuries and improve the flow of work through the factory

**Power tools** - Latest developments in power tools used by masons for cutting, polishing and carving  
Advertising deadline 6th January

## February

**Memorials** - NSS reviews some of the developments by the wholesalers to stimulate the market

**Water saving** - One of the reasons some stone systems do not score well in the *Green Guide* is because of the amount of water used in processing. Processors do not want to use a lot of water because it is expensive. We look at ways of managing water use.  
Advertising deadline 3rd February

## March

**State of trade** - An analysis of what the recession has meant to the stone industry and the signs of improvement ahead

**Hand tools** - The latest developments for cutting, shaping and polishing stone

**Diamond tooling** - The most up-to-date innovations in sawing and polishing from the diamond tool processors  
Advertising deadline 9th March

## April

**The greening of stone** - Up-date on moves by the stone industry to establish its green credentials to customers increasingly concerned about the environmental impact of the materials they use

**Consumables** - Sealants for worktops and floors, consolidants for conservation, anti-graffiti applications for exteriors, maintenance products for consumers and cleaners.  
Advertising deadline 5th April

## May

**Hard landscaping** - With council budgets under pressure, urban renewal programmes are becoming harder to find. NSS discovers the moves being made by suppliers to stimulate the market

**Tiles** - The phenomenal growth in stone tiles in the interiors sector has been one of stone's success stories. First there was Chinese slate and Portuguese limestone then Turkish travertine and Indian granite. What next?

Advertising deadline 4th May

## June

**Conservation** - A report on projects that are preserving the built heritage of the nation and a look at latest developments in the sector

**Training** - As the new academic year approaches, a look at some of the training available

Advertising deadline 8th June

## July

**Traditional masonry** - Cantilevered staircases, mouldings, capitals... traditional masonry always receives the admiration of those who view it. We will feature some of the latest examples of it.

**Wholesalers** - Highlighting the latest moves by the wholesalers to help stone companies increase their market share and maintain their margins

Advertising deadline 6th July

## August

**Engineered stone** - Latest moves in a market still finding plenty of interest in worktops but also spreading out into bathrooms and on to walls and floors

**Offsite manufacture** - How companies are finding ways to assemble off-site in order to reduce the time they spend on-site

Advertising deadline 3rd August

## September

**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 at the Marmomacc stone exhibition in Verona, Italy.

Advertising deadline 7th September

## October

**Interiors** - We examine the latest trends in the fashion end of the stone industry as the sector picks up

**Health & Safety** - The Health & Safety Executive continue to tighten up on workshop and site safety. We take a look at the latest developments in health & safety and highlight equipment available to masonry companies to protect employees

Advertising deadline 5th October

## November

**Housing** - The market has remained subdued but is there now a pent-up demand that can improve the fortunes of the sector?

**Cleaning** - New products and systems for cleaning stone inside and out continue to be developed. We review the latest developments

Advertising deadline 9th November

## December

**Index** - An index of the subjects and companies featured in *Natural Stone Specialist* in 2011.

**Special Supplement: Natural Stone Awards** - Featuring all the projects honoured in the Stone Federation's two yearly Natural Stone Awards from categories ranging from New Build Modern Stone Cladding to Repair & Restoration; Interiors to Craftsmanship and Landscaping to Sustainability.

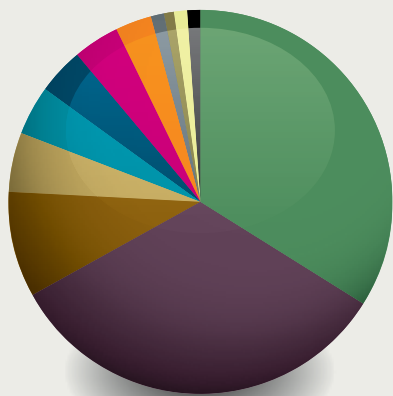
Advertising deadline 30th November



## Essential Reading

*Natural Stone Specialist* is the UK's only magazine dedicated solely to the stone industry. Published monthly, 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.

## Readership Profile



*Natural Stone Specialist* is a subscription based magazine with a standard monthly circulation of 3,989, 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	34%
● Architects	33%
● Stone and tile retailers	9%
● Interior Designers	5%
● Local Authorities/Conservation	4%
● Wholesalers & Agents	4%
● Memorial Masons	4%
● Building Contractors	3%
● Quarry Operators	1%
● Consultants	1%
● Equipment/ Equipment Suppliers	1%
● Others	1%

# the Natural Stone Show

## 2013

The showcase event for the UK stone industry returns to London's premier exhibition venue, ExCel, 30 April – 2 May 2013.

The 10<sup>th</sup> edition of the show will provide significant market opportunities on the back of the construction impetus generated by the London 2012 Olympic Games, as well as the tender process being planned in 2013 for the £1.75 billion Royal Dock Development adjacent to ExCel. The Natural Stone Show continues to enjoy the exclusive support of the Royal Institute of British Architects, Stone Federation Great Britain and English Heritage. For more information on how your company can benefit from exhibiting please log onto [www.stoneshow.co.uk](http://www.stoneshow.co.uk)

## The Natural Stone Directory

The biennial Directory is the sister publication to *Natural Stone Specialist*. Now compiling its 18<sup>th</sup> consecutive edition and containing over 200 pages of vital information for contacting the stone industry, it is the definitive reference guide for everyone who specifies or buys stone. Comprehensive details are included for all the UK dimension stone quarries, together with wholesalers, equipment suppliers, stonemasons and industry organisations. The latest market trends and landmark projects are also featured.

The new edition will be published in May 2012 with premium position made available from January 2012. Make sure you make the most of this unique advertising opportunity with a two year shelf life by contacting Anna Gibiino on 0115 945 3897.



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*Natural Stone Specialist* is part of QMJ Publishing Ltd, the UK's specialist publisher for the quarrying and stone industries. QMJ also organises the Natural Stone Show.



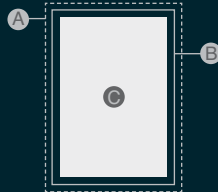
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# Advertisement Rates

## Display

	Type	Area	
	<b>Double Page</b>	259mm x 390mm (303 mm x 426mm bleed size) (297 mm x 420mm trim size)	<b>£2,121</b>
	<b>Full Page</b>	259mm x 182mm (303 mm x 216mm bleed size) (297 mm x 210mm trim size)	<b>£1,150</b>
	<b>Half-Page Landscape</b>	125mm x 182mm	<b>£786</b>
	<b>Half-Page Portrait</b>	259mm x 88mm	<b>£786</b>
	<b>Quarter-Page Banner</b>	60mm x 182mm	<b>£572</b>
	<b>Quarter-Page Portrait</b>	125mm x 88mm	<b>£531</b>

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



## Classified Per column centimeter

Classified	<b>£15.50</b>
Situations Vacant	<b>£18.00</b>

## Noticeboard Full colour display for 12 months

30mm x 44mm	<b>£435</b>
60mm x 44mm	<b>£870</b>

## Terms & Conditions

- All advertising orders placed by The Advertiser and received by QMJ Publishing Ltd or its agents, hereafter "The Publisher", shall be governed by the terms and conditions below. The person, firm or company placing the advert with The Publisher will herein be referred to as "The Advertiser".
- Advertisers hereby agree fully and effectually to indemnify and hold harmless The Publisher from any costs, claims, actions or demands arising out of the publication of any material or advertisement submitted to The Publisher by The Advertiser and published in *Natural Stone Specialist* or any of its associated products whether delivered on paper or in electronic form.
- Advertisements booked to appear in *Natural Stone Specialist* may only be cancelled or varied by The Advertiser's written confirmation or email no later than the 15th of the month preceding issue publication, or, in the case of classified advertisements, 14 days before publication. Cancellation or variation is only permitted with written acknowledgement from The Publisher.
- It is The Advertiser's responsibility to gain acknowledgement of receipt of confirmation of cancellation in writing.
- In the event that advertising copy is withdrawn after the 15th of the preceding month of issue reservation, The Advertiser will remain liable for the cost of the advertisement and The Publisher will invoice The Advertiser for the full amount as per the original order.
- Where The Advertiser has been granted a discount in respect of a series booking and cancels before all insertions have been published, The Advertiser will be liable to repay a proportionate part or all of any such discount, such amount to be determined by The Publisher.
- The Publisher will not be held responsible for any costs, claims or damages beyond the agreed costs for the advertisement and shall only have any liability where such a cost has been prepaid by The Advertiser or where production quality of such advertisement is below standard due to the fault of The Publisher.
- The positioning of an advertisement is at the discretion of The Publisher except when an advertiser has paid a special positioning charge and the availability of this position has been confirmed in writing by The Publisher.
- The Publisher reserves the right not to publish any advertisement which contains either unsuitable content or depicts bad health, safety or environmental practice.
- The terms and conditions above shall form the entire contract between the parties, and other terms shall only be imported if submitted in writing and agreed by the parties.

## Discounts

Agency	<b>10%</b>
Three insertions	<b>5%</b>
Six insertions	<b>10%</b>
Twelve insertions	<b>20%</b>

## Additional Information

Front Cover Position	<b>£1,837</b>
Back Cover	<b>£1,543</b>
Inside Front Cover	<b>£1,433</b>
Loose Inserts – Single sheet	<b>£1,172</b>
Loose Inserts – Multi sheet	<b>Details on application</b>

## Copy Dates

Complete artwork is required by the last day of the preceding month. Proofs are not supplied unless specifically requested.

## Banner Advertising

The Natural Stone Specialist website is a shop window to 18,000 unique visitors annually. Content rich and updated regularly, this is an ideal platform to promote your business to a highly targeted niche audience.

A banner costs just £1,500 for 12 months and is served on a rotating, exclusive basis with no more than five other advertisers.

Please supply to a size of 240 (w) x 85 (h) pixels as a GIF or Adobe Flash file. Enquire regarding compatibility of different formats to this.

## File Formats

Artwork should be supplied as either a high-resolution PDF or Quark file (6.5), in both cases complete with all images and fonts. Artwork should be at least 360dpi. All images should be CMYK. If they are not they will be altered, which can change the colours. Please confirm acceptability of any alternative file formats you intend to use as additional charges may be incurred.

## Sending

Please send artwork by e-mail as a high resolution pdf (to a minimum of 360dpi) or via the internet through the following FTP details:

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**Password:** colomite