



**Natural Stone  
Specialist magazine**  
Print advertising

**StoneSpecialist.com**  
Digital advertising

**The Stone Bulletin**  
Digital advertising on our  
fortnightly newsletter

**Media  
File  
2022**

# Editorial Schedule 2022

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.

Take a look at what will be featured over the course of 2022.

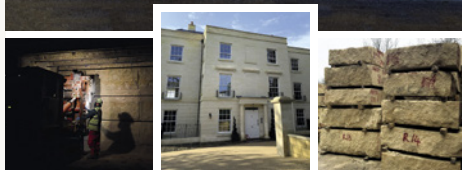
## January/February

### Stone Digital – Shaping a Sustainable Future

This is a preview of what's coming up in the exciting new high-level online event for the stone industry, taking place on 22-23 February. It is organised jointly by the Natural Stone Show (which has been moved to 2023) and Stone Federation Great Britain.

### Chemical Consumables

Adhesives, stain removers, colour enhancers, slip resistance reducers, graffiti removal & protection, sealers... a look at the latest developments for stone companies from the scientists.



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Tel: 01493 600 670 Email: info@jggroup.co.uk  
www.jggroup.co.uk



Bath Stone Group  
Tel: 01225 723 792 Email: info@bathstone.com  
www.bathstone.com

## March/April

### Underfloor heating & heat pumps

The thermal mass of stone makes it the ideal surface to cover underfloor heating and, these days, behind wall heating. As heat pumps increasingly replace gas boilers on the way to 'Net Zero' in 2050, inefficient radiators are out and a new era of truly radiant heat begins.

### Machine Tooling

A look at the latest developments in diamond tooling and the tool measuring systems that have so improved the productivity of workcentres.

### Power & Hand Tools

Even in the age of CNCs and robots, many companies are proud to continue to offer hand finishing as a touch of perfection. We take a look at the tools being used.

### Stone Digital Review

A review of the discussions in the new Stone Digital event and its exploration of what the 'new normal' looks like in the stone industry.

## May/June

### Training

Opportunities for learning the skills needed to work in the stone industry today, including a review of the first year's experience of stone's Trailblazer apprenticeships.

### Materials Handling Equipment

The latest devices to avoid all those crush injuries, cuts, bruises, muscle strains and stiff joints that plague an industry dealing with heavy, awkward materials. And without them it is amazing how many companies discover productivity improves.

### Stone in the Landscape

Stone is a natural complement to planting for landscapers. Like the flora, it belongs in the landscape, whether it is as a show garden at Chelsea Flower Show, a domestic patio, or urban renewal. This is a celebration of naturally low carbon, so appropriate natural stone in the landscape.



**Natural Stone Specialist**  
April 2020  
www.stonespecialist.com

**atlasPLAN**  
THE SIZE OF EMOTIONS  
www.atlasplan.com



**Natural Stone Specialist**  
September 2021  
www.stonespecialist.com

**LPE**  
LEADING PRODUCTION EQUIPMENT

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**LPE**  
LEADING PRODUCTION EQUIPMENT

**MACHINERY AND EQUIPMENT SUPPLIERS TO THE STONE INDUSTRY**  
Unit D3 Grovehill Industrial Estate, Anne Reed Road, Beverley, HU17 9LF.  
P: +44 (0) 8455 440587 E: hello@lpe.ltd W: www.lpe.ltd

## July/August

### Engineered Stone & Stone Wholesalers

Quartz, porcelain, sintered stone, granite, marble, quartzite, sandstone, limestone... it's amazing how the product range of those selling to the stone processing and fabricating sector has expanded this century. And it's not over yet.

### Water & Dust Management

Many of the products used in the stone industry contain high levels of crystalline silica, which is bad for your health. And processing stone uses a lot of water. Both detract from stone's message of being good for the environment, so they need managing.

### Memorials (NAMM Tradex)

As the National Association of Memorial Masons (NAMM) returns to Warwickshire Exhibition Centre for its Tradex exhibition in its new autumn slot, *Natural Stone Specialist* takes a look at the memorial masonry sector.



## September/October

### Annual Machinery Review

With the Marmo+Mac exhibition in Verona, Italy, likely to attract more international buyers in 2022 as the impact of the Covid pandemic diminishes, we talk to the major suppliers of stone machinery in the UK about the latest launches and the market for machines in the UK and Ireland.

### Stone in Housing

Shortages of bricks and cement and price rises of just about everything following Brexit and the Covid pandemic have not been altogether bad news for the stone producers of the UK and Ireland as, in Britain, the government still aims to see 300,000 built in a year.... any year.

### Stone in the Built Heritage

Stone conservation, restoration and renovation certainly play a major role in ensuring the rich built heritage of the UK continues to attract a wide and international audience, as well as preserving the hand skills of the stonemason. We take a look at the sector.

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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## November/December

### Natural Stone Awards

The stone industry and its customers intend to gather again at a top-notch venue in London for a this highlight of the stone industry calendar that recognises and rewards the finest work that the stone industry and its clients have produced in new build and conservation, interiors and landscaping in the past three years.

### Stone cleaning

A look at projects that have been cleaned using superheated water, abrasives, nebulous sprays, lasers and other specialist cleaning systems and the systems themselves.

### First Look at the Natural Stone Show / Hard Surfaces 18-20 April 2023

In this issue of the magazine we will take a first look at what there is to look forward to as the Natural Stone Show and Hard Surfaces return to ExCeL London after the Covid hiatus. Following the extended break there will be plenty of new ideas for business development from the international line-up of exhibitors.

### The NSS Calendar for 2023

With the December issue of *Natural Stone Specialist* comes a desk calendar to keep you on schedule throughout 2023.

Plus projects covering the main sectors of the stone industry: new build; heritage; hard landscaping; interiors; ecclesiastical; memorial. And, of course, news and comment from the stone industry in the UK and Ireland.



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# Essential Reading

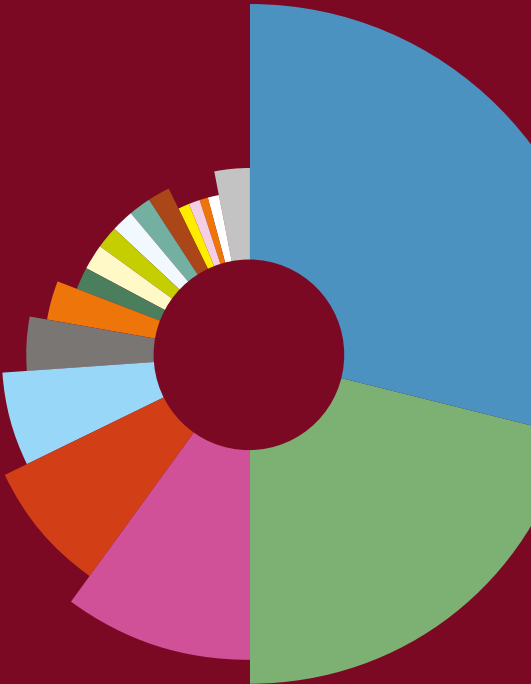
- The UK’s leading publication for the stone and hard surfaces industry.
- Serving the industry since 1882. Current circulation 3,980.
- Subscription based and feature driven covering everything from chemicals, interiors and diamond tooling to hard landscaping, machinery and restoration.
- Showcases 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, Hard Surfaces and Stone Digital.

the Natural  
**StoneShow**  
  
hard  
**surfaces**  
  
**StoneDigital**

# Readership Profile

Architects / Clients	29%
Fabricators (KBB)	21%
Stonemasons	10%
Retailers	8%
Stone / Tile / Kitchen / Bathroom / Fireplace	
Wholesalers / Importers / Distributors	6%
Interior Designers	4%
Memorial Masons	3%
Building Contractors	2%
Balfour Beatty / Kier / Morgan Sindall etc	
Conservation architects / Heritage Officers	2%
Quarry Operator	2%
Local / Central Government / NGO	2%
Housebuilders / Private developers	2%
Redrow / Barratt / Persimmon / Bellway etc	
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 / Mobile **£45 cpm**  
728 (w) x 90 (h) pixels / 320 (w) x 50 (h) pixels

Please supply both sizes.

MPU **£40 cpm**  
300 (w) x 250 (h) pixels

Banners should be supplied as GIF or HTML5 files.

#### Video Tenancy **£600 per month**

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

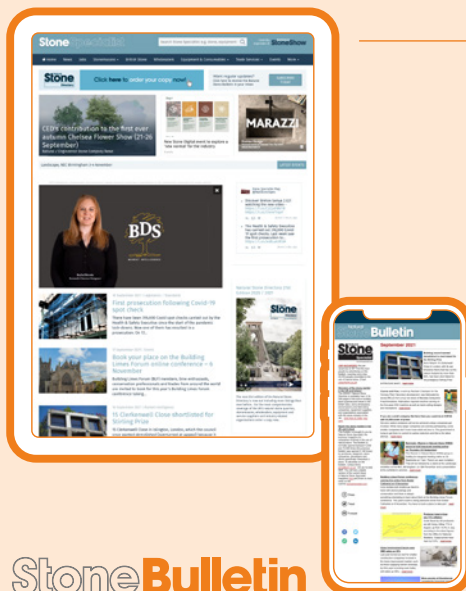
#### Profile Pages **£600 per annum**

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 **£650**

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

Individual Bulletin Sponsorship **£600 per insertion**  
Exclusive Leaderboard  
600 (w) x 74 (h) pixels & sponsored link


Monthly Sponsorship Package **£950**  
Exclusive leaderboard for two consecutive Bulletins  
600 (w) x 74 (h) pixels & sponsored link


#### Solus E-Shot **£1,530**

Send a dedicated and bespoke marketing message directly to our database of 20,800 opted-in StoneSpecialist.com e-mail contacts. Please note this is limited to one E-Shot per month.


# Advertising Rates


## Display

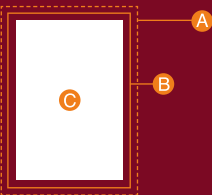
	<b>Double Page</b> Type area: 259mm x 390mm (303mm x 426mm bleed size) (297mm x 420mm trim size)	<b>£2,450</b>
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	<b>Full Page</b> Type area: 259mm x 182mm (303mm x 216mm bleed size) (297mm x 210mm trim size)	<b>£1,435</b>
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	<b>Half-Page Landscape</b> 125mm x 182mm	<b>£985</b>
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	<b>Half-Page Portrait</b> 259mm x 88mm	<b>£985</b>
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	<b>Quarter-Page Portrait</b> 125mm x 88mm	<b>£670</b>
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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 centimetre

Classified	<b>£21.00</b>
Situations Vacant	<b>£25.00*</b>

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

## Noticeboard

Full colour display  
per annum

30mm x 44mm	<b>£555</b>
60mm x 44mm	<b>£1,110</b>

## Discounts

Agency (excluding front covers)	<b>10%</b>
Three insertions	<b>5%</b>
Six insertions	<b>10%</b>
Ten insertions	<b>20%</b>

## Priority Positions

Front Cover Position	<b>£2,295</b>
Back Cover	<b>£1,665</b>
Inside Front Cover	<b>£1,510</b>
Loose Inserts – Single sheet	<b>£1,475</b>
Loose Inserts – Multi sheet	<b>Details on application</b>
price depends on size and weight	
December Desk Calendar offer	<b>£1,215</b>

Half page in the November/December magazine plus an advertising position on our 2023 desk calendar, included with the November/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](http://www.stonespecialist.com/advertising/termsandconditions.php)

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## The 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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