

Stone  
Specialist

Stone  
Specialist.com

Stone  
Bulletin

theStone  
review

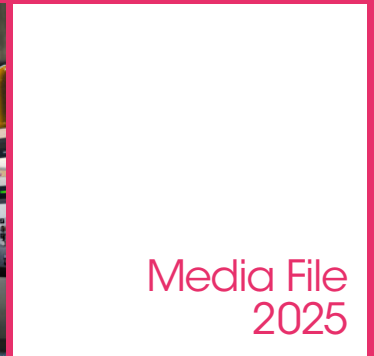
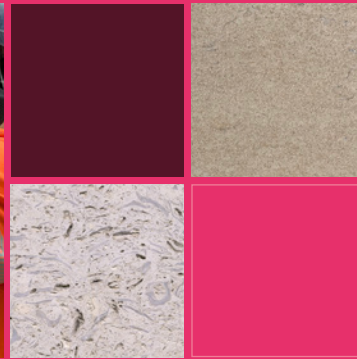
Total industry coverage

Print

Online

Newsletter

Video



Media File  
2025

# Editorial Schedule 2025

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



## Summer April – June



### 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.

### The Stone Show & Hard Surfaces Preview

### The Stone Show & Hard Surfaces 2025 Official Show Guide

This issue of Stone Specialist magazine will be the Official Show Guide of the Stone Show & Hard Surfaces exhibition taking place at ExCeL London 7-9 May. There will be a list of all the exhibitors in both exhibitions with contact details and brief messages about what the companies will be showing.

### The stone market in the UK today

For the benefit of exhibitors and visitors at the exhibitions in London, the Official Show Guide will include a review of the stone market in the UK 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.

### 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.

### The Stone Show & Hard Surfaces Review

### 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.

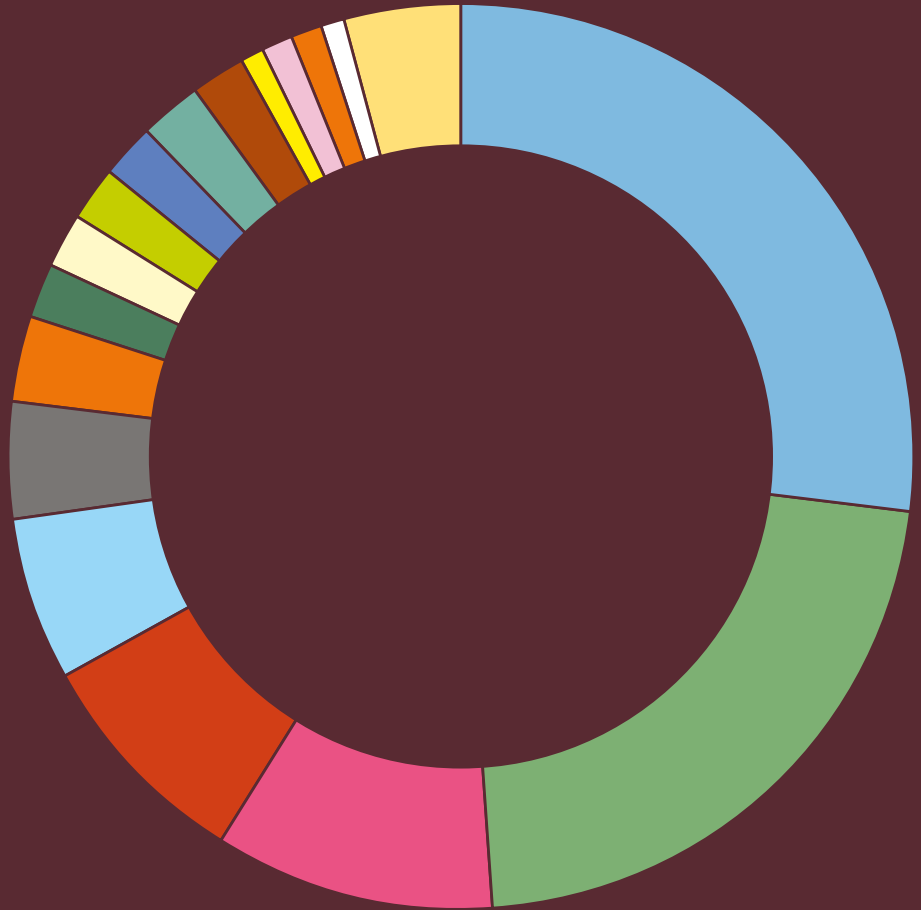
# Essential Reading

- The UK's leading publication for the stone and hard surfaces industry.
- Serving the industry since 1982. 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



## the Stone review



The Stone Review is our video offering featuring exclusive content from across the sector. Issues 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**

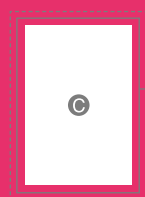
Send a dedicated and bespoke marketing message directly to our database of 19,700 opted-in StoneSpecialist.com e-mail contacts. Please note this is limited to one E-Shot per month.



# Advertising Rates

## Display

	Double Page Type area: 259mm x 390mm (303mm x 426mm bleed size) (297mm x 420mm trim size)	£2,000
	Full Page Type area: 259mm x 182mm (303mm x 216mm bleed size) (297mm x 210mm trim size)	£1,200
	Half-Page Landscape 125mm x 182mm	£800
	Half-Page Portrait 259mm x 88mm	£800
	Quarter-Page Portrait 125mm x 88mm	£500



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

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  
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QMJ also organise the Stone Show.

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