



media kit
2009
 circulation
 editorial features
 deadlines
 specifications
 advertising rates

About 'Tile Today'

Tile Today is widely circulated in Australia and New Zealand. Every tile retailer and importer with a Yellow Pages listing receives *Tile Today*. More than 5,000 tile fixers receive the publication. Copies are mailed to subscribers on every continent.

Significantly, the number of architects, interior designers and builders who frequently receive *Tile Today* compares favourably with the figure circulated to industry participants.

Our broad focus on new products, technologies and interesting projects is designed to provide every reader with a valuable perception of tile as a sustainable product which has many possible applications in our built environment.

Please read the attached 'Architects Comment on ATP Magazines' document to gain an appreciation of how specifiers use *Tile Today*.

International Journalism Awards:

CERSAIE 1997

BEST REVIEW

Wolfgang Toepfer

former Contributing European Editor

CEVISAMA 2003

BEST REVIEW

Anthony Stock

Proudly Supported & Endorsed by:



ASCER
 SPANISH TILE MANUFACTURERS
 ASSOCIATION



CONFINDUSTRIA CERAMICA

QUALICOR '10
 THE WORLD CONGRESS ON CERAMIC TILE QUALITY

TILE TODAY

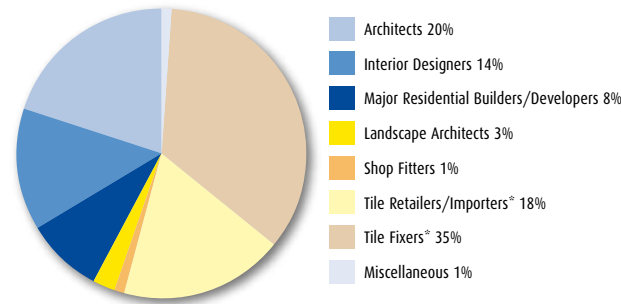
FULLY ENDORSED BY THE AUSTRALIAN TILE COUNCIL

www.tiletoday.com.au



Circulation within Australia

Architects	3000
Interior Designers	2075
Major Residential Builders/Developers	1300
Landscape Architects	400
Shop Fitters	156
Tile Retailers/Importers*	2780
Tile Fixers*	5303
Miscellaneous	181



Please note that all yields are capped with regards to actual circulation, with the exception of tile retailers/importers and tile fixers. In many instances greater yields are available. Wherever possible we rotate distribution to ensure that we reach as many readers and potential subscribers as possible. Major architectural and interior design practices and builders receive all editions of *Tile Today*.

New Zealand/Overseas/Trade Shows

Tile Today is mailed to international subscribers in 23 countries including New Zealand. Additional bonus copies are distributed in New Zealand with the assistance of Eureka Tiles. (Figure varies subject to availability.)

New Zealand (including subscribers)	541
Remaining Countries	228

Trade Shows

Revestir

São Paulo, Brazil	
24 to 27 March 2009	300

Ceramics, Tile & Sanitaryware

Shanghai, China	
31 March to 3 April 2009	300

Full Frontal Tile & Stone Expo

Sydney, Australia	
20 to 22 August 2009	2000

Cersaie

Bologna, Italy	
29 September to 3 October 2009	400



Publisher's Statement

"We make extensive efforts to identify potential subscribers/recipients of *Tile Today* at home and abroad. We scrupulously merge and purge our database to ensure that our mailing lists are highly qualified."

Features

Below are some of the features which will appear in *Tile Today* 2009

Issue 62, February 2009

- Buyers Guide - Australia, Italy, Spain

- Improving product profiles through design management
- Interview: Sanjay Sivanandan - Region President, TWO Group
- Assessing aspects of sustainable slip resistance
- Dry fixing systems
- Tiling in hot weather!
- Mosaic sheeting technology
- Tile import statistics
- Full Frontal Tile & Stone Seminar programme

Issue 63, May 2009

- Buyers Guide - China, Malaysia, Indonesia

- Reviews of Revestir (Brazil) and Expobuild (China)
- Special market report - China now!
- Extensive FFTSE preview
- Laying large tiles - adhesives, tools and techniques
- Sustainable tiles
- Infotile - redevelopment of this tile and stone resource

Issue 64, August 2009

- Floor tile fashion trends
- Ceramic tile industry and market opportunities in India
- New glass materials
- Intelligent tiles
- Cersaie preview and FFTSE review
- Australian Bureau of Statistics - tile imports 2008/09

Issue 65, November 2009

- External tiling - a review of several projects
- New ancillary products reviewed
- Cersaie review
- Contemporary tile decoration techniques
- Porcelain products
- Value: how do tiles compare with competitive products

Regular Contributors:

Richard Bowman

Intertile Research Pty Ltd

Colin Cass

Head Tiling Teacher, Randwick TAFE

Peter Hartog

Architect & Engineer,
Building Diagnostics Asia Pacific

Arthur Mintie

Technical Services Manager, Laticrete

Barry Schafer

BLS Consulting



Departments

DESIGN

New product releases for leading manufacturers and resellers

COMPANY PROFILE

Key manufacturers and wholesalers

FEATURE PRODUCTS

Latest allied products in review

ACTUALITIES

Where and how ancillary products are used in commercial projects

INTERVIEWS

Tile Today talks to leading members of industry

TRADE WINDS

Australian Tile Council news

NEWS

Important local and international industry developments

TECH FORUM

In-depth analysis of new products

Our Current Editorial Board Includes:

Greg Eyers

The Tile Factory

Richard Mackenzie

Ocean+ Merchant

Richard Bowman

Intertile Research Pty Ltd

Robert Walker

Australian Tile Council

Peter Hartog

Building Diagnostics Asia Pacific

Graeme Wall

Laticrete Pty Ltd

Ward Hurley

Mapei Australia

Kieron Wiley

Artistic Stone

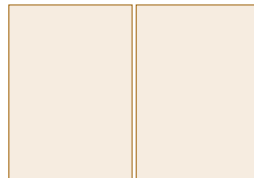
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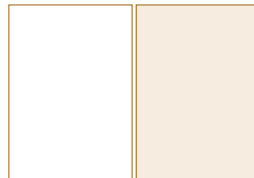
media kit
2009



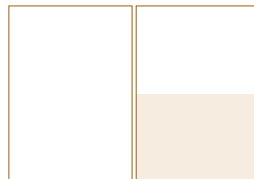
Advertising Formats



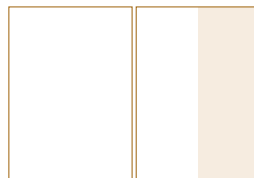
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297 X 420 mm + 5 mm BLEED



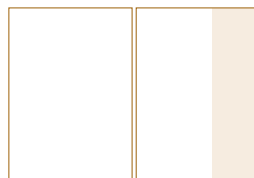
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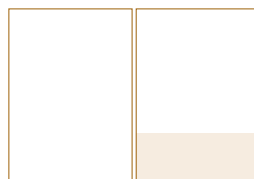
1/2 PAGE HORIZONTAL
148.5 X 210 mm + 5 mm BLEED



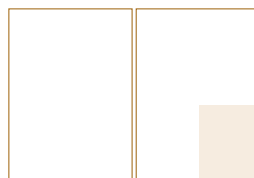
1/2 PAGE VERTICAL
297 X 105 mm + 5 mm BLEED



1/3 PAGE VERTICAL
297 X 70 mm + 5 mm BLEED



1/3 PAGE HORIZONTAL
99 X 210 mm + 5 mm BLEED



1/4 PAGE VERTICAL
148.5 X 105 mm + 5 mm BLEED

Material Specifications/Special Services Delivery for 'Tile Today'

Suppliers of advertising material and artwork are responsible for checking that all information contained in the ad is correct and true. Material that does not comply with our specifications and requires changes will incur a charge.

Format Macintosh

Software High-resolution Adobe PDF created to our specifications (ATP preset available on request), Indesign CS2 or earlier version, Illustrator CS2, Photoshop CS2. Files created in Illustrator must have fonts converted to outline and all images supplied in a separate folder. **Please note we do not accept** Quark, Freehand, Pagemaker, CorelDraw, Word, Excel, or Powerpoint documents.

Images Image must be supplied at 300+ dpi resolution at 100% scale. Preferred size A4 at 300dpi. Colour must be CMYK.

Logos Logos supplied for ATP created ads must be Illustrator documents or vector graphics. Gif files are not accepted.

Trim Size *Tile Today's* crops height 297 mm x width 210 mm.

Type Area Please inset text at least 5mm from trim size. On full-page ads inset text 15mm from left edge to ensure that information is not lost in the binding.

Bleed Full-page bleed size is height 307mm x width 220mm. Supplied ads of any size are required to have 5mm bleed on all edges. If you wish to have a white border around your ad, please use crop marks and mark clearly on CD/email that this is so.

Supply Advertisements and material may be supplied by email, on CD by post/courier or FTP upload. To supply by email PDF files should be under 8MB in size – design@infotile.com.au. CDs can be delivered by courier to ATP Pty Ltd, 5 Essex Rd, Mt Waverley, VIC 3149 Australia.

If you wish to FTP your advertising material we recommend clients use the free online service at www.yousendit.com. If you already have your own FTP arrangements please advise us of the details so we can download from there. Please label all material clearly with company name, date, magazine name and issue number.

Ad Creation ATP provides a full ad production service, including creative writing, photography, ad design, proof via email or Epson colour proof.

Reprints & Inserts We can reprint your advertisement at special rates on the stock of your choice. Advertisers can also insert materials in *Tile Today* to reach specific demographics of our readership. Rate \$110 per 1000, for companies advertising in two or more issues.

All Enquiries to: **Australian Tile Publications**
PO Box 905, Mt Waverley 3149, Victoria, Australia
Phone: +61 3 9888 2246 **Fax:** +61 3 9888 2256
Email: atp@infotile.com.au

Courier Deliveries **Australia Tile Publications**
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Advertising Enquiries **Anthony Stock**
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Email: tonys@infotile.com.au

www.tiletoday.com.au

Deadlines

Issue 62 Febuary	
EDITORIAL DEADLINE	January 29
BOOKING DEADLINE	February 4
SUPPLIED AD DEADLINE	February 10
PUBLICATION DATE:	February 27

Issue 63 May	
EDITORIAL DEADLINE:	April 17
BOOKING DEADLINE:	April 30
SUPPLIED AD DEADLINE:	May 12
PUBLICATION DATE:	May 29

Issue 64 August	
EDITORIAL DEADLINE:	July 21
BOOKING DEADLINE:	July 31
SUPPLIED AD DEADLINE:	August 11
PUBLICATION DATE:	August 31

Issue 65 November	
EDITORIAL DEADLINE:	October 20
BOOKING DEADLINE:	October 30
SUPPLIED AD DEADLINE:	November 10
PUBLICATION DATE:	November 30

Note: The publication date refers to the date the title is mailed by Australia Post.

FORMAT	1 ISSUE	2 ISSUES	4 ISSUES
FULL PAGE	\$3,490	\$3,198	\$2,898
1/2 PAGE	\$2,080	\$1,954	\$1,780
1/3 PAGE	\$1,605	\$1,444	\$1,300
1/4 PAGE	\$1,200	\$1,138	\$1,020

All plus 10% GST in Australia

Advertising Rates

PREFERRED PLACEMENTS*	
FRONT COVER & Cover Story	P.O.A
INSIDE FRONT COVER* (per page)	\$3,620
INSIDE BACK COVER* (per page)	\$3,570
BACK COVER* (per page)	\$3,800
Inserts (per 1000)	\$110

*Only available on 4 issue contracts