

OFFICIAL PUBLICATION FOR THE AUSTRALIAN STONE ADVISORY ASSOCIATION

DISCOVERING STONE

ALL YOU NEED TO KNOW ABOUT STONE

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Architects comment

on ATP magazines

While members of the tile and stone industries value *Discovering Stone* and *Tile Today* as informative trade publications, our research confirms that many architectural practices make our publications available to their architectural and interiors teams either by circulation or by keeping a copy in their common or breakout areas.

The architectural librarians also circulate information and articles on important changes in techniques or standards found in *Discovering Stone* and *Tile Today*. They also collect information on new and interesting products. Architectural staff report that both titles are useful triggers for ideas, as sources for awareness of new products and as a library resource.

During the course of conducting our regular business we speak to architects, designers and developers about products, standards and installation processes. Listed below are some of the observations received about the merits of *Discovering Stone* and *Tile Today*. Download a copy of *Discovering Stone* media kit at www.infotile.com/publications

Koichi Takada, PTW Architects, NSW

“The tile industry is very specialised. *Tile Today* has a very different approach to life style magazines. The images are backed by excellent articles. Architects are interested in analysing how and where a product can be used. The recent feature on the new thin porcelain product and its possible applications is a case in point. Articles like this encourage us to seek more information and a greater appreciation of available sizes, colours and interchangeability. The information contained in *Tile Today* contributes to this process. *Tile Today* is always available in our library and key articles are distributed internally.”

Sam Marshall, Architect Marshall Pty Ltd, NSW

“The thing I appreciate about *Tile Today* is their technical articles. They are informative, straight to the point and as they are written by experts you know their content is reliable. I usually cut them out and file them for future reference.”

Greg Holman, Harry Seidler & Associates, NSW

I look forward to receiving each issue of *Discovering Stone* magazine. Of particular interest are the technical articles about the design and construction of stone installations. I consider *Discovering Stone* magazine a most important forum for all participants in the Australian Stone industry.

David Duncan, Aspect Studios Landscape Architects, NSW

“*Discovering Stone* is a fantastic magazine, a really useful technical resource. Recent articles on sandstone have encouraged us to use local materials.”

David Stevenson Architect, La Coste + Stevenson Pty Ltd, NSW

“We refer to *Discovering Stone* and *Tile Today* when we are engaged in the process of selecting stone or tile. These publications strike a nice balance between trade journals and other product based publications. *Discovering Stone* presents some interesting projects which showcase use of stone.”

Peter Farman, 4Site Architecture, NSW

“There are a small number of publications we go to for information. *Tile Today* is one of the resources that we use to discover new products and ideas. We try to avoid specifying the same product, if there is something new and improved available. *Tile Today* also provides very useful technical content, which we recently referenced in relation to slip resistance.”



**Peter Maddison,
Maddison Architects Pty Ltd, Vic**

Genuine specialist industry information such as *Tile Today* is an essential adjunct to what an architect can glean from trade literature and individual research. Our copy of *Tile Today* is always left in the office rec room so that staff can browse through the magazine at their leisure.

**Mark Kaddatz, Kaddatz Architects,
Toowoomba, QLD**

"I use *Tile Today* to keep up with emerging trends and to see the latest products. We use the magazine as a source for clients. We find that suppliers are very responsive to our enquiries. *Tile Today* is a specialist magazine that covers the subject thoroughly."

**Kruno Madjerk,
Swaney Draper Architects, VIC**

"In our architectural practice, we are always looking for new products and where to find them. We get most benefit from seeing the latest releases in *Tile Today*. The technical sections such as fixing to different substrates are also very useful."

**Chris Thompson,
Thompson Ong & Associates, WA**

"We keep copies of interesting articles on file for future reference. The technical content in *Tile Today* is very informative. It is the source of most information regarding tiling systems."

**Lawrence Rees, Architect,
Happy Valley, SA**

"*Tile Today* presents a balanced coverage with technical articles which keep me informed and assist in my professional development."

**Simone Rudolph, Knowledge Researcher,
Rice Daubney Architect, NSW**

"*Tile Today* is an interesting publication and our prime resource of information on tile. We always find valuable articles which the team use in the evaluation process undertaken when projects are at the planning stage. Copies are kept for future reference."

Pedro Geleris, Arquitectura, ACT

"We are always looking for interesting tiles to use. We use *Tile Today* to approach local tile retailers with examples of products as well as cutting out pages to give to clients."

**Amber Hoyle, Interior Designer,
Catt Architects, VIC**

"We use *Tile Today* to keep up to date with the latest products. The product articles, detailing the characteristics and suitability of different product types are most useful. We extract information that is relevant to our current projects."

**Erwin L Kaldor,
Erwin L Kaldor & Associates, VIC**

"*Tile Today* is a comprehensive, specialist magazine. As far as tiling goes, it is our main source for technical information."

**Alan Hayden, Franco Carozzi Architects,
WA**

"We enjoy reading the magazine to see the latest trends and new products. We use quite a lot of tiles in our residential and commercial projects. The technical articles are very detailed which can be useful."

Bridget Puszka, BP Architects, VIC

"Our practice is focused on sustainable architecture. *Tile Today* provides useful information about the 'green' merits of tiles and various adhesives."

**Paul Van Ratingen, Johnson Pilton
Walker, NSW**

"I read *Discovering Stone* every time it comes into the office. We are big users of stone and the magazine helps us to keep in touch with available products and new trends. The Australian Stone Architectural Awards launched by ASAA and featured in *Discovering Stone* are a good medium for promotion of locally produced stone."

**Dr Derham Groves, Faculty of
Architecture Building & Planning, the
University of Melbourne, VIC**

"Surface pattern is an extremely important element of contemporary architecture. *Tile Today* is a ready source of ideas that can be either applied directly or adapted to new designs."



Architects comment

Discovering Stone Charts the Changes

Discovering Stone charts the gradual growth in use of natural stone in commercial, public and residential spaces in Australia. The publication analyses developing material trends, and issues related to installation, care and maintenance.

Our office also houses the Australian Stone Advisory Association (ASAA). Discovering Stone is the official journal for ASAA. Many specifiers and members of industry contact us seeking advice about sourcing products or providing solutions to specific problems.

Discovering Stone seeks to promote locally manufactured products and imported materials available from reputable suppliers. The magazine features commercial and residential entries in the ASAA Architectural Stone Awards which are adjudicated by members of the Australian Institute of Architects. Every effort is made to provide information which will result in the successful selection, installation and care of natural stone products.

Discovering Stone Online

Postal and online subscriptions are available under the 'Publications' menu at www.infotile.com

Our current Editorial Advisory Board includes

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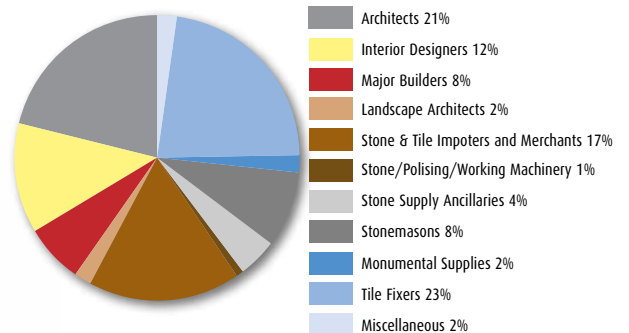


Circulation within Australia

Discovering Stone is widely circulated to leading architects, designers, builders and virtually every stone producer, processor and wholesaler in Australia, and numerous stone specialists and tile retailers. Every stone related business listed in over 50 Yellow Pages directories receives Discovering Stone, including many stonemasons.

Discovering Stone will be mailed to the following demographics. Where yields exceed the numbers listed below, circulation will be rotated to ensure that all individuals and companies listed on our database, receive at least one copy of Discovering Stone.

Major architectural practices will receive each edition, as will the vast majority of stone retailers and importers.



Note that a large percentage of copies are personally addressed to the recipient.

Architects	2,500*
Interior Designers	1,500*
Major Builders	750*
Landscape Architects	150*
Stone & Tile Importers and Merchants	2412
Stone / Polishing / Working Machinery	146
Stone Supplier Ancillaries	584
Stonemasons	1201
Monumental Supplies	248
Tile Fixers	3,500*
Miscellaneous	202

(including ancillary product suppliers/agents/geologists)
*Yields are capped at above figures for each mailing. Distribution is rotated to ensure maximum circulation to each demographic.

Circulation Overseas and Trade Shows

New Zealand and overseas subscribers	106
Bonus copies circulated at Marmomacc	150

Publisher's Statement

"We make extensive efforts to identify potential subscribers/recipients of Discovering Stone at home and abroad. We scrupulously merge and purge our database to ensure that our mailing lists are highly qualified. Copies of Australia Post mail statements are available to contracted advertisers."

Prime Features

Listed below are some of the articles which will appear in *Discovering Stone* during 2012.

ISSUE 21 – published March 31

- Annual Buyers Guide edition: Local quarries, wholesalers and suppliers of allied products
- Stone: Back to basics – Granite
- A guide to tiling on pre-cast and cast gypsum
- Local designers discuss their love of stone
- New local resources of natural stone
- The bluestone blues: Avoiding installation problems
- The centurions: Some local stone suppliers have been trading for a century
- Six great stone projects – one from each continent
- New promotional activities by ASAA
- Sealer selection guide: Plus new products and care/maintenance advice
- Fresh entries in the ASAA Architectural Stone Awards
- New ASAA member profiles

ISSUE 22 – published September 28

- Ecolabelled stone products
- Low-thickness stone report
- New CNC and allied product review
- Stone: Back to basics – Marble
- Final entries in the ASAA Architectural Stone Awards
- Specialising in stone: Review of dedicated stone showrooms
- Stone on the internet: A guide to important information resources
- Stonemasonry apprenticeships – The current state of play
- New ASAA member profiles

Deadlines

Issue 21 March 2012

EDITORIAL DEADLINE	21 February
BOOKING DEADLINE	2 March
SUPPLIED AD DEADLINE	13 March
PUBLICATION DATE:	30 March

Issue 22 September 2012

EDITORIAL DEADLINE:	24 August
BOOKING DEADLINE:	3 September
SUPPLIED AD DEADLINE:	13 September
PUBLICATION DATE:	28 September

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

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Safe Environments

Departments

ASAA NEWS

Association activities

FEATURED STONES

New stone novelties

EDITOR'S INTERVIEW

With a leading industry member

DR DRIPSTONE

Humorous, but thought provoking review of potential problems

ALLIED PRODUCTS

Machinery and installation aids

TRADE SHOWS

Previews, reviews and time lines

COMPANY PROFILE

NEWS



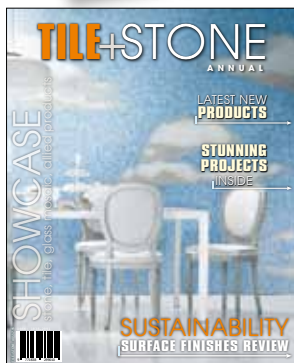
MEDIA KIT 2012

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Material Specifications/Special Services & Delivery for *Discovering Stone*

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

Software High-resolution Adobe PDF Press Optimised with crop marks and bleed allowance. If providing Illustrator (.ai or .eps) please convert fonts to outline (see Images below to ensure your artwork is top quality). Please note we do not accept Quark, Freehand, Pagemaker, CorelDraw, Word, Excel, Publisher or Powerpoint documents.

Images Image will be converted in artwork to 300+ dpi resolution when at 100% scale. Colour will be converted to CMYK. Pixel guide (approx): A4 - 2480 x 3508px, half page - 2480 x 1759 px, quarter page 1240 x 1759 px

Logos Logos supplied for ATP created ads must be high quality for good results. Illustrator documents or vector graphics recommended (.eps or pdf). Gif files are not accepted.

Trim size *Discovering Stone's* crops height 297 x width 210 mm.

Type area Please keep text at least 5 mm from trim size. We recommend on full-page ads to inset text 15 mm from edge to ensure that information is not lost in the gutter (middle binding) of the magazine.

Bleed Full-page bleed size is height 307 x width 220 mm. Supplied ads of any size are required to have 5 mm 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.

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Advert creation ATP provides a full ad production service, including creative writing, photography, advert design.

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.

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FORMAT	1 ISSUE	2 ISSUES
FULL PAGE	\$3,010	\$2,775
1/2 PAGE	\$1,810	\$1,680
1/3 PAGE	\$1,240	\$1,138
1/4 PAGE	\$957	\$879

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