

discovering
STONE

OFFICIAL PUBLICATION FOR THE AUSTRALIAN STONE ADVISORY ASSOCIATION

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media kit
2010

- circulation • editorial features • deadlines
- specifications • advertising rates
- digital download (online)

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About 'Discovering Stone'



Discovering Stone is the official journal of the Australian Stone Advisory Association (ASAA), an organization which is focused on the successful overall development of the stone sector in Australia, with a special interest in promotion of Australian Natural Stone.

Discovering Stone focuses on where and how stone is utilised in commercial and residential environments in Australia. Each edition features entries in the Australian Stone Architectural Awards which are adjudicated by members of the Australian Institute of Architects, and presented biennially by ASAA.

Many architects use *Discovering Stone* in their quest to find the right stone and articles on correct stone selection and installation appear regularly. In 2010 *Discovering Stone* will chart the development of the 'ASAA Dimension Stone Manual' which will provide a long overdue and comprehensive handbook on stone that will prove invaluable to industry and specifiers. Virtually every stone related business in Australia receives a copy of *Discovering Stone*.

Please view pages 5 & 6 of this document which feature 'Architects comments on ATP magazines'.

Discovering Stone Online

In 2010 subscribers will be able to order print or electronic copies of the magazine. Downloadable files will be accessible to subscribers who visit www.infotile.com.au/publications. Infotile - the Internet Tile Centre was the first major international resource of information on the tile and stone industries. The site was launched in 1995.

Our current Editorial Advisory Board includes

Jim Mann
Stone Marketing Initiatives

Ian Lamble
Melocco Stone

Peter Mitchelhill
Dimas Australia

Les Taylor
Mapei Australia

Chris Tillet
Tillet Natural Stone Industries

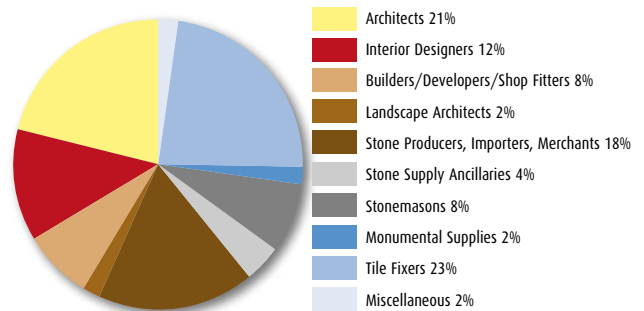
David West
Executive Director, Architectural Conservation at International Conservation Services

Rolf Offerhaus
Ardex Australia

Gary Hargreaves
Gosford Quarries

Circulation within Australia

Architects:	3000
Interior Designers:	1760
Builders/developers/shop fitters:	1100
Landscape Architects:	283
Stone Producers, Importers, Merchants	2,501
Stone Polishing / Working Machinery	124
Stone Supplier Ancillaries	589
Stonemasons	1,130
Monumental Supplies	280
Tile Fixers	3,268
Miscellaneous (including ancillary product suppliers/agents/geologists)	334



Please note that yields are capped, with the exception of marble/granite merchants and stone industry personnel. Greater yields are available so we rotate circulation to ensure that we reach as many readers as possible. Every effort is made to ensure that major design/construct practices regularly receive *Discovering Stone*.

During 2010 we will continue to capture data related to industry and we will progressively add new companies to our mailing list.

Please refer opposite for comments by major specifiers.

Circulation Overseas and Trade Shows

New Zealand and overseas subscribers: 391

Bonus copies distributed at trade shows:

Stonetech, Shanghai, China 6 to 9 April 2010 400

Marmomacc, Verona, Italy 29 September to 2 October 2010 400

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."



Architects comment on ATP magazines

Mark Schofield of Eureka Tiles described *Tile Today* as “the glue that binds the industry together, the one constant that is evident in every state and territory.” While members of the tile and stone industries value *Tile Today* and *Discovering Stone* as informative trade publications, our research confirms that many architectural practices make these 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 *Tile Today* and *Discovering Stone*. 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 *Tile Today* and *Discovering Stone*. Download a copy of *Tile Today* media kit at www.infotile.com.au/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.”



Robert Olsen, Mirvac, National Technical Director, Mirvac Design, NSW

“*Tile Today* is a great publication, I really look forward to receiving it. In my role I virtually read *Tile Today* from cover to cover. I find many worthwhile articles which I distribute to colleagues to ensure that they reference these materials. The articles on new products, waterproofing and selection issues are very valuable.”

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.”

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.”

Architects comment on ATP magazines continued...

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."

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."

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."

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."





Prime Features

Below are some of the articles which will appear in *Discovering Stone* during 2010.

Issue 17, March 2010

Buyers Guide – Australia, New Zealand

- A Rock Solid Way to get the Right Stone
- National Treasure – Perth Landmarks
- Australian Stone Architectural Awards Entries
- Special Report: Stone imports and local production figures
- Development of the 'ASAA Natural Stone Manual'.
- Stone for all Seasons – Sandstone
- Living with stone – The Bathroom
- Apprenticeship opportunities

Issue 18, September 2010

- The ASAA guide to sealing, cleaning & maintenance of stone
- Conservation is a priority
- Update on the great Yellowblock debate
- Export opportunities
- Final entries in the ASAA Awards
- New CNC machines
- Stone for all seasons – Granite
- Living with stone – Around the pool
- Marmomacc Preview

Contributing Journalists

Contributing Technical Editor

Jim Mann

Stone Marketing Initiatives

Peter Hartog

Architect & Engineer, Building Diagnostics Asia Pacific

David West

Executive Director, Architectural Conservation at International Conservation Services

Joanne Hough

Geologist

Colin Cass

Textile Consulting

Franz Wenger

Rockstone Industries Pty Ltd

Mike Featherston

Industrial Minerals Specialist, Department of Industry & Resources, W.A.

Deadlines

Issue 17 March 2010	
EDITORIAL DEADLINE	17 February
BOOKING DEADLINE	26 February
SUPPLIED AD DEADLINE	8 March
PUBLICATION DATE:	31 March

Issue 18 September 2010	
EDITORIAL DEADLINE:	10 August
BOOKING DEADLINE:	24 August
SUPPLIED AD DEADLINE:	8 September
PUBLICATION DATE:	20 September

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

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

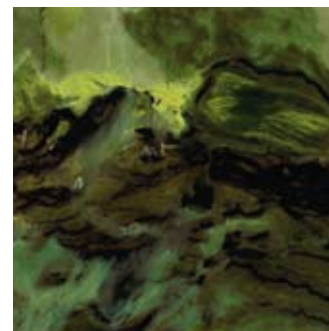
Previews, reviews and time lines

COMPANY PROFILE

NEWS

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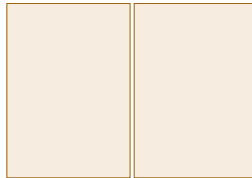


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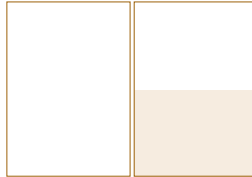
Advertising formats



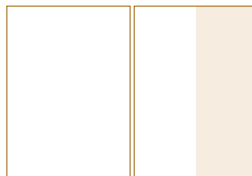
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FULL PAGE
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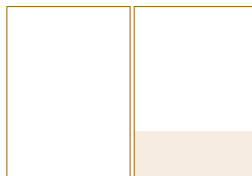
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148.5 X 210 mm + 5 mm BLEED



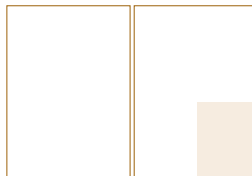
1/2 PAGE VERTICAL
297 X 105 mm + 5 mm BLEED



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 '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.

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, Publisher 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 *Discovering Stone's* crops height 297mm x width 210mm.

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 *Discovering Stone* to reach specific demographics of our readership.

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Email: design@infotile.com.au

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

All plus 10% GST in Australia.

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FRONT COVER - with 2 page story	P.O.A
INSIDE FRONT COVER (per page)	\$3,575
INSIDE BACK COVER (per page)	\$3,444
BACK COVER (per page, only available on 2 issue contracts)	\$3,690
Inserts (per 1000)	\$110

*Only available on 2 issue contracts all rates quoted in Australian Dollars

Advertising Rates