

The leading UK magazine for the tile and stone industry

tile and stone
Journal
www.tileandstonejournal.com

MEDIAPACK **2025**



**THE TILE
ASSOCIATION**
EXCELLENCE IN TILING

TSJ is the official magazine of the TTA
www.tiles.org.uk

www.tileandstonejournal.com

THE PUBLICATION



Lauren
McCarthy

THE EDITOR

Lauren McCarthy previously worked in the flooring sector as deputy editor of CFJ. As editor of TSJ, Lauren will continue to provide the expert industry coverage the magazine is known for.

THE HISTORY

TSJ reflects the dynamism, breadth, scope, and ambition of the ceramic tile and dimensional stone industry in the UK and Ireland. For over 15 years, TSJ has been the authoritative voice of the UK tile industry: the clear market leader in terms of commercial support and circulation.

TSJ takes its role in the industry very seriously; particularly during this historically uncertain time where the aftereffects of the Covid pandemic have been exacerbated by global conflicts, causing enormous disruption to markets and supply chains.

In 2025, the TSJ team will redouble its efforts to keep readers abreast of all the key developments in the tile sector. We will endeavour to cover every significant innovation in product design and installation, while plotting the dynamics of this constantly-evolving marketplace.

TSJ provides readers with the information required to make effective business decisions, while our close ties with The Tile Association mean TSJ remains at the cutting edge of every cross-industry campaign.

NEWS & OPINION

TSJ publishes all the news, so that retailers, distributors and contractors can keep up-to-date with developments in the industry. Our coverage spans research, surveys, acquisitions, mergers, training, awards, and exhibitions. The news pages of TSJ also feature informed and opinionated voices from all sectors of our industry. These expert columnists entertain and educate TSJ's readership, offering a very broad range of opinions based on experience and achievement.

TTA NEWSLETTER

TSJ is very proud to be the official magazine of The Tile Association (TTA). Every issue features at least two pages of TTA news, covering subjects such as the prestigious TTA Awards, the benefits of TTA membership, training, industry-wide marketing and safety campaigns, technical publications, standards, and apprenticeships.

ADVICE & INFORMATION

Over the past 15 years, TSJ has created a powerful portfolio of technical articles, covering all aspects of selecting and installing ceramic and porcelain tiles. These are commissioned from acknowledged experts and offer trustworthy best-practice guidance. Subjects covered range from slip resistance and hygiene, through to marketing insights, legal advice, and evaluations of tools and equipment.

CIRCULATION

Builders Merchant	6
Garden Centre	7
Other	11
Slate Specialist	10
Freight/Transport	17
College	19
PR/Ad Agency	32
Building Contractors	34
Agent	35
Property Developer	43
Interior Designer	51
Stone Specialist	54
Marble/Granite Specialist	95
Wholesaler/Distributor	149
Architect	200
Manufacturer/Supplier	352
Bathroom/Kitchen Retailers	550
Tile Retailer	2,052
Fixer/Tiling Contractor	2,299
TOTAL	6,011

THE PUBLICATION & DIGITAL ADVERTISING

CASE STUDIES

Every month TSJ offers one or more site reports from the UK, Europe and right across the globe, which highlight exceptional project that prominently feature ceramic or porcelain floor and wall tiling. These inspirational case studies are sourced from every sector of the construction industry, including healthcare, education, sport, hospitality, offices, industry, food manufacturing, transport, and retail.

They showcase the tile manufacturers' expertise, the benefits of various installation methods, and the skills of the contractor. They include full contract details, and commentary on how the requirements of the client were met.

SUSTAINABILITY COVERAGE

In recent years, TSJ has reported on the significant strides the industry has made towards improving its environmental and social impact. In 2025, the magazine will continue to cover this vitally important topic each month across the tile and stone supply chain - from raw material extraction to manufacture, delivery to installation - culminating in a comprehensive annual Guide to Sustainable Tiling Supplement, included with the July issue.

TSJ ON SOCIAL MEDIA

In addition to coverage in the magazine itself, TSJ content is posted to the publication's well-subscribed accounts on both Twitter and Facebook on a daily basis. Reaching a combined audience of almost 7000 followers, our dedicated social media editor tailors TSJ's online content to drive engagement. This is offered to any organisation that features in TSJ and can significantly boost the reach of any advertising or editorial placed in the physical magazine.



DIGITAL ADVERTISING

Banner type	Size (in pixels, width x height)	Price
Leaderboard banner	728 x 90	On application
Large side banner	800 x 660	On application
eblast	650px wide (Recommended)	£1,000 per mailing +VAT

FACE-TO-FACE

Another TSJ staple is the industry interview: a face-to-face with leading figures from the tile sector - technical experts, marketing gurus, CEOs, inventors - who have had a significant impact on the industry. The interviews include business details and insights into how the interviewee has managed their careers and overcome obstacles along the way.

NEW PRODUCTS

Each issue of TSJ features a monthly round-up of the latest product developments in ceramic and porcelain tiles, grouts, adhesives, construction chemicals, tools, workwear, and related ancillary products.

SECTIONS & FEATURES

Each month TSJ runs several sector-specific features. These features will cover major product or technical areas in the tile sector; such as Adhesives & Grouts: or Tools & Workwear.

The magazine also includes more specific features looking at particular aspects of tile design and manufacture in greater detail. These features include closer looks at international centres of tile manufacture such as Spain and Italy, as well as focused looks at design trends, such as Large Format or Victorian Tiles.

Other features will open the net wider to examine more general subjects such as Transport and Logistics, Distribution, UK Tile Agents, or tiling in particular areas such as kitchens and wetrooms.

Range Review is TSJ's advertorial platform for suppliers to specific market sectors. These subsidised advertorials cover specific market sectors, including Coloured Grouts; Anti-lippage Systems; and Flooring Pedestals.

TSJ encourages manufacturers and distributors to send in any potential editorial contribution to the features listed in this Media Pack, either as application stories, or as new product releases.

FEATURES AND PUBLISHING DATES

ISSUE	FEATURES	ISSUE	FEATURES
JANUARY	<ul style="list-style-type: none"> • Tile Backerboards • Coloured grouts & epoxy grouts • Surface Design Show preview • Spatex preview • Training 	JULY	<ul style="list-style-type: none"> • Training • Adhesives and grouts for ceramic tiles and natural stone • Clerkenwell Design Week review • The Guide to Sustainable Tiling • Tiling show review
FEBRUARY	<ul style="list-style-type: none"> • Cevisama preview • Natural stone tiles • Exterior grade tiles • Natural stone tiles 	AUGUST (DIGITAL ONLY)	<ul style="list-style-type: none"> • The UK's leading retailers • Social media • Virtual showrooms, visualiser software, web design, ecommerce, email marketing and tiling apps • Tiling loyalty programmes
MARCH	<ul style="list-style-type: none"> • Tools & workwear • Thin porcelain tiles • Italian tile manufacturers • Surface design show review 	SEPTEMBER	<ul style="list-style-type: none"> • Underfloor heating • Tools & Accessories • Cersaie preview • LVT and Alternatives
APRIL	<ul style="list-style-type: none"> • Aftercare: sealers and cleaners • Distribution Leaders • Cevisama review • Clerkenwell Design Week preview 	OCTOBER	<ul style="list-style-type: none"> • Tiling trims, movement joints, profiles • Victorian tiles and mosaic tiles • Spanish tile manufacturers
MAY	<ul style="list-style-type: none"> • Transport and logistics • Hospitality & leisure 	NOVEMBER	<ul style="list-style-type: none"> • German tile manufacturers • Cersaie review • Large format tiles • Metro tiles • Year planner
JUNE	<ul style="list-style-type: none"> • Wetrooms • Kitchens - worktops, splash backs and flooring • Tile Agents 	DECEMBER (DIGITAL ONLY)	<ul style="list-style-type: none"> • Year in Review (News and industry developments) • 'Tilers' favourites 2025 (Product launches and mainstays) • Tiling social media

The Guide to Sustainable Tiling - Each July, TSJ publishes [The Guide to Sustainable Tiling](#), a supplement focused on the industry's ever-increasing efforts to reduce emissions and protect the environment. Featuring interviews with industry experts, insight from international associations, as well as advice on best eco-practices from across the sector, [The Guide to Sustainable Tiling](#) is essential reading for any company or individual hoping to improve their sustainability in 2025 and beyond.

DEADLINES AND PUBLISHING DATES

ISSUE	EDITORIAL DEADLINE	ADVERT DEADLINE	PUBLISHED
JANUARY	December 13	December 13	January 17
FEBRUARY	January 13	January 17	February 14
MARCH	February 7	February 14	March 14
APRIL	March 7	March 21	April 14
MAY	April 10	April 17	May 12
JUNE	May 9	May 16	June 13
JULY	June 10	June 19	July 14
AUGUST (Digital Only)	July 11	August 4	August 14
SEPTEMBER	August 8	August 15	September 12
OCTOBER	September 9	September 18	October 13
NOVEMBER	October 10	October 17	November 14
DECEMBER (Digital Only)	November 7	December 1	December 12

PLEASE NOTE: Copy deadlines are subject to change without prior notice. Please be sure to check in advance

PRINT SPECIFICATIONS AND RATES

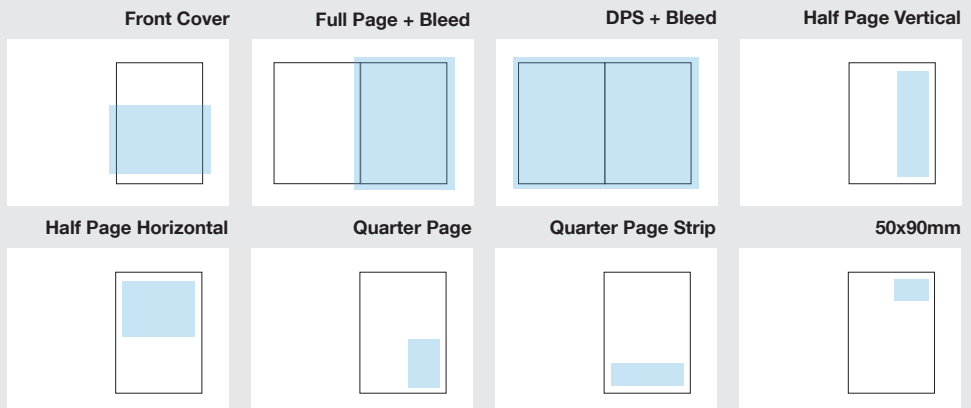
SIZE (in mm, height x width)	TRIM	BLEED	RATE (exclusive of VAT)
FRONT COVER	204 x 210	210 x 216	£2,500
FULL PAGE	297 X 210	303 x 216	£1,495
DOUBLE PAGE SPREAD	297 x 420	303 x 426	£2,450
HALF PAGE VERTICAL	265 x 88	none	£950
HALF PAGE HORIZONTAL	130 x 180	none	£950
QUARTER PAGE VERTICAL	130 x 88	none	£675
QUARTER PAGE STRIP	63 x 180	none	£675
RECRUITMENT ADVERT	130 x 90	none	£495
CAUGHT IN THE WEB	40 x 90	none	£595 per year
YEARPLANNER (Box)	50 x 100	none	£595 per year
INSERTS (Single sheet)			£1,150
INSERTS (Four page)			£1,690

Cancellation policy: 13 weeks notification prior to publication

1. Artwork to be supplied as hi-res jpg or pdf. Set to minimum 300 dpi.
2. Ensure NO overprint settings are used anywhere on artwork. This setting may result in artwork not displaying on the final print as a result of the printers process.
3. No pantone colours to be used. Pantone colours will be converted to CMYK automatically but in some cases may not show at all on artwork.
4. Any images used or supplied must be 300 dpi CMYK
5. Apply 3mm bleed to all edges of full page artwork
6. Artwork copy must sit within a safe margin area of 10mm around all page sides – Not adhering to this may mean copy is cut off the outer edges when the magazine is trimmed down.

It is your responsibility as the client, to ensure these specifications are met before sending us artwork. We will not take responsibility for artwork that prints incorrectly and has failed to meet the required specifications as detailed above.

VISUAL GUIDE



ADVERTISING OPPORTUNITIES

YEARPLANNER

Our annual year planner is a huge 60cm x 80cm full colour wallchart and is sent out free with our November issue to the entire circulation. The planner includes details of TSJ publication dates along with all the major trade shows from around the world. The planner is widely used by the industry and can always be seen adorning any discerning wall in the trade.

Single or double box adverts can be booked as a very cost effective method to be seen in the trade for a whole year. Early booking is advised – year planners are very popular and spaces sell out quickly.

**Advert size:
50mm x 100mm is
£595 +VAT**

The image shows a comprehensive year planner wallchart for 2014. The chart is a grid with columns for each month from January to December. Each cell in the grid contains a calendar view with days of the week and dates. The chart is surrounded by various advertisements for industry products and services, including 'tile and stone journal', 'Ceramica Impex', 'Larsen', 'ROCATEX', and 'UltraTile'. The central text 'The Tile Experience' is overlaid on the calendar grid.

PRODUCTS AND SERVICES

Each issue of TSJ includes our web directory 'Products and Services'. This directory is a comprehensive printed search engine for surfing the web. The directory is broken down into generic product headings.

40mm x 90mm box is £595 + VAT per year

RECRUITMENT ADS

- Single monthly booking
- Minimum box size of 130mm x 90mm, £495 plus online free of charge

PROMOTIONAL PICTURE CHARGES

Press releases sent to TSJ are welcome, but those accompanied by an image and designed to promote the company concerned, are subject to written acceptance of our promotional picture charge of £160 + VAT.

SCOPE AND CREDIBILITY

TSJ's coverage spans manufacturers, distributors, agents and retailers. The magazine's renowned sector surveys provide fresh inspiration and sources of supply for retailers and contractors alike.

TSJ never publishes generalist features: all our articles are written specifically for the magazine by industry experts, providing unsurpassed technical coverage, industry analysis and comprehensive news reportage.

TSJ: Style and substance in perfect harmony.

INTERNATIONAL COVERAGE

As we understand how hard it is for readers to leave their desks to attend the steady stream of trade exhibitions in the UK and overseas, we undertake this task on your behalf. Every year, TSJ's editorial team scours the globe seeking fresh inspiration for readers.

As well as international shows including Cersaie and Cevisama, TSJ's editorial team reports from leading UK design shows like the Surface Design Show, Ecobuild and 100% Design, plus specialist stone shows like Marmomacc and The Natural Stone Show, and specialist production exhibitions like Technargilla. If you want to know what's hot and what's not, TSJ is the authoritative source.

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