

tile &
stone
JOURNAL

MEDIA PACK

2027

*Established in 2003 TSJ
has built a reputation
and readership to become*

Britain's No. 1
tile and stone
magazine.



IN PRINT



ONLINE

*Reaching the people
who matter most.*

*The Tile and Stone
Journal is now 24
years old*

24

Who *we are.*

Trusted, established, influential

TSJ reflects the dynamism, breadth, scope, and ambition of the ceramic tile and dimensional stone industry in the UK and Ireland. For over 24 years, TSJ has been the authoritative voice of the UK tile industry: the clear market leader in terms of commercial support and circulation. 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.

Our *audience.*

A diverse and influential readership across the tiling industry, from retailers to manufacturers, distributors, designers and key decision-makers.



EDITOR

Lauren McCarthy is an experienced editor within the world of tiling. She continues to bring her informative and entertaining editorial coverage to The Tile and Stone Journal, with the exciting introduction of new features and longform interviews.

OUR CIRCULATION

5,989

industry readers

reaching every part of the tile and stone sector



TILING FIXER
/ CONTRACTOR

2,297



TILING RETAILER

2,052



BATHROOM
& KITCHEN
RETAILERS

548



MANUFACTURERS
& SUPPLIERS

351



ARCHITECTS

200

ADDITIONAL SPECIALIST REACH



WHOLESALE /
DISTRIBUTOR

149



MARBLE / GRANITE
SPECIALIST

95



STONE SPECIALIST

63



INTERIOR
DESIGNERS

51



PROPERTY
DEVELOPERS

42



AGENTS

35



OTHER

109

Put your brand in the hands of *the industry.*

Build recognition, Build trust, Build your brand

In an increasingly digital world, being seen is only part of the challenge. The brands that stay front of mind are the ones people recognise, remember and trust.

For 24 years, The Tile and Stone Journal has built a reputation as a trusted source of news, products and insight for the tiling industry. That trust extends to the brands we feature — giving advertisers the opportunity to build credibility by appearing alongside content their audience already values.

Print gives your brand a lasting presence. It puts your name in front of the people who specify, source, recommend and sell tiling — in showrooms, offices and workplaces, and in the hands of industry professionals.

Digital has an important role to play too. That's why The Tile and Stone Journal offers opportunities across print, online and email. But when the objective is to build a brand that people recognise and remember, print remains a powerful part of the mix.



TARGETED INDUSTRY REACH

Connect with tiling retailers, contractors, interior professionals and key decision-makers.



LONG SHELF LIFE

Your brand stays visible in showrooms, offices and workplaces for weeks or months.



MULTIPLE IMPRESSIONS

Issues are shared, revisited and passed between colleagues, extending your reach.



CREDIBLE ENVIRONMENT

Your advertising appears alongside trusted industry news, product features and expert content.

“

Be part of the conversation.



Stories that move the industry *foward.*

The Tile and Stone Journal delivers a balanced mix of news, expert insight, interviews, and advice giving our readers the information they need, in a format they trust.



NEWS

The latest industry news, product launches, people, business updates and market developments — in a concise, accessible format.



ADVICE

Industry voices offer topical and useful breakdowns on subjects ranging from shop layout and design to navigating customer disputes.



PRODUCTS

The latest tiles, tools, systems and technology from leading brands, helping professionals make informed decisions for their projects.



INTERVIEWS

In-depth conversations with leading figures from across the tile and stone sector, sharing their experience, insight and future perspectives.



CASE STUDIES

Showcasing standout projects from contractors across the UK, with large-format imagery and real-world inspiration.



FEATURES

Sector-specific features covering key areas such as adhesives & grouts, tools & workwear, sustainability, training and major industry events.



Digital. A *bigger* reach.

Our website extends the reach of The Tile and Stone Journal giving your brand year-round visibility with an engaged and loyal audience of flooring professionals.



5,000

MONTHLY
VISITORS



7,600

MONTHLY
PAGE VIEWS



4 mins

AVERAGE
SESSION DURATION



UK AUDIENCE



of our visitors
are based in
the UK.

FASTEST GROWING REFERRER



Facebook

25%

VISITOR GROWTH

MOST VIEWED PORTAL

3,508

VIEWS OVER A 12 MONTH PERIOD

The showcase portals provide advertisers with a dedicated space to present all their content and company information in one central location on the TSJ website. Traffic has steadily grown and is now delivering strong measurable results.



ADVERTISE WITH US



**Leaderboard
banner**
728 x 90px

£1,000
for the year



**BOX
banners**
800 x 660px

£695
for the year



ESHOTS

£1,000
per eshot



**Showcase
portals**

£595
for the year



We don't track banner advert clicks, but advertisers are very welcome to provide their own tracking links so they can measure the performance of their campaigns. We can provide reports on eshots on request.

Newsletter.

INDUSTRY INSIGHT.
DIRECT TO THEIR INBOX.

The Tile and Stone Journal newsletter keeps tiling professionals informed with the latest news, product launches, expert insight and industry developments delivered straight to their inbox.



4,136

ENGAGED SUBSCRIBERS

The number of people who receive the Tile and Stone Journal newsletter.



35%

OPEN RATE

The number of people who open the newsletter. This is 12% above average for typical email campaigns.



430

NEWSLETTER CTR

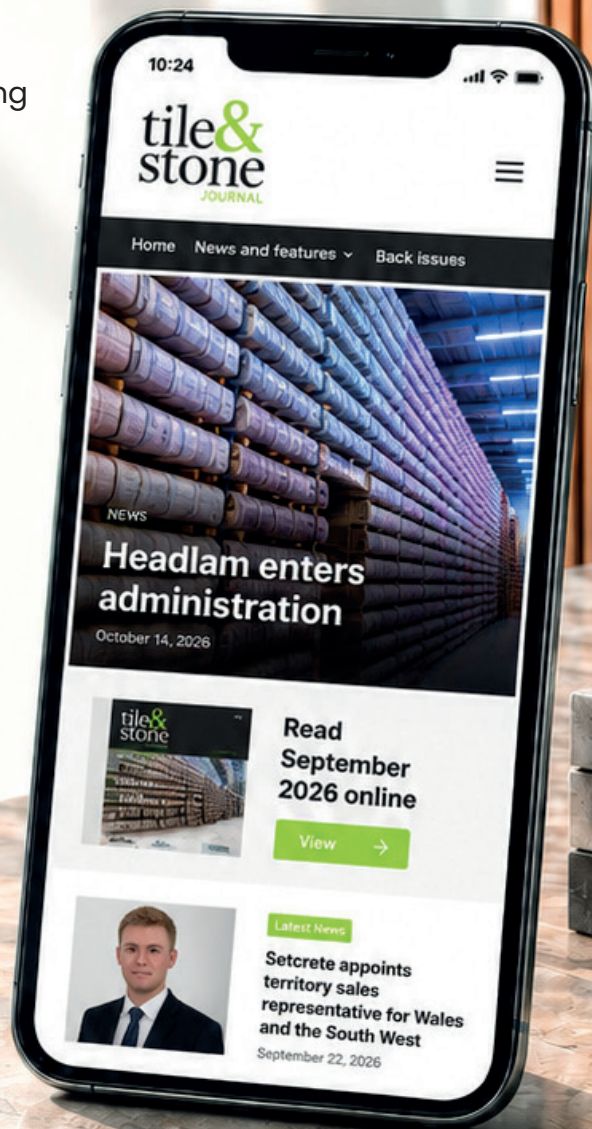
The number of people who click on at least one link within the newsletter.



320

CTR ON THE DIGITAL ISSUE

The number of people who click on digital page turner.



How to appear in the newsletter.



PROMOTIONAL PICTURE CHARGES

We welcome press releases for consideration in The Stocklists. Promotional press releases accompanied by an image may be published subject to written acceptance of our Promotional Picture Package.

A full page editorial published in the magazine also benefits from additional exposure through The Tile and Stone Journal newsletter. Please enquire for pricing and further details.

*An essential read for
anyone working in the
tiling industry*

The journey of a press release.

For any press release that has paid the promotional picture charge for a **full page editorial** your news will be shared across our multi-channel platforms, giving your story the maximum reach and impact.

1

THE MAGAZINE

Your article will appear within the magazine and distributed to **5,989** flooring professionals.



2

DIGITAL PAGE TURNER

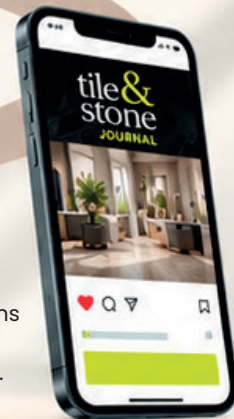
The magazine is turned into a digital page turner, reaching even more people online.



3

SOCIAL MEDIA

Your release is promoted across our social platforms including X, LinkedIn, Facebook and Instagram.



4

OUR WEBSITE

Your article is then posted on our website reaching a further **5,000+** readers.



5

NEWSLETTER

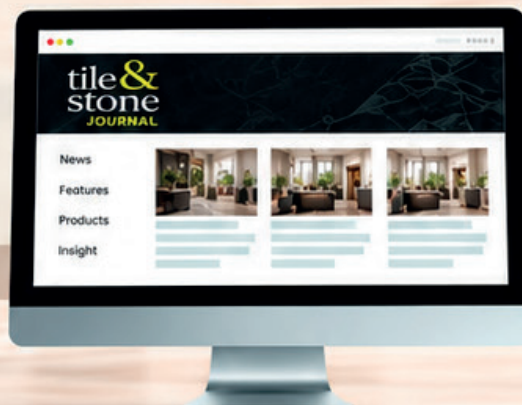
Your article is then added to our newsletter reaching a further **4,000** sent direct to their inbox.



6

YOUR PORTAL PAGE

For an annual cost of **£595** all your releases appear on your dedicated portal page next to your company details.



Year Planner.

BE SEEN ALL YEAR ROUND.

Our annual year planner is a large full colour wallchart and is sent out free with our November issue to the entire circulation.

A constant presence
in the industry.

The year planner includes details of publication dates along with all the major trade shows from around the world. It is widely used by the industry.

tile & stone JOURNAL 2027 YEAR PLANNER

www.tileandstonejournal.com

Showcase PORTAL GET LISTED

Total Tiling System Specialists



HIGH VISIBILITY

Seen all year in offices, showrooms and on site.



ENTIRE CIRCULATION

Sent out free with our November issue.



ADVERT SIZE

50mm x 100mm

£595 +VAT

Put your brand
in front of the industry
all year round.

Plan ahead.

Features list 2027.

Our editorial calendar gives you a clear view of upcoming features, along with key advertising deadlines, so you can align your campaigns with the topics that matter most to the tile and stone industry.

ISSUE	KEY FEATURES	EDITORIAL/ADVERT DEADLINE	PUBLISHED
JANUARY	Tile Backerboards Coloured grouts & epoxy grouts Surface Design Show preview Spatex preview 2027 tile trends	11 December	22 January
FEBRUARY	Subfloors Natural stone tiles Exterior grade tiles	22 January	19 February
MARCH	Tools & workwear Thin porcelain tiles Italian manufacturers Surface design show review	19 February	19 March
APRIL	Aftercare: sealers and cleaners Distribution Leaders Clerkenwell Design Week preview ExpoTile show preview	26 March	16 April
MAY	Transport and logistics Hospitality & leisure Point-of-sale	30 April	21 May
JUNE	Wetrooms Kitchens - worktops, splash backs and flooring Tile Agents ExpoTile show review	21 May	18 June
JULY	Training Adhesives and grouts for ceramic tiles and natural stone Clerkenwell Design Week review	25 June	16 July
AUGUST (DIGITAL ONLY)	Top tiling suppliers Social media Virtual showrooms, visualiser software, web design, ecommerce, email marketing and tiling apps Tiling loyalty programmes Sustainable Tiling	16 July	20 August
SEPTEMBER	Underfloor heating Tools & Accessories Cersaie preview	13 August	17 September
OCTOBER	Tiling trims, movement joints, profiles Victorian tiles and mosaic tiles Spanish manufacturers Housing developments Small format tiles	10 September	22 October
NOVEMBER	German manufacturers Cersaie review Large format tiles	15 October	19 November
Year planner		15 October	19 November
DECEMBER (DIGITAL ONLY)	Year in Review Tiling products of the year Tiling social media	19 November	17 December



IMPORTANT

Deadlines are subject to change without prior notice. Please check with us in advance to confirm dates.

Prices and specifications.

Below are the different adverts sizes and their costs



ADVERT TYPE	TRIM (HEIGHT X WIDTH)	WITH BLEED (HEIGHT X WIDTH)	SINGLE 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 HORIZONTAL	130 X 180	none	£950
HALF PAGE VERTICAL	265 X 88	none	£950
QUARTER PAGE	130 X 88	none	£675
QUARTER PAGE STRIP	63 X 180	none	£675
RECRUITMENT ADVERT	130 X 88	none	£495
DIRECTORY BOX	40 X 90	none	£595
YEAR PLANNER BOX	50 X 100	none	£595
EDITORIAL PICTURE CHARGE	-	-	£395 per page story
INSERT (SINGLE SHEET)	-	-	£1,150
INSERT (FOUR PAGE)	-	-	£1,690

Artwork specifications.

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.



Cancellation policy

13 weeks notification prior to publication.

*Have a specific
idea in mind?*

Get in touch to discuss
bespoke opportunities.

Contact *details.*

Our team is here to help. Whether you have an editorial story, advertising enquiry, or subscription query, we'd love to hear from you.



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*Let's keep
in touch.*

Follow us for the latest news,
features and events.

