

The leading UK magazine for the tile and stone industry

tile and stone
Journal
www.tileandstonejournal.com

MEDIAPACK **2023**



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

www.tileandstonejournal.com

THE PUBLICATION



Alex
McCarthy

THE EDITOR

Alex McCarthy previously worked in the flooring sector as deputy editor of CFJ. As editor of TSJ, Alex 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 as the voice of the industry very seriously; something that is particularly important in this era of great uncertainty, when the commercial upheaval of Brexit has been compounded by the unprecedented impact of the covid-19 pandemic, and now the war in Ukraine. In 2023, the TSJ team will redouble its efforts to keep readers abreast of all the important developments in the tile sector. We will cover every significant innovation in product design and installation, while plotting the dynamics of this constantly-evolving marketplace. TSJ provides readers with exactly the information required to make effective business decisions, while our close ties with The Tile Association means that 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	13
College	21
PR/Ad Agency	32
Building Contractors	34
Agent	35
Property Developer	43
Stone Specialist	54
Interior Designer	54
Marble/Granite Specialist	96
Wholesaler/Distributor	149
Architect	201
Manufacturer/Supplier	348
Bathroom/Kitchen Retailers	552
Tile Retailer	2,022
Fixer/Tiling Contractor	2,314
TOTAL	6,002

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.

COMPANY PROFILES

TSJ offers regular profiles of tiling contractors, retailers, distributors, manufacturers, sales agents, and all the other dedicated professionals and companies that contribute to the success of the tile sector. In 2023, TSJ plans to increase the scope and frequency of these profiles, exploring the success factors of each subject, and the lessons they have learnt from the challenges faced.

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 at least three sector-specific features.

The lead feature will cover one of the major product or technical areas in the tile sector; such as Adhesives & Grouts: or Tiling Tools & Workwear. Each issue will also include a more specific feature looking at a particular aspect of tile design and manufacture in greater detail. The subjects covered in 2023 will include 20mm Exterior Grade Tiling, Victorian and Mosaic Tiles. Other features will open the net wider to examine more general subjects such as Leeds's Top Tile Showrooms, UK Tile Agents; or the Top New Tile Ranges: all subjects aimed to inform, educate, and surprise. 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. Once the Editor has made his selection, contributors will be contacted so that the required paperwork can be completed. Technical advice from those who contribute to these features is always welcome.

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 	JULY	<ul style="list-style-type: none"> • Training • Adhesives and grouts for ceramic tiles and natural stone • UK Tile Agents
FEBRUARY	<ul style="list-style-type: none"> • Cevisama preview • Natural stone conglomerate floor and wall tiles • 20mm and 30mm exterior grade porcelain wall tiles 	AUGUST (DIGITAL ONLY)	<ul style="list-style-type: none"> • The UK's leading retailers • Sustainability in the tiling industry • Social media • Virtual showrooms, visualiser software, web design, ecommerce, email marketing and tiling apps • Tiling loyalty programmes
MARCH	<ul style="list-style-type: none"> • Tile cutters, tiling tools, drill bits and workwear • Thin porcelain tiles • Italian tile manufacturers • Surface design show review 	SEPTEMBER	<ul style="list-style-type: none"> • Underfloor heating • Portuguese tile manufacturers • Cersaie preview
APRIL	<ul style="list-style-type: none"> • Aftercare: sealants and cleaners for natural stone and ceramic tiles • Distribution Leaders • Cevisama review • Clerkenwell Design Week preview 	OCTOBER	<ul style="list-style-type: none"> • Tiling trims, movement joints, profiles • German tile manufacturers • Mosaic tiles • Spanish tile manufacturers • Victorian tiles
MAY	<ul style="list-style-type: none"> • Transport and logistics • Anti-bacterial and self-cleaning tiles • Turkish tile manufacturers 	NOVEMBER	<ul style="list-style-type: none"> • Brazilian tile manufacturers • Cersaie review • Large format tiles • Ceramic border tiles • Year planner
JUNE	<ul style="list-style-type: none"> • Wetrooms including tanking, drainage and surfacing • Geometric, shaped and 3D wall tiles • Clerkenwell Design Week review • On The Map 	DECEMBER (DIGITAL ONLY)	<ul style="list-style-type: none"> • Top UK tiling contractors • Top tile ranges for 2023 • Tiling tools for 2023 • Tiling social media

The Specifier's Guide to Ceramic Tiles & Calibrated Natural Stone - sent to every architectural and interior design practice in the UK and Eire and all major property developers, facility management teams working in hospitality and leisure, retail, banking and government, along with the top 168 housing associations. Visit www.specifiersguide.co.uk

DEADLINES AND PUBLISHING DATES

ISSUE	EDITORIAL DEADLINE	ADVERT DEADLINE	PUBLISHED
JANUARY	December 16	December 16	January 19
FEBRUARY	January 13	January 18	February 15
MARCH	February 10	February 15	March 15
APRIL	March 10	March 22	April 18
MAY	April 12	April 19	May 17
JUNE	May 12	May 18	June 15
JULY	June 12	June 21	July 18
AUGUST (Digital Only)	July 14	August 9	August 16
SEPTEMBER	August 11	August 10	September 15
OCTOBER	September 11	September 20	October 17
NOVEMBER	October 13	October 20	November 16
DECEMBER (Digital Only)	November 10	December 6	December 15

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

PRINT SPECIFICATIONS AND RATES

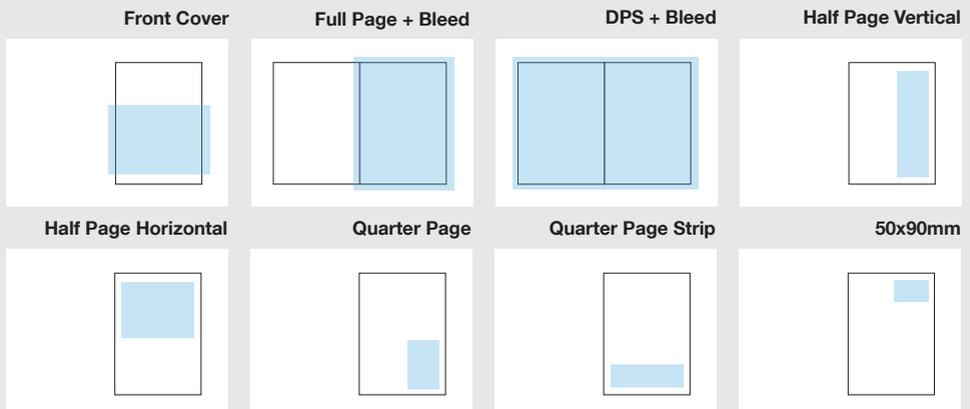
SIZE (in mm, height x width)	TRIM	BLEED	RATE (exclusive of VAT)
FRONT COVER	204 x 210	210 x 216	£2,200
FULL PAGE	297 X 210	303 x 216	£1,495
DOUBLE PAGE SPREAD	297 x 420	303 x 426	£2,450
HALF PAGE VERTICAL	265 x 88	none	£950
HALF PAGE HORIZONTAL	130 x 180	none	£950
QUARTER PAGE VERTICAL	130 x 88	none	£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 (Single box)	50 x 50	none	£350 per year
YEARPLANNER (Double 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 / December 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.

Single:
50mm x 50mm is
£350 + VAT

Double:
50mm x 100mm is
£595 +VAT

CAUGHT IN THE WEB

Each issue of TSJ includes our web directory 'Caught in the Web'. 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 £495 + 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 £140 + 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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