2013 Integrated Media Planner

THE TILE INDUSTRY’S LEADING PUBLICATION COVERING MANUFACTURING, DESIGN, DISTRIBUTION AND INSTALLATION OF ALL TILE PRODUCTS.
Only TILE targets your tile industry prospects on every level: tile contractors, dealers, distributors and tile specifying architects and designers with TILE print, online, eNews and digital.

BNP Media today boasts more than 65 leading trade magazines, plus supporting websites and eNewsletters, industry research, live and virtual events. The largest publisher of flooring related trade media brands including:

**TILE Magazine**
- Stone World
- Contemporary Stone & Tile Design
- Floor Trends
- Floor Covering Installer
- Environmental Design + Construction
TILE'S COMBINED MONTHLY AUDIENCE TARGETS MORE THAN 42,090
BETWEEN PRINT, DIGITAL, ONLINE AND eNEWS

TILE delivers the largest qualified audience of tile industry buyers for your tile and related installation and accessory products & services:

**TILE TOTAL TARGET AUDIENCE: 42,090**

- ONLINE: 8,237**
- PRINT: 14,442
- DIGITAL: 2,185
- eNEWS: 17,226*

** WHICH ONE WEBSITE IS MOST USEFUL TO YOU IN YOUR TILE INDUSTRY WORK?**

- 67% TILE-MAGAZINE.COM
- 12% JOHNBRIDGE.COM
- 8% TILELETTER.COM
- 4% WANTMYTILETV.COM
- 3% CERAMICWORLDWEB.IT
- 1% TILEDEALER.COM
- 4% OTHER

**YOUR ADVERTISING WILL BE SEEN BY THE KEY DECISION MAKERS IN TILE**

**TILE READER AUDIENCE**

- 30.1% ARCHITECTURE/DESIGN
- 34.8% CONTRACTOR/INSTALLATION
- 25% RETAILER/SHOWROOM
- 7.8% WHOLESALE/DISTRIBUTOR/IMPORTER
- 2.3% MANUFACTURER

** WHICH ONE MAGAZINE IS MOST USEFUL TO YOU IN YOUR TILE INDUSTRY WORK?**

- 78% TILE MAGAZINE
- 12% TILELETTER
- 3% TILE INTERNATIONAL
- 2% TILEDEALER
- 5% OTHER

91% OF TILE READERS HAVE DIRECT INVOLVEMENT IN THE PURCHASING DECISIONS FOR TILE OR RELATED MATERIALS/SUPPLIES: THEY EITHER AUTHORIZE, RECOMMEND, SPECIFY OR GIVE OPINIONS REGARDING WHICH BRAND/SUPPLIER IS USED OR PURCHASED.

52% OF TILE READERS ARE THE PRESIDENT OR OWNER OF THEIR FIRM.

^ June 2011 TILE Reader Profile Study
**Publisher's Own Data
## 2013 Editorial Calendar

<table>
<thead>
<tr>
<th>Editorial Topics</th>
<th>Bonus Distribution</th>
<th>Advertiser Bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jan/Feb</strong></td>
<td>SURFACES Las Vegas, Jan 29-31, 2013</td>
<td>SURFACES eBLAST PACKAGE: Run ½-page or larger and be included in our special pre-and post-show Surfaces eBlast. Include a photo and a 150-word description of a product you will be showing at Surfaces and promote the same or different product in the post-show review eBlast.</td>
</tr>
<tr>
<td>Wood- and Stone-look Tile</td>
<td>CEVISAMA Valencia, Spain, Feb 5-8, 2013</td>
<td></td>
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<tr>
<td>Mortars</td>
<td>REVESTIR Sao Paulo, Brazil, March 5-3, 2013</td>
<td></td>
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<tr>
<td><strong>March/April</strong></td>
<td>COVERINGS Atlanta, GA, April 29-May 2, 2013</td>
<td>COVERINGS eBLAST PACKAGE: Run ½-page or larger and be included in our special pre-and post-show Coverings eBlast. Include a photo and a 150-word description of a product you will be showing at Coverings and promote the same or different product in the post-show review eBlast.</td>
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<tr>
<td>Green Products</td>
<td></td>
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<tr>
<td>Vertical Tile Installations</td>
<td></td>
<td></td>
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<tr>
<td><strong>May/June</strong></td>
<td>AIA SHOW Denver, CO, June 20-22</td>
<td>UNDERLAYMENT GUIDE: Free listing in our popular Underlayment Guide for advertisers with ½-page or larger.</td>
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<tr>
<td>Textured Tile</td>
<td></td>
<td></td>
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<tr>
<td>Underlayments</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>July/Aug</strong></td>
<td></td>
<td>Advertisers who buy a full-page ad receive a second full-page ad for free; two-page spread advertisers will receive four pages total.</td>
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<tr>
<td>Artisan Tiles</td>
<td></td>
<td></td>
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<tr>
<td>Installing in Wet Areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kitchens &amp; Baths</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grouts</td>
<td>TOTAL SOLUTIONS PLUS</td>
<td></td>
</tr>
<tr>
<td><strong>Nov/Dec</strong></td>
<td></td>
<td>All advertisers receive FREE premium listing in Online Gold Book/Directory, with privileged ranking in search queries.</td>
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<tr>
<td>Large-format Tiles</td>
<td></td>
<td></td>
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<tr>
<td>Crack Isolation &amp; Prevention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Book/Directory</td>
<td></td>
<td></td>
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### 2013 PRINT RATES

#### Color (gross)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
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</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$5,800</td>
<td>$4,690</td>
<td>$4,040</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$4,855</td>
<td>$4,090</td>
<td>$3,535</td>
</tr>
<tr>
<td>1/2 Isl</td>
<td>$4,185</td>
<td>$3,485</td>
<td>$3,030</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,010</td>
<td>$3,330</td>
<td>$2,895</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,105</td>
<td>$2,610</td>
<td>$2,270</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,660</td>
<td>$2,310</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

#### B&W (gross)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
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<tbody>
<tr>
<td>1 page</td>
<td>$4,460</td>
<td>$3,535</td>
<td>$2,895</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,495</td>
<td>$2,950</td>
<td>$2,400</td>
</tr>
<tr>
<td>1/2 Isl</td>
<td>$2,825</td>
<td>$2,340</td>
<td>$1,875</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,630</td>
<td>$2,195</td>
<td>$1,745</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,990</td>
<td>$1,515</td>
<td>$1,065</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,650</td>
<td>$1,220</td>
<td>$910</td>
</tr>
</tbody>
</table>

#### Additional Color Rates

- 2-color standard ....$595
- match (pms) .............$795
- metallic ......................$1020

#### Premium Positions

- Cover 2...........+15%
- Cover 3..........+10%
- Cover 4.........+20%

#### Terms and Conditions

**Payment & Terms:** Invoices are payable in U.S. Funds only. Net 30 days. 1-1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. All time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

**Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

**Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

**Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

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### 2013 Classified Advertising Rates

- **Rates are $175 per inch**
  (1 x 2 1/8” black & white)
- **Help Wanted rates....$100 inch**
- **2/Color....$80 extra**
- **4/color....$210 extra**
- **Classified online with print ....$65 per 50 words. 30 days online at www.tile-magazine.com**
- **Blind PO Box ....$25 extra**

**Online Classified Advertising Rates:**

- **$90 per 50 words 30 days online at www.tile-magazine.com**

**Classified Contact:**

- Janelle Minghine
- Phone: 734-340-5211 • Fax: 734-340-5212
- Email: minghinej@bnpmedia.com

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### Editorial Reprints

If you would like a FREE, no obligation quote, please contact:

- Jenny Allen-Wise, Production/Reprint Manager
- Phone: 818-224-8035 ext #2214 • Fax: 248-502-2070
- Email: allen-wisej@bnpmedia.com

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### TILE Digital

- **TILE Digital**– an enhanced version of our print edition with features including interviews, videos, surveys, products, demonstrations, keyword searches, live links, audio and more. These newly enhanced editions are truly where TILE comes to life.

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### TILE Gold Book Industry Resource Guide

Whether your potential customers use print, digital or online to source your products, the TILE Gold Book Industry Resource Guide is there. By listing your company information with the TILE Gold Book Industry Resource Guide directory you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand-out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today! For more information, visit the online directory at www.tile-magazine.com or contact a sales rep.
The 2013 Coverings Show Directory & Buyers’ Guide, Coverings Insider Online and eNews

Atlanta
April 29 - May 2, 2013

For advertising and rate information, including BNP combination discount opportunities, contact your TILE Magazine representative.
**Acceptable Formats and Programs**

Ads should be submitted electronically. Acceptable formats are Adobe InDesign CS5 (or less), Quark Xpress 8 (or less), Adobe Illustrator .EPS, Adobe Photoshop .EPS or .TIFF for Mac. All support files should be included (.EPS, .TIFF, etc.) along with font data if submitted in InDesign or Quark Xpress. All fonts should be converted to paths if submitting an .EPS. Fonts and images need to be embedded if submitting a high-res PDF. All disks and files must be readable by a Mac computer. Images must be saved as a .TIFF, .EPS or Hi-Res JPEG. Images must be 300 dpi or greater, and in CMYK, Grayscale, or Bitmap. Images cannot be used if a LZW compression is applied.

We cannot be held responsible for color variations if a color proof is not submitted.

**Acceptable Disk Media**

All ads should be submitted on CD, DVD or FTP site. http://upload.bnpmedia.com/

Contact Jennifer Allen-Wise
818-224-8035 ext. 2214 with any questions.
1. **Standard IAB Ad units determined by those ads accounting for approximately 80% of total impression weight over the past 12 months.**

2. Rotation of Floating ads is not encouraged.

*Rich Media ads in current flash formats are not iphone/ipad friendly. We will have a browser detection tag so if visitor comes from one of these devices we can either serve up a standard gif style ad or serve up a custom html 5 animated version. Additional charge would apply for html 5 design.*

### GRAPHICAL DISPLAY ADVERTISING

1. **Leaderboard – 728 x 90**
   - Run of Site (R.O.S.)
   - Rotation available
   - More than 2x the size of a 468X60 banner ad.
   - The only ad in this space
   - IAB Standard Ad Unit*

2. **Medium Rectangle – 300 x 250**
   - (R.O.S.)
   - Rotation available
   - More than 4x the size of a 125 x 125 tile ad.
   - Minimal ad competition
   - IAB Standard Ad Unit*

3. **Rectangle (2 adjacent spots) – 180 x 150**
   - Home page only
   - Rotation available

4. **Rich Media** (not shown)
   - Expandable Leaderboard (R.O.S.)
     - Expands down on upon user interaction.
   - Floating Ad (home page only – max two*)
     - Rest position is an additional placement purchase, based on which position for the rest ad from the above options.
   - Page Peel Ad (home page only)

### ADDITIONAL ADVERTISING OPPORTUNITIES

5. **Featured Products**
   - Three on home page at any given time.
   - Prioritized by Feature Product then date.
   - Shows product name, teaser and photo.

6. **Supplied Videos**
   - Most recent video goes in lead spot
   - Thumbnails
   - R.O.S.

7. **Photo Gallery (R.O.S.)**

8. **Multimedia (use for ecards, showrooms promotion, etc.)**

9. **Classifieds**
   - Three on home page at any given time.
   - Includes post date, category, headline, co. name, location, photo and description.

*Standard IAB Ad units determined by those ads accounting for approximately 80% of total impression weight over the past 12 months.

*Rotation of Floating ads is not encouraged.
GRAPHICAL DISPLAY ADVERTISING

1. Leaderboard – 728 x 90

2. Medium Rectangle – 300 x 250

10. Wide Skyscraper – 160 X 600 (alternate size would be Half-Page 300 x 600 – shown below)
   a. R.O.S. except home page
   b. Above the fold

IAB Standard Ad Unit
Larger than a standard skyscraper

11. Article Sponsorship Ad – Rectangle at 180 x 150
   b. Flat fee for the life of the article
   c. Ad tag placed in the body text of article by content entry editor

12. Topic Sponsorship – Ad package that displays two different ads for the given topic sponsored.
   a. Wide Skyscraper at 160 X 600 on related article pages
   b. Medium Rectangle at 300 x 250 on topic main page (see next page)

1Standard IAB Ad units determined by those ads accounting for approximately 80% of total impression weight over the past 12 months.
WEBSITE & eNEWS ADS

TOPIC PAGE

GRAPHICAL DISPLAY ADVERTISING

1. Leaderboard – 728 x 90
   c. See #1 on Home Page
      (alternate size Super Leaderboard at 970 x 60 – shown)
   a. See #1 on Home Page

2. Medium Rectangle – 300 x 250

10. Wide Skyscraper – 160 X 600 (alternate size would be Half-Page 300 x 600 - shown)

b. R.O.S. except home page

12. Topic Sponsorship
   a. Wide Skyscraper at 160 X 600 on related article pages
   b. Medium Rectangle at 300 x 250 on topic main page

ADDITIONAL ADVERTISING OPPORTUNITIES

14. Registration Login Page
   a. Medium Rectangle – 300 x 250

15. Video Module Sponsorship Banner
   a. Leaderboard – 728 x 90
   b. Post-Roll & Pre-Roll Video Ads

16. Showrooms (Not Shown)

co-branded eNewsletters

Increase your exposure with an ad in the daily TalkFloor eNewsletter.

Meet Your Industry’s Buzz

Brought to you by BNP MEDIA
Webinars – Now with video!
Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product, and more. Of course, video webinars offer all the same features and benefits as our traditional webinar packages, including:

- Dynamic audience interaction
- One-on-one pre-qualified sales
- Brand reinforcement
- Market growth
- Measurable ROI
- And more!

60% of registrants attend video webinars,* a 12% increase from BNP’s current attendee average.+ For webinar tips and more information, contact your sales rep or visit http://portfolio.bnpmedia.com/webinars.

You are a B2B marketer.
• content marketing strategy
• content development
• custom publishing
• targeted delivery

Your role is more than just branding, product promotion, and ad placements. You are responsible for building and maintaining an industry thought-leadership position for your brand. You are tasked with establishing trust and engagement between your brand and your customers. You are the one providing the sales team with qualified leads and direct inquiries. You are the one exploring innovative and unique ways to communicate to your audience – all while making your brand more successful than it has ever been. You are a B2B marketer. And we’re here to help.

Contact us for a free marketing consultation at: orangetap@bnpmedia.com www.bnporangetap.com

List Rentals
The most powerful, responsive list of professionals is just a call away. Complement your advertising program and introduce new products by renting TILE’s exclusive subscriber list. Contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or 402.836.6265

Virtual Events
Trade Show Benefits Without Trade Show Costs!
Virtual events are gatherings of people sharing a common environment on the Web to create an interactive experience. According to the American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ Web-based events during the past 12 months. Don’t miss your opportunity to generate leads. Contact your sales rep to learn more about virtual event sponsorship and exhibitor information. View a demo at http://portfolio.bnpmedia.com/virtual.

Clear Seas Research
Making the Complex Clear
Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.

www.clearseasresearch.com

+2011 BNP Media corporate webinar averages
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