

MEDIA KIT

# TILE+STONE

ANNUAL  
VOL 2

## BONUS PRODUCT PROMOTION

AT [WWW.INFOTILE.COM](http://WWW.INFOTILE.COM) AND IN  
E-NEWS DIRECT TO THOUSANDS  
OF SPECIFIERS AND MEMBERS  
OF INDUSTRY.

*Tile + Stone Annual* is officially endorsed by  
the ATC and ASAA

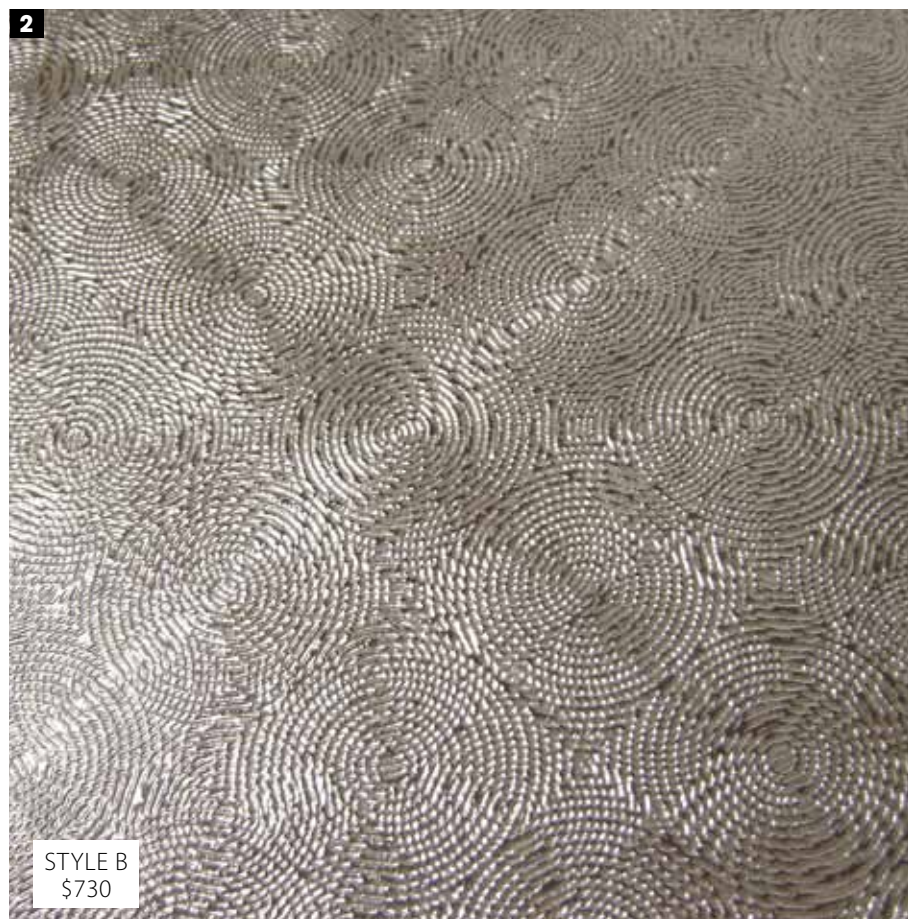


- SHOWCASING NEW DIRECTIONS IN TILE AND STONE • CONTEMPORARY & TRADITIONAL PRODUCTS
- COMMERCIAL AND RESIDENTIAL INTERIORS & EXTERIORS • FAÇADE TILING SYSTEMS • CERAMIC, GLASS, METAL, PORCELAIN & TERRACOTTA TILE • NATURAL & RECONSTITUTED STONE • ADHESIVE & SEALER GUIDES
- SUSTAINABLE MATERIALS • PRIME PROJECTS • ALLIED PRODUCTS



1

STYLE A  
\$1140



2

STYLE B  
\$730



3

STYLE C  
\$575

**1. UPTILES STRATHPINE**

Impronta Pro Digit porcelain tiles are manufactured and exported by Impronta Ceramiche, an Italian company at the forefront of industry technology and design. The photo image printing technology used in the production process is entirely unique, and ensures that no two tiles are the same. The Impronta collection features six types of marble design, including the pictured Travertino, which are available in natural and polished finishes. These celebrated products are imported and sold by the reputable Queensland company, Uptiles.

**Formats (floors):** 350x350mm, 500x500mm, 500x1000mm, 245x495mm.

**Formats (walls):** 305x725mm, 250x560mm, 500x1000mm, 305x305mm

**Suitable for:** residential and commercial projects

**Contact:** Uptiles Strathpine (07) 3881 0116  
www.uptiles.net

**2. CERDOMUS TILE STUDIO**

The Reflex Design series is a designers dream with plays of light and reflections blending into each other to create sleek and elegant backgrounds for luxurious and classy environments. Its hard porcelain body beautifully transforms according to the angle of light and the point of view, creating three-dimensional optical effects and movements. No sealing is required. Colours: white, black, gold and silver. Finishes: lappato (semi-polished), natural. Size: 50x50mm

**Suitable for:** residential, commercial walls, floors, bathroom, kitchen, living, feature walls, designer tiles

**Contact:** Cerdomus Tile Studio  
(03) 9428 4326 www.cerdomustile.com.au

**3. BEAUMONT TILES**

Passione is an exciting, luxurious new release from Beaumont Tiles. Floral patterns are a resounding theme for designers around the world. These tiles are totally unique and without comparison. Rose imagery has always been a particular favourite and a source of inspiration. Passione uses White on White layering to bring the tile to life plus selected metals in the glaze to produce an exquisite finish. Size is 297x894mm.

**Suitable for:** wall surfaces

**Contact:** Beaumont Tiles  
80 stores Australia wide  
www.tile.com.au

**Volume II** of the *Tile+Stone Annual* will feature a larger Showcase of new and established ceramic tile, natural stone and related allied products, plus a variety of special features. Volume I is still on sale and we are encouraged by Woolworth's recent decision to place *Tile+Stone Annual* on sale in their new Oxygen stores located right around Australia.

**About Infotile**

Infotile.com was launch in 1995. It was the first tile and stone website that was not dedicated to product from one country or a single organisation. From 1998 to 2008 the sites interactive forum developed a massive following attracting over 10,000 members and 4,000 posts annually in the 'installation forum'.

The site was redesigned in 2010 to house Tile, Stone and Allied Product Profiles which can be viewed by casual visitors seeking information on products like marble or porcelain. Alternatively architects can build online specifications by clicking on the select/specify button and saving the product in their member profile. Users can systematically select tile, stone and allied product preferences to create a specification which can be emailed to other parties.

In addition the site contains a comprehensive installation guide, directories of manufacturers and over 200 Archived Articles on installation, selection, maintenance, slip resistance and standards. A concise illustrated glossary provides valuable information about



**Advertisers** in *Tile + Stone Annual* have the added assurance that in addition to copies on sale in selected newsagents, in excess of 8,000 copies will be mailed to leading architects, interior designers, landscape architects, builders, tile & stone merchants, tile fixers and stonemasons. The prime businesses and individuals that specify, sell and install these products.

In addition advertisers that book Showcase Spaces will have their products placed on [www.infotile.com](http://www.infotile.com) for 12 months. Participating advertisers can also promote 'one' product, showroom or service in our monthly Tile + Stone e-news blast which will be delivered to more than 5,000 design/construct professionals and industry participants. Our e-news is endorsed by the Australian Tile Council and the Australian Stone Advisory Association, with links to

both association websites and a link to [www.infotile.com](http://www.infotile.com).

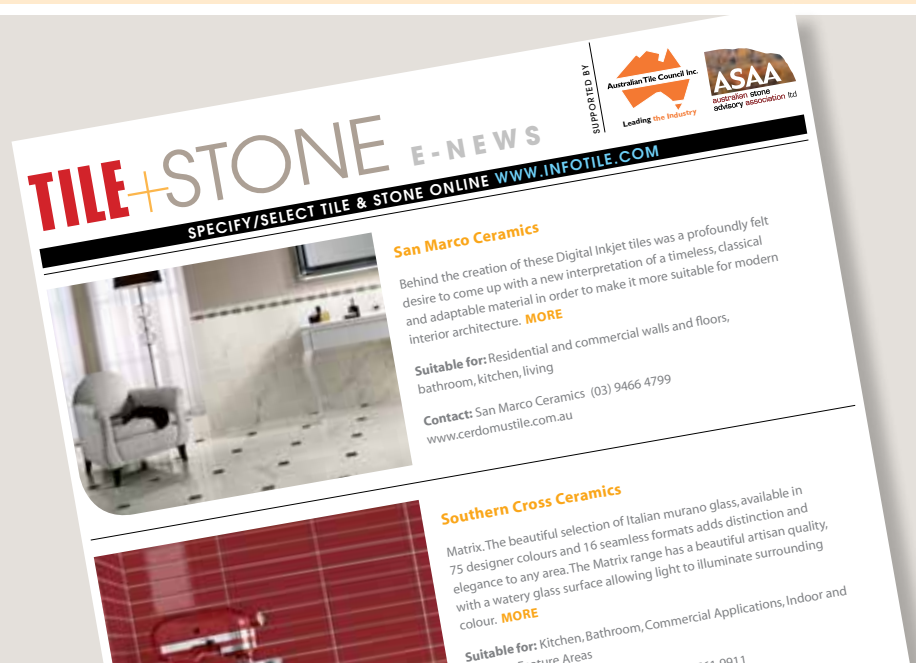
**Participation in the *Tile+Stone Annual* provides participants with 3 valuable ways to promote their product, in print, online and by e-news to a highly qualified list of recipients.**

popular products. Advice is also supplied in regard to Purchasing Tiles. New members join every day. In April, 2011 interactive forums will be re-instated to provide long standing members with a forum for debate.

During the remainder of 2011 infotile will be promoted in *Tile Today*, *Discovering Stone*, *Architectural Review* and via our *Tile+Stone e-news*. All products included in *Tile+Stone Annual* will be added to the Infotile Product Profiles. Additional Product Profiles can be purchased. Rates on reverse.

**Tile+Stone E-news**

Over the years we have developed an extensive database of specifiers and industry members' email addresses. Our staff consistently update this information to ensure the integrity of our data. The Australian Tile Council and the Australian Stone Advisory Association have both endorsed the Tile+Stone e-news which will be delivered monthly to more than 5,000 recipients. Each e-news will contain images of new products and showrooms supported by information about related standards and important industry news. Participants in Tile + Stone Annual all receive one complementary e-news opportunity. Additional e-blasts can be purchased, rates on reverse.



# TILE+STONE ANNUAL VOL 2

TILE + STONE ANNUAL WILL PROVIDE READERS WITH A COMPREHENSIVE REVIEW OF NEW PRODUCTS WHICH ARE AVAILABLE FROM LEADING MANUFACTURERS, WHOLESALERS AND RETAILERS. OVER 8,000 COPIES WILL BE CIRCULATED NATIONALLY TO SPECIFIERS AND KEY INDUSTRY PARTICIPANTS. ADDITIONAL COPIES WILL BE ON SALE AT NEWSAGENTS AND WOOLWORTHS NEW OXYGEN STORES.

Showcase Spaces. See sample on page 2

<p>STYLE A</p> <p>image size h: 198 mm w: 119 mm</p> <p>descriptive text will appear below</p> <p>150 words approx</p>	<p>STYLE B</p> <p>image size h: 120 mm w: 119 mm</p> <p>descriptive text will appear below</p> <p>75 words approx</p>
	<p>STYLE C</p> <p>image size h: 76 mm w: 119 mm</p> <p>descriptive text will appear below</p> <p>75 words approx</p>

## SHOWCASE SPACES

Choose from three formats. Each space is accompanied by approximately 70 words of text. Rates include design. Photography extra if required.

Style A = \$1140

Style B = \$730

Style C = \$575

Rates + 10% GST

EXAMPLES  
PUBLISHED  
INSIDE

### DEADLINES

Bookings	3 Oct 2011
Showcase material	17 Oct 2011
Supplied full page	17 Oct 2011
Publication date	31 Oct 2011

## SPECIAL OPPORTUNITIES

**Book 3 Showcase Spaces** and all products will be placed on [www.infotile.com](http://www.infotile.com) as Product Profiles for 12 months. In addition the advertiser will receive one bonus e-news blast to over 5,000 architects, designers and members of industry.

**Additional Product Profiles** on [www.infotile.com](http://www.infotile.com) cost \$375 each per annum or 10 for \$2500 + GST.

**Additional e-blast** cost \$400 each + GST.

## TECHNICAL SPECIFICATIONS

**Showcase images:** Professionally photographed digital images at least 210 x 300 mm and 300 dpi resolution (approx 2400 x 3500 pixels). JPEG, PDF, TIFF or EPS. We do not accept Microsoft Word documents or Publisher documents.

**Advertisements:** Please supply advertising as high-resolution (press optimised) Acrobat PDFs. **We do not accept advertisements in:** Corel Draw, Microsoft Publisher or Microsoft Word.

Images and advertisements to be supplied on CD or email to [design@infotile.com.au](mailto:design@infotile.com.au). Another option is via FTP transfer eg. [www.yousendit.com](http://www.yousendit.com) is a free single file transfer process site.

## FULL PAGE ADVERTISEMENTS

Cover and cover story:	Price on application		
Inside front cover:	\$2288	} + 10% GST	
Inside back cover:	\$2382		
Back cover:	\$2600		
Full page:	\$2080		
Page size:	240 x 300 mm	Bleed size:	246 x 306 mm

Australian Tile Publications provides a full advertisement production service.

## CIRCULATION\*

Architects	2000
Designers	1500
Builders	1000
Landscape Architects	400
Tile & stone merchants	2000
Tile fixers & stone masons	1500
Newsagents	4500
<b>TOTAL</b>	<b>12,900</b>

\* Capped yields from ATP extensive database. Publication delivered direct to key recipients in each sector.

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## PRIME BENEFITS FOR ADVERTISERS

- Over 8,000 copies delivered direct to leading specifiers and members of industry
- Participation starts at \$575
- *Tile + Stone Annual* will be available from newsagents in all states and territories and Woolworth's Oxygen stores.
- Participants will receive added benefits including bonus participation in [www.infotile.com](http://www.infotile.com) and *Tile+Stone* e-news.

## WHO SHOULD SHOWCASE THEIR PRODUCTS?

Manufacturers, wholesalers and resellers of tile, stone and related allied product seeking to promote new and established products to leading design and construct professionals, industry at large, and the general public. To advertise call **Anthony Stock** on + 61 3 9888 2246 or email [tonys@infotile.com.au](mailto:tonys@infotile.com.au)

## AUSTRALIAN TILE PUBLICATIONS PTY LTD

Publishers of *Tile Today* & *Discovering Stone* magazines

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**Web:** [www.infotile.com/publications](http://www.infotile.com/publications)