

The leading UK magazine for the tile and stone industry



MEDIA
PACK
2022



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

www.tileandstonejournal.com

THE PUBLICATION



Joe Simpson

THE EDITOR

Joe Simpson has been writing about the tile and stone industry for over 30 years, and is acknowledged as one of the foremost influencers in the ceramic tile world.

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 Coronavirus. In 2022, 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; while, each month, a special section is reserved for appointments and promotions. 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

SITE REPORTS

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 2022, 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.

PORTFOLIO

Each issue of TSJ concludes with Portfolio; 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.

Focus is the name given to the main feature, which will cover one of the major product or technical areas in the tile sector; such as Adhesives & Grouts: or Tiling Tools & Workwear.

Insight is a more specific feature looking at a particular aspect of tile design and manufacture in greater detail. The subjects covered in 2022 will include 20mm Exterior Grade Tiling, and Terrazzo-effect floor and wall tiling. Spotlight opens the net wider and looks at more general subjects such as Leeds's Top Tile Showrooms, UK Tile Agents; or the Top 50 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 • Patterned floor and wall tiles • Coloured grouts & epoxy grouts • Surface Design Show preview 	JULY	<ul style="list-style-type: none"> • Adhesives and grouts for ceramic tiles and natural stone tiles • Concrete-effect floor and wall tiles • UK Tile Agents
FEBRUARY	<ul style="list-style-type: none"> • Natural stone and conglomerate floor and wall tiles • 20mm and 30mm exterior grade porcelain floor tiles • Spanish Tile manufacturers 	AUGUST (DIGITAL ONLY)	<ul style="list-style-type: none"> • Inside track: The UK's leading the retailers • Social media in tiling • Tiling Loyalty programs • Tiling Apps
MARCH	<ul style="list-style-type: none"> • Tile cutters, tiling tools, Drill Bits and workwear • Thin Porcelain Tiles • Italian Tile Manufacturers • Cevisama review • Surface Design Show review 	SEPTEMBER	<ul style="list-style-type: none"> • Underfloor heating: Hydronic and electric systems • Plain coloured glazed wall tiles • Portuguese tile manufacturers • Cersaie preview
APRIL	<ul style="list-style-type: none"> • Aftercare: sealants and cleaners for natural stone and ceramic tiles • Marble & stone-effect floor and wall tiles • Distribution Leaders 	OCTOBER	<ul style="list-style-type: none"> • Tiling trims; movement joints; profiles; entrance mats • Wood-effect floor and wall tiles • UK tile manufacturers • Cersaie review Part 1
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"> • Porcelain worktops • Terrazzo-effect floor and wall tiles • Brazilian tile manufacturers • Cersaie review Part 2 • Marmomac review
JUNE	<ul style="list-style-type: none"> • Wetrooms including tanking, drainage and surfacing • Geometric, shaped and 3D wall tiles • German Tile manufacturers • Clerkenwell Design Week review • Coverings review 	DECEMBER (DIGITAL ONLY)	<ul style="list-style-type: none"> • Top 10 UK tiling contracts • Top 50 new tile ranges for 2022 • Top 10 new tiling tools reviewed

DEADLINES AND PUBLISHING DATES

ISSUE	EDITORIAL DEADLINE	ADVERT DEADLINE	PUBLISHED
JANUARY	December 17	December 17	January 21
FEBRUARY	January 14	January 14	February 18
MARCH	February 11	February 18	March 11
APRIL	March 4	March 18	April 8
MAY	April 1	April 14	May 6
JUNE	May 6	May 20	June 10
JULY	June 3	June 17	July 8
AUGUST (Digital Only)	July 15	July 22	August 5
SEPTEMBER	August 5	August 7	September 9
OCTOBER	September 2	September 17	October 7
NOVEMBER	October 7	October 14	November 4
DECEMBER (Digital Only)	November 18	November 16	December 2

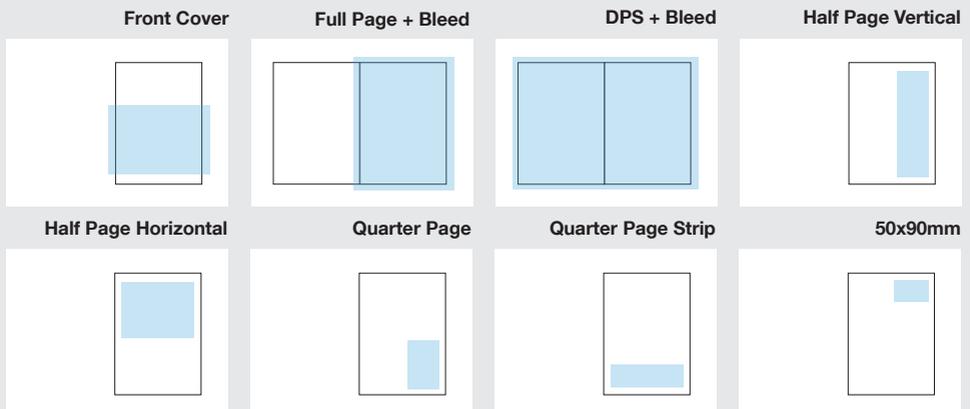
PLEASE NOTE: Copy deadlines are subject to change without prior notice. Please be sure to check in advance

PRINT SPECIFICATIONS AND RATES

SIZE (in mm, height x width)	TRIM	BLEED	RATE (exclusive of VAT)
FRONT COVER	204 x 210	204 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)	45 x 45	none	£350 per year
YEARPLANNER (Double box)	45 x 90	none	£595 per year
INSERTS (Single sheet)			£1,150
INSERTS (Four page)			£1,690

Cancellation policy: 13 weeks notification prior to publication

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:
45mm x 45mm is
£350 + VAT

Double:
45mm x 90mm 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 £90.00 + 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 Cevisama, Cersaie, Revestir and Coverings, 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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