



2021 Media Planner

Our Network

Over the past 25 years, the International Surface Fabricators Association (ISFA) has built a community around fabricators and specifiers of manufactured surfaces. This includes everything from solid surface, quartz, stone, compact/porcelain/sintered, laminates, eco-friendly surfacing to emerging materials.

As a trade organization, our channels extend well past our membership base to reach **more than 10,000 industry professionals**. Not only do we have the world's most comprehensive surfacing magazine, *Countertops & Architectural Surfaces*, but we also have several outreach initiatives including digital newsletters, networking events, training sessions, manufacturer tours, two websites, direct email marketing and other sponsorship opportunities. ISFA can help you reach the entire surfacing community, your potential customers.

We're here to help you make that meaningful connection and foster growth in this industry. ISFA will work with you to grow your business while providing important information and opportunities for fabricators, designers, architects, other specifiers and even consumers.

For more information about our magazine and its editorial content, contact Sarah Peiper at (888) 599-ISFA ext. 3 or Sarah@ISFAnow.org.

For membership, sponsorship or advertising information, please contact our executive director, Nancy Busch at Nancy@ISFAnow.org or (253) 691-0169.

Print Marketing Opportunities

The International Surface Fabricators Association (ISFA) seeks to improve the entire manufactured surface industry by providing industry insights and product updates in our quarterly magazine, *Countertops & Architectural Surfaces* magazine.

With four standard issues and a bonus *Buyers' Guide* issue, the magazine is curated to the needs of today's surfacing professionals. The latest materials, technologies, applications and every other facet of the business are covered. The *Buyers' Guide* is a reference manual that showcases the latest and greatest products as well as a directory of contact information for suppliers of materials, equipment, services and more.

Countertops & Architectural Surfaces magazine is sent out to more than 20,000 industry professionals, including all ISFA members and paid subscribers. Our audience comprises fabricators, millworkers, kitchen & bath shops, architects, designers and other specifiers.

With nearly 8,000 printed and mailed, a digital version emailed to approximately 12,000, as well as being posted online and distributed at various industry trade shows and events, it has a large reach that will put your brand in front of your customers.

All ads in the digital magazine are linked to the advertiser's website, making the digital version even more valuable.

TESTIMONIAL

"Karran USA has been a member of ISFA for more than 15 years. We enjoy our relationship with everyone at ISFA and have appreciated the organization's willingness at all times to assist our business and the promotion of our products, to members through both its events and through the informative *Countertops & Architectural Surfaces* magazine. ISFA succeeds in promoting the countertop industry and is instrumental in educating the industry on trends, products, new developments and anything else that would be helpful to the owners and employees of a countertop fabrication business."



2021 Editorial Calendar

	Q1	Q2	Q3	BUYERS' GUIDE	Q4
AD CLOSE	January 11	April 2	July 2	September 3	October 29
MATERIALS DUE	January 18	April 9	July 9	September 10	November 5
MONTH OF MAILING	February	May	August	October	December
Product Spotlight*	Annual Look at New Colors & Materials: all surfaces	Cutting Solutions: CNCs, Saws, Waterjets & Blades	Software, Templating & Technology Solutions	Product Showcase: Latest & Greatest products for the Industry	Annual Sink Spotlight
Editorial Focus*	Annual Industry Outlook/ Forecast	Tips, Troubleshooting and Trends in the Industry	Sales, Marketing and Profitability Strategies	Annual Reference Manual for the Industry	OSHA Update & Safety Solutions
Features Appearing in Every Issue*	ISFA Fabricator Profile	ISFA Fabricator Profile	ISFA Fabricator Profile	ISFA Fabricator Directory	ISFA Fabricator Profile
	Industry News	Industry News	Industry News	Supplier Listings Broken out by Product/Service	Industry News
	Product News	Product News	Product News		Product News
	Education Connection	Education Connection	Education Connection	Supplier Contact Listing	Education Connection

* Editorial content is subject to change based upon news and trends affecting the Industry.

TESTIMONIAL

“We have been a strong ISFA supporter over the years and have used many of the advertising tools it offers us, with great results. We believe that ISFA should be an essential part of the marketing plan of any companies involved in the countertop industry.”



2021 Print Rates

Price	ISFA Member Pricing					Non-Member Pricing				
	1x	2x	3x	4x	5x	1x	2x	3x	4x	5x
2-page Spread	5285	4895	4750	4590	3990	5975	5545	5385	5200	4525
Full Page	3545	3050	2970	2850	2495	3945	3395	3300	3175	2775
Two Thirds Page	2645	2350	2250	2170	1895	2900	2625	2500	2400	2095
Half Page	2145	1950	1850	1785	1540	2375	2170	2075	1990	1700
Third Page	1700	1550	1500	1425	1260	1875	1725	1675	1575	1400
Quarter Page	1300	1225	1175	1095	985	1450	1375	1300	1205	1100
Sixth Page	850	820	795	760	725	950	915	885	850	825

Cover Rates

Cover Positions are full page and are only guaranteed with a 5-issue commitment, excluding the cover, which can only be purchased once per calendar year. Premium positions other than the cover come with right-of-first-refusal when renewing each year.

	ISFA Member Pricing per Issue	Non-Member Pricing per Issue
Magazine Cover	5000	Only available to Surface Manufacturer Members
Inside Front Cover	2500	These Premium positions are available to all ISFA Members
Inside Back Cover	2500	
Back Cover	2600	

Advertising Specifications

Required file format: **PDF, JPEG** or **PNG** files

Resolution: **300 DPI** or higher

If providing trim and bleed, include trim marks that are minimum .1875 inches. No words or extraneous marks, please.

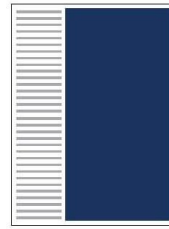
Ad Size	Live Area	Trim Size	Bleed Size
2-Page Spread	16 x 10 in. (0.75 for gutter space)	16.75 x 10.75 in.	17 x 11 in.
Full Page	7.625 x 10 in.	8.375 x 10.75 in.	8.625 x 11 in.
Two-Thirds Page	4.875 x 10 in.		
Half Page Vertical	3.8 x 10 in.		
Half Page Horizontal	7.625 x 4.875 in.		
Third Page Horizontal	7.625 x 3.3125 in.		
Third Page Vertical	2.3472 x 10 in.		
Quarter Page	3.8 x 4.875 in.		
Sixth Page	2.3472 x 4.9375 in.		



Two-Page Spread
Live: 16 x 10 in.
Trim: 16.75 x 10.75 in.
Bleed: 17 x 11 in.



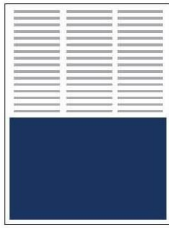
Full Page
Live: 7.625 x 10 in.
Trim: 8.375 x 10.75 in.
Bleed: 8.625 x 11 in.



Two Thirds Page
Live: 4.875 x 10 in.



Half-Page Vertical
Live: 3.8 x 10 in.



Half-Page Horizontal
Live: 7.625 x 4.875 in.



Third-Page Horizontal
Live: 7.625 x 3.3125 in.



Third-Page Vertical
Live: 2.3472 x 10 in.



Quarter Page
Live: 3.8 x 4.875 in.



Sixth Page
Live: 2.3472 in. x 4.9375 in.

Advertising Deadlines

Issue	Ad Space Closing	Material Due Date	Mail
Quarter 1	January 11	January 18	February
Quarter 2	April 2	April 9	May
Quarter 3	July 2	July 9	August
Buyers Guide	September 3	September 10	October
Quarter 4	October 29	November 5	December

"ISFA is a very strategic partner of ours. They have helped us develop our marketing strategies over the years and increase our brand awareness within the countertop industry. Their attention to detail, professionalism, honesty, and great communication is refreshing and so valued."



Newsletter Marketing

ISFA's electronic newsletter, **Surfacing News**, is sent to approximately **14,000 contacts**. It's a great way to stay in front of our audience in between magazines with timely updates and additional news

Marketing opportunities within in our newsletter include:

- A logo with a link and a 175 x 175 pixel static banner ad
- A short news item featuring your logo that directs to your specified landing page. 250-500 words + select images.

Newsletters	Ad Closing Space	Material Due Date	Mail	ISFA Member Cost per Issue	Non-Member Cost Per Issue
Issue 1	January 06	January 16	February	\$425	\$575
Issue 2	March 06	March 16	April	\$425	\$575
Issue 3	May 08	May 18	June	\$425	\$575
Issue 4	August 07	August 17	September	\$425	\$575
Issue 5	October 09	October 19	November	\$425	\$575

Email Blasts

In addition to our newsletter, we provide additional opportunities to connect with your customers with e-blasts. This is a great option for new product introductions, monthly specials, event announcements or other promotions. Generate interest and drive traffic to your website, all at a reasonable price. Our email audience of around **9,000** is interested in your products and services. The average open rate is **9.5-11.5%** and average click through rate is **11-13%**.

Price per Eblast	ISFA Member Pricing	Non-Member Pricing
1-2	\$895	\$995
3-5	\$855	\$950
6-8	\$810	\$900
9-11	\$765	\$850
12+	\$720	\$800

Note: Email blasts **MUST** be submitted at least a week in advance in HTML format ready to blast and all images will be hosted with advertiser; email design and image hosting is available for a creative fee of \$325 per email and materials must be submitted at least 3 weeks in advance. Emails should be submitted with a Subject Line and emails will be denoted as advertisements via ISFA's Countertops & Architectural Surfaces magazine.

ISFA Website

The official website of ISFA, ISFAnow.org reaches fabricators, architects, designers, consumers, manufacturers, distributors and other specifiers. Primarily used as a digital hub for our membership, it offers information on all surface materials and adjacent products, services, training opportunities, industry event information and more. It draws in your potential customers and keeps them coming back.

The **premier banner ad carousel**, which scrolls every 7 seconds, is on **every page** of the website. The ISFA website receives more than **10,000 visitors per month**. The average user spends more than **2 minutes on-site**, which means that all the banner rotations earn impressions.

Advertising on our website enables you to showcase your affiliation with ISFA and thereby support of fabricators. Banner ads click through to a specified landing page of your choice.

Banner Ad Rates

Price	ISFA Member Pricing	Non-Member Pricing
1 month	\$150	\$250
3 months	\$425	\$525
6 months	\$825	\$925
9 months	\$1200	\$1420
12 months	\$1550	\$1905

ADVERTISING POLICIES

Advertisements placed with ISFA or *Countertops & Architectural Surfaces* magazine or with any affiliated products infer acceptance of all publishing conditions stated within this planner. ISFA reserves the right to refuse any advertisement deemed inconsistent with our publishing. Ads are accepted with the assumption that the advertiser and any advertiser agencies have the rights to publish the supplied material. Advertisers and any advertiser agencies agree to hold harmless publisher from any and all liability associated with the publishing of said content. Rates are based on number of insertions used within a 12-month consecutive period, and publisher is not bound by any conditions, printed or otherwise, when these conditions conflict with the regulations set forth in this planner. Advertisers agree to responsibility for all invoices incurred by any rightful representative or agency. No cancellations will be accepted after the closing dates included in this planner. Short rates – the difference between the discount given and the actual discount for the number of ads placed – apply for all contracted advertising not placed within one year of the first placed advertisement for that contract.

"We've been very happy to participate in ISFA's marketing & educational programs for many years. Working with the staff there is easy and they've clearly justified the return on our investment."



ISFA Contacts

MEMBERSHIP, SPONSORSHIP & ADVERTISING

NANCY BUSCH

EXECUTIVE DIRECTOR

253-691-0169

NANCY@ISFANOW.ORG

CONTENT MANAGER | EDITOR

SARAH PEIPER

888-599-ISFA

SARAH@ISFANOW.ORG

BILLING/INVOICING

CAROL WILHITE

OPERATIONS MANAGER

888-599-ISFA

CAROL@ISFANOW.ORG

MEMBER ADMINISTRATOR

SAMANTHA WINSLOW

888-599-ISFA

SAMANTHA@ISFANOW.ORG

ISFA BILLING ADDRESS

PO BOX 627

INGOMAR, PA 15127

888-599-ISFA

