

## 2021 Media Planner



## FROM THE PUBLISHER

Over nearly 25 years ISFA has grown into an organization that reaches fabricators and specifiers of nearly every premium material used for countertops or other surfacing projects, from solid surface, quartz and stone to compact/porcelain/sintered surfaces, laminates, eco-friendly surfacing and emerging materials. As a trade organization, our reach extends well past our membership to the tune of **of more than 35,000 industry professionals**. Not only do we have the world's most comprehensive surfacing magazine (in both print and digital formats), we also have numerous digital products and training/networking sponsorship opportunities for getting your message out to the entire surfacing community, your potential customers.

Whether it's *Countertops & Architectural Surfaces* magazine, our five newsletters, our networking events, website, direct email marketing, meeting and virtual event sponsorship, our training programs, ISFA membership, sponsoring other ISFA activities or any of the other many choices we provide, you'll find with us what you need to extend your company's reach and positively impact the entire surfacing industry.

No one else has the complete package for the countertop industry, and we are at your disposal for whatever needs you may have. We understand the industry and will work with you to provide a variety of solutions for your needs in a way that is affordable and of great benefit to your company. What's more, you can also feel good about giving back to the industry and investing in something that is providing positive resources for today and the future.

In the following pages you'll find more information about what has grown into THE premier countertop association. It will show you how we can work with you to grow your business while providing for fabricators, designers, architects, other specifiers and even consumers.

For more information about our magazine or content, feel free to contact me at (815) 721-1507 or [kevin@isfanow.org](mailto:kevin@isfanow.org).

For membership, sponsorship, or advertising information, please contact our Executive Director, Nancy Busch at [nancy@isfanow.org](mailto:nancy@isfanow.org) or (253) 691-0169.

Sincerely,



Kevin Cole  
ISFA Communications Director, Publisher & Editor  
[kevin@isfanow.org](mailto:kevin@isfanow.org)

# PRINT MARKETING OPPORTUNITIES

The International Surface Fabricators Association (ISFA) seeks to improve the entire countertop industry and as such puts out *Countertops & Architectural Surfaces* magazine, providing valuable information that can't be found elsewhere.

With four standard issues and an annual *Buyers' Guide* issue, the magazine is written and edited with commitment to the needs of today's countertop/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 provides a directory of contact information for suppliers of materials, equipment, services and more.

*Countertops & Architectural Surfaces* magazine is sent out to more than 35,000 industry professionals, including all ISFA members and paid subscribers, plus fabricators, millworkers, kitchen & bath shops, architects/designers and other select specifiers. Additionally, it is also sent to an email list of approximately 14,000 via ISFA's industry partner [www.countertopresource.com](http://www.countertopresource.com).

With nearly 10,000 printed and mailed, a digital version emailed to approximately 28,000, as well as being posted online and distributed at various industry trade shows and events, it has a large reach that will put you in front of your potential customers.

Plus, all ads in the digital magazine ARE LINKED to the advertiser's website, making the digital version even more valuable.

## 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."**

**Integra Adhesives** 

# 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 Calendar is subject to change based upon news & trends affecting the Industry

## 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 PRINT RATES

## Display Advertising Pricing

All ads in the digital magazine **ARE LINKED** to the advertiser's website, making the digital version even more valuable.

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 Position Pricing

Cover Positions are full page & 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	

## Classified Ad Pricing

Classified Ads are a great way to advertise work positions, used equipment for sale, services or other ancillary products at a very reasonable rate.

	ISFA Member Pricing per Issue	Non-Member Pricing per Issue
Frequency	\$ per column inch	\$ per column inch
1x	70	85
2x	65	80
3x	60	75
4x	55	70
5x	50	65

# AD SPECIFICATIONS

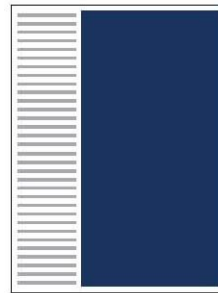
Ad Size	Live Area	Trim Size	Bleed Size
2-Page Spread	16 x 10 in. (0.75 for gutter space)	16.75 x 10.75 in.	17 x 11 in.
Full Page	7.625 x 10 in.	8.375 x 10.75 in.	8.625 x 11 in.
Two-Thirds Page	4.875 x 10 in.		
Half Page Vertical	3.8 x 10 in.		
Half Page Horizontal	7.625 x 4.875 in.		
Third Page Horizontal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



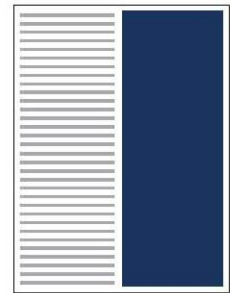
**Two-Page Spread**  
Live: 16 x 10 in.  
Trim: 16.75 x 10.75 in.  
Bleed: 17 x 11 in.



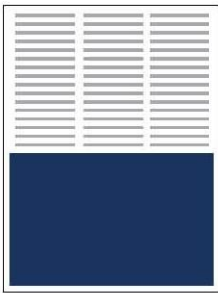
**Full Page**  
Live: 7.625 x 10 in.  
Trim: 8.375 x 10.75 in.  
Bleed: 8.625 x 11 in.



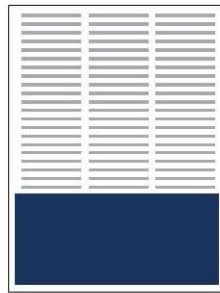
**Two Thirds Page**  
Live: 4.875 x 10 in.



**Half-Page Vertical**  
Live: 3.8 x 10 in.



**Half-Page Horizontal**  
Live: 7.625 x 4.875 in.



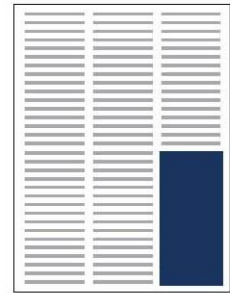
**Third-Page Horizontal**  
Live: 7.625 x 3.3125 in.



**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.

# IMPORTANT DATES

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



# NEWSLETTER MARKETING

ISFA's electronic newsletter – *Surfacing News* – is sent to our full list of **approximately 14,000 email contacts**. It's a great way to stay in front of our audience between magazines.

Marketing in the newsletter is available in two forms:

- A logo with a link and a 175- x 175-pixel static banner ad;
- A logo with a link and a short news item.

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

Email blasts are a great way to reach your potential buyers with your message directly in their inboxes. This option is great for new product introductions, monthly specials, to draw traffic to your trade show booth, or any other number of promotions. Generate instant 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.
- Average open are 9.5-11.5% and average click rates are 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](http://isfanow.org) reaches fabricators, architects/designers, consumers, manufacturers, distributors and other specifiers. It offers information on the various countertop options and provides plenty of useful data for fabricators. With information, news, articles, event listings and more, it draws in potential customers and keeps them coming back.

We have a **premier banner ad space** on our site, which scrolls every 7 seconds and is on **every page of the website**. The site receives more than 10,000 visitors per month, with the average user spending about 2 minutes on the website, making sure that all of the banner rotations are seen. This economical option allows you to show your support for and association with ISFA, while also giving web visitors an opportunity to click over directly to your website.

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

"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."



"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."



### ADVERTISING POLICIES

Advertisements placed in Countertops & Architectural Surfaces magazine or with any affiliated products infer acceptance of all publishing conditions stated within this planner. Publisher reserves the right to refuse any advertisement deemed inconsistent with standards of Countertops & Architectural Surfaces magazine or ISFA. Ads are accepted with the understanding 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.



# ISFA CONTACTS

## MEMBERSHIP, SPONSORSHIP & ADVERTISING

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