

# THE INTERNATIONAL SURFACE FABRICATORS ASSOCIATION + COUNTERTOPS & ARCHITECTURAL SURFACES MAGAZINE

## MEDIA KIT

2022

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ISFANOW.ORG | COUNTERTOPSMAGAZINE.COM  
INFO@ISFANOW.ORG



# ABOUT US

## WHAT IS ISFA?

Over the past 25 years, the International Surface Fabricators Association (ISFA) has built a community around fabricators and specifiers of manufactured surfaces. Our aim is to support the industry by providing fabricators with opportunities to learn about new products, market trends, best practices in business, and other industry news and events.

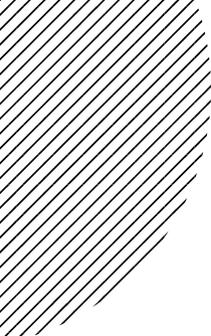
As a trade organization, our community extends well past our membership base to reach more than **20,000 industry professionals**.

In addition to our quarterly flagship publication, *Countertops & Architectural Surfaces*, which provides exclusive in-depth editorial coverage of the surfacing industry, we also have several outreach initiatives including:

- Digital newsletters
- Networking events
- Training sessions
- Manufacturer & fabricator shop tours
- Two websites
- Direct email marketing
- Sponsorship opportunities

The bottom line: **ISFA can help you reach the entire surfacing community, your potential customers.**

We're here to foster growth in this industry. ISFA will work with you to build awareness around your brand while providing important information and opportunities for fabricators, designers, architects, other specifiers and even consumers.



# KEEP READING ...

## WHAT IS *COUNTERTOPS & ARCHITECTURAL SURFACES* MAGAZINE?

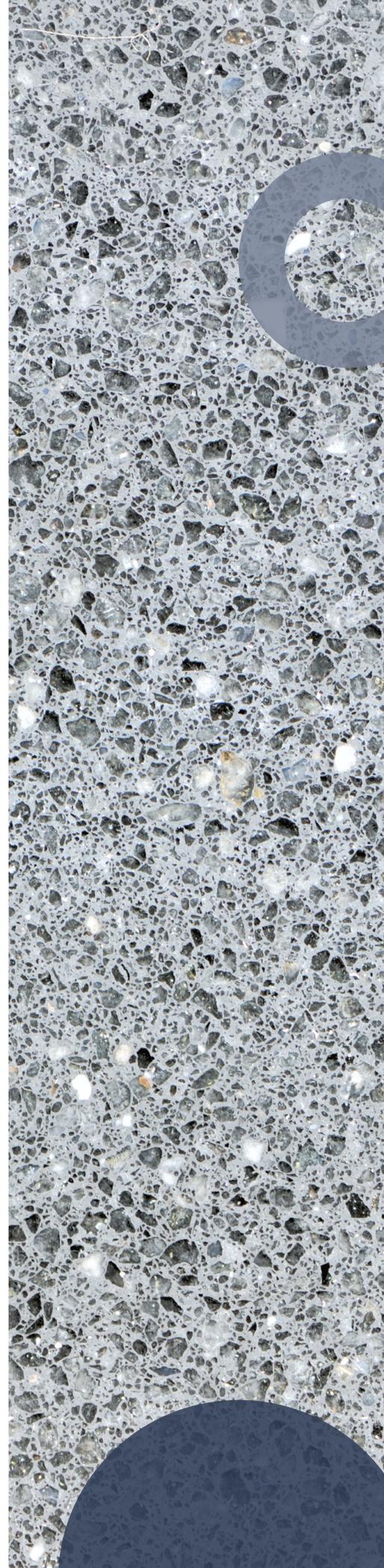
ISFA seeks to improve and empower the entire manufactured surface industry by providing industry insights and product updates in our quarterly magazine, *Countertops & Architectural Surfaces*.



With four standard issues and a bonus Buyers' Guide, the magazine is curated to the needs of today's surfacing professionals. The latest in materials, technologies, applications and every other facet of the industry are covered. The Buyers' Guide 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 has a circulation of more than **20,000 industry professionals**, including all ISFA members and other subscribers. Our audience comprises fabricators, millworkers, kitchen and bath specialists, architects, designers and other specifiers. It has a wide reach that will put your brand in front of your customers.

All advertisements in the e-edition are linked back to the advertiser's website, making the digital version even more valuable.



# EDITORIAL CALENDAR

HAVE A LOOK AT THE PLAN ...

Q1 THEMES:	Q2 THEMES:	Q3 THEMES:	Q4 THEMES:	BUYERS' GUIDE
ANNUAL INDUSTRY OUTLOOK DESIGN TRENDS IN COLORS & MATERIALS	TIPS, TROUBLESHOOTING & INDUSTRY TRENDS NEW RELEASES: THE LATEST AND GREATEST IN MATERIALS AND MORE	SALES, MARKETING & PROFITABILITY STRATEGIES PRODUCT SPOTLIGHT: SOFTWARE, TEMPLATING & TECHNOLOGY SOLUTIONS	GROWTH OPPORTUNITIES & MARKETPLACE INSIGHTS SUSTAINABLE MATERIALS & CONSUMER TRENDS	SHOWCASING THE LATEST & GREATEST PRODUCTS ACROSS THE INDUSTRY INCLUDES MANUFACTURER & SUPPLIER DIRECTORY
AD CLOSE: DECEMBER 1	AD CLOSE: FEBRUARY 28	AD CLOSE: JUNE 1	AD CLOSE: SEPTEMBER 1	AD CLOSE: AUGUST 1
MATERIALS DUE: JANUARY 7	MATERIALS DUE: APRIL 1	MATERIALS DUE: JUNE 27	MATERIALS DUE: SEPTEMBER 30	MATERIALS DUE: AUGUST 24
PUBLICATION MONTH: FEBRUARY	PUBLICATION MONTH: MAY	PUBLICATION MONTH: AUGUST	PUBLICATION MONTH: NOVEMBER	PUBLICATION MONTH: OCTOBER

SECTIONS APPEARING IN ALL QUARTERLY ISSUES: ISFA FABRICATOR PROFILE, INDUSTRY NEWS, PRODUCT NEWS & EDUCATION CONNECTION

**NEW IN 2022!**  
**GOING GREEN, A SECTION THAT BREAKS DOWN BEST PRACTICES IN SUSTAINABILITY, GREEN INITIATIVES AND HOW IT AFFECTS YOUR BUSINESS**

Please note: Editorial content is subject to change.  
Contact Sarah Peiper at [Sarah@ISFAnow.org](mailto:Sarah@ISFAnow.org) with editorial questions.

“  
We have used many of the advertising opportunities ISFA offers with great results. We believe that ISFA should be an essential part of the marketing plan of any company involved in the countertop industry.

—Integra Adhesives  
”

# PRINT RATES

PACKAGE PRICING IS AVAILABLE!

	ISFA MEMBER RATES					NON-MEMBER RATES				
	1X	2X	3X	4X	5X	1X	2X	3X	4X	5X
SPREAD	5285	4895	4750	4590	3990	5975	5545	5385	5200	4525
FULL PAGE	3545	3050	2970	2850	2495	3945	3395	3300	3175	2775
2/3 PAGE	2645	2350	2250	2170	1895	2900	2625	2500	2400	2095
1/2 PAGE	2145	1950	1850	1785	1540	2375	2170	2075	1990	1700
1/3 PAGE	1700	1550	1500	1425	1260	1875	1725	1675	1575	1400
1/4 PAGE	1300	1225	1175	1095	985	1450	1375	1300	1205	1100

## 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.

COVER

5000

INSIDE FRONT COVER

2500

INSIDE BACK COVER

2500

BACK COVER

2600



# PRINT ADVERTISEMENT SPECIFICATIONS

- Required file format: **PDF, JPEG** or **PNG**.
- Resolution: **300 DPI** or higher.
- If providing trim and bleed, include marks that are a minimum of .1875 inches. No words or extraneous marks, please.

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

—Moraware

	LIVE AREA	TRIM SIZE	BLEED SIZE
SPREAD	16 X 10 IN. (.75 FOR GUTTER)	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.
2/3 PAGE	4.875 X 10 IN.		
1/2 PAGE VERTICAL	3.8 X 10 IN.		
1/2 PAGE HORIZONTAL	7.625 X 4.875 IN.		
1/3 PAGE VERTICAL	2.3472 X 10 IN.		
1/3 PAGE HORIZONTAL	7.625 X 3.3125 IN.		
1/4 PAGE	3.8 X 4.875 IN.		



# DIGITAL MARKETING

## OUR NEWSLETTER CLICKS WITH YOUR CUSTOMERS

ISFA's monthly e-newsletter, **Surfacing News**, is sent to approximately **4,000 contacts**. It's a great way to stay in front of our audience in between magazines with timely updates and promotional opportunities.

Market your brand within our newsletter with two options:

- A logo with a link and a 175 x 175 pixel static banner ad.
- A short news item featuring your logo which directs to your specified landing page. Includes 250-500 words and 1-3 images.



### NEWSLETTER RATES

MEMBER	NON-MEMBER
425	575

### AD SPACE CLOSE MATERIALS DUE

	AD SPACE CLOSE	MATERIALS DUE
JANUARY	DECEMBER 6	DECEMBER 22
FEBRUARY	JANUARY 3	JANUARY 19
MARCH	JANUARY 31	FEBRUARY 16
APRIL	MARCH 7	MARCH 23
MAY	APRIL 4	APRIL 20
JUNE	MAY 2	MAY 18
JULY	JUNE 6	JUNE 15
AUGUST	JULY 1	JULY 20
SEPTEMBER	AUGUST 8	AUGUST 24
OCTOBER	SEPTEMBER 2	SEPTEMBER 21
NOVEMBER	OCTOBER 3	OCTOBER 19
DECEMBER	NOVEMBER 7	NOVEMBER 16

# DEDICATED EBLASTS MAKE YOUR BRAND STAND OUT

Eblasts are a great option for new product introductions, monthly specials, event announcements and other promotions. Generate interest and drive traffic to your website—all at a reasonable price. We'll target your message to those who are most likely to convert. The average **open rate is 22%** and average **click-through rate is 12%**.

What you need to know:

- Eblasts must be submitted at least one week prior to send date.
- Include a subject line.
- Submit HTML format.
- All images will be hosted with advertiser.
- Design and hosting services are available for a creative fee of \$325. Please allow an additional two-week lead time for design requests.

RATE PER BLAST	ISFA MEMBERS	NON-MEMBERS
1-2	895	995
3-5	855	950
6-8	810	900
9-11	765	850
12+	720	800

"ISFA is a strategic partner for us. They have helped us develop our marketing initiatives and increase our brand awareness. Their attention to detail, professionalism, honesty and great communication are refreshing and so valued."

—Park Industries



# OUR WEBSITES

## ADVERTISE ON OUR DIGITAL HUBS

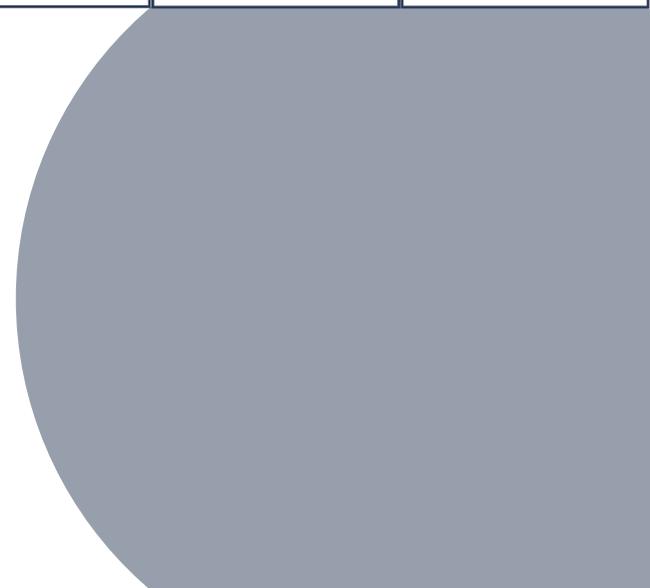
The official website of ISFA, **ISFAnow.org** reaches fabricators, architects, designers, consumers, manufacturers, distributors and other specifiers. Primarily used as a digital hub for our membership, it offers information on all surface materials and adjacent products, services, training opportunities, industry event information and more.

The ISFA website receives more than **10,000 unique visitors per month.**

The banner carousel, which scrolls every seven seconds, is atop all pages, not just the home page. And since **the average user spends more than two minutes on our site**, it means all the banner ads in rotation are guaranteed to earn impressions.

## BANNER RATES

RATE	ISFA MEMBERS	NON-MEMBERS
WEEKLY	75	100



# INTRODUCING: SURFACESMAGAZINE.COM

New in 2022 is a unique digital space for our magazine, *Countertops & Architectural Surfaces*. This site creates additional opportunities to showcase new products, applications and case studies. We'll present the most up-to-date news in the industry while providing our partners with extra ways to connect with our readership, your customers.

Be part of our **gallery**, where consumers can be inspired by completed projects that bring your materials to life.

Submit **case studies** on how your tooling or tech solution offered **growth opportunities** for your customers.

The home page banner ad is a great way to make a splash with a **new product release** and create buzz around **special promotions**.

## BANNER RATES

RATE	ISFA MEMBERS	NON-MEMBERS
WEEKLY	75	100

Interested in contributing to our blog or our gallery?  
Contact  
Editor@ISFAnow.org.

COUNTERTOPS & ARCHITECTURAL SURFACES

ABOUT FEATURES INDUSTRY NEWS GALLERY RESOURCES

Learn More About ISFA

Welcome to  
**Countertops & Architectural Surfaces Magazine**

A PUBLICATION BROUGHT TO YOU BY  
**THE INTERNATIONAL SURFACE FABRICATORS ASSOCIATION**

ISFA

# ADVERTISE WITH US

## ISFA CONTACTS

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