

THE INTERNATIONAL SURFACE FABRICATORS ASSOCIATION + COUNTERTOPS & ARCHITECTURAL SURFACES MAGAZINE

MEDIA KIT

2023

ISFANOW.ORG | SURFACESMAGAZINE.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?

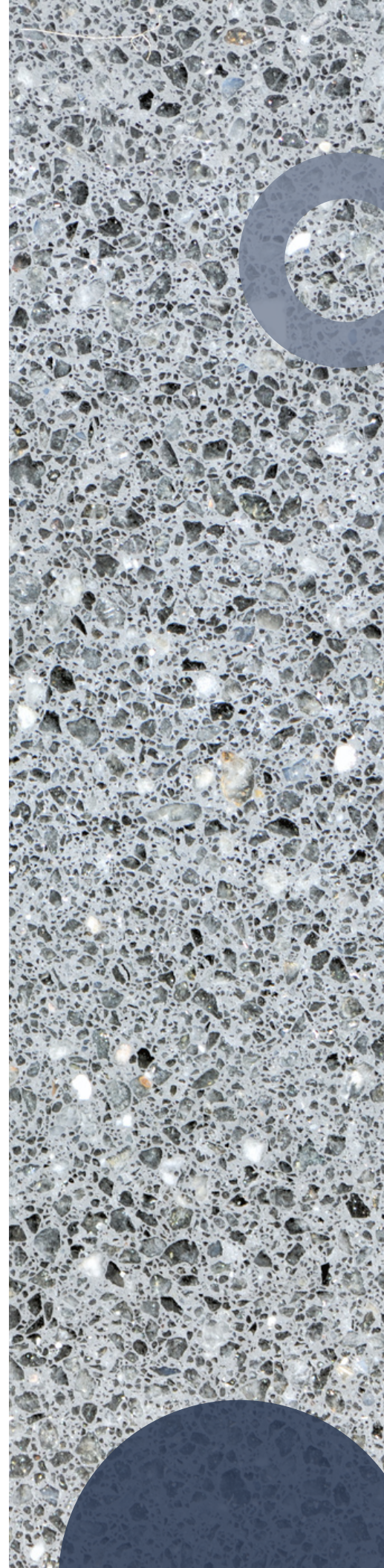
ISFA seeks to improve and empower the entire manufactured surface industry by providing industry insights and product updates in our quarterly print magazine, **Countertops & Architectural Surfaces**.



With four standard issues and a bonus Buyers' Guide, **Countertops & Architectural Surfaces** is one of the last remaining publications still offered in printed form to serve the manufactured surfacing industry in the nonprofit sector. 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.

In addition to the print magazine, we offer a digital edition. All advertisements in the e-edition are linked back to the advertiser's website, making the digital version even more valuable.



MAGAZINE EDITORIAL CALENDAR

HAVE A LOOK AT THE PLAN ...

Q1 THEMES:	Q2 THEMES:	Q3 THEMES:	Q4 THEMES:	2023-2024 BUYERS' GUIDE
ANNUAL INDUSTRY OUTLOOK NEW RELEASES, DESIGN TRENDS IN COLORS & MATERIALS	TIPS, TROUBLESHOOTING & INDUSTRY TRENDS PRODUCT SPOTLIGHT: TOOLS, CUTTING SOLUTIONS & HEAVY MACHINERY	SALES, MARKETING & PROFITABILITY STRATEGIES PRODUCT SPOTLIGHT: SOFTWARE, TEMPLATING & TECHNOLOGY SOLUTIONS	GROWTH OPPORTUNITIES, MARKETPLACE INSIGHTS & SHOP SAFETY PRODUCT SPOTLIGHT: SUSTAINABILITY	SHOWCASING THE LATEST & GREATEST PRODUCTS ACROSS THE INDUSTRY INCLUDES MANUFACTURER & SUPPLIER DIRECTORY
AD CLOSE: DECEMBER 1	AD CLOSE: MARCH 1	AD CLOSE: JUNE 1	AD CLOSE: SEPTEMBER 1	AD CLOSE: AUGUST 1
MATERIALS DUE: JANUARY 6	MATERIALS DUE: MARCH 30	MATERIALS DUE: JUNE 30	MATERIALS DUE: SEPTEMBER 29	MATERIALS DUE: AUGUST 25
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

NOW FEATURING A NEW SECTION, **SUSTAINABILITY MATTERS**, IN-DEPTH REPORTING 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 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!

	SPONSOR RATES	MEMBER RATES	NON-MEMBER RATES
SPREAD	4700	5200	5800
FULL PAGE	3000	3250	3500
2/3 PAGE	2000	2500	2900
1/2 PAGE	1800	2125	2375
1/3 PAGE	1500	1700	1875
1/4 PAGE	1100	1300	1500

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.

	SPONSORS	MEMBERS
COVER	5000	5000
INSIDE FRONT COVER	2700	2900
INSIDE BACK COVER	2700	2900
BACK COVER	2800	3000

ADVERTORIAL RATES

*Content subject to editorial approval

	RATES
1 PAGE	2500
2 PAGES	4500

Solid Surface Meets Marble The Marvel of Marble. The Performance of Solid Surface.

By Joseph Elias

It is well established that a marble surface has the power to elevate and beautify any space. From dramatic veining to luxury sheens, marble countertops continue to be synonymous with refined taste and classic appeal. More recently, the pristine look of white marble is trending in modern kitchens everywhere. White marble offers other veining and design flexibility that fits a variety of styles and interior color palettes. Plus, with the rise of warmer tones for cabinetry and fixtures, white marble is the ideal choice in a bright home or contemporary commercial space.

So why are people choosing solid surface to recreate the beautiful presence of white marble?

In short, today's solid surface technology improves on all of the shortcomings of natural marble—and still maintains the stunning appearance that homeowners love. Engineered surfaces manufactured like Wilsonart have responded to consumer demand with new selections and innovative improvements.

Comparing Solid Surface to Marble
There are many reasons to love traditional marble, but the material is not without its drawbacks. Marble is composed of organic stones and requires careful cleaning due to its porous nature. It is also susceptible to scratching and requires regular sealing.
In contrast, solid surface is a highly durable, repairable material and capable of withstanding everyday use without

extensive maintenance. Wilsonart Solid Surface, for instance, delivers the vibrancy of natural stone paired with the performance of engineering. Designs from Wilsonart are complete with seamless construction, impact resistance, and the peace of mind that every countertop will perform long into the future. Solid surface can also be installed as a backsplash to match the sophisticated countertop with cohesive style. To top it all off, it is also more economical than traditional marble due to its defensible installation and long-term maintenance costs.

Nature's Beauty Is Trending

Wilsonart recently upgraded their solid surface lineup to include the Crafted Collection, an exclusive selection of three trending white marble designs. Ideally suited for residential environments, the Crafted Collection brings the organic appeal of prestigious white marble to any home décor. Spotlighting the subtle veining reminiscent of Carrara marble, the rare beauty of Calacatta stone, and the high-contrast allure of Statuario marble, this collection features distinctive structures and movement.

In the world of solid surface engineering and natural stone is becoming very familiar. As homeowners continue to gravitate toward the look of nature, Wilsonart is building its solid surface

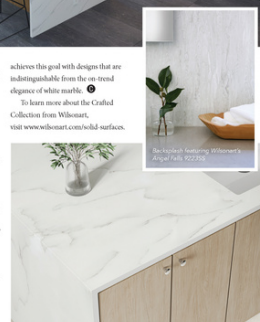


portfolio with designs that more vividly represent the beauty of marble. Wilsonart's Crafted Collection illustrates this trend with dramatic veining structures that also mimic the calm movement of waves.

Continuous Innovation

The Crafted Collection featuring marble-inspired designs joins 11 total solid surface looks that were released by Wilsonart in 2021. Each of these surface choices includes scale and striking definition that are uncommon in the solid surface industry. All revolutionary surface design providing depth, scale, and diversity of details that create outstanding visual appeal to complement any space.

As surface technology continues to improve, manufacturers like Wilsonart are continuously engineering surfaces that resemble the appearance of natural stone—and meet its capabilities. The lasting performance of the Crafted Collection



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

SPREAD	16 X 10 IN. (.75 FOR GUTTER)
FULL PAGE	7.625 X 10 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.

LIVE AREA	TRIM SIZE	BLEED SIZE
16 X 10 IN. (.75 FOR GUTTER)	16.75 X 10.75 IN.	17 X 11 IN.
7.625 X 10 IN.	8.375 X 10.75 IN.	8.625 X 11 IN.
4.875 X 10 IN.		
3.8 X 10 IN.		
7.625 X 4.875 IN.		
2.3472 X 10 IN.		
7.625 X 3.3125 IN.		
3.8 X 4.875 IN.		

COUNTERTOPSSM & ARCHITECTURAL SURFACES

VOLUME 14 / ISSUE 4 • QUARTER 4, 2021 • SINGLE ISSUE \$14.95

Design for Excellence

Discover unique ways to engage with your customers, strengthen your business and create growth opportunities.

THE OFFICIAL PUBLICATION OF THE INTERNATIONAL SURFACE FABRICATORS ASSOCIATION

CHECK OUT THIS SHEET.

Beautiful. Large scale. Visual movement. Corian® Solid Surface in widesheet.

Corian® Solid Surface in widesheet dimensions enables architects, designers, and fabricators to create solutions that solve the toughest design challenges while maintaining known and trusted performance. Without seams, there are the benefits of faster installation, less product waste, and less material for fabricators to inventory.

Perfect for commercial applications—including Healthcare, Education, Food Service, and Retail—Corian® Solid Surface in widesheet dimensions with Class A Fire Rating, allows for the fabrication of large-scale and more complex applications while ensuring alignment with building safety code requirements.

Discover for yourself why fabricators choose Corian® Solid Surface for widesheet applications. For more information on becoming a fabricator, contact your local distributor.

Visit corian.com to view the entire Corian® Design portfolio, featuring a multitude of options made to inspire.

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Incorporating the Right Surfaces into Remodel Projects

Kitchen remodeling is a big business. In 2019, homeowners in the US spent an average of \$12,541 on kitchen renovations, and the total market value is expected to reach \$93 billion by 2025. Deltan by Cosentino is one of the latest surfacing materials to hit the market, and it's quickly becoming a popular choice for kitchen countertops and backsplashes. Deltan is made from a blend over 20 minerals and it's designed to withstand high temperatures, scratches and stains. Did we mention it's completely maintenance-free as well?

When it comes to kitchen remodeling, choosing the right surfacing material is important. Deltan by Cosentino is a great option for those who want a durable and stylish surface. It is one of the hardest surfacing materials on the market and is ideal for high-traffic areas.

The launch of two new Deltan collections — *Ortosa* and *Killam* — come at the perfect time.



2022-2023 Countertops & Architectural Surfaces Buyers' Guide Coming Soon



With some challenges behind us but a new set of challenges ahead, it seems there's never much downtime to just... be. But perhaps that's the point of advancement. What often motivates us to create the next best thing — to think outside the box we're trapped in — is adversity.

The ISFA team pores over hundreds of submissions on tools, materials and other innovative solutions for the decorative surfacing industry throughout the year. We are continually impressed by the developments in products and processes that support fabricators and their teams, and it's incredible to watch new trends and opportunities unfold before us.

In every corner of the industry, some manufacturers and suppliers are always looking to improve the way we do business, and that's inspiring.

The Countertops & Architectural Surfaces annual Buyers' Guide is meant to help readers find manufacturers and suppliers of the latest and greatest products relevant to the decorative surfacing industry. ISFA and Countertops & Architectural Surfaces magazine are committed to keeping industry professionals up to speed on cutting-edge advancements, design trends and business strategies to help our members and readers make educated decisions — and above all — continue to succeed.

Look for the annual Buyers' Guide in mailboxes and online beginning October 24!

AD IMAGE
POSITION 2

MORE INDUSTRY NEWS

Granite Gold Inc. Celebrates 20 Years, Kicks Off Partnership To Help Military Families and First Responders

Celebrating its 20th anniversary this month, Granite Gold Inc. (GGI) is partnering with Fields of Honor to help fund scholarships for families of fallen military service members and first responders.

"Of course, we're excited to look back at what we've accomplished over the past 20 years," said Lenny Scornio, president/CEO and co-founder of GGI. "Without a doubt, we're extremely proud to be kicking off the next chapter with Fields of Honor. Our home base, San Diego, is a military town, and it's an honor to support these families and those of first responders."



Fields of Honor is a nonprofit organization that provides educational scholarships to the spouses and children of military members serving in the U.S. Armed Forces, and to first responders who have fallen or been disabled.

Scholarships support private school tuition or tutoring in grades K-12, tuition for college, technical or trade school and post-graduate work. Funds for a second bachelor's degree or trade/technical program certification are also available.

LEARN MORE...

BACA Systems Resumes Regional In-Person Seminars for Customers and Prospective Customers



BACA Systems, a leading developer of innovative fabrication equipment for the countertop industry, announced that the company is resuming in-person Going Digital fabrication seminars throughout the United States this fall. Several free seminars are scheduled and will be hosted by current BACA Systems customers at their fabrication shops.

The half-day seminar offers prospective customers the opportunity to see demonstrations of BACA Systems equipment at a customer's shop and speak with the customer about their experience using equipment like the industry-leading Robo SawJet programmable saw and waterjet cutting machine, the Edge XL CNC edge-polishing machine and the Miter X dedicated miter-cutting machine. In addition, attendees will benefit from other demonstrations, presentations and discussions on key topics, including digital templating, increasing material yield and reducing labor in their manufacturing plants. Opportunities to speak with and get answers to questions from BACA Systems experts and other fabricators about unique challenges and market trends are also included.

The first event is scheduled for October 19 in Chicago.

LEARN MORE

AD IMAGE
POSITION 4



BB Industries Expands Utah Fulfillment Center with New Hire

BB Industries has hired Maverick Wilson as the new Utah warehouse supervisor to manage the company's expanding fulfillment center. Wilson has nearly a decade of experience successfully managing logistics, warehouse operations, inventory management and shipping at the United States Marine Corps Combat Operation Center in Danvers.

"Maverick has an excellent track record of resolving issues, increasing customer satisfaction, and driving overall operational improvements," said Ted Carver, director of logistics for BB Industries.

LEARN MORE...

AD IMAGE
POSITION 5

MARK YOUR CALENDAR



New Installing Profitability Podcast episode drops today! Listen in as Eric Tryon coaches you through:

- Commercial & Residential Projects: Appliances & Ranges
- Get Educated and Learn the Game
- Financial Capabilities & Impact
- Estimating & Personnel

After listening, attend the workshop on October 12 at 2 PM ET, during which Eric will dive into commercial channel success.

REGISTER NOW

Planning your next industry event or fundraiser? Let us know and we'll help you get the word out!

DIGITAL MARKETING

OUR NEWSLETTER CLICKS WITH YOUR CUSTOMERS

ISFA's monthly e-newsletter, **Surfacing News**, is sent to approximately **4,500 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 clickable logo or static banner ad.
- A short news item that directs to your specified landing page. Includes 250-500 words and 1-3 images.

NEWSLETTER POSITIONS, RATES, AND SPECIFICATIONS

POSITION	SPONSOR	MEMBER	NON-MEMBER	SPECS
LEADERBOARD	895	925	995	728X90
POSITION 2	470	495	575	300X250
POSITION 3	450	475	550	300X250
POSITION 4	425	450	525	300X250
POSITION 5	400	425	500	300X250

JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER

DECEMBER 6
JANUARY 3
JANUARY 31
MARCH 7
APRIL 4
MAY 2
JUNE 6
JULY 1
AUGUST 8
SEPTEMBER 2
OCTOBER 3
NOVEMBER 7

DECEMBER 22
JANUARY 19
FEBRUARY 16
MARCH 23
APRIL 20
MAY 18
JUNE 15
JULY 20
AUGUST 24
SEPTEMBER 21
OCTOBER 19
NOVEMBER 16

E-SUBSCRIBER LIST RENTAL

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.

RATE PER BLAST	SPONSOR	MEMBERS	NON-MEMBERS
1-2	750	795	895
3 +	725	775	875



MACHINES // SERVICE // TRAINING // CONTACT



"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, contractors, 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.

Our websites receive more than **11,000 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 SPECIFICATIONS

- 183 x 220 pixel static image with URL.

BANNER RATES

RATE	MEMBERS	NON-MEMBERS
WEEKLY	100	125



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- Behind the Surface Podcast
- 2022 ISFA Annual Conference

Upcoming Events

- Mon Oct 17, 2022
2022 Annual Conference
Category: ISFA Events
 - Tue Nov 1, 2022
R:CON
Category: Industry Events
 - Wed Nov 9, 2022
Installing Profitability Podcast Series - Workshop Part 14
Category: ISFA Events
 - Thu Nov 10, 2022
NSI Stone Summit
Category: Industry Events
 - Mon Dec 5, 2022
Middle East Stone Show
Category: Industry Events
- [View Full Calendar](#)

Premier Stone Design Grows with Titan, Voyager XP

Premier Stone Design is located just five miles away from Park Industries' facility, so it is easy to understand why they've been an all-Park shop since the beginning.

From 2004 to 2022

In 2004, Tim Wendt started Premier Stone Design. He looked to his hometown manufacturer, Park Industries, for his first saw and purchased a YUKON Bridge Saw. Fast-forward to 2020 and his YUKON table needs to be replaced after 16 years of hard work.

Tim's son Connor is now running the shop, ready to bring a new mindset to their fabrication style. After a father/son (business) talk and some demos with their Park sales consultant Dale, Premier Stone Design decided to make the leap into digital fabrication instead of replacing the YUKON's table.



ISFA Fabricator Profile: Porcetalia

Paul Nestor has been working in the construction industry for over 30 years. He got his start in the multifamily market and later transitioned to single-family projects. About seven years ago, having primarily worked with quartz and granite, Paul was introduced to porcelain slabs from Italian manufacturers. He studied the evolution and technology of porcelain, and it sparked an interest in sourcing large format porcelain slabs that can be used for flooring, accent walls, shower walls, countertops, backsplashes, exterior applications and so much more. In 2019, he founded Porcetalia, a large format porcelain slab business aimed at importing and distributing porcelain material as well as providing fabrication and installation services for both residential and commercial applications.



SURFACESMAGAZINE.COM

Surfacesmagazine.com 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.

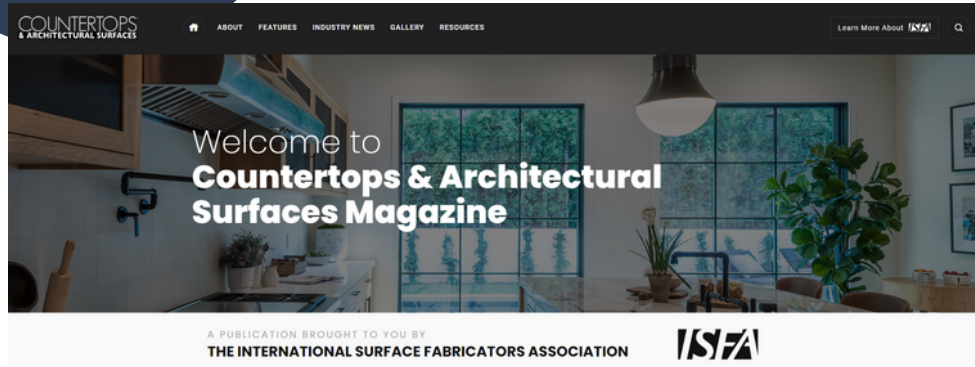
Be part of our **gallery**, where consumers can be inspired by completed projects that bring your materials to life.

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

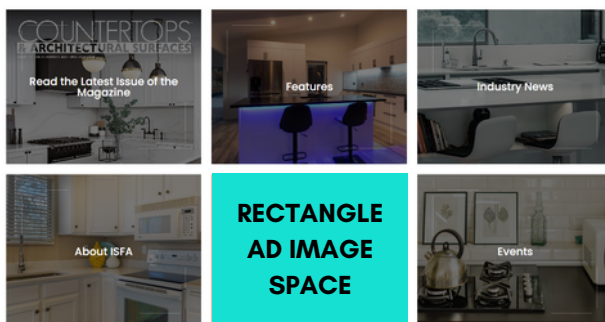
The home page banner ad is a great way to make a splash with a **new product release** and create buzz around **special promotions**.

BANNER RATES

RATE	POSITION	MEMBERS	NON-MEMBERS
WEEKLY	LEADER	100	125
WEEKLY	RECTANGLE	75	100



LEADERBOARD AD IMAGE SPACE



BANNER SPECIFICATIONS

Leader Board:

- 728 x 90 pixel static image with URL.

Rectangle:

- 850 x 655 pixel static image with URL.

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