



THE INTERNATIONAL SURFACE  
FABRICATORS ASSOCIATION  
+  
COUNTERTOPS & ARCHITECTURAL  
SURFACES MAGAZINE

# 2024 MEDIA KIT

ISFANOW.ORG | 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 **12,000 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.

# ISFA's Flagship Publication: Countertops & Architectural Surfaces Magazine

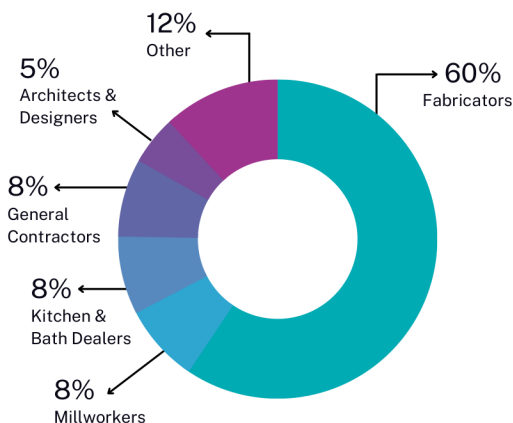
ISFA releases a quarterly magazine in support of the decorative surfacing industry.

Find out all the latest news, educational opportunities, material trends and business strategies that elevate and perpetuate the industry.

In addition, each fall we release a Buyers' Guide which features the latest and greatest surfaces, tooling and services in our industry.



## Meet Our Readers



Circulation: 12,000

Countertops & Architectural Surfaces is printed quarterly and distributed to ISFA members and additional subscribers. It is also available digitally on ISSUU.

The circulation sits at approximately 12K, including print and digital. The audience comprises fabricators, millworkers, kitchen & bath dealers, general contractors, architects, designers and other industry professionals.

ISFA sponsors receive priority coverage across all channels, including the magazine, as well as deep discounts on advertising and marketing opportunities.

Leverage our list to get the word out about new products and other developments. Our readers are a perfect target for your message.

# Countertops & Architectural Surfaces Magazine Editorial Calendar

Have a look at the plan ...

Q1 THEMES:	Q2 THEMES:	Q3 THEMES:	Q4 THEMES:	2024-2025 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: MAY 31	AD CLOSE: SEPTEMBER 6	AD CLOSE: AUGUST 2
MATERIALS DUE: JANUARY 5	MATERIALS DUE: MARCH 29	MATERIALS DUE: JUNE 28	MATERIALS DUE: SEPTEMBER 27	MATERIALS DUE: AUGUST 23
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, SUSTAINABILITY MATTERS

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 ”

# Countertops & Architectural Surfaces Magazine Editorial Calendar

## Advertising Rates

	SPONSOR RATES	MEMBER RATES	NONMEMBER 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 Ella

It is well established that a marble surface has the power to elevate and beautify any space. From dramatic veining to honey combs, 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 soft veining and design flexibility that fits a variety of styles and master 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 represents all of the advantages of great marble—and will maintain the stunning appearance that homeowners love. Engineered surfaces manufactured by the Wilmett 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 its natural and 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

...excess maintenance. Wilmett Solid Surface, for instance, delivers the vibrance of nature paired with the performance of engineering.

Designs from Wilmett 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 try it all off, it is also more economical than traditional marble due to its affordable installation and long-term maintenance costs.

**Nature's Beauty is Trending**

Wilmett recently upgraded their solid surface lineup to include the Crafted Collection, an exclusive selection of three trending white marble designs. Ideally suited to residential environments, the Crafted Collection brings the organic appeal of prestigious white marble to any home décor. By utilizing the world's finest raw materials of Carrara marble, the raw 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 countertops, the line between human-made engineering and natural stone is becoming very blurred. As homeowners continue to gravitate toward the look of nature, Wilmett is building its solid surface

© 2019 Wilmett. The Crafted Collection by Wilmett. More Article PPT 125



**Continuous Innovation**

The Crafted Collection featuring marble-inspired designs from 11 solid white surface looks that were released by Wilmett in 2021. Each of these surface choices includes scale and swirling definitions that are reminiscent to 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 Wilmett are continuously engineering surfaces that recreate the appearance of natural stone—and truly in equilibrium. The lasting performance of the Crafted Collection

achieves this goal with designs that are indistinguishable from the natural elegance of white marble.

To learn more about the Crafted Collection from Wilmett, visit [www.wilmett.com/solid-surfaces](http://www.wilmett.com/solid-surfaces).

© 2019 Wilmett. The Crafted Collection by Wilmett. More Article PPT 125

# Countertops & Architectural Surfaces Magazine

## 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.

	LIVE AREA	TRIM SIZE	BLEED SIZE
<b>SPREAD</b>	<b>16 X 10 IN. (.75 FOR GUTTER)</b>	<b>16.75 X 10.75 IN.</b>	<b>17 X 11 IN.</b>
<b>FULL PAGE</b>	<b>7.625 X 10 IN.</b>	<b>8.375 X 10.75 IN.</b>	<b>8.625 X 11 IN.</b>
<b>2/3 PAGE</b>	<b>4.875 X 10 IN.</b>		
<b>1/2 PAGE VERTICAL</b>	<b>3.8 X 10 IN.</b>		
<b>1/2 PAGE HORIZONTAL</b>	<b>7.625 X 4.875 IN.</b>		
<b>1/3 PAGE VERTICAL</b>	<b>2.3472 X 10 IN.</b>		
<b>1/3 PAGE HORIZONTAL</b>	<b>7.625 X 3.3125 IN.</b>		
<b>1/4 PAGE</b>	<b>3.8 X 4.875 IN.</b>		

"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



**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 seaming, 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](http://corian.com) to view the entire Corian® Design portfolio, featuring a multitude of options made to inspire.

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**DIGITAL STONEWORKING EXPO**  
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SHOP TOUR    GUEST SPEAKERS    FOCUSSED SEMINARS

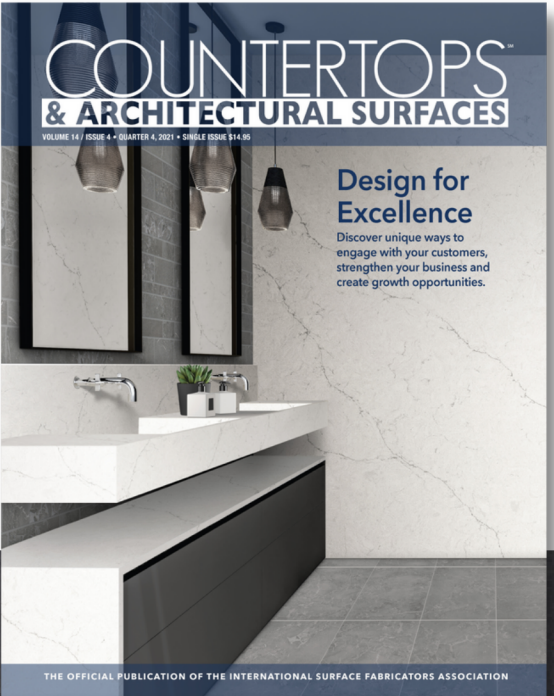
**TOUR CAROLINA CUSTOM SURFACES "2022 FABRICATOR OF THE YEAR"**

**WEDNESDAY SEPTEMBER 14<sup>TH</sup>**  
**GREENSBORO NORTH CAROLINA**

With labor shortages and high market demand, fabricating digitally is no longer a business choice - **it's a must.**

Find out exactly what that means for your shop at the educational event of the year!

**REGISTER NOW**    [parkindustries.com/dse](http://parkindustries.com/dse)    Park Industries



**COUNTERTOPS & ARCHITECTURAL SURFACES**  
VOLUME 16 / 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

LEADER BOARD AD IMAGE HERE

Incorporating the Right Surfaces into Remodel Projects

Kitchen remodeling is a big business. In 2019, homeowners in the US spent an average of \$2,501 on kitchen renovations, and the total market value is expected to reach \$2.5 billion by 2025. Deltan by Cabotite 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 is 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 Cabotite 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 — *Orbita* and *Kalifornia* — come at the perfect time.



# 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.

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 other motives us to create the next best thing — to think outside the box we're trapped in — is adversity.

The ISFA team goes over hundreds of submissions on both 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 users, 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.

AD IMAGE POSITION 2

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

### NEWSLETTER POSITIONS, RATES, AND SPECIFICATIONS

POSITION	SPONSOR	MEMBER	NONMEMBER	SPECS
LEADERBOAR	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

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 and champion 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 Scarnino, 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."



AD IMAGE POSITION 3

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 postgraduate 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 seminars offer 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.

AD IMAGE POSITION 4

The first event is scheduled for October 19 in Chicago.

LEARN MORE

We're dedicated to the decorative surfacing industry

Advertise with us

LEARN MORE

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 Denver.

AD IMAGE POSITION 5

"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...

MARK YOUR CALENDAR

INSTALLING PROFITABILITY SERIES

Episode 13 Commercial Channel Success

Episode premieres October 5 Workshop: October 12 @ 2 PM ET

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

- Commercial & Residential Projects: Appliances & Granges
- Get Educated and Learn the Game
- Financial Capacities & 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!

f i t

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

AD SPACE CLOSE	MATERIALS DUE
DECEMBER 4	DECEMBER 20
JANUARY 1	JANUARY 24
FEBRUARY 5	FEBRUARY 21
MARCH 4	MARCH 20
APRIL 1	APRIL 17
MAY 6	MAY 22
JUNE 3	JUNE 19
JULY 8	JULY 24
AUGUST 5	AUGUST 21
SEPTEMBER 2	SEPTEMBER 18
OCTOBER 7	OCTOBER 22
NOVEMBER 4	NOVEMBER 20

# E-Subscriber List Rental

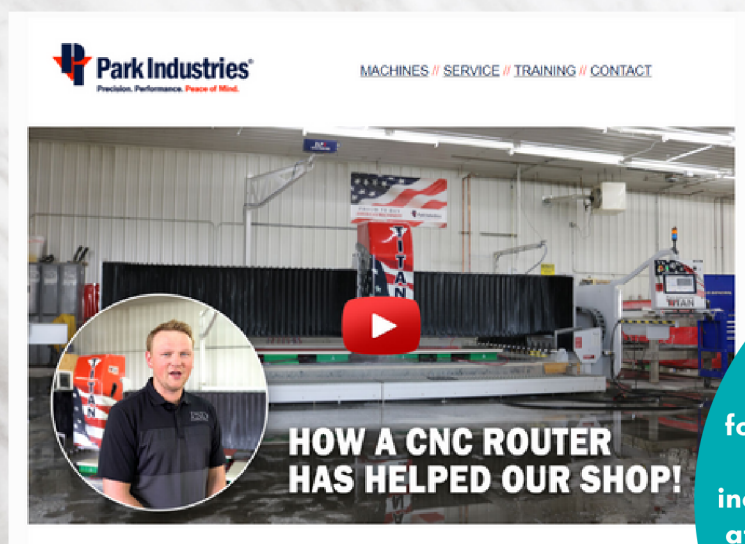
## Dedicated eblasts make your brand stand out.

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	NONMEMBERS
1-2	750	795	895
3 +	725	775	875



"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."

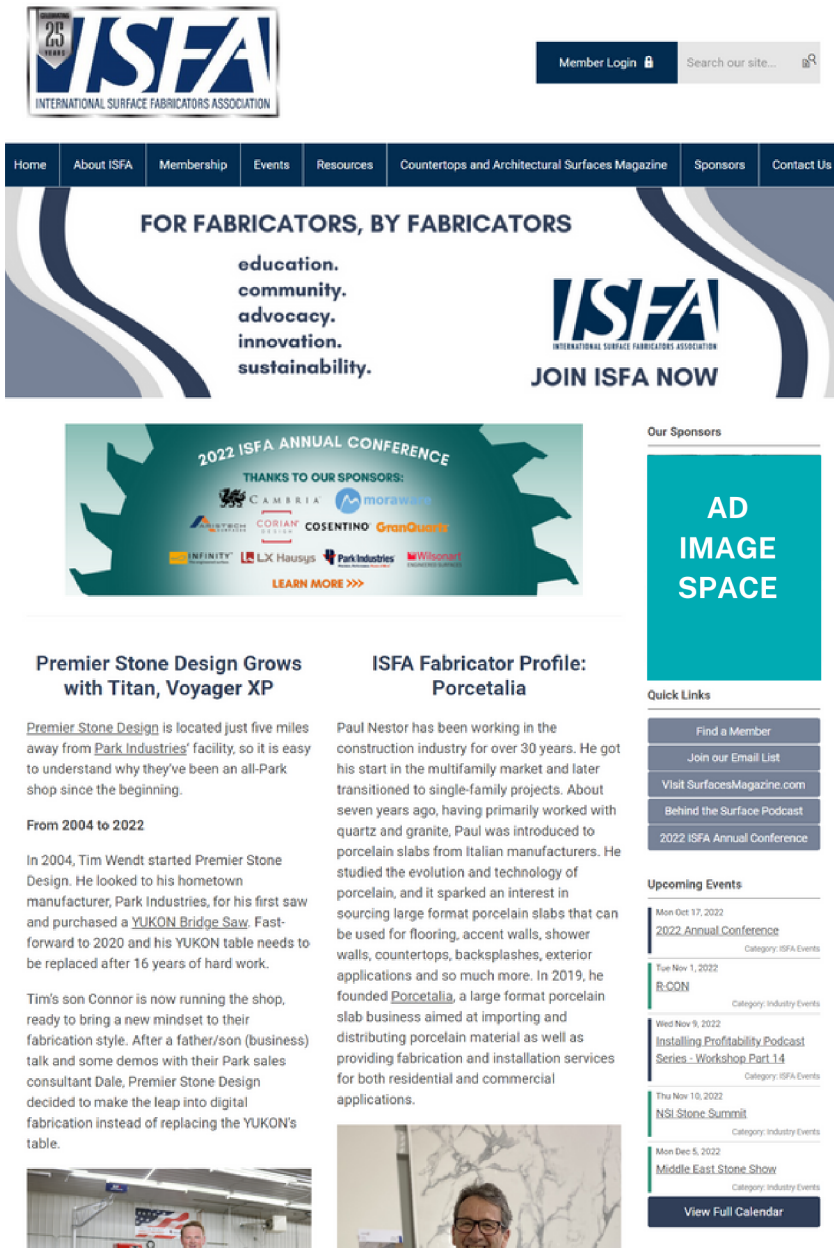
—Park Industries



# Our Website

## Advertise on ISFAnow.org.

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 website receives 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	NONMEMBERS
WEEKLY	100	125

# ADVERTISE WITH US

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