

THE SPECIFIER'S GUIDE

to ceramic tiles
and calibrated
natural stone

www.specifiersguide.co.uk



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MEDIA PACK



Produced by Tile & Stone Journal, the UK's foremost trade magazine for the professional ceramic tile and calibrated natural stone sector, The Specifier's Guide to Ceramic Tiles and Calibrated Natural Stone offers architects, interior designers and other construction professionals a comprehensive guide to the technical and aesthetic properties of ceramic and natural stone tiles. As well as analysis of current design trends, the Guide covers technical issues, such as best practice when installing tiles in interior and exterior applications.

SGI | 2021



All sections of the guide will be sponsored by an industry leading company. Sponsorship entitles sole editorial rights to a feature, plus a full right hand page advert. This gives the sponsor a fantastic opportunity to provide readers with expert knowledge of their field, whilst gaining maximum exposure of their brand to leading architects throughout the UK.

TOPICS TO BE COVERED IN 2021

EDITORIAL SPONSORSHIP - £3,000
CASE STUDIES - £1,500

CORE SUBJECTS

- From concept to kiln: how new ceramic tile designs are created
- Fashion: Key floor tile design trends for 2021-22
- Fashion: Key wall tile design trends for 2021-22
- Fashion: New applications for tiles: feature walls, niches, splashbacks, worktops, fireplaces, shelves, etc
- Specifying swimming pool tiling
- Sourcing and using decorative and reproduction tiles
- Specifying Victorian floor tiles for new build and refurbishment applications
- Specifying encaustic floor tiles for new build and restoration projects
- Thin porcelain tiles: specifying, sourcing, and installing
- Tactile paving: Tiling solutions for the visually handicapped
- Advanced ceramics: Photoluminescent tiles, anti-odour tiles, hydrophilic self-cleaning tiles, and reactive glazes
- 3D tiles: applications and innovations
- Geometric tiles: thinking beyond the rectilinear when designed with tiles
- Using digital technology to replicate tiles for repair and renovation projects

FAÇADES

- Specifying adhesive-fixed ceramic facades
- Installing adhesive-fixed ceramic facades
- Specifying mechanically-fixed ceramic facades
- Installing mechanically-fixed ceramic facades

MOSAICS, GLASS TILES & MURALS

- Glass tiles: options and applications
- Murals: maximising ceramic tile's potential as a creative option (both digital printing and tesserae)
- Glass Mosaics: design trends, material options, installation systems, grouting
- Ceramic Mosaics: design trends, material options, installation systems, grouting
- Stone Mosaics: design trends, material options, installation systems, grouting

CERAMIC TILE WORKTOPS

- Ultra Compact Surface Worktops: Design trends, material choices, application guidance and practical benefits.
- Solid Surface Worktops: Design trends, material choices, application guidance and practical benefits.
- Engineered Quartz Worktops: Design trends, material choices, application guidance and practical benefits
- Porcelain Worktops: Design trends, material choices, application guidance and practical benefits

ADHESIVES & GROUTS

- Adhesives and grouts for UFH installations
- Epoxy grouts: specification and application
- Adhesives and grouts for swimming pool installations
- Coloured and creative grouts
- Tiling to anhydrite (calcium sulfate) screeds
- Adhesives and grouts for conglomerate tiles
- The benefits of gel-based adhesives

- Nanotechnology's impact on adhesive and grout performance
- Lightweight adhesives: features and benefits

CONTRACT

- Horeca: Tiles for hotels, public houses, restaurants and fast-food outlets.
- Tiles for hygiene-sensitive industrial locations, such as breweries, food manufacturing, dairies, laboratories, and healthcare.
- House-building: Tiles for new housing developments.
- Transport: Tiles for airports, railway stations, and transport terminals
- Retail: Tiles for supermarkets, boutiques, and shopping centres
- Public Buildings: Tiles for museums, and other public buildings.
- Offices: Tiles for commercial applications

TECHNICAL APPLICATIONS

- Tiling to heated floors
- Wetroom design and installation
- Tiling to raised access floors
- Tiles for public paving and heavy traffic exterior applications
- Specifying mechanically-fixed ventilated ceramic facades
- Installing mechanically-fixed ventilated ceramic facades

STONE & COMPOSITES

- A guide to stone finishes: Riven, Chiselled/Chipped Edge, Brushed, Honed, Polished, Tumbled, Bush Hammered, Flamed, Bamboo, Stepped, Leather, etc)
- Advanced Sintered Compact Surfaces: Benefits and applications

- Specifying and installing conglomerate tiles
- Sealing and maintaining natural stone floor and wall tiles

ANCILLARY PRODUCTS

- Ceramic tiles and grout maintenance
- Tiling over anhydrite and self-levelling screeds
- The benefits of specialist tile backer boards
- Movement joints and transition profiles in floor tile installations
- Effective barrier matting
- Balconies: failure-free tiling solutions
- Pedestals, mats, and other adhesive-free tile installation systems

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CASE STUDIES

Site reports from contracts completed within the past 18 months, with high quality photography and a full tile and adhesive specification; plus details of architects, contractors and specialist sub-contractors. The selected projects can be domestic, commercial or public buildings where ceramic tile or natural stone plays a significant role in the overall design. Case studies can be either two pages or four pages in length.

GENERAL

- Perfect partners: Selecting a ceramic tile distribution partner
- Sustainability: ceramic and porcelain tile's green credentials
- Sustainability: eco-sensitive tiling adhesives and grouts

- Sustainability: sustainable specification of natural stone
- Slip resistance: test methods and surface finishes
- Waterjet: Creative applications in tile and stone installations

EXTERNAL TILING

- 20mm porcelain tiles: Installing tiles for terraces, patios and domestic exterior applications
- 20mm porcelain tiles: Specifying tiles for terraces, patios and domestic exterior applications

EDUCATION

- Tiling CPD Providers
- 1/4 page introductions to the leading providers of RIBA-approved CPD presentations on tiling and tile-related subjects

ON-LINE RESOURCES

- 1/2 page introductions to the leading providers of dedicated on-line education programmes, including webinars, on tiling and tile-related subjects

TECHNICAL INFORMATION

ADVERT SPECIFICATIONS

(in mm, height x width)

	TRIMMED	BLEED	ADVERT RATES (EXCLUSIVE OF VAT)	
Full page	297 x 210	303 x 216	£1,500	Cancellation: 13 weeks prior to publication date
Double page spread (DPS)	297 x 420	303 x 426	£3,000	

THE EDITOR



Joe Simpson has been writing about the UK tile and stone industry for over 25 years and has unsurpassed knowledge of, and contacts within, the global tiling and stone markets.

CIRCULATION

The Specifier's Guide will be distributed to a broad spectrum of industry experts, mainly targeting the architectural and interior design practices.

Circulation breakdown:

- 10 Associations
- 4614 Architects
- 275 Facility Managers
- 35 Government
- 168 Housing Associations
- 341 Interior Designers
- 49 Property Developers
- 22 Major Construction Companies

PUBLICATION DATE

Beginning of September

ONLINE

In addition to our printed version being distributed to over 3,000 practices, we will also create a digital version, giving the vast online world access to The Specifier's Guide as a virtual digital page turner with all the images, content and adverts that the printed version offers.

We will email our list of 19,000 individual architects, developers and Facility Managers with a link to the guide.

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