

2025
mediakit

Tile Today
DIGITAL



Tile installers make up around 40% of the overall Tile Today readership. This includes small businesses and subcontractors, as well as larger builders, who specify and install tile on larger projects.

Tile Today's goal in this market is to become an indispensable tool, providing technical advice, guidance on standards and techniques, as well as updates on the latest and best products.

Architects make up 20% of the Tile Today audience. Tile Today helps them stay up to date on trends, but we also inform them about technical difficulties with developments such as podium tile installations, waterproofing and safety issues such as tile slippage in damp conditions.

Plus there is our in-depth coverage of international tile shows and expositions, with commentary and analysis by respected industry figures.

Retailers are 25% of Tile Today's readership. We are influential with major retailers, as well as smaller retailers, in both regional and metro areas.

Retailers use Tile Today to stay updated on the latest styles and trends. We also profile retailers, and provide information on retail tools and processes, such as marketing, online e-commerce and software.

Interior designers make up around 15% of the Tile Today audience. We like to think that Tile Today contributes to the conversation between designers and tile installers, as designers tend to look for the unique and unusual, pushing the technical boundaries.

Designers are also often the first to try out new trends and techniques, making them the ideal audience for new product launches.

Tilers



Retailers



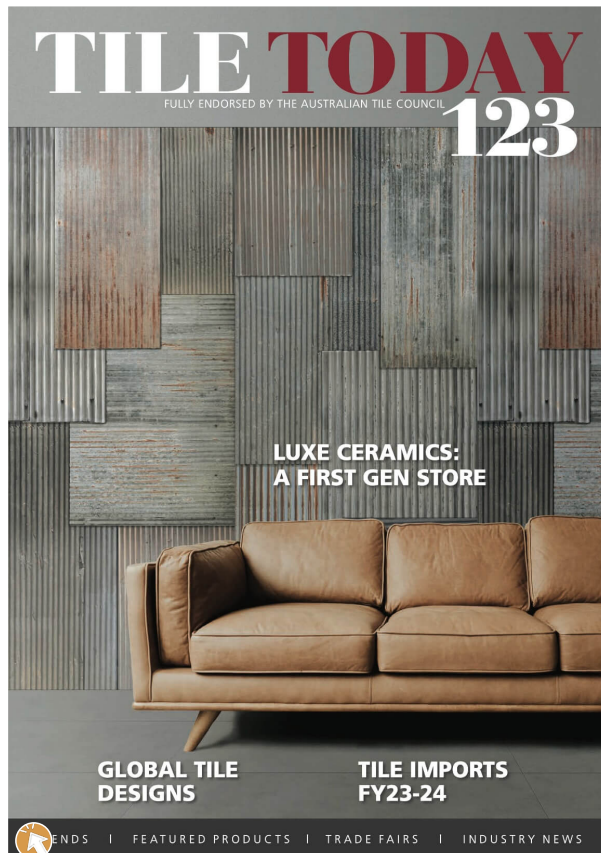
Architects



Designers

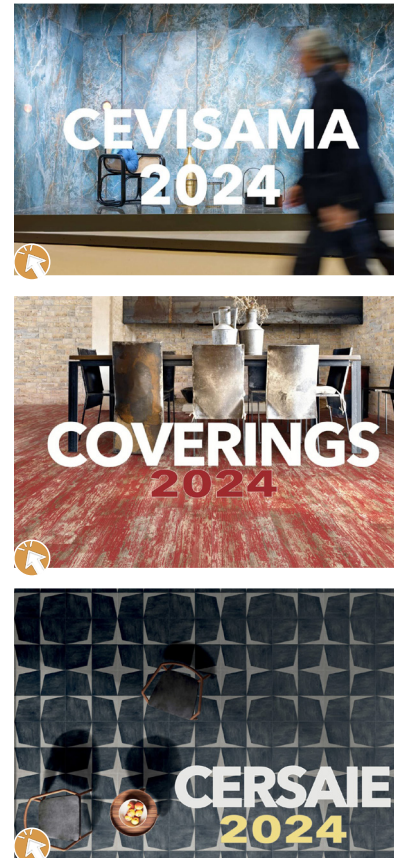
Overall distribution is ~ 12,000.

MAGAZINE



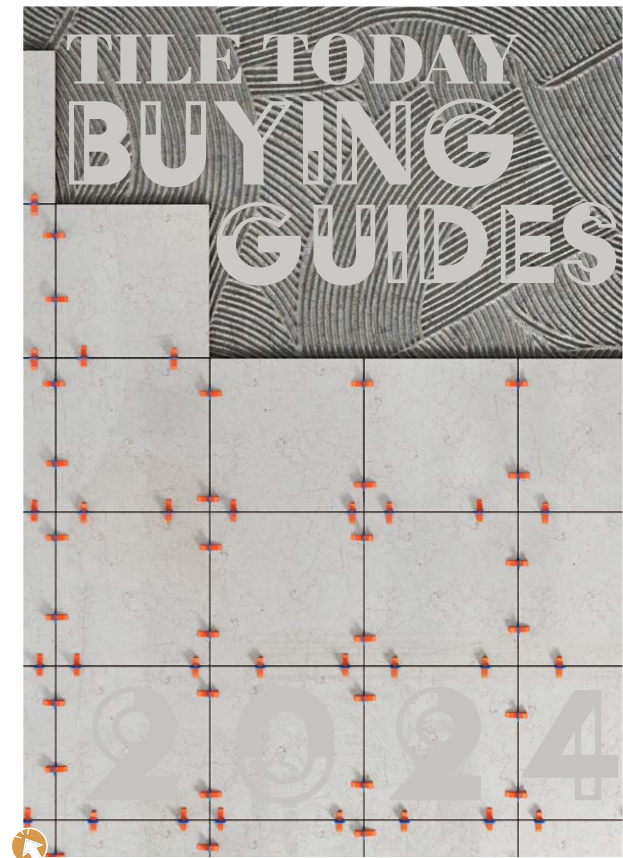
Tile Today has a 30+ year history of publishing information about the tile industry in Australia. Published quarterly, it covers installation as well as style and design.

EXHIBITIONS



Tile Today's international correspondent, UK-based Joe Simpson, roams the world to deliver relevant content on the three largest tile exhibitions. Joe is one of the best regarded tile journalists today.

BUYING GUIDE



The Buying Guides publication consolidates information about tile installation products, include adhesives, waterproofing, grouts/sealants and substrate preparation.

MAGAZINES

Jan	Feb	March	April	May	June
		TILE TODAY #124 <ul style="list-style-type: none"> • Estimating/Quoting Software • Logistics services for retailers • Design: Cotto tiles • Porcelain panels 	Cevisama 2025 <ul style="list-style-type: none"> • Coverage of the Spanish tile exhibition by Joe Simpson 	Buying Guide <ul style="list-style-type: none"> • Adhesives • Waterproofing • Grouts/Sealants • Substrates/Screeds/Floor Levelling • Tile levelling systems 	TILE TODAY #125 <ul style="list-style-type: none"> • Drainage • Screeds, self-levelling, substrates • Tiling tools • Design: Textured, wood-look tiles
July	Aug	Sept	Oct	Nov	Dec
Coverings 2025 <ul style="list-style-type: none"> • Coverage of Florida, USA tile exhibition by Joe Simpson 		TILE TODAY #126 <ul style="list-style-type: none"> • Silicosis safety update • Training installers/retailers • Design: Global bathroom trends 	Cersaie 2025 <ul style="list-style-type: none"> • Coverage of Bologna, Italy tile exhibition by Joe Simpson 	TILE TODAY #127 <ul style="list-style-type: none"> • Sustainability • Pool & Outdoor tiling • FY tile import stats • Design: Overview of style, colour and shape 	

Magazine Rates & Specs		
Format	Size (pixels)	Cost (ex-GST)
Full Page	2480 x 3508	\$2500
Half Page (horizontal)	2480 x 1670	\$2000
Half Page (vertical)	1200 x 3508	\$2000
Third Page (horizontal)	2480 x 1120	\$1500
Third Page (vertical)	800 x 3508	\$1500
Front Cover		\$3750

WEBSITE

Tile Today's website provides regularly updated news (tiletodaydigital.com.au).

E-NEWS

Tile Today's e-news is published 15 times a year, linking readers to content on the website, in the magazine and the exhibition publications.

BUYING GUIDES

Online Buying Guides list products across four categories. A selection panel enables users to narrow down products that match their requirements. Links provide access to further description and technical data sheets.

WEBSITE Top Banner

The screenshot shows the website layout with several key elements:

- Top Banner:** A large banner at the top for "GAPP WATERPROOFING TRAINING" with a "GRIPSET" logo and a "REGISTER HERE" button.
- Wings:** Three vertical banners on the left side, each featuring a "WIN A 2024 RANGER" promotion with a "CLICK HERE" button.
- Main Content:** A large image of a National Tiles store in Clyde North, with text describing the new store and its features.
- Pinned Items:** A vertical column of smaller promotional items on the right side, including "WIN A 2024 RANGER" and "VALUED AT OVER \$75,000" offers.
- Bottom Banner:** A banner at the bottom for "NEED YOUR WATERPROOFING OR TILING SYSTEMS TESTED?" featuring logos for TecGen and NATA, and a "CLICK HERE" button.

Wings

Pinned Items

Bottom Banner

Website

Type	Cost (ex-GST)
Top Banner	\$2000
Bottom Banner	\$1000
Wings	\$1500
Pinned	\$695

E-News

Type	Cost (ex-GST)
Top Banner	\$1500
Mid Banner	\$800

COMBINED Promoted Article

- This option includes:
- Article on website
 - Article listed in pinned items
 - Article description and link in e-news

Cost (ex-GST): \$995

E-NEWS

Top Banner

The screenshot shows the e-news layout with several key elements:

- Top Banner:** A banner for "LEVEL UP" featuring a car and a "WIN A 2024 RANGER" promotion.
- News Section:** A section titled "NEWS" with several articles, including "ABS Building Approvals Shows Shift to Taller Apartment Buildings" and "Beaumont's NBL Partnership Continues".
- Promoted Article:** A section titled "PROMOTED" featuring an article about "XTCGen Materials Testing Services".
- Bottom:** A "SUBSCRIBE" button and a "Read online" link.

Mid Banner

Promoted Article



BUYING GUIDES

Overview

Tile Today's Buying Guides are a unique product in the tile industry. We provide the Buying Guides in two different formats: one uniquely online, and the other a fully linked PDF catalogue of available products.

Website

The online version is part of the Tile Today website (tiletodaydigital.com.au). This is designed to make it as simple as possible for users to find products that match their needs, and then to compare those products across suppliers.

The top panel provides a list of features for the product type. Users check the checkboxes for what they are looking for, which automatically filters the products down to those that match all the requirements.

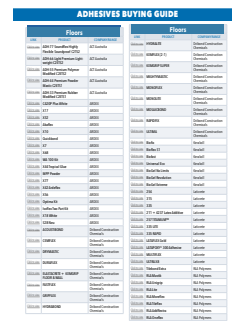
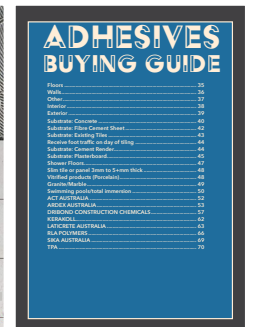
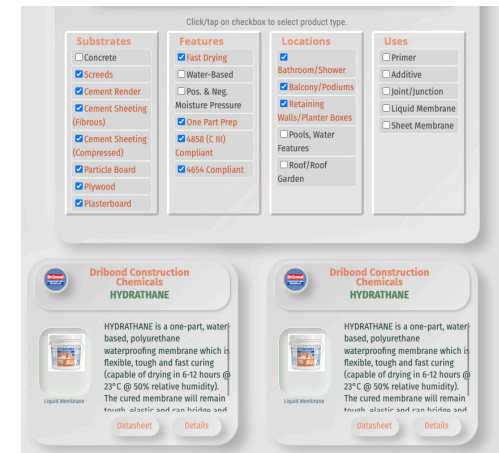
The product listing then enables the users to obtain more information online, both from product listings and technical data sheets.

Linked PDF

The Buying Guide is also provided as a fully-linked PDF publication. This features a listing of products in every category for which they qualify, which each listing linked to a product description in the PDF, which further links to online resources.

The result is a very browsable listing of products, with a depth of links to provide further information.

Website & PDF Buying Guides	
Number Categories	Cost (ex-GST)
One	\$895
Two	\$1095
Three	\$1295
Four	\$1495



MEDIAKIT

CONTACT

Tile Today

Betty Tanddo

Editor & Media Sales

PH: 0411 431 832

betty@elitepublishing.com.au

elitepublishing
Co Pty Ltd

Melbourne

Victoria, Australia

PH: +61 3 9890 0815

elitepublishing.com.au