

2024

Tile Today
DIGITAL



ONLINE MARKETING



MARKETS

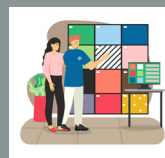
Tile installers make up around 40% of the overall Tile Today readership. This includes small businesses and subcontractors, as well as larger builders, who specify and install tile on larger projects.

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.

Tilers



Retailers



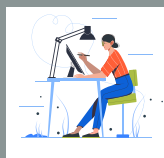
Retailers are 25% of Tile Today's readership. We are influential with major retailers, as well as smaller retailers, in both regional and metro areas.

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.

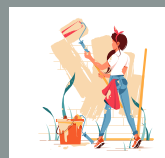
Architects make up 20% of the Tile Today audience. Tile Today helps them stay up to date on trends, but we also inform them about technical difficulties with developments such as podium tile installations, waterproofing and safety issues such as tile slippage in damp conditions.

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

Architects



Designers



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.

Overall distribution is ~ 12,000.

WEBSITE

Tile Today Digital (tiletodaydigital.com.au) is designed to deliver the most interesting, engaging and relevant information to readers.

The website is also designed to provide advertisers with simple, effective ad positions that deliver maximum impact.

These positions include:

- ✓ Top banner. The top banner appears on every news page — indices and articles — throughout the site. It is highly visible, and omnipresent.
- ✓ Bottom banner. Also highly visible, your bottom banner ad can appear in same positions at the top banner, or it can appear only in select sections of the website.
- ✓ Promoted articles. We can help you compose an effective, engaging promotional article to present your offer. The link to this appears at the top of the “pinned” items on the right side of the page in desktop monitors, and directly below the top three index articles on mobile devices. It also appears in the usual article index.

The screenshot displays the Tile Today Digital website interface. At the top, the navigation bar includes links for HOME, EVENTS, PRODUCTS, ADHESIVES, WATERPROOFING, and ABOUT. The main header features the 'Tile Today DIGITAL' logo and a prominent 'WATERPROOFING BUYING GUIDE' banner with the tagline 'TOO MUCH IS NEVER ENOUGH'. Below the banner, a large image shows a modern interior space with people. To the right, a sidebar contains several article teasers, including 'Tile Today 118, download now', 'Cersaie 2023: The video', 'Tilecast podcast for "tile addicts"', 'Curflex waterproofing membranes', and 'Acoustibond tile adhesive'. The main content area features an article titled 'CERSAIE 2023: TILING TOOLS, EQUIPMENT AND SUPPLIES' with a sub-headline 'The Italian tool brands come out to play - It might not be as glamorous as other parts of Cersaie, but the hall dedicated to actual tilers had plenty that was exciting to see. Tile Today has provided a quick video summary of what was on display.' Below this, there are two more article teasers: 'SILICOSIS RESEARCH GETS HIACF DONATION' and 'CROSSVILLE ASSETS ACQUIRED BY AHF'. At the bottom, a footer banner asks 'NEED YOUR WATERPROOFING OR TILING SYSTEMS TESTED?' and includes a 'CLICK HERE for more information' button, along with logos for TecGen and NATA.

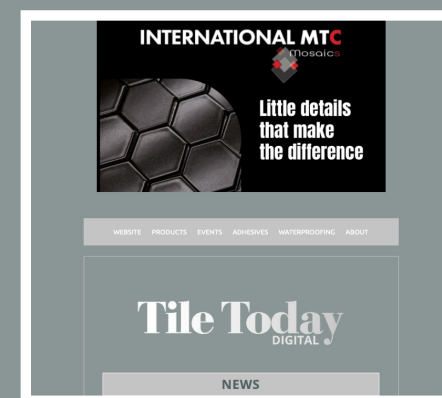
WEBSITE

E-NEWS

The Tile Today e-newsletter is sent out to our 12,000+ audience once every two weeks. It provides links to stories of interest on the TTD website, as well as advertising content.

The advertising positions available include:

- ✓ Top banner. This appears at the very top of the e-newsletter, above all other content.
- ✓ Mid-banner. This appears directly under the News section.
- ✓ Promoted article. This appears under the mid-banner, and features the image and summary of a promoted article (as described in the website section).



MAGAZINE

Tile Today magazine continues its 30 year tradition of quality, only now in an easily available PDF format. The magazine is an opportunity for longer-form content, in a contained, relaxed context. It is sent out every quarter.

IN EVERY ISSUE

- > Retail focus
- > Company profile
- > Technical paper

MARCH ISSUE 120

- > Large tile installation
- > Tile Benchtops
- > Tile Levelling Buying Guide
- > Waterproofing substrates
- > Kitchen splashbacks

SEPTEMBER ISSUE 122

- > Podiums
- > Safety equipment (silicosis)
- > Drainage
- > Bathrooms

JUNE ISSUE 121

- > Buying Guide Issue
- > Adhesives Buying Guide
- > Waterproofing Buying Guide
- > Grouts & Sealants Buying Guide

NOVEMBER ISSUE 123

- > Pool and outdoor areas
- > Grinders & grinding wheels
- > Tile Cutting Buying Guide



SPECIAL EDITIONS

DESIGN 2024 – February 2024

Tile Today DESIGN is our longitudinal view of the design events during 2023, providing guidance for where we see the Australian market is headed for in 2024.

We analyse the emerging trends, and how these international influences will likely play out locally.



COVERINGS has become the premier US-based tile event, located in Atlanta, Georgia, and taking place in late April.



Coverage from Joe Simpson provides a clear guide to the emerging trends in one of the world's largest and most rapidly developing markets for tiles.

COVERINGS 2024 – June 2024

CEVISAMA 2024 – April 2024

CEVISAMA, held in Valencia, Spain is a more intimate European event, which provides unique insights into one of the EU's more dynamic and inventive markets.



With reporting from tile industry veteran Joe Simpson, we explore new developments and familiar themes.



CERSAIE is the key, major event for the global tile industry. Located in Bologna, Italy, and taking place in September, it's simply huge.

The Tile Today team back up Joe Simpson in providing extensive coverage of this major event.

CERSAIE 2024 – November 2024

CERSAIE

BUYING GUIDES

ONLINE

Tile Today’s Buying Guides offer unparalleled functionality for our readers. By clicking or tapping on mobile devices, they can select the features they needs from Adhesive, Waterproofing and Grout/Seal-ant products. They then see only the products that meet their needs.

Each of those product “cards” provide an image, brief description, and links to both the product mar- keting page and product technical guide.

It’s a great way for them to explore new products, and see how your company’s range meets their needs.



MAGAZINE

The PDF version of our Buying Guides offers a browsable and clickable exploration of the products in each category. This is divided into two sections. The top section provides products listed by main cate- gories, with a clickable link to the next section, which shows each product in the list of the supplier’s product range.

Each product listing provides the same informa- tion as the online card does: an image, brief descrip- tion and links to only product page and technical details.

In 2024, Tile Today is publishing all our guides in the June issue, providing a comprehensive reference for the industry.



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PRICING

Our heritage of over 30 years as a quarterly print publication gives us an authority in digital marketing unmatched by other Australian industry publications. Our goal is to make digital marketing as comprehensive, effective and simple as possible. We offer packages across all our online platforms: website, e-newsletters and magazine.

Tile Today's content is integrated with an ongoing social media presence, including standard platforms such as Instagram and LinkedIn, as well as specialist Facebook groups, such as Tile Geeks.

The result is that we can deliver to our advertising clients a solution that will drive increased awareness of both brands and products.

Advertising Prices	AUD*
Website	
Top Banner (one month)	\$2,000
Bottom Banner (one month)	\$1,000
E-Newsletters	
Top Banner (per issue)	\$1,500
Middle Banner (per issue)	\$800
Promotional Articles	
Website (one month)	\$950
E-Newsletter (one issue)	(Included)
Specials	
Sponsorship	\$2,500
Buying Guides	
Per Range (one year)	\$995
Magazine (Quarterly)	
Front cover branding	\$3,000
Full Page	\$2,000
Half Page	\$1,500
Third Page	\$1,200
*Prices are exclusive of GST.	

SPECS

With high-resolution screens on mobile devices and laptops, screen resolutions are now defined in terms of both display pixels, and the actual pixels needed for the image.

For best results, the ad image needs to be the size shown in the Image Res. column. However, in designing the ad, be aware its visual pixel size will be half that.

Designers need to view the full resolution image at 50% zoom to preview how the ad will look when published.

Advertising Placement	Display Res. Px	Image Res. Px
Website		
Top Banner	970 x 90	1940 x 180
Bottom Banner	970 x 90	1940 x 180
E-Newsletters		
Top Banner (per issue)	450 x 300	900 x 600
Middle Banner (per issue)	450 x 300	900 x 600
Magazine (Quarterly)		
Full Page	2480 x 3508	2480 x 3508
Half Page (horizontal)	2480 x 1670	2480 x 1670
Half Page (vertical)	1200 x 3508	1200 x 3508
Third Page (horizontal)	2480 x 1120	2480 x 1120
Third Page (vertical)	800 x 3508	800 x 3508

MEDIAKIT

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