

[www.naturalstone-online.com](http://www.naturalstone-online.com)  
[www.natursteinonline.com](http://www.natursteinonline.com)

## ONLINE: The trade portal for the natural stone industry

[www.naturalstone-online.com](http://www.naturalstone-online.com) (English) / [www.natursteinonline.com](http://www.natursteinonline.com) (German) is the most visited natural stone trade portal in Europe, offering current news, access to archives of back issues, additional information via e-mail newsletters, industry terminology in seven languages (with a search function!), and databases with many ways to look up stones, companies and products.

### The world largest natural stone collection – now online!

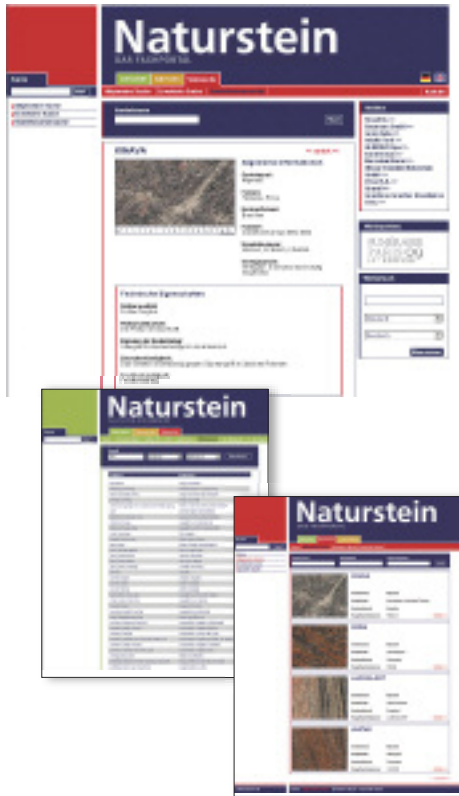
The centrepiece of our trade portal is a database with over 4,500 natural stones and an unparalleled range of technical information and search functions. Information on where the stone is mined, technical data, the economic significance and recommended applications are stored for each type of stone. The "DNSA" database is based on the content of the German natural stone archive in Wunsiedel, which boasts the largest collection of natural stones in the world. It is updated continuously. Now the world's largest natural stone collection is available free of charge and without registration requirements at [www.naturalstone-online.com](http://www.naturalstone-online.com) or [www.natursteinonline.com](http://www.natursteinonline.com).

### You also reach the planner and architect!

Our database helps architects, designers, clients, stone specialists, installers, gardeners and landscapers in the selection and application of natural building stone.

### Advertising at [www.naturalstone-online.com](http://www.naturalstone-online.com)

Become part of our portal and database! Which stones do you offer? Check whether they are already in the database, and if not, let us know right away; the inclusion of your material is easy! For a basic fee (see below), we can show you as a provider of any the stones contained in our database. We also recommend that you create a virtual business card. This type of advertisement will allow you to present your company in a comprehensive way (a link to your website is included). Of course, we also offer banner advertising.



# ONLINE: Prices

## Listing as a stone provider:

€ 50 per year for 10 stones

plus € 1 for each additional stone

Your name will appear (without address or link) under »Suppliers« directly next to the stones that you offer. For example, if you have 25 stones, you pay € 50 for the basic fee, which covers 10 stones, plus € 15 for the 15 additional stones.

## Business card (introduction offer valid until the end of 2010)\*:

€ 600 per year (€ 50 per month)

Your advertisement is seen both on the German and English pages (translation cost per line: € 1.30).

**How it works:** Quarry owners & Wholesalers: When the material you stock/quarry is viewed in our data base your company name will show in the suppliers box on the right hand side. When clicked your business card will open. Quarry owners, wholesalers and service companies: When item of your choice (for example Slabs or Anchoring Systems) is clicked on our navigation bar your business card will open.



The following information can be included:

- Description of your company and products
  - Your references in picture and text
  - Documents such as company brochures
  - Video/s
  - Your complete contact information with logo and link to your company website
  - Links to other stones offered by you in our database
  - Links to articles on your company appearing in Naturstein Magazine
- \* 2011: € 900 per year (€ 75 per month), only for a full year reservation, cancellation no later than 31 October

## Banner advertising:

- **Superbanner** on our home page, 728 x 90 pixels: € 1,000 per month
- **Skyscraper** 160 x 600 pixels: € 400 per month (rotating)
- **Traditional banner large**, 468 x 60 pixels: € 300 per month (rotating)
- **Traditional banner small**, 234 x 60 pixels: € 250 per month (rotating)



- **Small banner**, 137 x 60 pixels: € 200 per month (rotating)

For volume discounts, please refer to [www.natursteinonline.com](http://www.natursteinonline.com)

## Banner advertising in our newsletters:

Fortnightly we send news to over 2,500 subscribers of our news mail. These newsletters are also a great platform for banner advertising.

- **Traditional banner** (468 x 60 pixel) or 2 **Small banners** (à 137 x 60 pixel): € 125 (1 month, 2 editions), € 330 (6 months, 12 editions), € 600 (12 months, 24 editions)

Newsletters including banners stay available in a special archive on our website.

## Special advertising formats:

- **Sponsoring of a stone search:** box with logo and text above the search masks in our database, € 1,000 per month (exclusive)
- **Sponsoring the Top Ten:** Once a month we present the ten most clicked stones in an information box. Above it we place your logo and text information provided by you. € 500 per month (exclusive!)

All our customers receive e-mails informing them of visitors, pages and information opened, and clicks on the advertising banners.

## Profit from our Google ranking!

When a search is made for »Naturstein«, [www.natursteinonline.com](http://www.natursteinonline.com) usually appears as the first result. This guarantees visits to our website and the corresponding attention to your advertising.

[www.naturalstone-online.com](http://www.naturalstone-online.com) / [www.natursteinonline.com](http://www.natursteinonline.com)  
- your advertising is effective!