

# TileLetter

## 2025 MEDIA PLANNER



THE INDUSTRY'S LEADING  
TILE INSTALLATION MAGAZINE

Please reach out if you have any questions.

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# TileLetter

The Industry's Leading Tile Installation Magazine

## TILELETTER 2025

*TileLetter* has been around for over six decades and is known for its high-quality print publications. In addition, our digital platforms have become a go-to source for tile and stone professionals who want to keep up to date with the latest industry news.

Looking ahead to 2025, we're incorporating exciting changes, such as featuring an Artisan story in every issue and collaborating closely with the NTCA Technical Committee to share the latest industry innovations, best practices, and standards. *TileLetter* is excited to continue enhancing our Spanish-language content, recognizing the growing importance of Spanish-speaking professionals in the installer community. Alongside our popular Cover Feature, *TileLetter* offers sponsored columns in each issue, paired with editorial content that addresses critical industry topics. This provides a perfect opportunity for product spotlight sponsorships, ensuring your brand is seen by the right audience.

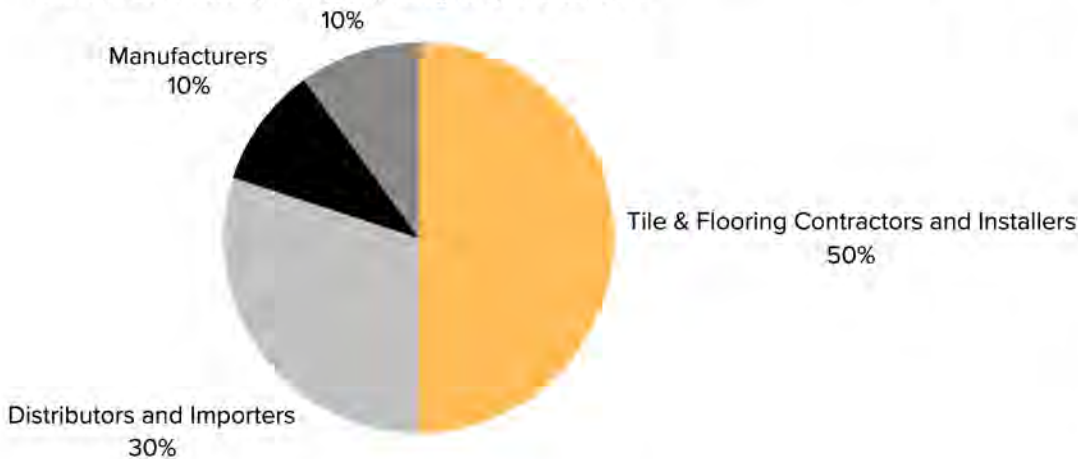
Our robust digital offerings allow for impactful engagement, including sponsored content in our Pro Angle by *TileLetter* and NTCA eNews weekly newsletters, or through dedicated eBlasts. Additionally, *TileLetter.com* delivers real-time updates and daily news, while *TileLetter Digital* brings the vibrancy of each month's print issue to an accessible format, with diverse advertising options available at unbeatable rates.

With *TileLetter's* comprehensive reach — across print, digital, newsletters, and more — you have multiple ways to connect with your audience and grow your brand. We'd love to have you advertise with us!

## MEDIA REACH

**10,000 + PRINTED & DIGITAL COPIES DISTRIBUTED PER ISSUE**

General contractors, architects, designers, and builders



## DIGITAL REACH

6,500+ SUBSCRIBERS  
NTCA E-NEWS

5,000+ SUBSCRIBERS  
PRO ANGLE BY TILELETTER

TILELETTER.COM  
115,000+ SESSIONS, 90,000+ ACTIVE USERS  
FROM 1/1/24 TO DATE

### IN EVERY ISSUE

Cover Story  
Technical  
Business  
Training & Education  
Artisan Feature  
NTCA Members  
Product Focus  
News Ticker

### ROTATING FEATURES

Webinar Stories  
Case Studies  
One-to-One

### SPECIALTY ISSUES

Training & Education  
Artisan  
Portfolio

### FREQUENCY

12 Monthly Issues  
(Featuring one Artisan Issue, one Portfolio Issue and one Training & Education Issue)

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# 2025 TILELETTER PRINT EDITORIAL CALENDAR

## January



Forecast, Trends,  
& Best Practices

## February



The Training Issue

## March



Coverings Preview  
& Women in Tile

## April



Outdoor  
Installations

## May



Industry Partners  
& Innovations

## June



Large Format  
Applications

## July



Commercial  
Applications

## August



Artisan Focus

## September



Sustainability  
& Total Solutions  
Plus Preview

## October



Kitchen, Baths,  
& Spas

## November



Safety on the  
Job Site

## December



*TileLetter*  
Portfolio - A Case  
Study Issue

### 2025 ISSUE CLOSING DATES

Advertising and editorial content dates are listed below. Cover feature story, images and captions follow editorial deadlines. All digital advertising is due the 15th of the month preceding the published month.

Issue	Editorial	Advertising	Issue	Editorial	Advertising
January	11/17	12/01	July	04/24	05/24
February	11/27	01/05	August	05/24	06/24
March	12/22	01/22	September	06/24	07/23
April	01/23	02/23	October	07/23	08/23
May	02/22	03/22	November	08/23	09/23
June	03/22	04/22	December	09/21	10/21

# PRO ANGLE, NTCA ENEWS & DEDICATED EBLASTS

LEADING INFORMATION SOURCE FOR TILE INSTALLATION NEWS



Increase your online visibility by advertising on [TileLetter.com](http://TileLetter.com) and *TileLetter Digital* magazine in a fully responsive design across desktop, tablet and mobile devices.

## **Pro Angle by TileLetter**

Distributed every week, Pro Angle by *TileLetter* includes breaking news in the tile and stone industry, product spotlights, and technology and business educational content.

## **NTCA eNews**

A weekly digital publication that conveys association objectives and messaging. It includes regional and national programs, news releases and educational content. NTCA eNews is an ideal place to promote products and services to drive traffic to your site, generate sales and build awareness for your brand.

## **Dedicated eBlast**

Looking for a means to getting your message in front of our loyal following? Try a dedicated eBlast! Dedicated eBlasts are 650 px wide and can be JPG, GIF or PNG file format. Max file size is 499k. HTML files are also welcomed. eBlast advertising should also include a subject line and URL link.

# TILELETTER.COM ADVERTISING

Online display ads are an effective way to create clicks to your website. Static or animated ads appear on the homepage of *TileLetter's* website and throughout the site. Our responsive design means editorial content and advertising is presented in a readable and engaging manner for viewers across all devices.

