GLASS[®] MAGAZINE



THE GLASS AND GLAZING AUTHORITY

2020 MEDIA KIT





GLASS MAGAZINE: THE GLASS AND GLAZING AUTHORITY



THE ASSOCIATION DIFFERENCE.

Glass Magazine is published by the National Glass Association (NGA)—the largest trade association serving the entire architectural glass and metals industry. NGA exists to advocate for the industry and to support the best interests of all stakeholders. Our members are the target audience you're trying to reach.

MORE ACCESS. TOTAL REACH.

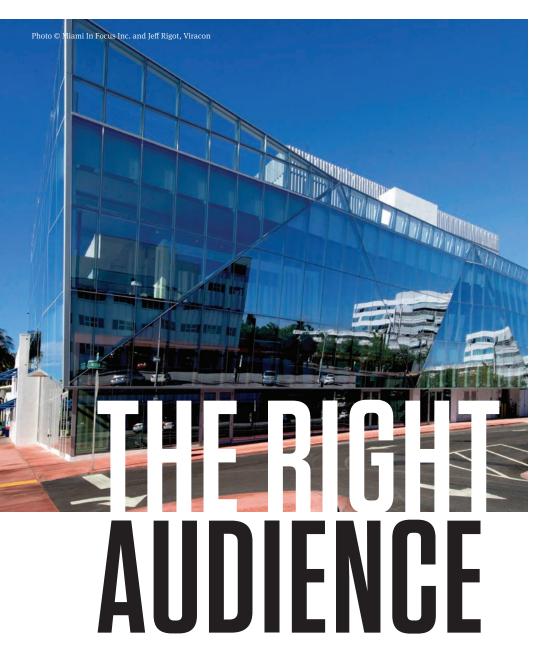
You now have access to the complete industry supply chain. From primary glass manufacturers, glass fabricators, glazing contractors, full-service glass companies and suppliers, your marketing message distributed through our print and digital channels will give you more access to key decision makers and expand your reach.

THE SOURCE FOR INDUSTRY INFORMATION.

Glass Magazine is dedicated to providing the entire architectural glass industry with unbiased, relevant content that helps companies build more profitable businesses. Trust the respected source for industry information to spread your sales message.

WE ENVISION A FUTURE IN WHICH GLASS IS THE MATERIAL OF CHOICE TO ENHANCE SPACES WHERE PEOPLE LIVE, PLAY, LEARN, AND WORK.





OUR READERS ARE YOUR BUYERS AND PROSPECTS

- They are engaged companies that pay to get access to suppliers in the glass industry through NGA's multiple content platforms.
- They are business owners and senior-level managers who make final purchasing decisions.
- They can be reached anytime, anywhere, in any way they choose: in person at GlassBuild America, the BEC Conference, the Glazing Executives Forum, the Annual and Fall Conferences; in print in Glass Magazine and its related products; or electronically via our online and mobile platforms. NGA provides supplier partners with direct and ongoing access to buyers and prospects.
- They rely on NGA as the leading provider of glass industry resources, technical information, advocacy and representation, training materials and education in North America.
- They capitalize on NGA's successful business model: buyers save, suppliers grow and the glass industry benefits.

YOUR BRAND
IN FRONT OF
THE RIGHT PEOPLE

CONTRACT GLAZIERS

100%

of the Top 50 Glaziers report annual sales of more than \$20 million*

FULL-SERVICE GLASS COMPANIES

84%

of dealers/retailers are business owners or seniorlevel management

GLASS & METAL FABRICATORS

30%

of Top Metal Companies plan to add product lines in the future

01%

of Top Glass Fabricators added production capacity in the previous year

WHAT OUR READERS SAY...

75%

of readers surveyed said Glass Magazine is very valuable/valuable to their everyday work.

*Sources for all statistics: 2019 Top 50 Glaziers Survey, June 2019 Circulation Report, 2019 Top Glass Fabricators Survey, 2018 Top Metal Companies Survey, May 2019 Signet Research Study

THE RIGHT PLACES

As the official publication of the National Glass Association, Glass Magazine taps into a year-round promotional network of association events: Building Envelope Contractors (BEC) Conference, Glazing Executives Forum, Annual and Fall technical conferences and GlassBuild America, the industry's largest annual trade show in the Americas.

You can maximize your exposure at all of these events by becoming a year-long event partner. Or target your marketing message at a single event as a sponsor. By combining print and digital advertising with event sponsorship opportunities, you can extend the reach of your message to thousands of potential customers all year long.

More than 1,000 copies of Glass Magazine are distributed at other industry association meetings and trade shows, including AIA, glasstec and Vitrum. And one issue a year is distributed to an additional 5,000 architects.

NGA EVENTS DELIVER YOUR TARGET AUDIENCE

	Glazing Contractors & Other Installing Glass Companies	Fabricators & Float Glass Manufacturers
ANNUAL CONFERENCE		X
BUILDING ENVELOPE Contractors conference	X	
FALL CONFERENCE		X
GLAZING EXECUTIVES FORUM	X	
GLASSBUILD AMERICA: THE GLASS, WINDOW & DOOR EXPO	X	X

EXPOSURE AT ALL NGA EVENTS

Maximize your exposure at all NGA events, all year long. Ask your sales representative about exclusive event partnerships for even greater ROI & ROO.

EXTEND YOUR MARKETING MESSAGE

You can extend your marketing message beyond advertising. Become a sponsor at one of NGA's technical conferences and at GlassBuld America to reach thousands of potential customers.



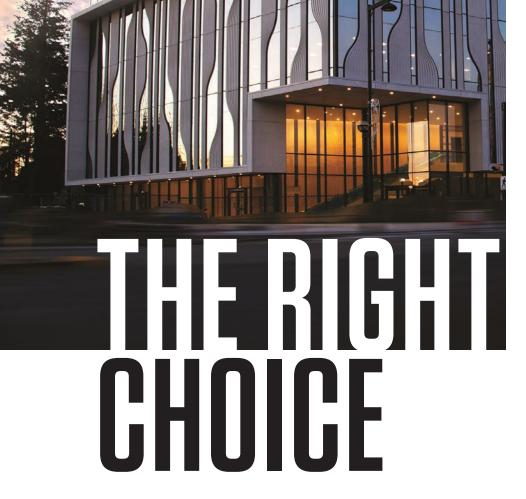
85%

of attendees at GlassBuild America recommend, approve or purchase new products as part of their job responsibilities.

IMPROVE BOOTH Location

Buy advertising and sponsorships and improve your company's ranking to select booth space at GlassBuild America. Ask your salesperson for details.

NEW IN 2020 Advertising is now available on the GlassBuild America website! Ask about the new billboard ads on the home page.



WHY DO PEOPLE LIKE PRINT ON PAPER?

000/ 00/0 believe they understand, retain, or use information better when they read print.

80%

have a clear preference for reading complicated materials in print, in contrast to 12% for computer screens, 5% for e-readers, and 3% for smartphones.

67%

think its important to "switch off" and enjoy printed books and magazines, including 69% of 18-24 year olds.

2015-2018 polling data from Two Sides North America. twosidesna.org/two-sides-infograpics.

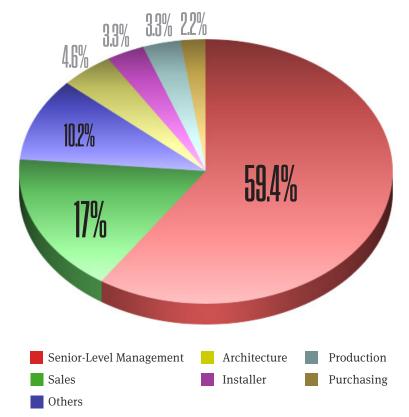
INDIVIDUALS MAKING BUSINESS AND BUYING DECISIONS

GLASS[®]

UNIQUE, VERIFIED PRINT & DIGITAL SUBSCRIBERS

Source: June 2019 Circulation Report

WE REACH DECISION MAKERS







GLASS AND METAL FABRICATORS

- Automation
- Industry 4.0 and IoT
- · Lean manufacturing
- Trends in equipment, components and supplies
- Labor issues and workforce development

GLAZING CONTRACTORS AND FULL-SERVICE GLASS COMPANIES

- Employee recruitment and training
- Product trends
- · Contract issues
- Installation and jobsite issues
- Codes, standards and regulations to watch

ARCHITECTS AND SPECIFIERS

- The annual report, All About Glass & Metal
- Glass industry product solutions
- Top lists of leading glass industry partners across the supply chain
- Codes, standards and regulations to watch

IN EVERY ISSUE

Glass Magazine covers the entire supply chain in every issue through its exclusive columns, including

- · From the NGA
- Closer Look
- Trendhunter
- Market Intel
- Codes & Standards
- Factory Floor
- Legal
- Your Profits
- · Here's an Idea

READERS AGREE

When asked how important Glass Magazine content is to you and your business, Glass Magazine readers responded:

- 90% find New Products and Services to be very important/important
- 87% find Industry News to be very important/important
- 85% find Product Trends to be very important/important
- 84% find Technical Articles to be very important/important
- 80% find Architectural Trends to be very important/ important

Source: May 2019 Signet Research Study

TRADENARK SALES AND IS AN IMPO

91% OF READERS SAY THE ADVERTISING IN GLASS MAGAZINE EDUCATES AND IS AN IMPORTANT PART OF THE PUBLICATION.



TOP GLASS FABRICATORS

Our trademark 'who's who' content ranks companies by their gross sales for the year. Coverage includes the list, snapshot of the market and projects.



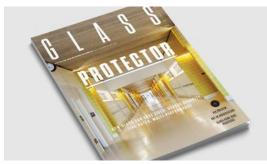
TOP 50 GLAZIERS

These annual rankings present the largest contract glazing companies in the U.S. based on sales volume.



TOP METAL COMPANIES

Featuring the leading suppliers of metal products in North America, the report includes those that manufacture, fabricate and sell to the glazing community.



THE ARCHITECTS' ISSUE

Our series "All About Glass and Metal" provides technical information and insights into trends in the glass façade industry for designers and specifiers.

CAN'T-MISS ADVERTISING OPPORTUNITIES



ANNUAL SOURCEBOOK

The industry's most complete print directory and reference, the Annual SourceBook features contact information for more than 1,200 companies involved in the glass and glazing industry. Extensive supplier listings span more than 700 product categories. It also includes the Association & Organization Guide. Advertising packages bundle ads with multiple enhanced listing options that deliver maximum print and online exposure at a significant discount.



ESOURCEBOOK.NET

The industry's most complete and easy-to-use online directory lists more than 1,100 suppliers of glass industry products and services. You may add your company listing to a variety of product categories at **no charge**. Gold and Silver Membership options include extra category listings, top placement priority in search results, company listing highlighted in gold in search results, links to a company's social networks and the ability to publish product listings, photos, videos, specials, events and blog articles.



SUPPLIERS GUIDE

The industry's "yellow pages" appear in every issue of Glass Magazine. Rates are low so you can list your company for the entire year and reach the architectural glass and metals industry in every issue. Display ads and color logo options will help you stand out from the competition and ensure you get the call when buyers are ready. Combine the reliability of the Suppliers Guide section with the convenience of eSourceBook.net, and you'll have the industry covered.



ANNUAL SHOW CATALOG

As the official directory of GlassBuild America: The Glass, Window & Door Expo, the show catalog is distributed exclusively at the largest industry trade show in the Americas. Put your sales message into the hands of thousands of potential customers and prospects for year-long exposure. Advertisers in the show issues of the magazine are eligible for special pricing in the show catalog at GlassBuild America. Talk to your sales rep about other sponsorship opportunities.

2020 EDITORIAL CALENDAR

ISSUE	SPACE RESERVATION	MATERIAL DUE	MARKETING BONUSES
JANUARY/FEBRUARY			
2020 Annual Glass & Metal Forecast Special Coverage: Annual Float Plant Update	January 6	January 13	BOGO – buy one ad get a second ad of the same size for free or upgrade to the larger size
MARCH		1	
Annual Top Glass Fabricators Report Special Coverage: Interior Glass	January 27	February 5	Bonus distribution at BEC Conference, March 1-3, Nashville Free copy of the Top Fabricators report
APRIL			
Annual Architects' Issue Special Coverage: Next Generation Design and Performance for the Building Envelope	February 27	March 11	 Bonus distribution at AIA, May 14-16, Los Angeles and Glass TEXPO, May 1-2, San Antonio Exclusive for AIA Exhibitors: "See Our Ad" sticker on front cover of 20 copies to distribute from your booth Bonus mailing to 5,000 architects
MAY			
Protective Glazing • Fire-rated, security, impact, bullet-resistant, bomb-blast, RF shielding Special Coverage: Decorative Glass	March 25	April 8	Product video on GlassMagazine.com with Twitter boost Bonus distribution at Glass + Metals Symposium, Tampa
JUNE	1	1	,
Annual Top 50 Glaziers Special Coverage: U.S. glazier market statistics, trends and project features	April 27	May 6	Exclusive distribution at NGA Fall Conference Free copy of the Top 50 Glaziers report

2020 EDITORIAL CALENDAR

CONTINUED

ISSUE	SPACE RESERVATION	MATERIAL DUE	MARKETING BONUSES
JULY			
The Annual SourceBook The industry's most complete directory and reference Also includes: Industry Association & Organization Guide	June 2	June 9	Advertising packages with enhanced print and digital listing options Bonus distribution at industry events throughout the year
AUGUST		-	,
The GlassBuild America Issue Special coverage: Exclusive look at the can't-miss event + exhibitor product preview, from the official publication of the show	June 22	July 2	Exclusive distribution at GlassBuild America, Sept. 15-17, Las Vegas Show Catalog combo rate
SEPTEMBER	,		
The Innovation Issue Special Coverage: 2020 glasstec and Glass Magazine Awards	July 24	August 6	 Exclusive distribution at GlassBuild America, Sept. 15-17, Las Vegas Bonus distribution at glasstec 2020, Oct. 20-23, Dusseldorf
OCTOBER		-	
Top Equipment & Software Trends Special Coverage: Safety and Training	August 24	September 3	Product video on GlassMagazine.com with Twitter boost Bonus distribution at Win-Door
NOVEMBER			
Annual Top Metal Companies Special Coverage: Hardware	September 28	October 9	 Inclusion in metals product section on GlassMagazine.com Free copy of the Top Metal Companies Report
DECEMBER			
Glass Handling Equipment Special Coverage: Trucks	October 26	November 6	Product video on GlassMagazine.com with Twitter boost

EDITORIAL OPPORTUNITIES AND GUIDELINES

Glass Magazine is the glass and glazing industry authority and the official publication of the National Glass Association.

NEWS

News announcements allow industry companies to connect with customers, introduce new products, share company news, highlight recent projects and recognize the achievements of employees. Please submit:

- Press releases that cover at least three of the "Five Ws" who, what, when, where, and why does it matter.
- If applicable, submit a color image that is at least 3.5" by 5" when sized at 300 dpi.

PRODUCT SUBMISSIONS

Companies should submit a press release announcing a single, new product introduction that contains the following:

- Information that focuses on the specific attributes and details of the product, rather than marketing language.
- A website and phone number where readers can obtain further information.
- High-resolution image that is at least 4" by 5" when sized at 300 dpi.

Contributors may email submissions to Norah Dick at ndick@glass.org.

TOP LISTS AND AWARD PROGRAMS

Glass Magazine recognizes leading North American industry companies in its top list programs: the Top Glass Fabricators, Top 50 Glaziers and Top Metal Companies. For more information on how to submit to the various programs, contact Norah Dick, ndick@glass.org.

The annual Glass Magazine Awards recognize the incredible potential of architectural glass. To nominate your company, contact Norah Dick, ndick@glass.org.

NATIVE ADVERTISING

If you have a company- or product-specific article you'd like to have published in the magazine, contact your sales rep for details on paid advertorials and other native advertising opportunities.

BYLINED ARTICLES

Glass Magazine wants to hear from you! If you are interested in authoring an original article or blog for publication in Glass Magazine, Glass Magazine Weekly, or GlassMagazine. com, contact Katy Devlin, kdevlin@glass.org. Please note:

We ask all contributors for exclusivity for specific articles.

All content should be insightful and educational in nature and avoid advocating for a specific brand, technology, or methodology.

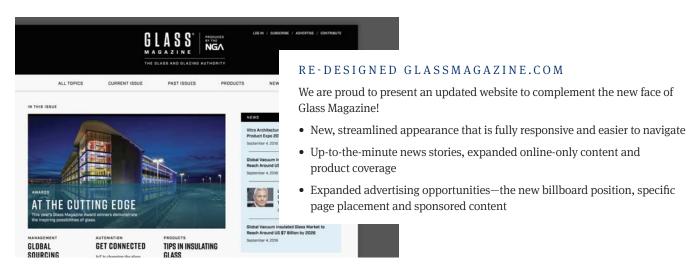
We do not publish consumer-oriented articles.



"KATY DEVLIN IS THE MOST TALENTED PUBLISHER IN THIS INDUSTRY."

—Mark Silverberg, President at Technoform North America, Inc.

NEW OPPORTUNITIES IN 2020!





RE-LAUNCH OF WEEKLY NEWSLETTER

To coincide with the new website, we have re-launched our weekly newsletter.

- New name to align it with the magazine e-glass weekly is now Glass Magazine Weekly
- Industry news and product information presented in a streamlined format
- Mobile-friendly for on-the-go access
- New ad sizes: billboard and square, plus the Product Spotlight



NATIVE ADVERTISING

We are now offering a sponsored Product Spotlight page in the magazine!

- The first page in the Industry Products Section will be devoted to a single product, with up to 3 photos, headline, and description of attributes.
- Tell customers how your product offers solutions to their top challenges.

Or you may sponsor the Great Glazing Project feature!

• The article will highlight envelope-pushing glass and glazing installations. Show off your recent innovative projects in Glass Magazine.

DIGITAL OUTLOOK

GLASSMAGAZINE.COM

528,749USERS

PAGE VIEWS Annualy

Source: Google Analytics, Jan-Dec. 2018

GLASS WEEKLY

15,849

*Source: June 2019 Circulation Report

34.4% Avg. Open Rate

FOR AD RATES, SEE PAGE 16.

WEBSITE ADVERTISING

GlassMagazine.com is now a fully responsive website, meaning it automatically adjusts for desktop, tablet and mobile viewing.

- Billboard 900 pixels wide x 225 pixels tall
- Rectangle 300 pixels wide x 600 pixels tall
- Square 300 pixels wide x 300 pixels tall

Web ads purchased separately are sold by month. Ask about our frequency discounts!

NEWSLETTER ADVERTISING

Buy an ad in the newsletter and get double exposure on the website for the same week. Ads will be posted on the website every Tuesday morning to match the distribution of that week's edition of the newsletter.

Both the newsletter and the website are fully responsive.

- Billboard 900 pixels wide x 225 pixels tall
- Square 300 pixels wide x 300 pixels tall
- **Product Spotlight** headline, up to 75 words of text, horiz. color image measuring 200 pixels wide x 150 pixels tall –or– vertical color image measuring 150 pixels wide x 200 pixels tall

SOCIAL MEDIA

All of our editorial content is also distributed via our social media streams.

☞ @GlassMag

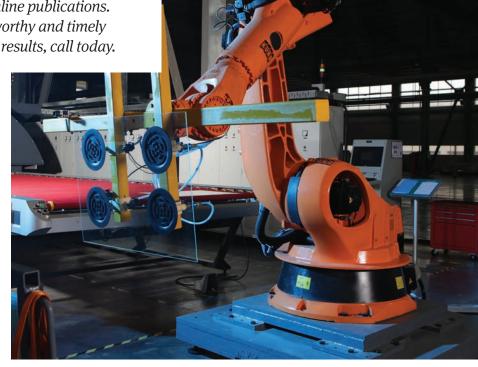
f @ @GlassMagazineNGA

Follow to help the content you provide go viral.

BUSINESSES TRUST GLASS MAGAZINE

For maximum marketing impact, these leading suppliers choose Glass Magazine's print and online publications. To showcase your brand within trustworthy and timely information that delivers readers and results, call today.





A

A+W Software
A.W.T. World Trade Inc.
Access Hardware Supply
AGC Glass Co. North America
AGS Inc.
Aluflam USA
Ameracan Equipment
Corporation
Apex Facades
Azon

В

Beijing MGM Glass Machinery Co. Ltd. BILLCO Mfg. Inc. Blue Star Glass Inc. Bohle America Inc. BOLD Laser Automation Bottero Glass Technologies Bromer Inc. Bystronic Lenhardt GmbHH

Banner Solutions

C

C.R. Laurence
Caldwell Manufacturing
Company
Casso-Solar Technologies LLC
Century Bathworks Inc.
CGH
CGI Windows & Doors
CMS North America Inc.
Crane & Machinery
CutPRO/PPSS Group

D

D&W Inc.
Dependable Glass Works Inc.
Diamon-Fusion International Inc.
Diamut
Dillmeier Glass Co.
dormakaba
Dow High Performance
Building

BUSINESSES TRUST GLASS MAGAZINE

E

EDTM Inc.
Elettromeccanica Bovone S.r.l.
Erdman Automation Corp.
Ergo Robotic Solutions
Extrusiones Metalicas USA

F

F. BARKOW INC. FeneTech, Inc. FENZI North America Forel North America

G

GDS Estimating **GED Integrated Solutions** Giroux Glass, Inc. Glass Vice USA Glassfab Tempering Services Glasshape North America GlassWerks Glaston Finland Ov GLG Canada Limited/HH Intellitech Goldray Glass **Graham Architectural Products Grove Structural Shims** Groves Inc. GuangDong Kin Long Hardware Products Co., Ltd Guardian Glass

H, I, J, K, L

H.B. Fuller Company
Hegla Corp.
HHH Tempering Resources Inc.
Innovative Glass Corp.
Interlayer Solutions Inc.
Intermac
Italian Trade Agency
JLM Wholesale
Jordon Glass Machinery
Kawneer Company, Inc.
Lattuada North America, Inc.
Lauren Manufacturing
Liberty Glass & Metal Ind.
Lisec America Inc.
LMCI

M, N, O

Machines and Wheels Inc.
Mainstreet Computers
MAPES Panels, LLC
Mappi America Inc.
Marine Fasteners Inc.
Maryland Glass & Mirror Company
Messe Dusseldorf NA
Midwest Glass Fabricators
Millet Industria De Vidrio
Modernfold
Mueller TB Technologies AG
MyGlassTruck.com
Nathan Allan Glass Studios
ODL Inc.
Oldcastle BuildingEnvelope®

P

Palmer Products Corporation/
Palmer Mirro-Mastic
Peerless Products Inc.
Petersen Aluminum Corp.
Pilkington
Pitella Corporation
Praxair
Precision Frameworks LLC
Precision Glass Bending
Prodim
Pulp Studio (SwitchLite Privacy Glass)

Q, R

Quanex Building Products Quattrolifts USA, Ltd. RAY-BAR Roto North America

S

S.E.A. America, Inc. SAF - Southern Aluminum Finishing SAFTI First SAGE Electrochromics Salem Flat Glass & Mirror SCHOTT North America Schuco USA L.P. Security Lock Distributors SELECT Products Ltd. Service Finance Company LLC Sika Corporation Skudo LLC Smart-Builder Ltd Smartech International Solar Innovations Standard Bent Glass Corp. Stylmark Inc. Surface Armor Sussman Architectural **Products** Swisspacer Saint-Gobain Glass Solutions

T, U

TaiFin Glass Machinery Oy Technical Glass Products Tecnovidrio Tesa Tape Inc. Tremco Inc. Trex Commercial Products UNRUH Fab Inc.

V, W, X, Y, Z

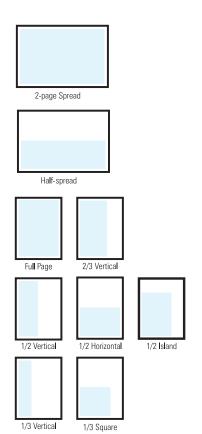
Vetrotech Saint-Gobain
Vicone High Performance Rubber
Viracon
Vitro Architectural Glass
Vitrum Glass Group
Western Window Systems
Wood's POWR-Grip
Yorglass

"[GLASS MAGAZINE IS] EXTREMELY USEFUL, ESPECIALLY FOR INDUSTRY TRENDS, TECHNICAL INFORMATION AND INFORMATION ON NEW PRODUCTS."

"FROM MY PERSPECTIVE [GLASS MAGAZINE] HAS THE DEEPEST ROOTS IN OUR INDUSTRY AND THE FOLKS WHO RUN THE MAGAZINE KNOW OUR INDUSTRY."

Source: 2019 AdStudy® conducted by Signet Research

2020 ADVERTISING RATES



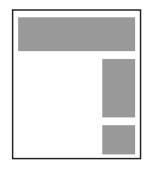
PRINT

GLASS MAGAZINE	1 X	3 X	6 X	11X
Two-page spread	7,450	7,235	7,060	6,650
Half-page spread	4,595	4,450	4,395	4,130
Full page	3,995	3,895	3,795	3,595
Two-thirds page	3,350	3,260	3,260	3,035
Half page island	3,220	3,130	3,030	2,935
Half page horiz or vert	3,030	2,940	2,850	2,760
Third page	2,840	2,760	2,680	2,560
PREMIUM POSITIONS	1 X	3 X	6 X	11X
Back cover	5,080	4,990	4,950	4,875
Inside front cover	4,895	4,850	4,760	4,695
Inside back cover	4,450	4,395	4,295	4,265
Guaranteed page	4,395	4,335	4,195	4,085
INSERTS	1 X	2 X	3 X +	
Cover tip	4,575	4,125	3,695	
Bind-in (per every two pages)	2,220	2,100	2,020	

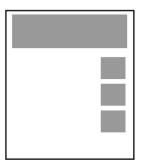
Print-ready materials required or 15% production charge will be added. Companies signing an advertising contract agree to meet the publisher's policies set forth at GlassMagazine.com/ad-policies.

DIGITAL

GLASSMAGAZINE.COM	1 X	3 X	6 X	9 X
Billboard 1	2,500	2,250	2,025	1,825
Billboard 2	2,375	2,125	1,925	1,735
Billboard 3	2,250	2,025	1,825	1,645
Rectangle 1	1,250	1,125	1,015	915
Rectangle 2	1,185	1,070	965	870
Square 1	995	895	805	725
Square 2	945	850	765	690



GLASS MAGAZINE WEEKLY + WEBSITE PAGES		
Billboard 1	1,050	
Billboard 2	995	
Square 1	825	
Square 2	795	
Square 3	750	
Product Spotlight	925	











THE GLASS AND GLAZING AUTHORITY

CONNECTING GLASS INDUSTRY SUPPLIERS TO BUYERS, SPECIFIERS AND PROSPECTS

As the official magazine of the National Glass Association and GlassBuild America, we are uniquely positioned to be your advocate to our membership, attendees and the industry at large. Let us know how we can help. Thank you!

NGA STAFF CONTACTS

KATY DEVLIN

Editor in Chief 703.442.4890 ext. 162 kdevlin@glass.org

NORAH DICK

Assistant Editor & Researcher 703.442.4890 ext. 145 ndick@glass.org

BETH MOORMAN

Production Director 703.442.4890 ext. 122 bmoorman@glass.org



ADVERTISING ACCOUNT MANAGERS

CHRIS HODGES

West Coast / Midwest / International 410.893.8003 ext. 1# chodges@executivepublishing.com

MIKE GRIBBIN

Midwest 410.893.8003 ext. 4# mgribbin@executivepublishing.com

TIM O'CONNELL

East Coast 410.893.8003 ext. 3# toconnell@executivepublishing.com

