

JW MARRIOTT

2021 MEDIA KIT

# GLASS

MAGAZINE

HELPING COMPANIES BUILD MORE PROFITABLE BUSINESSES

PRODUCED BY THE

**NGA**

NATIONAL GLASS ASSOCIATION with GANA



The National Glass Association (NGA) is 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.

**We envision a future in which glass is the material of choice to enhance spaces where people live, play, learn, work and heal.**



Glass Magazine gives you access to the entire industry supply chain: primary glass manufacturers, glass fabricators, glazing contractors, full-service glass companies, and suppliers.

Our editorial team is dedicated to providing unbiased, relevant content that helps companies build more profitable businesses. Trust the respected source of industry information to spread your sales message.

**Glass Magazine is the glass and glazing authority.**



## THE FORMULA FOR SUCCESS

### Glass Magazine Family of Publications

Glass Magazine | Glass Magazine Weekly | GlassMagazine.com  
GlassBuild America Show Catalog | GlassBuild America Daily | GlassBuildAmerica.com  
Facebook | Twitter | Instagram



### Promotional Network of Association Events

GlassBuild America: The Glass, Window & Door Expo | Building Envelope Contractors Conference  
Glass Processing Automation Days | NGA Glass Conferences | Glazing Executives Forum



### Your Marketing Message Reaching the Entire Architectural Glass & Glazing Industry Supply Chain

Float Glass Producers



Glass & Metal Fabricators and Distributors



Glazing Contractors



Dealers & Retailers



Architects & Specifiers



Suppliers of glass, metals, architectural hardware, glass & metal processing equipment trucks, handling equipment & tools, sealants, software



## YEAR-ROUND PROMOTIONAL NETWORK

As the official publication of NGA, Glass Magazine taps into a year-round promotional network of association events:

- NGA Glass Conferences
- The Building Envelope Contractors (BEC) Conference
- Glass Processing Automation Days (GPAD)
- The Glazing Executives Forum (GEF)
- GlassBuild America: The Glass, Window & Door Expo

Glass Magazine is distributed at other industry association meetings and trade shows, including AIA, glasstec and Vitrum.

Maximize your brand exposure as an exhibitor and sponsor. Ask these staff members for details:

### GlassBuild America Booth Sales and Sponsorships

Jonathan Watson, jwatson@glass.org, 703.442.4890 x142

### GlassBuild America and GEF Sponsorships

Kathy Swaak, kswaak@glass.org, 703.442.4890 x183

### BEC, GPAD and NGA Glass Conference Sponsorships

Sara Neiswanger, sara@glass.org, 703.442.4890 x178



**85%**

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

## IMPROVE YOUR BOOTH LOCATION

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

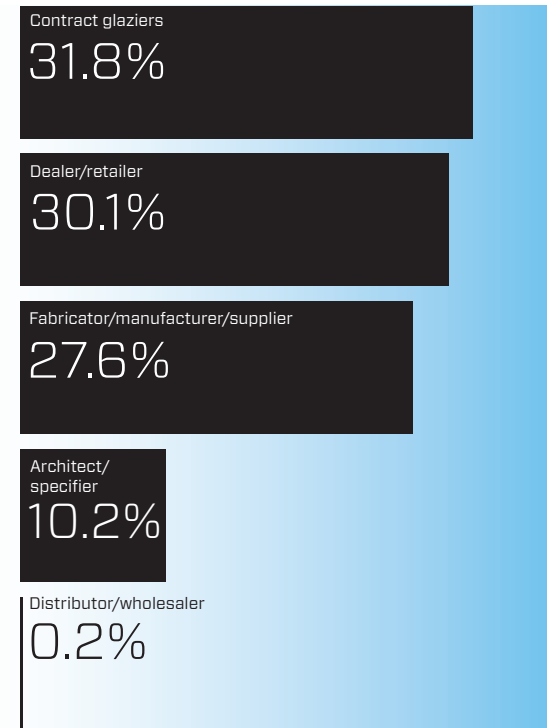
	NGA Glass Conferences	BEC Conference	Glass Processing Automation Days	Glazing Executives Forum	GlassBuild America
Glazing Contractors & Other Installing Glass Companies	Working meetings to discuss trends and critical issues 100-130 participants	Presentations, networking events, table-top exhibits 600-800 participants	Presentations on software and technology innovations 90-100 participants	Business-focused strategies for senior managers 200 participants	Trade show for the glass, window & door industries 400 exhibitors 8,000 attendees
Fabricators & Float Glass Manufacturers	X	X	X	X	X

## OUR READERS ARE YOUR BUYERS AND PROSPECTS

- They are business owners and senior-level managers who make final purchasing decisions.  
**63.8% of readers are in management positions\***
- They are engaged companies that pay to get access to suppliers in the glass industry through Glass Magazine’s multiple content platforms.
- 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.

### Unique, Verified and Transparent

All distribution information is audited annually by Jones & McIntyre PLLC and the verified data published online at circgmwd.com. Ask your account manager for access.



### CONTRACT GLAZIERS 90%

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

### FULL-SERVICE GLASS COMPANIES 78%

of dealer/retailers are business owners or senior level management

### GLASS & METAL FABRICATORS 90%

of Top Metal Companies have immediate plans to add product lines

### 76%

of Top Glass Fabricators added production capacity in the previous year

\*Sources for all statistics: 2020 Top 50 Glaziers Survey, April 2020 Circulation Report, 2019 Top Metal Companies Survey, 2020 Top Glass Fabricators Survey



## THE RIGHT CHOICE

We know the Glass Magazine family of publications and events are the right choice for your marketing message. But don't take our word for it. Here's what respondents to the 2019 Signet Research Study and attendee surveys from 2019 GlassBuild America, 2020 BEC Conference, and 2020 NGA Glass Conference: Torrey Pines have to say.

“

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

”

“

WHETHER A VETERAN OR JUST STARTING A GLASS SHOP, [GLASSBUILD] IS A GREAT PLACE TO BE. IF YOU'RE NOT HERE, YOU'RE MISSING OUT.

”

“

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

”

“

BEST NETWORKING EVENT IN THE INDUSTRY! THERE'S ONLY ONE AUDIENCE IN THIS INDUSTRY THAT IS AS POTENT, AND BEC [CONFERENCE] IS THAT AUDIENCE.

”

“

[GLASS MAGAZINE IS] VERY USEFUL. THE ARTICLES ON INDUSTRY TRENDS AND NEW PRODUCTS HELP ME IMPROVE THE PRODUCT LINES OUR COMPANY CAN OFFER.

”

“

[KEY REASONS I ATTEND THE NGA GLASS CONFERENCE ARE FOR] TECHNICAL INFORMATION AND THE ABILITY TO BE A PART OF SHAPING OUR INDUSTRY STANDARDS AND PRACTICES.

”

TO SPEAK WITH AN ACCOUNT MANAGER,  
GO TO PAGE 13 FOR CONTACT INFORMATION

## PRINT ADVERTISING OPPORTUNITIES



### January/February — Annual Glass & Metal Forecast

Special Coverage: World of Glass Update

Marketing Bonus: BOGO — buy one ad at rate card price, get a second ad of the same size for free -or- upgrade to the next larger size for the same price

**Ad Space Close:**

November 25

**Materials Due:**

December 14



### March — Annual Top Glass Fabricators Report

Special Coverage: Decorative and interior glass

- Digital printing, decorative laminates, frits, etched, back-painted, more...
- Glass railings, stairs, partitions and walls

Bonus Distribution: BEC Conference and Glass Processing Automation Days

**Ad Space Close:**

January 25

**Materials Due:**

February 9



### April — Annual Architects' Issue

Special Coverage: Performance and sustainability

- Glass and wellness • Next-generation technologies • High-performance products
- Electrochromics, BIPV, multi-cavity IGUs, more...

Bonus Distribution: AIA, June 16-19, Philadelphia • glasstec, June 15-18, Düsseldorf, Germany  
 Bonus mailing to 5,000 architects

**Ad Space Close:**

February 19

**Materials Due:**

March 5



### May/June — Annual Top 50 Glaziers

U.S. glazier market statistics, trends and project features

Special Coverage: Protective glazing

- Fire-rated, security, impact, bullet-resistant, bomb-blast

Bonus Distribution: Exclusive distribution to attendees at NGA Glass Conference

**Ad Space Close:**

March 25

**Materials Due:**

April 7

**Ask your account manager about these other can't-miss advertising opportunities:**

- Native Advertising
- Suppliers Guide
- GlassBuild America Show Catalog

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**GO TO PAGE 13** FOR CONTACT INFORMATION



### July — Annual SourceBook

The industry's most complete directory and reference. Also includes:

- Industry Association & Organization Guide
- Report of essential resources from the National Glass Association

Marketing Bonus: advertising packages with enhanced print and digital listing options

Bonus Distribution: industry events throughout the year

#### Ad Space Close:

May 27

#### Materials Due:

June 4



### August — The GlassBuild America Issue

Exclusive look at the can't-miss event + exhibitor product preview, from the official publication of the show

Special Coverage: State of the Industry

Marketing Bonus: Show Catalog combo rate — ask your account manager for details!

Exclusive distribution from the bins at GlassBuild America, Atlanta, Sept. 13-15

#### Ad Space Close:

June 16

#### Materials Due:

July 2



### September/October — The Innovation Issue

Top Equipment & Software Trends

Special Coverage: Glass Magazine Awards

Bonus Distribution: Vitrum 2021, Oct. 8-10, Milan, Italy

#### Ad Space Close:

July 30

#### Materials Due:

August 13



### November/December — Annual Top Metal Companies

Special Coverage: Glass Trucks and Handling Equipment

#### Ad Space Close:

September 21

#### Materials Due:

October 6

#### Glass Magazine covers the entire supply chain in every issue through its exclusive columns:

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





## EDITORIAL OPPORTUNITIES

### Deadlines

Editorial deadlines for the magazine are 8 weeks before the publication date, so submit materials early.

### 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, where, when, 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](mailto: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](mailto:ndick@glass.org).

### 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](mailto: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.

## NATIVE ADVERTISING

We now offer two sponsored editorial pages in print:

- Product Spotlight — tell customers how your product offers solutions to their top challenges
- Great Glazing Project — highlight envelope-pushing glass and glazing installations

Contact an account manager to reserve space.

## PRINT AD RATES



Two-page Spread



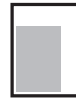
Half-page Spread



Full Page



2/3 Vertical



1/2 Island



1/2 Horizontal



1/2 Vertical



1/3 Vertical



1/3 Square

## PRINT AD SPECS

### Glass Magazine

	1x	3x	6x	8x
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	3,155	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

	1x	3x	6x	8x
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
Consecutive-page placement	add'l 15%			

### Inserts

	1x	2x	3x or more
Cover Tip	4,575	4,125	3,695
Bind-in (per every two pages)	2,220	2,100	2,020

### Accepted File Formats

- Press-quality PDF; all color must be CMYK; composite only; embed all fonts
- Photoshop TIF or JPEG, min. 260 dpi
- Illustrator EPS with all fonts converted to outlines and graphics embedded

### Color Settings

All color used in the file must be a process build of CMYK (cyan, magenta, yellow, black). RGB images and Pantone colors will be converted to CMYK unless specified. One Pantone color per ad may be printed for an additional charge of \$750 net per insertion.

### Ad Dimensions

2-pg. Spread*	16.25" wide x 10.75" tall
Half-Spread*	16.25" wide x 5.25" tall
Full Page*	8.25" wide x 10.75" tall
2/3 Page Vertical	4.5" wide x 9.375" tall
1/2 Page Island	4.5" wide x 6.8" tall
1/2 Page Horizontal	7" wide x 4.5" tall
1/2 Page Vertical	3.4" wide x 9.375" tall
1/3 Page Square	4.5" x 4.5" square
1/3 Page Vertical	2.2" wide x 9.375" tall

\*Allow .375" safety area on all sides for text, logos

**Questions? Call 703-442-4890 ext. 122.**

**Email materials to [bmoorman@glass.org](mailto:bmoorman@glass.org)**

## DIGITAL ADVERTISING OPPORTUNITIES

We have four platforms available to suit your digital marketing campaign. Ask your account manager about advertising packages to gain access to Glass Magazine's social media streams on Twitter and Facebook.

### Glass Magazine Weekly

**10,921 avg. weekly distribution**

**32.7% open rate**

We offer three different ad positions to meet the needs of your digital ad campaign: billboard and square display ads or the Product Spotlight where you can describe your product and include a color picture.

When you buy an ad in the newsletter, you get double the exposure on GlassMagazine.com for the same week. Ads will be posted on the News pages of the website Tuesday morning to coincide with the distribution of that week's edition of the newsletter and run through the following Monday.

### GlassBuild America Daily

**41,695 avg. daily distribution**

**19.68% open rate**

Maximize your exposure at the trade show with a square ad in the newsletter, published each day of the show plus a wrap-up issue. Whether it's to drive traffic to your booth, reinforce your marketing message or promote a live demonstration or give-away, your message will be in front of thousands of attendees and association members.

## SOCIAL MEDIA

All of our editorial content is also distributed via our social media streams. Follow us to help the content you provide go viral.

 | @Glassmag

 | @GlassMagazineNGA

### GlassMagazine.com

**27,323 avg. monthly users**

**35,638 unique pageviews per month**

Redesigned in 2020, the Glass Magazine website is fully responsive, adjusting for desktop, tablet or mobile viewing. We offer three ad sizes in different locations: billboard ads are centered on the home page or the Article or Blog pages; rectangle or square ads appear along the side of the home page or the Article or Blog pages.

Ads are sold separately by month, and may rotate with up to two other companies in the same position. Ask your account manager about frequency discounts.

### GlassBuildAmerica.com

**137,401 annual users**

**356,002 annual pageviews**

Available exclusively to GlassBuild exhibitors, billboard ads are available year-round in three locations on the home page of the website. Promote your presence at GlassBuild 2021 in Atlanta, Sept. 13-15. Ads will rotate with up to three companies in each position.

## DIGITAL AD RATES

GlassMagazine.com	1x	3x	6x	9x
Billboard 1	2,500	2,250	2,025	1,825
Billboard 2	2,375	2,125	1,925	1,735
Rectangle	1,250	1,125	1,015	915
Square 1	995	895	805	725
Square 2	945	850	765	690

GlassBuildAmerica.com	January-May	June-September
Billboard 1	.995 per month	1,095 per month
Billboard 2	.945 per month	1,045 per month
Billboard 3	.895 per month	.985 per month

### Glass Magazine Weekly

Billboard 1	1,050 per week
Billboard 2	995 per week
Square 1	825 per week
Squares 2 and 3	795 per week
Product Spotlight	925 per week

### GlassBuild America Daily

Square 1	.795 per day
Square 2	.755 per day
Square 3	.685 per day
Square 4	.650 per day

## DIGITAL AD SPECS

### Website Ad Files

Billboard	900 px wide x 225 px tall
Rectangle	300 px wide x 600 px tall
Square	450 px wide x 450 px tall

- Color setting: RGB
- Accepted file formats: JPEG, GIF, animated GIF
- Maximum loop time for animated files is 15 seconds, set loop to continuous
- Third-party ad files are not accepted
- Provide a web address to which the ad should be linked
- Materials are due three days before the first of the month

### Newsletter Ad Files

Billboard	900 px wide x 225 px tall
Square	300 px wide x 300 px tall
Product Spotlight	Headline, up to 75 words, color image measuring approx 450 pixels wide/tall

- Maximum File Size: 150 kb
- Color setting: RGB
- Accepted file formats: JPEG or static GIF
- Provide a web address to which the ad should be linked
- Materials are due the Friday before the scheduled publication date

Questions? Call 703-442-4890 ext. 122. Email materials to [bmoorman@glass.org](mailto:bmoorman@glass.org)



# LET US CONNECT YOU TO BUYERS, SPECIFIERS AND PROSPECTS

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