

2022 MEDIA KIT

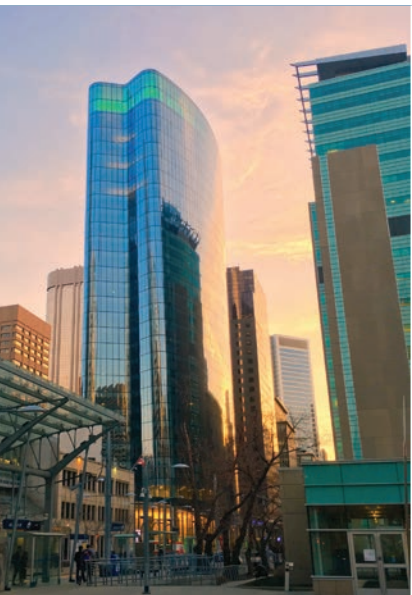
# GLASS MAGAZINE<sup>®</sup>

FAMILY OF PRINT & DIGITAL PUBLICATIONS

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.**

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



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.**

Source:  
'2019 SIGNET AdStudy

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



## 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 Reaches 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

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## YEAR-ROUND PROMOTIONAL NETWORK

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

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

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

Expand your brand exposure by becoming an exhibitor and sponsor. Contact these staff members for details:

### GlassBuild America Booth Sales

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

“  
[GLASSBUILD] IS A  
GREAT PLACE TO BE.  
IF YOU'RE NOT HERE,  
YOU'RE MISSING OUT.”

Glazing Contractors &  
Other Installing Glass  
Companies

Fabricators & Float Glass  
Manufacturers

### NGA Glass Conferences

Working meetings  
to discuss trends  
and critical issues

100-130  
participants

### BEC Conference

Presentations,  
networking events,  
table-top exhibits

600-800  
participants

### Glass Processing Automation Days

Presentations on  
software and tech-  
nology innovations

90-100  
participants

### Glazing Executives Forum

Business-focused  
strategies for  
senior managers

200  
participants

### GlassBuild America

Trade show for the  
glass, window &  
door industries

400 exhibitors  
8,000 attendees

X

X

X

X

X

X



**85%**

of attendees at GlassBuild America recommend, approve or purchase new products as part of their job responsibilities.<sup>1</sup>

## 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.

Source:  
<sup>1</sup>2019 GlassBuild America attendee survey

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# OUR READERS ARE YOUR BUYERS AND PROSPECTS

- They are business owners and senior-level managers who make final purchasing decisions.  
**68.6% of print subscribers are in management positions<sup>1</sup>**
- 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.

## Unique, Verified and Transparent

All distribution information is audited annually by Jones & McIntyre PLLC. Documentation will be provided upon request.

### BY THE NUMBERS

Average Print Copies Mailed .....26,682

Average Digital Edition Emails Delivered .....35,307

**TOTAL AVERAGE DISTRIBUTION ..... 61,989<sup>1</sup>**

Average Pass Along Rate .....2.7 people<sup>2</sup>

**TOTAL AVERAGE PRINT READERSHIP .....72,041**

# 94%

of survey respondents said Glass Magazine is a trusted source of accurate information.<sup>2</sup>

# 91%

of survey respondents agreed advertising in Glass Magazine educates and is an important part of the publication.<sup>2</sup>

# 83%

of survey respondents have taken one or more actions as a result of an advertisement or article in Glass Magazine.<sup>2</sup>

Sources:  
<sup>1</sup>December 2020 Publishers' Media Circulation Report  
<sup>2</sup>2021 SIGNET AdStudy

## BUSINESS BREAKDOWN<sup>1</sup>

### Contract Glaziers 31.2%

- Contract glazing companies
- Glazing subcontractors

### Fabricator, Manufacturer, Supplier 27.3%

- Fabricator of glass, metals, components and/or other industry-related products
- Manufacturer or fabricator of glass and/or metals
- Manufacturer or fabricator of completed or assembled products
- Suppliers to the industry

### Architects, Specifiers 21.6%

- Architects
- Specifiers
- Commercial builders

### Dealer, Retailer 12.4%

- Dealers and retailers of glass, metals and/or related products

### Distributor, Wholesaler 1.5%

- Distributors and wholesalers of glass and metals

## PRINT ADVERTISING OPPORTUNITIES



### January/February — Annual Glass & Metals 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 22

**Materials Due:**

December 8



### 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

Marketing Bonus: Free copy of the Top Fabricators report

**Ad Space Close:**

January 26

**Materials Due:**

February 11



### 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 23-25, Chicago

Exclusive for AIA Exhibitors: "See Our Ad" sticker on cover of 20 copies to distribute from your booth

Bonus mailing to 5,000 architects

**Ad Space Close:**

February 23

**Materials Due:**

March 11



### 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

Place a full page ad in this issue and be included in Glass Magazine's annual AdStudy.

Learn reader feedback on ad recall, ad readership, ad exposure and more.

Marketing Bonus: Free copy of the Top 50 Glaziers report

Bonus Distribution: NGA Glass Conference

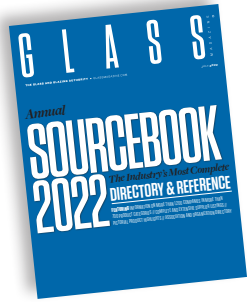
**Ad Space Close:**

March 23

**Materials Due:**

April 8





### 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 at industry events throughout the year

#### Ad Space Close:

May 25

#### Materials Due:

June 10



### August — The Innovation Issue

Top Equipment & Software Trends

Special Coverage: Glass Magazine Awards

Bonus Distribution: glasstec, Sept. 20-23, Düsseldorf, Germany and GlassBuild America, Oct. 18-20, Las Vegas

#### Ad Space Close:

June 23

#### Materials Due:

July 8



### September/October — 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

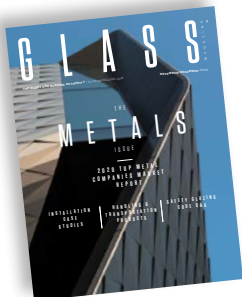
Marketing Bonus: Show Catalog combo rate — ask your account manager for details!  
Exclusive distribution from the bins at GlassBuild America, Oct. 18-20, Las Vegas

#### Ad Space Close:

July 27

#### Materials Due:

August 12



### November/December — The Metals Issue & Glass Handling

What's trending in curtain wall, storefront, entrances, railings, hardware, panel systems, rain screens and more

Special Coverage: Glass Trucks and Handling Equipment

Marketing Bonuses: Inclusion in metals product section on GlassMagazine.com • Product video on GlassMagazine.com with Twitter boost

#### Ad Space Close:

September 28

#### Materials Due:

October 14

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

- Native Advertising
- Suppliers Guide
- GlassBuild America Show Catalog

TO SPEAK WITH AN ACCOUNT MANAGER,  
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Glass Magazine offers two sponsored content pages in each issue. Featured in print and on the magazine website, you will work directly with our editorial team to write the text and layout the page. Space is limited, so don't wait to contact your account manager to reserve these premium pages.

Highlight a notable product innovation in Glass Magazine's in-demand and popular Products section. The Product Solution offers a detailed description of the product, along with a photo, company logo and list of key features.

- “ [GLASS MAGAZINE IS] A VALUABLE ASSET TO KEEP UP WITH NEW PRODUCTS AND TRENDS IN THE INDUSTRY.”

Feature a case study of a notable project in which your company was involved. Great Glazing includes a detailed description of the project, along with 1-2 photos, company logo, and a list of key players.

- ## PRODUCTS

## PRODUCTS

**SOLUTION:**  
**PALISADES™ S100**  
**SLIDING DOOR**

**KEY FEATURES**

### Performance

#### The OSL PSL

Versandkosten  
frei!

### KEY FEATURES

**GREAT GLAZING:  
THE UNIVERSITY  
OF CALIFORNIA  
MERCED**

\*\*\*\*\*

10

### Structural Series Framing and in-SPE Bulders Series Temperature



## MULTIMEDIA AD PACKAGES

Glass Magazine has several ad packages that combine print and digital advertising for an integrated multimedia campaign that will give your company maximum exposure. You'll get the highest visibility when it matters most with multiple touchpoints across all our platforms.

### New Product Launch Package

Perfect for when you have a new product hitting the market and want to let the industry know about it. The package includes:

- Full page print ad, \$3,895 value
- Inclusion in the Product section of the magazine
- Billboard ad for one month on GlassMagazine.com, \$2,250 value
- Billboard ad for one week in Glass Magazine Weekly, \$995 value
- Social media post on Twitter or Facebook, \$750 value

Contact your account manager to discuss pricing and reserve space.

*Digital advertising space subject to availability.*

### SourceBook Packages

Be sure your company stands out when customers are ready to buy with an ad package in the industry's most complete directory and reference. Options include:

- Ad in print edition
- Logo enhanced listing in the Company directory
- Deluxe pictorial listing in the Supplier section
- Bold-face product listings in the Supplier section
- Membership for one year in the online directory, eSourceBook.net

Discuss details with your account manager to find the package that is right for you.



TO SPEAK WITH AN ACCOUNT MANAGER,  
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## 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	11x
Two-page spread .....	7,650	7,450	7,235	7,060	6,650
Half-page spread .....	4,710	4,595	4,450	4,395	4,130
Full page.....	4,095	3,995	3,895	3,795	3,595
Two-thirds page.....	3,440	3,350	3,260	3,155	3,035
Half page island.....	3,310	3,220	3,130	3,030	2,935
Half page horiz or vert .....	3,120	3,030	2,940	2,850	2,760
Third page .....	2,920	2,840	2,760	2,680	2,560

### Premium Positions

	1x	3x	6x	8x	11x
Back cover .....	5,195	5,080	4,990	4,950	4,875
Inside front cover .....	4,995	4,895	4,850	4,760	4,695
Inside back cover .....	4,550	4,450	4,395	4,295	4,265
Guaranteed page .....	4,395	4,335	4,195	4,085	3,975
Product Solution, Great Glazing .....	4,710	4,595	4,480	4,365	4,135
Consecutive page placement .....	Add'l 15% above earned frequency rate				

### 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 multiple 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

**10,375 avg. weekly distribution**  
**31.6% open rate**

Choose from billboard and square display ads or the Product Spotlight where you can describe your product and include a color picture.

Buy an ad in the newsletter, and get double exposure on the News pages of GlassMagazine.com for the same week.



### GlassMagazine.com

**25,860 avg. monthly users**  
**36,128 avg. unique page views per month**

Choose from two ad sizes:

- Billboard ads are centered at the top of the home page, Article or Blog pages
- Square ads appear along the right side of the home page, 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.



## 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.

Twitter | @Glassmag  
Facebook | @GlassMagazineNGA

### GlassBuild America Daily

**34,953 avg. daily distribution**  
**28.08% 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, your message will be in front of thousands of attendees and association members.

### GlassBuildAmerica.com

**137,401 annual users**  
**356,002 annual page views**

Available exclusively to GlassBuild exhibitors, billboard ads are available on the home page of the website. Promote your presence at GlassBuild 2022, Oct. 18-20 in Las Vegas.

**New for 2022!** We have added two new ad positions:

- Square ads on interior pages
- Featured Product in the Product Showcase section

Billboard and square ads will rotate with up to three other ads in each position.



## DIGITAL AD RATES

<b>GlassMagazine.com</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Billboard 1 .....	2,650	2,500	2,250	2,025	1,825
Billboard 2 .....	2,375	2,125	1,925	1,735	1,500
Square 1 .....	.995	.895	.805	.725	.650
Square 2 .....	.945	.850	.765	.690	.600

<b>GlassBuildAmerica.com</b>	<b>Off-Peak Months</b>	<b>June-September</b>
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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
Square .....	.925 per month	1,025 per month
Featured Product .....	.795 per month	.895 per month

### Glass Magazine Weekly

Billboard 1 .....	1,095 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
Square .....	450 px wide x 450 px tall
GlassBuild Square .....	300 px wide x 300 ps tall

- Color setting: RGB
- Accepted file formats: JPEG, GIF, animated GIF
- Recommended loop time for animated files is 7 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 150 words, color image measuring 250 pixels wide

- Maximum File Size: 250 kb
- Color setting: RGB
- Accepted file formats: JPEG or 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

### Advertising Account Managers



**Chris Hodges**

410.459.8619

chodges@executivepublishing.com



**Mike Gribbin**

410.459.0158

mgribbin@executivepublishing.com



**Tim O'Connell**

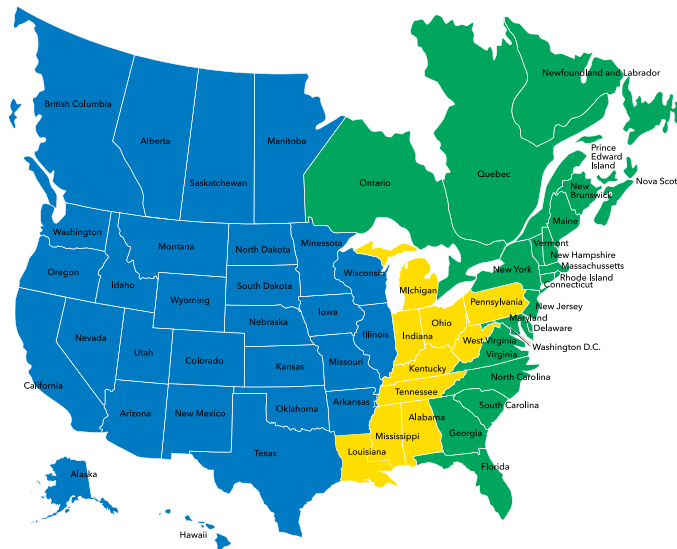
443.717.1425

toconnell@executivepublishing.com

**Europe, Africa & Asia**



**Central & South America**



### National Glass Association Staff Contacts

**Katy Devlin**

Associate Publisher, Editor-in-Chief

703/442-4890 x162 | kdevlin@glass.org

**Norah Dick**

Associate Editor

703/442-4890 x145 | ndick@glass.org

**Beth Moorman**

Production Director

703/442-4890 x122 | bmoorman@glass.org