

2023 MEDIA KIT

# GLASS<sup>®</sup>

MAGAZINE

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.**

“

I VERY MUCH ENJOY GOING  
THROUGH THE MAGAZINE  
AS SOON AS I GET IT.  
IT KEEPS ME ON TOP OF  
OUR INDUSTRY.

”

**GLASS<sup>®</sup>**  
MAGAZINE

PRODUCED  
BY THE  
**NGA**

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:  
'2022 SIGNET AdStudy

TO SPEAK WITH A SALES CONSULTANT,  
**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

## YEAR-ROUND PROMOTIONAL NETWORK

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

- **NGA Glass Conference: Miramar Beach • January 24-26, 2023 | Miramar Beach, CA**  
**NGA Glass Conference: Tacoma • July 2023 | Tacoma, Washington**  
 Working meetings to discuss trends and issues critical to the industry  
 100-130 participants
- **The Building Envelope Contractors (BEC) Conference • March 5-7, 2023 | Las Vegas, NV**  
 Presentations, networking events and table-top exhibits  
 600-800 participants
- **GlassBuild America: The Glass, Window & Door Expo • Oct. 31 – Nov. 2, 2023 | Atlanta, GA**  
 Trade show for the glass, window & door industries  
 400 exhibitors • 8,000 attendees
- **The Glazing Executives Forum • Oct. 31, 2023 | Atlanta, GA**  
 Business-focused strategies for senior managers  
 200 participants

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 Glazing Executives Forum Sponsorships • Kathy Swaak  
 kswaak@glass.org, 703.442.4890 x183

BEC and NGA Glass Conference Sponsorships • Andrew Haring  
 aharing@glass.org, 703.442.4890 x165

**Ask about placing an ad in the  
 GlassBuild America Show Catalog.  
 Open to anyone interested!**



**GlassBuild**  
**AMERICA**  
 THE GLASS, WINDOW & DOOR EXPO

### IMPROVE YOUR BOOTH LOCATION

Full schedule Glass Magazine advertisers get more priority points for earlier booth selection at GlassBuild America.

**\$577,355**

the average amount GlassBuild America buyers reported they planned to spend on glass, machinery, products and/or services they saw at GlassBuild 2021 in Atlanta.<sup>2</sup>

**85%**

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

**53%**

of attendees at GlassBuild America 2021 were contract glaziers, glazing subcontractors and full-service glass companies.<sup>2</sup>

Sources:

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

<sup>2</sup>2021 GlassBuild America attendee survey

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**Business Breakdowns for All Glass Magazine Platforms<sup>1</sup>**

<b>Contract Glaziers</b>	<b>29.7%</b>
<ul style="list-style-type: none"><li>Contract glazing companies</li><li>Glazing subcontractors</li></ul>	
<b>Dealer, Retailer</b>	<b>25.3%</b>
<ul style="list-style-type: none"><li>Dealers and retailers of glass, metals and/or related products</li></ul>	
<b>Fabricator, Manufacturer, Supplier</b>	<b>24.5%</b>
<ul style="list-style-type: none"><li>Fabricator of glass, metals, components and/or other industry-related products</li><li>Manufacturer or fabricator of glass and/or metals</li><li>Manufacturer or fabricator of completed or assembled products</li><li>Suppliers to the industry</li></ul>	
<b>Architects, Specifiers</b>	<b>8.4%</b>
<ul style="list-style-type: none"><li>Architects</li><li>Specifiers</li><li>Commercial builders</li></ul>	
<b>Distributor, Wholesaler</b>	<b>2.7%</b>
<ul style="list-style-type: none"><li>Distributors and wholesalers of glass and metals</li></ul>	

**OUR SUBSCRIBERS ARE YOUR BUYERS AND PROSPECTS**

- They are business owners and senior-level managers who make final purchasing decisions.
- 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 .....	22,819
Average Digital Edition Emails Delivered .....	35,010
<b>TOTAL AVERAGE DISTRIBUTION .....</b>	<b>57,829<sup>1</sup></b>
Number of Readers Per Copy .....	3.9 <sup>2</sup>
<b>TOTAL AVERAGE PRINT READERSHIP .....</b>	<b>88,994</b>



**91%**

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

**79%**

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

**55%**

of survey respondents say that when purchasing products, magazine ads/advertorials are their most important source of information.<sup>2</sup>

Sources:  
<sup>1</sup>December 2021 Publishers’ Media Circulation Report  
<sup>2</sup>2022 SIGNET AdStudy

## 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 Architects' Issue

Special Coverage: Performance and sustainability

- Glass and wellness • Next-generation technologies • High-performance products

Bonus Distribution: BEC Conference, March 5–7, 2023 • Las Vegas PLUS at a special event hosted by NGA during the AIA Conference

Bonus mailing to 5,000 architects • Exclusive for AIA Exhibitors: “See Our Ad” sticker on cover of 20 copies to distribute from your booth

**Ad Space Close:**

January 23

**Materials Due:**

February 3



### April — 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: NGA Glass Conference, July 2023

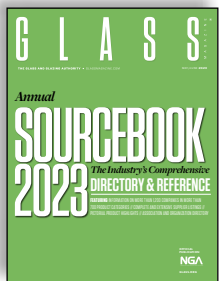
Place a full page ad in this issue and be included in Glass Magazine's annual AdStudy.

**Ad Space Close:**

February 17

**Materials Due:**

March 3



### May/June — Annual SourceBook

One of the industry's most complete directories and reference guides. 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:**

March 31

**Materials Due:**

April 7



### July — Annual Top 50 Glaziers

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

Special Coverage: Protective glazing

- School security, fire-rated, intruder-resistant, impact, bullet-resistant, bomb-blast

Marketing Bonus: Free copy of the Top 50 Glaziers report

Bonus Distribution: NGA Glass Conference

**Ad Space Close:**

May 24

**Materials Due:**

June 7



### August/September — The Innovation Issue

Top Equipment & Software Trends

Special Coverage: Glass Magazine Awards

Bonus Distribution: Vitrum, Sept. 5–8, Milan, Italy • GlassBuild America 2023, Oct. 31 – Nov. 2, Atlanta

**Ad Space Close:**

June 22

**Materials Due:**

July 7



### 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 a sales consultant for details!

Exclusive distribution at GlassBuild America 2023, Oct. 31 – Nov. 2, Atlanta

**Ad Space Close:**

August 16

**Materials Due:**

September 1



### 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 29

**Materials Due:**

October 11

**Ask a sales consultant about these other can't-miss advertising opportunities:**

- Custom Marketing Solutions
- Suppliers Guide
- GlassBuild America Show Catalog

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- Launch a Product Line
- Build a Branding Campaign
- Support Brand Maintenance
- Attract New Customers
- Promote Services

- Sponsored Content
- Native Advertising options include:
  - **Q&A** interview with key personnel at your company
  - **Great Glazing** showcasing a notable glazing project
  - **Product Solution** shows how your products solve customer problems

- Targeted Placement
- Multimedia Campaigns
- Social Media Outreach
- Product Launch Packages

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SPONSORED CONTENT

## PRODUCT SOLUTION | RETROFIT SECURITY APPLICATIONS FOR GLAZING

Cutting-edge solutions can retroactively harden glass and improve building safety and security

May 14, 2022

SHIELD® installed on a federal courthouse.

### RES

res glazing security  
a fully untested access  
to damage from disaster

and with frequent riots, bombing and natural disasters, protecting people and property. But when it comes to building perimeter security, glass is the **Easy Broken** glass is the first victim of active shooters, riots, fires and natural disasters.

**NGS**

here are cutting-edge solutions that can retroactively harden glass and improve building safety. NGS offers a tiered approach to glazing security that can be customized based on budget and

### ETRY AND SECURITY WINDOW FILM

IR Window Film is the first tier in our layered security system. With the use of premier tenet technology and multilayer bomb blast mitigation, this product shields victims from shattering bullet entry into a building. The addition of the 3M™ Impact Protection Adhesive completes the glazing film and the glass to the frame for improved performance.

### SHIELD

ty protection system, TRB-SHIELD®, has been proven effective at deterring, delaying, and preventing attackers from stepping foot inside targeted businesses. TRB-SHIELD® uses proprietary encapsulation on both sides of the glass surface allowing the system to minimize the advantage of the strength of the glass and the flexibility of the film through a prolonged break-in attempt.

[illegible]

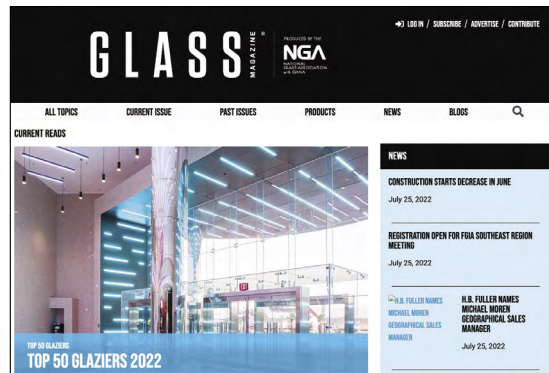


## DIGITAL ADVERTISING OPPORTUNITIES

With four digital platforms available for your comprehensive marketing campaigns, Glass Magazine can help you expand the reach of your company's brand.<sup>1</sup>

### GlassMagazine.com

From January–  
June 2022:  
**28,569** average  
monthly users  
**38,396** average  
monthly pageviews  
**7.2%** increase in  
number of users  
compared to  
January-June 2021



Users and  
pageviews on  
both sites  
are trending  
upward

### Glass Magazine Weekly

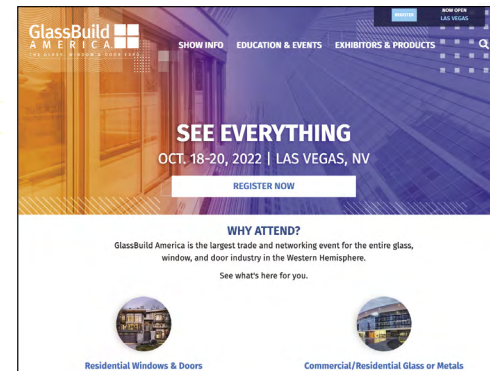
From January–  
June 2022:  
**106,744** total number of  
newsletters opened  
**47.45%** open rate  
**14.8%** increase in open  
rate compared to  
January-June 2021



Know your  
ad will reach  
its intended  
audience with  
delivery rates  
above 99.5%

### GlassBuildAmerica.com

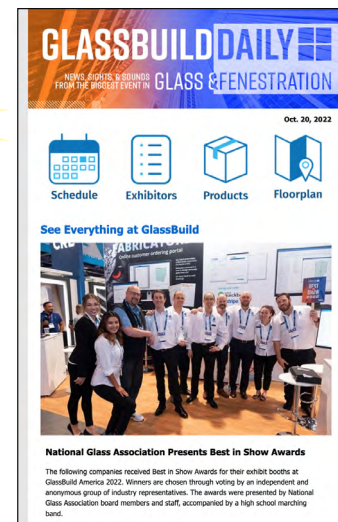
Reach tens of thousands of  
potential customers with our  
websites and newsletters!



For 2021:  
**159,434** total users  
**416,515** total  
pageviews  
**73%** increase in the  
number of pageviews  
and **32%** increase in  
the number of users  
compared to the first  
six months of 2021

### GlassBuild America Daily

For the four newsletters  
distributed September  
13-20, 2021:  
**9,214** total number of  
newsletters opened  
**25.73%** open rate



Sources:

<sup>1</sup>Google Analytics and publisher's own data

## ADDED EXPOSURE ON SOCIAL MEDIA

Your marketing message will get an added boost from Glass Magazine and GlassBuild America social media platforms when you purchase an advertising package. Posts on Twitter and Instagram referring viewers back to your print and digital content are included as part of a custom media campaign.<sup>1</sup>

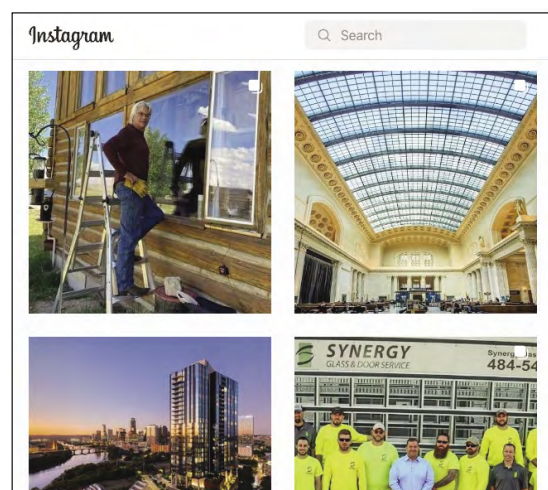
### Twitter.com/glassmag



**4,228** followers @glassmag

**201,098** impressions in 2021

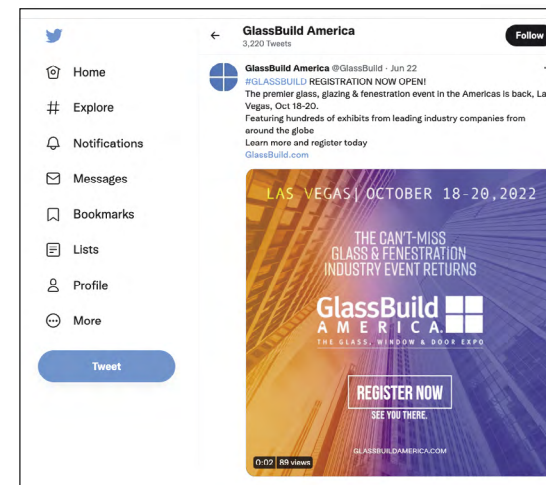
### Instagram.com/glassmagazinenga



**3,253** followers @glassmagazinenga

**3,739** impressions in 2021

### Twitter.com/glassbuild



**4,430** followers @glassbuild

**81,023** impressions in 2021



**Ask your sales consultant  
how to integrate social  
media into your ad program**

Sources:  
<sup>1</sup>Publisher's own data

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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
Two-page spread .....	7,880	7,675	7,345	7,165
Half-page spread .....	4,850	4,735	4,515	4,460
Full page .....	4,220	4,115	3,955	3,850
Two-thirds page .....	3,545	3,450	3,310	3,200
Half page island .....	3,410	3,315	3,175	3,075
Half page horiz or vert .....	3,215	3,120	2,985	2,895
Third page .....	3,010	2,925	2,800	2,720

### Premium Positions

	1x	3x	6x	8x
Back cover .....	5,350	5,230	5,065	5,025
Inside front cover .....	5,145	5,040	4,925	4,830
Inside back cover .....	4,685	4,585	4,460	4,360
Guaranteed page .....	4,525	4,465	4,260	4,145
Product Solution, Great Glazing .....	4,850	4,735	4,545	4,430
Consecutive page placement .....	Add'l 15% above earned frequency rate			

### Inserts

	1x	2x	3x or more
Cover Tip .....	4,710	4,250	3,805
Bind-in (per every two pages) .....	2,285	2,165	2,080

### 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 \$950 net per insertion.

### Ad Dimensions

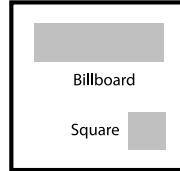
2-pg. Spread*	16.25" wide x 10.75" tall
Half-Spread*	16.25" wide x 5.25" tall
Full Page*	8.25" wide x 10.75" tall
2/3 Page Vertical	4.5" wide x 9.375" tall
1/2 Page Island	4.5" wide x 6.8" tall
1/2 Page Horizontal	7" wide x 4.5" tall
1/2 Page Vertical	3.4" wide x 9.375" tall
1/3 Page Square	4.5" x 4.5"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

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

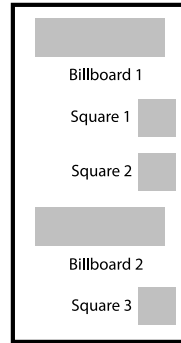
**Questions? Call 703/442-4890 ext. 122.**

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

## DIGITAL AD RATES



Website Ads



Newsletter Ads

## 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 450 pixels wide, height variable

- 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)**

### GlassMagazine.com

	1x	3x	6x	9x	12x
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
Trending Now .....	1,500				

### GlassBuildAmerica.com

#### Off-Peak Months

#### August-November

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



## LET US CONNECT YOU TO COMMERCIAL GLASS & METALS BUYERS, SPECIFIERS AND PROSPECTS

### Media Sales Consultants



**Chris Hodges**

410.459.8619  
chodges@glass.org



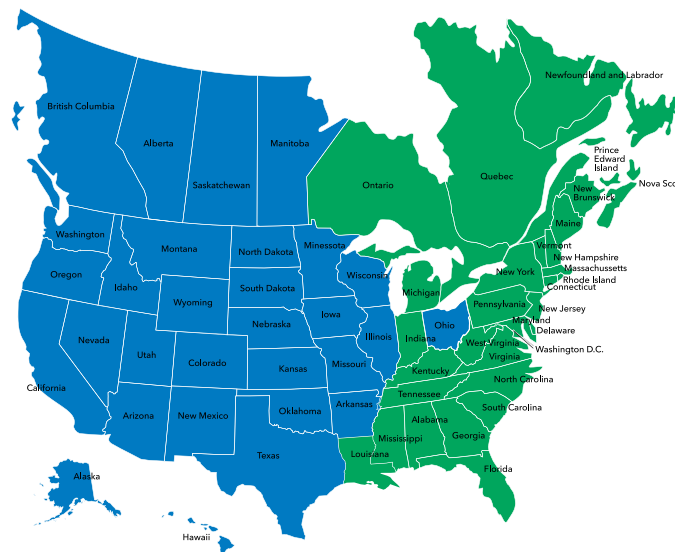
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#### Europe, Africa & Asia



#### Central & South America



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