



2024 Media Kit

www.GlassMagazine.com

GLASS[®]
MAGAZINE

PRODUCED
BY THE
NGA

GlassBuild
AMERICA[®]
THE GLASS, WINDOW & DOOR EXPO

Glass Magazine Connects You to Your Customers

Glass Magazine delivers need-to-know technical, educational and market trend information to help companies across the architectural glass industry build and grow their businesses. Be a part of the only architectural glass publication that has the backing of North America's leading industry trade organization, the National Glass Association (NGA).



Glass Magazine is:

Glass Magazine | Glass Magazine Weekly | GlassMagazine.com

GlassBuild America Show Catalog | GlassBuild America Daily | GlassBuildAmerica.com

Facebook | Twitter | Instagram

The go-to source of industry information, from full-service glass shops to multi-national companies.

Your customers — and your customers' customers — are reading Glass Magazine.

We Give you Access to the Entire Architectural Glass & Glazing Industry Supply Chain



Manufacturers/
Fabricators
22.7%



Contract
Glaziers
26.2%



Dealers/
Retailers
8.6%



Architects/
Specifiers
28%



Owners/
Executives
53.1%

55,877

Total average
distribution of
print copies mailed
and digital edition
emails delivered

48.14%

Average open rate
of Glass Magazine
Weekly newsletter
from May 3, 2023–
May 8, 2024

188,715

Number of users of
GlassMagazine.com
with more than 255,000
pageviews from Oct.
2023–April 2024

Sources: 2023 Publisher's Media Circulation Report
and Publisher's own data



Glass Magazine is the Glass and Glazing Authority

As the official publication of the NGA and as a leading voice of the NGA's advocacy, technical and educational activities, Glass Magazine delivers essential industry information to key decisionmakers, including architects, lawmakers, and code and regulatory officials.

Glass Magazine is also the official glass magazine of all NGA events, including GlassBuild America, the Building Envelope Contractors (BEC) Conference, the NGA Glass Conferences and more.

Better Visibility

The more you invest with NGA – including your advertising in Glass Magazine and sponsorships at association events – the earlier you get to choose your location on the GlassBuild show floor.



Team Up with Glass Magazine + Association Events

NGA's Promotional Network of Association Events:

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

Priority Reservations

Tabletop displays for NGA's popular Building Envelope Contractors (BEC) Conference sell out every year. Reservations open first to Glass Magazine advertisers and GlassBuild exhibitors.



Your Message + Our Editorial Integrity

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

Published 8 times a year, including our annual SourceBook issue, every issue offers exclusive insights by industry insiders. Plus you get exclusive distribution a GlassBuild America and bonus copies at other industry events.

Click underlined text to
download more information!

2024 Publishing Schedule

Jan/Feb.

The Annual Glass & Metals Forecast
+ World of Glass update

Marketing Bonus:
Upgrade to the next larger
ad size for the same price

Ad Space Closing:
Nov. 27, 2023

Materials Due:
Dec. 8

March

The Annual Architects' Issue
+ High performance
solutions

Marketing Bonus:
Exclusive distribution at
BEC Conference in
Nashville, Tenn.

Ad Space Closing:
Jan. 22

Materials Due:
Feb. 9

April

The Annual Top Fabricators Report
+ Decorative and
interior glass

Marketing Bonus:
Advertise in the issue and
be included in the
annual AdStudy

Ad Space Closing:
Feb. 14

Materials Due:
March 6

May/June

The Annual SourceBook
List of industry suppliers

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

Ad Space Closing:
Apr. 1

Materials Due:
Apr. 12



Glass Magazine Covers It All

Throughout the year, we cover :

- Machinery
- Equipment and software trends
- Industry forecasts
- Innovation
- Technology
- Codes and standards
- Manufacturing best practices
- Legal Insights
- Business management
- Industry events

2024 Publishing Schedule

July

**The Annual
Top 50 Glaziers**
+ Protective glazing

Marketing Bonus:
Exclusive distribution at the
NGA Glass Conference

Ad Space Closing:
May 16

Materials Due:
June 7

August

**Glass Magazine
Awards**
+ Top equipment and
software trends

Marketing Bonus:
Distribution at glasstec in
Düsseldorf, Germany

Ad Space Closing:
June 12

Materials Due:
July 3

Sept./Oct.

**The GlassBuild
America Issue**
+ State of the industry

Marketing Bonus:
Advertise in the issue and
be included in the
ad study

Ad Space Closing:
July 31

Materials Due:
Aug. 19

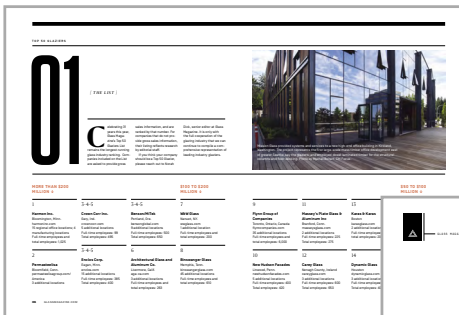
Nov./Dec.

**The Metals
Issue**
+ Glass trucks and
handling equipment

Marketing Bonus:
Inclusion in the metals
product section online

Ad Space Closing:
Sept. 23

Materials Due:
Oct. 16

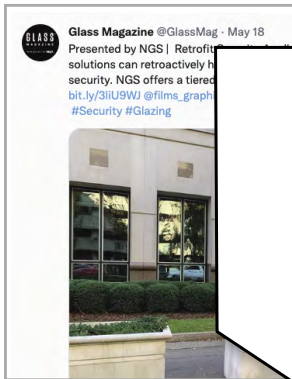


Tailored Solutions for Your Marketing Goals

Work with our sales consultants to ensure your brand and products get in front of your customers and prospects.

Glass Magazine invites you to get creative and explore effective and innovative options in print advertising, event sponsorships and digital offerings that will help you reach your goals. Enhance your event marketing with our media solutions. Increase visibility by bringing your ad campaign into our events. Ideas include:

Click underlined text to
download more information!



Sponsored Content

Q+A
Product Solution
Great Glazing
Trending Now
Targeted Placement

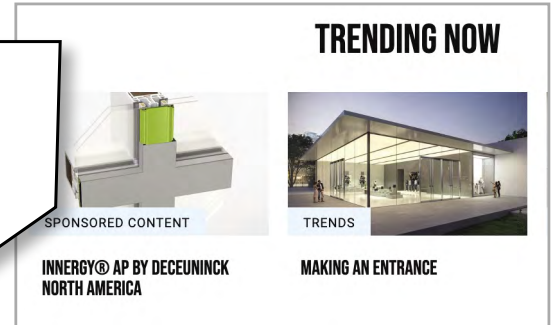
Comprehensive Marketing

Multimedia Campaigns
Social Media Enhancements
Product Launch Packages



Metrics and Tracking

Digital Ad Stats
Ad Studies

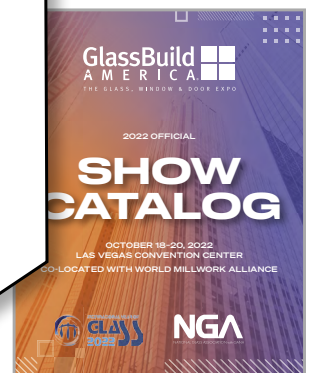


Digital Packages

GlassMagazine.com
Glass Magazine Weekly
GlassBuild Daily
GlassBuildAmerica.com
Instagram, Twitter and other Social Platforms

Event Marketing

Official Show Issues
Print and Onsite Coverage
GlassBuild Daily
GlassBuildAmerica.com
GlassBuild Show Guide
Sponsorships



2024 Advertising Rates

Print Ad Rates

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%			

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

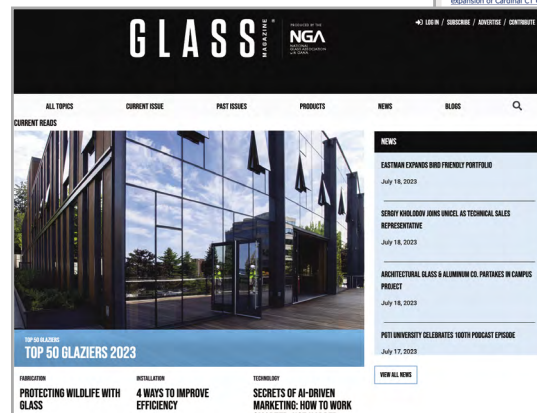


Digital Ad Rates

GlassMagazine.com	1x	3x	6x	9x	12x
Billboard 1	2,730	2,575	2,320	2,085	1,880
Billboard 2	2,445	2,190	1,985	1,785	1,545
Square 1	1,025	920	830	745	670
Square 2	975	875	790	710	620
Trending Now	1,800	1,545			

Glass Magazine Weekly + Website News Pages

Billboard 1	1,130 per week
Billboard 2	1,025 per week
Square 1	850 per week
Squares 2 and 3	820 per week
Product Spotlight	955 per week



Glass Magazine Wants to Work with You

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