

glass news™

MEDIA GUIDE 2017



The right people
read Glass News:
and that's not
just you!

www.glassnews.co.uk

As the fenestration industry's leading newspaper we don't just aim to give you the latest industry news and product detail, we also want to give you a good read.

Trade journals should appeal to everyone from suppliers to manufacturers to fabricators and installers, and we're just as happy seeing Glass News on a Chief Executive's desk or on the dashboard of an installer's van.

For Glass News it's all about relationships, and our philosophy is 'no hard sell - let's build the relationship'.

We understand that your standards are high. Everyone at Glass News works exceedingly hard to reach the highest standard possible.

With our ever growing readership and circulation, Glass News appeals to all sectors of our industry.

The right people read Glass News, and that's everyone!

Christina Shaw
Owner & Publisher

Chris Champion
Editor



FEATURES LIST & DISTRIBUTION INFORMATION

IN PRINT
& ONLINE!

JANUARY

- Fit Show Preview
- Trade Counter News & Mailer*
- In Profile (Systems)
- Solid Roof Expert
Covering industry topics such as cladovers and looking at the latest products
- Profile Bending
- Marketing Expert
For companies who are looking to take on an agency

FEBRUARY

- FIT Show Preview
- Window, Door & Glass Machinery
- Coloured Windows Expert
- Skylight & Roof Lantern Expert
- Energy Efficiency
- Ecobuild Preview
Check out who is exhibiting and what the show has to offer

MARCH

- FIT Show Preview
- Trade Counter News & Mailer*
- Orangery & Conservatory Expert
- Hardware & Security Focus
- Sealed Units & Glass
- Aluminium & Steel Profiles

APRIL

- FIT Show Preview
- Software & IT
- Bi-folding & Sliding Door Expert
- Energy Efficiency
- Ecobuild Review
- Installer Network Review
Looking at the various support packages available to installers

MAY

- FIT Show Preview
- Trade Counter News & Mailer*
- Conservatory Special
- Profile Bending
- Composite Door Expert

JUNE

- FIT Show Review
- Solid Roof Expert
Covering industry topics such as cladovers and looking at the latest products
- Sealed Units & Glass
- Energy Efficiency
- Coloured Windows

JULY

- FIT Show Review
- Trade Counter News & Mailer*
- Software & IT
- Window, Door & Glass Machinery
- Timber Windows
- Hardware & Security Expert
- Skylight & Roof Lantern Expert

AUGUST

- Aluminium & Steel
- Vertical & Heritage Sliders
- In Profile (Systems)
- Energy Efficiency
- Blinds, Flooring & Insulation

SEPTEMBER

- Trade Counter News & Mailer*
- Composite Door Expert
- Sealed Units & Glass
- Profile Bending
- Solid Roofs
Covering industry topics such as cladovers and looking at the latest products
- The Build Show Preview
- Fire Door Safety
Fire Door Safety week: 25th September - 1st October 2017

OCTOBER

- Skylight & Roof Lantern Expert
- Orangery & Conservatory Expert
- Software & IT
- Flood Resistant Windows & Doors

NOVEMBER

- Trade Counter News & Mailer*
- G17 Preview
- Door Hardware Expert
- Window, Door & Glass Machinery
- Coloured Windows
- Bi-folding & Sliding Door Expert
- The Build Show Review

DECEMBER

- Product Review
Spotlight Special
- G17 Review
- Software & IT
- Energy Efficiency

PRINT DISTRIBUTION: 11,000

- Window Fabricators and Installers
- Door Fabricators and Installers
- Conservatory & Orangery Fabricators and Installers
- Flat Roofing Manufacturers and Installers
- Roofline Companies
- Systems Companies
- Insulated Glass Unit Manufacturers & Processors
- Emergency Glazing
- Window, Door & Glass Machinery Manufacturers
- Hardware & Security Suppliers
- Trade Associations
- Marketing & PR Companies
- Colour Foiling Suppliers & Colour Spraying Companies

*Trade Counter News is a bi-monthly feature which includes advertising opportunities within Glass News and on the E-Mail Broadcast which is sent to 20,000 companies.

PRESS RELEASE COVERAGE – YOUR OPTIONS

Option 1

Editorial Coverage (press releases)



Your PR in the printed issue...



...your PR in the digital issue...



...on our Facebook Page...



...and Tweeted to all of our customers!

WE HAVE OVER 5,500 FOLLOWERS!



...on the Mailer...



...on our Website.

ALL OF THIS COSTS JUST **£90**

Option 2

Editorial Coverage (press releases)

Glass News Print Edition & Digital Edition PLUS! Glass News Mailer & Website, Twitter & Facebook (within FEATURED STORIES at the top of the mailer)

THE COST TO COVER ALL OF THE ABOVE IS **£125** + VAT



WITH CLICK THROUGH LINK!!

Your PR in our Top Featured Stories - Readers will see your story first! You also receive a mention and a click through link within the mailer intro, with this option.

Option 3

Editorial Coverage (press releases)

Glass News Print Edition - Full Page Article & Digital Edition PLUS! Glass News Mailer & Website, Twitter & Facebook



THE COST TO COVER ALL OF THE ABOVE IS **£295** + VAT

Full page article plus all of Option 1 included

DID YOU KNOW WE ALSO PRODUCE **FENESTRA BUILD?**

Fenestra Build is the largest online portal for the window industry.

Email for more details: christina@fenestrabuild.co.uk



ADVERTISING OPPORTUNITIES



Print

RUN OF PAPER & FEATURE ADVERTISING

FULL PAGE AD
£795

10% discount for 3 insertions

HALF PAGE AD
£595

10% discount for 3 insertions

QUARTER PAGE AD
£395

10% discount for 3 insertions

FIND A SUPPLIER ADS (Classified)

QUARTER PAGE AD
£395

for 12 month duration (one invoice)

EIGHTH PAGE AD
£295

for 12 month duration (one invoice)

SIXTEENTH PAGE AD
£195

for 12 month duration (one invoice)



Online

- Weekly Mailer Banner Ad
- 14,000 circulation
- Banner advertisement **£950** (one invoice) for six month period or **£1,695** (one invoice) for 12 month period (includes website banner on the homepage)



Wall Planner

January 2017 – slots start from **£295**, book early to avoid disappointment

All prices + VAT

Yearly Packages

(incorporating advertising, editorial, online coverage & social media)

	<h3>PLATINUM</h3> <p>£6,450 +VAT (ONE INVOICE FOR THE YEAR)</p>	<p>YOU SAVE £6,386!</p>
<p>12 x Full Page Ads Full page insertion within a 12 month period</p> <p>2 x Front Page Slots Bottom left hand teaser ad – directing readers to your inside page</p> <p>1 x Double Page Spread Interview Editor interview</p> <p>1 x Full 'Face To Face' Page Full page employee editorial</p>	<p>1 x Full 'Company Profile' Page Full page company profile editorial</p> <p>1 x Weekly Mailer Banner Ad Banner ad on the weekly mailer for 12 months</p> <p>1 x Home Page Banner Ad Banner ad on the website home page for 12 months</p> <p>1 x Qtr Page Classified Ad Advert insertion for 12 months</p>	<p>1 X Wall Planner Ad Advertisement in the 2016 wall planner calendar</p> <p>PR Coverage Included</p>
	<h3>GOLD</h3> <p>£4,980 +VAT (ONE INVOICE FOR THE YEAR)</p>	<p>YOU SAVE £3,199!</p>
<p>8 x Full Page Ads Full page insertion within a 12 month period</p> <p>1 x Front Page Slot Bottom left hand teaser ad – directing readers to your inside page</p> <p>1 x Full Page Interview Editor interview</p>	<p>1 x Full 'Company Profile' Page Full page company profile editorial</p> <p>1 x Weekly Mailer Banner Ad Banner ad on the weekly mailer for 6 months</p> <p>1 x Home Page Banner Ad Banner ad on the website home page for 6 months</p>	<p>1 X 1/8th Page Classified Ad Advert insertion for 12 months</p> <p>1 x Full 'Face To Face' Page Full page employee editorial</p> <p>Reduced PR fee</p>
	<h3>SILVER</h3> <p>£3,780 +VAT (ONE INVOICE FOR THE YEAR)</p>	<p>YOU SAVE £2,469!</p>
<p>8 x Half Page Ads Half page insertion within a 12 month period</p> <p>1 x Full Page Interview Editor interview</p> <p>1 x Full 'Face To Face' Page Full page employee editorial</p>	<p>1 x Weekly Mailer Banner Ad Banner ad on the weekly mailer for 6 months</p> <p>1 x Home Page Banner Ad Banner ad on the website home page for 6 months</p>	<p>1 X 1/8th Page Classified Ad Advert insertion for 12 months</p> <p>Reduced PR fee</p>
	<h3>BRONZE</h3> <p>£2,580 +VAT (ONE INVOICE FOR THE YEAR)</p>	<p>YOU SAVE £1,028!</p>
<p>6 x Half Page Ads Half page insertion within a 12 month period</p>	<p>1 x Full Page Interview Editor interview</p> <p>1 x Full 'Company Profile' Page Full page company profile editorial</p>	<p>1 X 1/8th Page Classified Ad Advert insertion for 12 months</p>

GLASS NEWS FREQUENCY

Printed edition: 12 issues per year | Mailer (E-Newsletter): 52 issues per year | Digital edition: 12 issues per year

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