



*Engaging*

*Current*

**glassnews**<sup>TM</sup>

*Informative*

*The UK's Only Industry Newspaper*

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**Newspapers are fundamentally an effective media**

- Relative to other media, newspaper advertising is recalled above and beyond the spend invested in it.

**Our newspaper format is unique**

- Newspapers are an especially active, involving, and engaging medium.
- A sense of stature combined with the reflection of values inherent in newspapers mean consumers engage with the medium in a qualitatively different way to other media.

**Newspapers = advertising responses**

- The nature of newspapers results in a deeper and more persuasive form of communication.
- The breadth of content within them, enables advertisers to place advertisements in relevant context providing a short-circuit to changing brand perceptions in the brain.

**Newspapers deliver ultimate impact**

- Newspapers are specially placed to build brands.
- Advertising in newspapers is particularly likely to influence purchasing behaviour.

*Sit down with a cuppa,  
relax & unwind with your  
very own industry newspaper!*

## Rates – Cost Effective Advertising Campaigns

**Please note:** No bleed is required on any advertising as all advertising is set within the page margins. All artwork must be supplied in a 300dpi format, preferably as a PDF of Jpeg.

Front cover (quarter page vertical): 129.5mm x 156mm £800	Full page: 265mm x 318mm £550	Colour sep/PR insertion cost: £80 per release
Back cover (full page): 265mm x 318mm £750	Half page horizontal: 265mm x 156mm £350	Company profile (editorial only): £250 per half page
Inside front (full page): 265mm x 318mm £700	Half page vertical: 129.5mm x 318mm £350	Leaflet print and insertion: Prices upon application
Page 3 (quarter page horizontal): 265mm x 75mm £250	Quarter page horizontal: 265mm x 75mm £225	<b>12 months Trade Directory Ad just £250 +VAT! Email for more info!</b>
	Quarter page vertical: 129.5mm x 156mm £225	
	Classified horizontal: 129.5mm x 75mm Prices upon application	



## ONLINE BANNER ADVERTISING

[www.glasspeople.co.uk](http://www.glasspeople.co.uk)

**JUST £80\*PER  
MONTH!  
INCLUDES  
FREE BANNER  
DESIGN**

Our website is publicised within Glass News as well as being advertised on our monthly e-shot (total circulation 18,800 readers)!

\*To take advantage of the £80 + vat per month deal the min booking is 12 months - one invoice, proforma.

## Publication Dates & Deadlines

### March 2012

Deadline for copy:  
25th February 2012

Issue Date:  
8th March 2012

### April 2012

Deadline for copy:  
29th March 2012

Issue Date:  
5th April 2012

### May 2012

Deadline for copy:  
3rd May 2012

Issue Date:  
9th May 2012

### June 2012

Deadline for copy:  
27th May 2012

Issue Date:  
6th June 2012

### July 2012

Deadline for copy:  
1st July 2012

Issue Date:  
8th July 2012

### August 2012

Deadline for copy:  
2nd August 2012

Issue Date:  
9th August 2012

### September 2012

Deadline for copy:  
2nd September 2012

Issue Date:  
9th September 2012

### October 2012

Deadline for copy:  
3rd October 2012

Issue Date:  
10th October 2012

### November 2012

Deadline for copy:  
1st November 2012

Issue Date:  
8th November 2012

### December 2012

Deadline for copy:  
1st December 2012

Issue Date:  
8th December 2012

## January

- Hardware & Ventilation (to include locks, letterboxes, security, ventilation, handles etc)
- Commercial Projects (this is to include shops, public sector etc..)
- In Profile (to include timber, PVC-U, steel & Aluminium)
- Software, IT & Databases

## February

The Environmental issue

- Energy Efficiency
- Recycling
- Ecobuild Preview
- The Solar Supplement (Solar News)

## March

- Opportunities in Doors (to include anything from composites, bi-fold, energy ratings etc)
- Conservatories Round Up
- Transport & Handling

## April

- Business Expansion
- Forward Thinking Fabricators
- Profile Bending
- Ecobuild Review

## May

- Installer Focus (to include tools, workwear, vans, health & safety)
- Working With Colour
- In Profile
- Fabrication Machinery

## June

- Hardware & Ventilation
- Opportunities in Doors
- Environmental Issues
- The Aluminium Supplement (Aluminium News - in association with CAB)

## July

- Software, IT & Databases
- Glass Developments
- Apprenticeships & Training

## August

- Vertical Sliders
- Commercial Projects
- Sealants & Sealed Units
- Transport & Handling

## September

- Hardware & Security
- Conservatories Round Up
- Fabrication Machinery
- Forward Thinking Fabricators

## October

- Opportunities in Doors
- In Profile
- Environmental Issues
- Working With Colour

## November

- Profile Bending
- Software, IT & Databases
- Commercial Projects
- Installer Focus

## December

- Tools & Equipment – all you want for Christmas!
- Business Expansion – Opportunities for 2013
- 2012 Product Review

### REGULAR FEATURES

- Trade News
- Repairs, Maintenance and Installation
- Product Updates
- Glass People
- Letters page – have your say
- Industry comment
- Time out – prize crossword & sudoku
- Installer Stories
- Association News – CAB, GGF, FENSA, etc.

### CIRCULATION

- 10,000 copies
- Nationwide
- Monthly

Fabricators and installers (all material, targeted by turnover), sealed unit manufacturers, glass processing and manufacture, profile system suppliers (extruders), machinery manufacturers, software (all glass and glazing associated companies).

### FREE WEB COVERAGE

**Glass News Interactive is sent to 8,500 email addresses each month. Anyone who features within the printed issue, receives this FREE of charge.**

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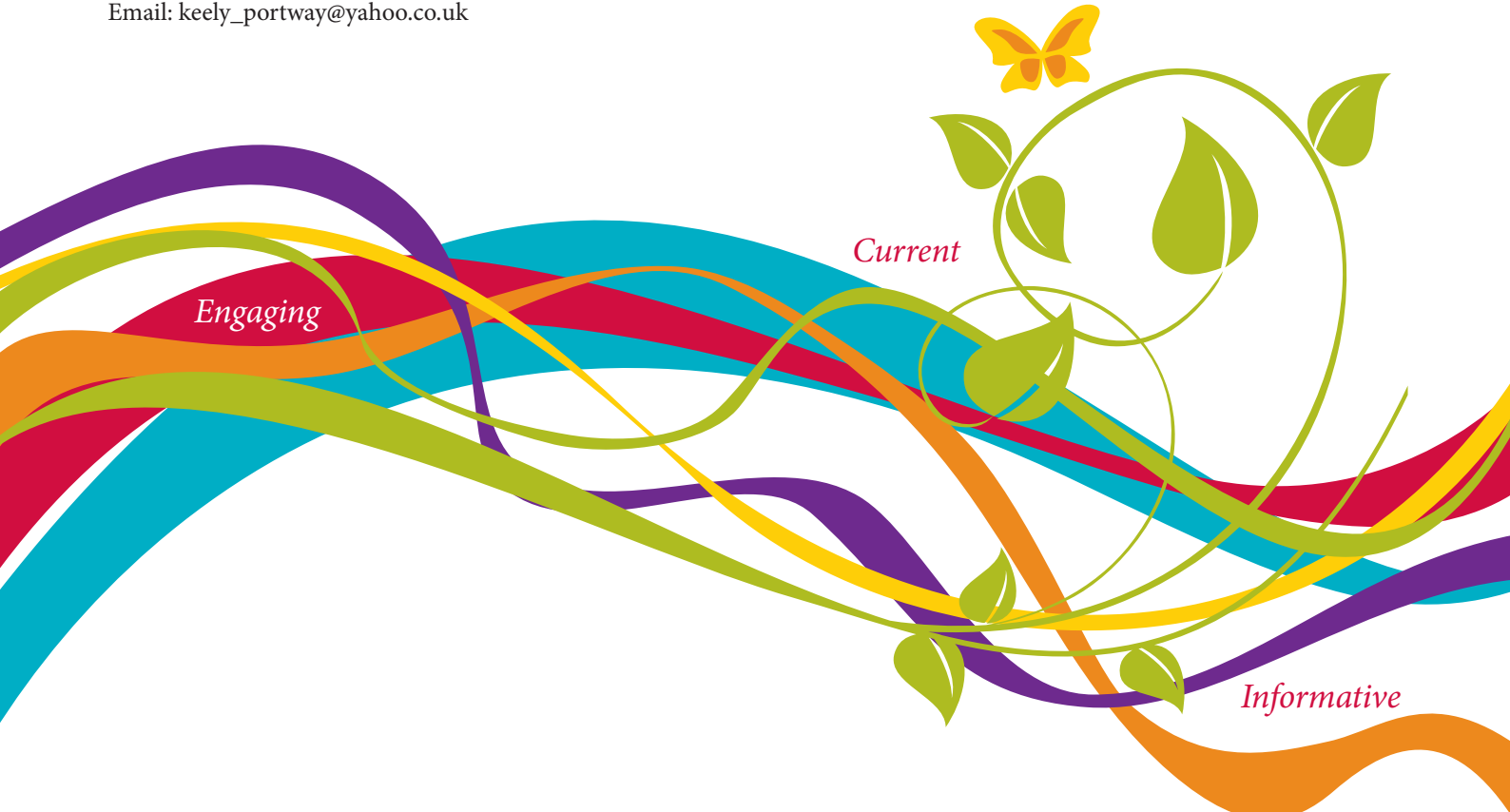
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