

2021 MEDIA KIT

WE CAN DO THAT.
WE ARE THE
FACTORY.

RESIDENTIAL FENESTRATION COVERAGE, FROM SOURCE TO SALE

WINDOW + DOOR

PRODUCED BY

NGA
NATIONAL GLASS ASSOCIATION with GANA

WINDOW+ DOOR

Produced by the National Glass Association, Window + Door is the official publication of GlassBuild America. This unique connection to all of the key links in the supply chain provides a more comprehensive platform for suppliers to reach residential window manufacturers, and for manufacturers to connect with their dealers.

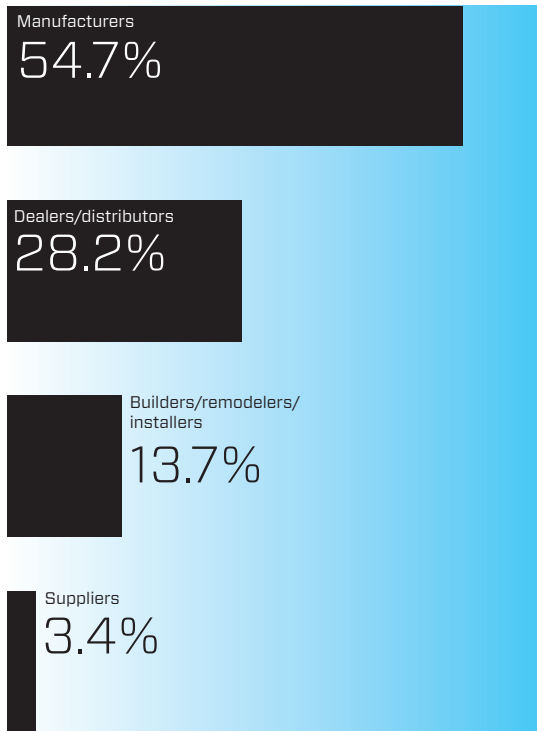
Window + Door is dedicated to providing the entire fenestration industry with unbiased, relevant content that helps companies build more profitable businesses. Trust the respected source for industry information to spread your sales message.

Window + Door offers residential fenestration coverage, from source to sale.



The Window + Door Family of Products

Window + Door | Window + Door Weekly | WindowandDoor.com
GlassBuild America Show Catalog | GlassBuild America Daily | GlassBuildAmerica.com
Facebook | Twitter | Instagram



Access to Buyers and Prospects

Window + Door magazine's supplier partners are....

- Engaged companies seeking direct access to suppliers in the residential window and door industry through Window + Door platforms.
- Business owners and senior-level managers who make final purchasing decisions.
- They can be reached anytime, anywhere, in any way they choose: in person at GlassBuild America, in print through Window + Door and its related products, or electronically via our online and mobile platforms.

Unique, Verified and Transparent

All distribution information is audited annually by Jones & McIntyre PLLC and the verified data published online at circgmwd.com. Ask an account manager for access.

Source: April 2020 Circulation Report

Advertising Considered Important

92% of survey respondents agreed with the statement "The advertising in Window + Door educates and is an important part of the publication."

Source: 2019 Signet Research Study

Readers Take Action

82% of survey respondents took one or more actions as a result of advertising or articles seen in Window + Door.

Positive Opinion of Advertising

81% of survey respondents agreed with the statement "My respect for Window + Door could positively influence my opinion of ads appearing within."



Worldwide Promotional Network

As the official publication of GlassBuild America, Window + Door taps into a worldwide promotional network. We offer an exceptional value to local and international suppliers looking to market their products and services to buyers and prospects.

By combining print and digital advertising with sponsorships at GlassBuild America, you can extend the reach of your message to thousands of potential customers when they are ready to buy.

Additional copies of Window + Door are distributed at industry conferences, meetings and events, including IBS, Fensterbau, and Vitrum.

Expand your company's exposure at GlassBuild America. As an exhibitor and sponsor you will ensure your company name is in front of thousands of potential customers who attend the show. Contact these staff members for details:

GlassBuild America Booth Sales

Jonathan Watson, jwatson@glass.org
703.442.4890 x142

GlassBuild America Sponsorships

Kathy Swaak, kswaak@glass.org
703.442.4890 x183



85%

of attendees at GlassBuild America recommend, approve or purchase new products as part of their job responsibilities.

Maximize Brand Recognition

You can maximize your company's brand recognition by becoming an exhibitor and sponsor at GlassBuild America. Your company name will be in front of thousands of prospects when they are ready to buy.

Improve Your Booth Location

Buy advertising and show sponsorships and improve your company's ranking to select booth space at GlassBuild America. Ask your account manager for details.

The Right Choice

We know the Window + Door family of products and GlassBuild America are the right choices for your marketing message. But don't take our word for it. Here's what respondents to the 2019 Signet Research Study and attendee survey from 2019 GlassBuild America have to say.

“

Window + Door is the information bible.

”

“

The various ideas I read in the magazine help with innovative thinking which has a direct link to our productivity.

”

“

Window + Door helps keep me up to speed on my industry, products and competitors.

”

“

GlassBuild is a great place to be. If you're not here, you're missing out.

”

“

The interface across the supply chain is highly beneficial and GlassBuild is a good opportunity to create those relationships.

”

“

GlassBuild America has tons of energy, lots of people and things to see.

”

Print Advertising Opportunities



January/February — The Industry Forecast Issue

Insights and Takeaways from Window + Door's Industry Pulse Survey:

- State of the industry
- Post-COVID 19 demand
- Supply chain insights

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

Bonus Distribution: IBS 2021, Feb. 9-11, Orlando

Ad Space Close:

December 31

Materials Due:

January 19



March/April — The Window, Tools and Components Issue

A Deep Dive on:

- Window system components; extrusions
- Trends in window and door hardware
- Trends in replacement windows
- Software and tools for manufacturing and selling fenestration
- Welders, corner cleaners and IGU equipment for window manufacturing

Ad Space Close:

March 8

Materials Due:

March 23



May/June — The Manufacturing Issue

The Top Manufacturers Report, plus a look into:

- Automation
- Software
- Equipment
- Current manufacturing technologies & practices

Bonus Distribution: Vitrum 2021, Oct. 8-10, Milan, Italy

Ad Space Close:

April 28

Materials Due:

May 13

Exclusive columns in Window + Door focus on the most current issues facing the industry:

- Observation Desk: Reflections on the industry at large
- In the Trenches: Theory & best practices for the fabricator community
- Decoded: Deciphering the standards, codes & regulations impacting the fenestration industry
- Eye on Fenestration: Commentary on big picture issues
- Letter of the Law: professionals weigh in on the legal matters in fenestration
- Your Business Matters: Exploring best business practices & marketing strategies

Print Advertising Opportunities



July/August — The GlassBuild America Issue

Window + Door Exclusive Preview, including:

- Event highlights from GlassBuild organizers
- Product and exhibitor coverage
- Education lineup

Marketing Bonus: Show Catalog combo rate — ask your account manager for details!

Exclusive distribution from the bins at GlassBuild America 2021, Sept. 13-15, Atlanta

Ad Space Close:

July 6

Materials Due:

July 21



September/October — The Door and Hardware Issue

Comprehensive Coverage of:

- Doors and door components; millwork
- Processing equipment for entry, patio and multi-panel doors
- Trends in hardware for sliding, folding and entry doors

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

Ad Space Close:

September 3

Materials Due:

September 21



November/December — Annual Buying Guide

The industry's most complete manufacturer and supplier directory and reference guide: 1,400 companies in detailed product categories, as well as a list of Industry Associations. Plus, highlights from the Window + Door Awards, presented with GlassBuild America.

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

Bonus Distribution: industry events throughout 2022

Ad Space Close:

November 4

Materials Due:

November 17

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

- Native Advertising
- GlassBuild America Show Catalog

Editorial Opportunities

Deadlines

Editorial deadlines for the magazine are 8 weeks before the publication date, so submit materials early.

News

News announcements allow industry companies to connect with customers, introduce new products, share company news, highlight recent projects and recognize the achievements of employees. Please submit:

- Press releases that cover at least three of the “Five Ws” — who, what, where, when, and why does it matter.
- If applicable, submit a color image that is at least 3.5" by 5" when sized at 300 dpi.

Product Submissions

Companies should submit a press release announcing a single, new product introduction that contains the following:

- Information that focuses on the specific attributes and details of the product, rather than marketing language.
- A website and phone number where readers can obtain further information.
- High-resolution image that is at least 4" by 5" when sized at 300 dpi.
- Contributors may email submissions to Laurie Cowin at lcowin@glass.org.

Top Lists and Award Programs

The annual Top Manufacturers list ranks residential window and door manufacturers by annual sales volume. To be considered, fill out the nomination form online or contact Laurie Cowin, lcowin@glass.org.

The Window + Door Awards (formerly, the Crystal Achievement Awards) honor suppliers and manufacturers for product innovation. Find details and nominate your company online or contact Laurie Cowin, lcowin@glass.org.

Bylined Articles

If you are interested in authoring an original article or blog for publication in Window + Door, Window + Door Weekly or on WindowandDoor.com, contact Laurie Cowin, lcowin@glass.org. Please note:

- We ask all contributors for exclusivity for specific articles.
- All content should be insightful and educational in nature and avoid advocating for a specific brand, technology, or methodology.
- We do not publish consumer-oriented articles.

Native Advertising

We now offer a sponsored editorial page in print:

- **Product/Solution** — show how your product can solve problems for existing and prospective customers

Contact an account manager to reserve space.

Print Ad Rates



Two-page Spread



Half-page Spread



Full Page



2/3 Vertical



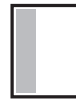
1/2 Island



1/2 Horizontal



1/3 Vertical



1/3 Vertical



1/3 Square

Window + Door

	1x	3x	6x
Two-page spread	4,920	4,690	4,475
Half-page spread	3,320	3,170	3,025
Full page	2,975	2,845	2,715
Two-thirds page	2,415	2,300	2,190
Half page island	2,225	2,120	2,020
Half page horiz or vert	2,115	2,015	1,920
Third page	2,005	1,910	1,820

Premium Positions

	1x	3x	6x
Back cover	3,665	3,560	3,470
Inside front cover	3,480	3,390	3,310
Inside back cover	3,160	3,085	3,015
Guaranteed page	3,030	3,000	2,970
Consecutive-page placement	add'l 15%		

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

Print Ad Specs

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

Digital Advertising Opportunities

We have four platforms available for your digital marketing campaign. Ask your account manager about advertising packages to gain access to Window + Door's social media streams on Twitter and Facebook.

Window + Door Weekly

12,238 avg. weekly distribution

25.9% open rate

We offer three different ad positions to meet the needs of your digital ad campaign: billboard and square display ads or the Product Spotlight where you can describe your product and include a color picture.

When you buy an ad in the newsletter, you get double the exposure on WindowandDoor.com for the same week. Ads will be posted on the News pages of the website Wednesday morning to coincide with the distribution of that week's edition of the newsletter and run through the following Tuesday.

GlassBuild America Daily



41,695 avg. daily distribution

19.68% 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 or give-away, your message will be in front of thousands of attendees and association members.

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.

 | @windowdoormag
 | @windowdoormag

WindowandDoor.com

24,016 avg. monthly users

29,555 unique pageviews per month

Redesigned in 2020, the Window + Door website is fully responsive, adjusting for desktop, tablet or mobile viewing. We offer three ad sizes in different locations: billboard ads are centered on the home page or the Article or Blog pages; rectangle or square ads appear along the side of the home page or the 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.

GlassBuildAmerica.com

137,401 annual users

356,002 annual pageviews

Available exclusively to GlassBuild exhibitors, billboard ads are available year-round in three locations on the home page of the website. Promote your presence at GlassBuild 2021 in Atlanta, Sept. 13-15. Ads will rotate with up to three companies in each position.

Digital Ad Rates

WindowandDoor.com	1x	3x	6x	9x
Billboard 1	2,500	2,250	2,025	1,825
Billboard 2	2,375	2,125	1,925	1,735
Rectangle	1,250	1,125	1,015	915
Square 1	995	895	805	725
Square 2	945	850	765	690

GlassBuildAmerica.com	January-May	June-September
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

Window + Door Weekly

Billboard 1	1,050 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
Rectangle	300 px wide x 600 px tall
Square	450 px wide x 450 px tall

- Color setting: RGB
- Accepted file formats: JPEG, GIF, animated GIF
- Maximum loop time for animated files is 15 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	350 px wide x 350 px tall
Product Spotlight	Headline, up to 75 words, color image measuring approx 450 pixels wide/tall

- Maximum File Size: 150 kb
- Color setting: RGB
- Accepted file formats: JPEG or static 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

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

443.717.14 25

toconnell@executivepublishing.com

Europe, Africa & Asia



Central & South America



National Glass Association Staff Contacts

Emily Kay Thompson

Associate Publisher

703/442-4890 Ext. 150 | ethompson@glass.org

Laurie Cowin

Editor

703/442-4890 Ext. 188 | lcwin@glass.org

Beth Moorman

Production Director

703/442-4890 Ext. 122 | bmoorman@glass.org