

2022 MEDIA KIT

WINDOW+ DOOR

PRODUCED BY
NGA
NATIONAL GLASS ASSOCIATION with GANA

FAMILY OF PRINT + DIGITAL PUBLICATIONS



WINDOW+ DOOR

“
WINDOW + DOOR IS
THE INFORMATION
BIBLE.¹
”

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

Source:
¹ 2019 SIGNET AdStudy

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 digital platforms.

Unique, Verified and Transparent

All distribution information is audited annually by Jones & McIntyre PLLC. We will be glad to provide documentation upon request.

By the Numbers

Average Print Copies Mailed 18,851
 Average Digital Edition Emails Delivered 29,140
TOTAL AVERAGE DISTRIBUTION 47,991¹

94%

of survey respondents agreed with the statement "The advertising in Window + Door educates and is an important part of the publication."²

80%

of survey respondents read Window + Door regularly, almost double the percentage of other industry publications.²

77%

of survey respondents have taken one or more actions as a result of an advertisement or article in Window + Door.²

Sources:

¹December 2020 Publisher's Media Circulation Report

²2021 SIGNET AdStudy

Business Breakdown¹

Manufacturers **52.8%**

- Manufacturers of windows and/or doors
- Manufacturers of doors only
- Manufacturers of sunrooms, skylights and/or patio enclosures
- Manufacturers of fenestration components or equipment
- Manufacturer's representatives

Dealers, distributors **25.1%**

- Specialty window/door dealers
- Millwork distributors, dealers
- Shortline distributors
- Pro-oriented building materials/lumberyards
- Consumer-oriented building materials/home centers
- Home improvement dealers
- Wholesaler/distributor of windows and/or doors
- Dealers, retailers of windows and/or doors

Builders, Remodelers, Installers **8.1%**

- Builders
- Contractors
- Remodelers
- Architects
- Installers

Suppliers **2.2%**

- Suppliers of components, equipment or services

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

“
GLASSBUILD IS A
GREAT PLACE TO BE.
IF YOU'RE NOT HERE,
YOU'RE MISSING OUT.¹
”



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.

Source:

¹2019 GlassBuild America attendee survey

TO SPEAK WITH AN ACCOUNT MANAGER,
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Print Advertising Opportunities



January/February — The Industry Forecast Issue

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

- State of the industry
- Market demand
- Supply chain and materials 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

Ad Space Close:

January 5

Materials Due:

January 19



March/April — The Window, Tools and Hardware Issue

A Deep Dive on:

- Window system components; extrusions
- Window and door hardware
- Energy efficiency in window systems
- Software and tools for manufacturing and selling fenestration
- High-speed equipment for window manufacturing

Ad Space Close:

March 7

Materials Due:

March 23



May/June — The Manufacturing Issue

The Top Manufacturers Report, plus a look into:

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

Place a full page ad in this issue and be included in Window + Door's annual AdStudy. Learn reader feedback on ad recall, ad readership, ad exposure and more.

Ad Space Close:

May 2

Materials Due:

May 18

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

TO SPEAK WITH AN ACCOUNT MANAGER,
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Print Advertising Opportunities



July/August — 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
- Energy-efficient 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:

July 6

Materials Due:

July 22



September/October — 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 2022, Oct. 18-20, Las Vegas

Ad Space Close:

August 29

Materials Due:

September 13



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 2023

Ad Space Close:

November 7

Materials Due:

November 16

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

- Native Advertising
- GlassBuildAmerica Show Catalog
- Multimedia Ad Packages

Native Advertising Opportunity

Our readers want answers to their problems. We know that suppliers have the solutions. The Window + Door Product/Solution is a sponsored content opportunity in which industry companies can highlight a notable product innovation in Window + Door's in-demand and popular Product section.

This exclusive opportunity provides readers with honest, specific solutions to their challenges. The significance to readers is huge. The value to suppliers is obvious. And, placing this sponsored content next to one of our most popular sections that is related to the idea of products solving problems brings it all together.

Featured in print and on the magazine website, you will work directly with our editorial team to write the text and layout the page. Space is limited, so don't wait to contact your account manager to reserve this premium page.

- Only one Product/Solution appears in each issue; the full page is dedicated to a case-study-like presentation of YOUR product information and photos alone.
- The Product/Solution appears as the first right-hand page of our regular editorial products coverage.
- The Product/Solution is listed in the Table of Contents.

“
WINDOW + DOOR IS A
GREAT AND QUICK SOURCE
TO KEEP ME CONNECTED
TO THE INDUSTRY.¹
”

Source:
¹2021 SIGNET AdStudy



Multimedia Ad Packages

Glass Magazine has several ad packages that combine print and digital advertising for an integrated multimedia campaign that will give your company maximum exposure. You'll get the highest visibility when it matters most with multiple touchpoints across all our platforms.

New Product Launch Package

Perfect for when you have a new product hitting the market and want to let the industry know about it. The package includes:

- Full page print ad, \$2,845 value
- Inclusion in the Product section of the magazine
- Billboard ad for one month on WindowandDoor.com, \$2,250 value
- Billboard ad for one week in Window + Door Weekly, \$995 value
- Social media post on Twitter or Facebook, \$750 value

Contact your account manager to discuss pricing and reserve space.

Digital advertising space subject to availability.

Buying Guide Packages

Be sure your company stands out when customers are ready to buy with an ad package in the industry's most complete directory and reference. Options include:

- Ad in print edition
- Logo enhanced listing in the Company directory
- Deluxe pictorial listing in the Supplier section
- Bold-face product listings in the Supplier section
- Membership for one year in the online directory, eBuyingGuide.net

Discuss details with your account manager to find the package that is right for you.



TO SPEAK WITH AN ACCOUNT MANAGER,
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Print Ad Rates



Two-page Spread



Half-page Spread



Full Page



2/3 Vertical



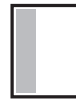
1/2 Island



1/2 Horizontal



1/2 Vertical



1/3 Vertical



1/3 Square

Window + Door

	1x	3x	6x	8x
Two-page spread	5,095	4,920	4,690	4,475
Half-page spread	3,470	3,320	3,170	3,025
Full page	3,095	2,975	2,845	2,715
Two-thirds page	2,535	2,415	2,300	2,190
Half page island	2,335	2,225	2,120	2,020
Half page horiz or vert	2,220	2,115	2,015	1,920
Third page	2,095	2,005	1,910	1,820

Premium Positions

	1x	3x	6x	8x
Back cover	3,775	3,665	3,560	3,470
Inside front cover	3,575	3,480	3,390	3,310
Inside back cover	3,235	3,160	3,085	3,015
Guaranteed page	3,060	3,030	3,000	2,970
Product/Solution	3,560	3,420	3,270	3,125

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

11,016 avg. weekly distribution
29.61% open rate

Choose from billboard and square display ads or the Product Spotlight where you can describe your product and include a color picture.

Buy an ad in the newsletter, and get double exposure on the News pages of WindowandDoor.com for the same week.



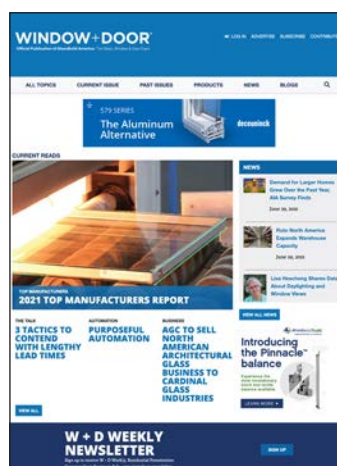
WindowandDoor.com

21,402 avg. monthly users
29,883 avg. unique page views per month

Choose from two ad sizes:

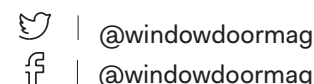
- Billboard ads are centered at the top of the home page, Article or Blog pages
- Square ads appear along the right side of the home page, Article or Blog pages.

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.



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.



GlassBuild America Daily

34,953 avg. daily distribution
28.08% 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, your message will be in front of thousands of attendees and association members.

GlassBuildAmerica.com

137,401 annual users
356,002 annual page views

Available exclusively to GlassBuild exhibitors, billboard ads are available on the home page of the website. Promote your presence at GlassBuild 2022, Oct. 18-20 in Las Vegas.

New for 2022! We have added two new ad positions:

- Square ads on interior pages
- Featured Product in the Product Showcase section

Billboard and square ads will rotate with up to three other ads in each position.

Digital Ad Rates

WindowandDoor.com	1x	3x	6x	9x	12x
Billboard 1	2,650	2,250	2,025	1,825	1,600
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	650

GlassBuildAmerica.com Off-Peak Months 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
Square	925 per month	1,025 per month
Featured Product	795 per month	995 per month

Window + Door 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

Digital Ad Specs

Website Ad Files

Billboard900 px wide x 225 px tall
 Square.....450 px wide x 450 px tall
 GlassBuild Square300 px wide x 300 px tall

- Color setting: RGB
- Accepted file formats: JPEG, GIF, animated GIF
- Maximum 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

Billboard900 px wide x 225 px tall
 Square.....300 px wide x 300 px tall
 Product Spotlight..... Headline, up to 150 words, color image measuring 250 pixels wide

- 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

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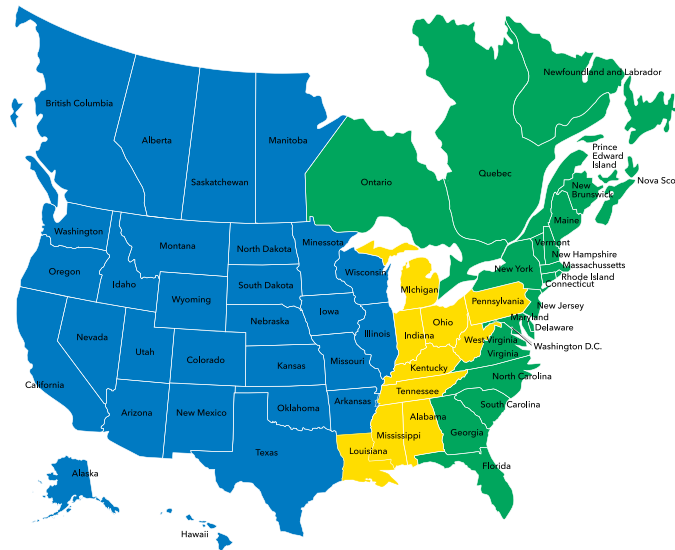
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