

2023 MEDIA KIT

# WINDOW+ DOOR

FAMILY OF PRINT & DIGITAL PUBLICATIONS

PRODUCED BY

**NGA**  
NATIONAL GLASS ASSOCIATION with GANA

OFFICIAL  
PUBLICATION OF

**GlassBuild**  
AMERICA. 



# WINDOW+ DOOR

“  
WINDOW + DOOR IS  
THE INFORMATION  
BIBLE.<sup>1</sup>  
”

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:  
<sup>1</sup> 2019 SIGNET AdStudy



# WINDOW+ DOOR + GlassBuild AMERICA

THE GLASS, WINDOW & DOOR EXPO

## = Comprehensive Reach

GlassBuild is the biggest annual fenestration event in the Americas! As the official publication of GlassBuild America, Window + Door taps into this worldwide promotional network giving you a comprehensive reach to market your products and services to buyers and prospects.

The cohesion of these two influential marketing vehicles allows our exhibitors and advertisers to make the most of their marketing efforts.

Whether you're promoting new products and services, seeking new customers, working to build a brand, and/or supporting brand maintenance, our team can tailor unique opportunities for a comprehensive campaign that reaches across the GlassBuild and Window + Door universe.

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

### Expand your brand exposure by becoming an exhibitor and sponsor. 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

**Ask about placing an ad in the GlassBuild America Show Catalog.  
Open to anyone interested!**



Sources:

<sup>1</sup>2019 GlassBuild America attendee survey

<sup>2</sup>Window + Door Magazine and past GlassBuild America attendee lists

<sup>3</sup>2021 GlassBuild America attendee survey

## IMPROVE YOUR BOOTH LOCATION

Full schedule Window + Door advertisers get more priority points for earlier booth selection at GlassBuild America.

## 100%

of the companies in the top tiers of Window + Door's annual Top Manufacturers list (revenues between \$500M and more than \$1B) attend GlassBuild.<sup>2</sup>

## \$577,355

the average amount GlassBuild America buyers reported they planned to spend on glass, window and door machinery, products and/or services they saw at GlassBuild 2021 in Atlanta.<sup>3</sup>

## Get Down on the Trade Show Floor

If you have products for residential window and door manufacturers in these categories, you should be on the trade show floor!

- Components
- Services
- Handling Equipment
- Machinery & Efficiency

TO SPEAK WITH A SALES CONSULTANT,  
GO TO PAGE 12 FOR CONTACT INFORMATION

# Business Breakdown for All Window + Door Platforms<sup>1</sup>

<b>Manufacturers</b>	<b>58.4%</b>
<ul style="list-style-type: none"> <li>Manufacturers of windows and/or doors</li> <li>Manufacturers of doors only</li> <li>Manufacturers of sunrooms, skylights and/or patio enclosures</li> <li>Manufacturers of fenestration components or equipment</li> <li>Manufacturer's representatives</li> </ul>	
<b>Dealers, Distributors</b>	<b>26.3%</b>
<ul style="list-style-type: none"> <li>Specialty window/door dealers</li> <li>Millwork distributors, dealers</li> <li>Shortline distributors</li> <li>Pro-oriented building materials/lumberyards</li> <li>Consumer-oriented building materials/home centers</li> <li>Home improvement dealers</li> <li>Wholesaler/distributor of windows and/or doors</li> <li>Dealers, retailers of windows and/or doors</li> </ul>	
<b>Builders, Remodelers, Installers</b>	<b>10.4%</b>
<ul style="list-style-type: none"> <li>Builders</li> <li>Contractors</li> <li>Remodelers</li> <li>Architects</li> <li>Installers</li> </ul>	
<b>Suppliers</b>	<b>1.4%</b>
<ul style="list-style-type: none"> <li>Suppliers of components, equipment or services</li> </ul>	

## Access to Fenestration 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 .....	17,646
Average Digital Edition Emails Delivered .....	28,031
<b>TOTAL AVERAGE DISTRIBUTION .....</b>	<b>53,813<sup>1</sup></b>
Number of Readers Per Copy .....	2.8 <sup>2</sup>
<b>TOTAL AVERAGE PRINT READERSHIP.....</b>	<b>49,408</b>

2.8 Readers  
Per Copy

89%

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

70%

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

49%

of Window + Door magazine and Window + Door Weekly newsletter subscribers are business owners, presidents, vice presidents and general managers who make purchasing decisions<sup>1</sup>

Sources:  
<sup>1</sup>December 2021 Publisher's Media Circulation Report  
<sup>2</sup>2022 SIGNET AdStudy

## 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, materials and labor 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:

December 23

#### Materials Due:

January 13



### 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
- Equipment for window manufacturing

#### Ad Space Close:

March 9

#### Materials Due:

March 22



### May/June — The Manufacturing Issue

The Top Manufacturers Report, plus a look into:

- Annual Top Manufacturers List
- Software
- Equipment and Automation
- Current manufacturing practices and 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 3

#### Materials Due:

May 17

## Print Advertising Opportunities



### July/August — The Door and Hardware Issue

Comprehensive Coverage of:

- Doors and door components
- Door processing equipment, practices
- Trends in hardware for sliding, folding and entry doors
- Door trends

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 13

**Materials Due:**

July 26



### 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 a sales consultant for details!

Exclusive distribution at GlassBuild America 2023, Oct. 31 - Nov. 2, Atlanta

**Ad Space Close:**

September 7

**Materials Due:**

September 19



### November/December — Annual Buying Guide

The fenestration industry's comprehensive 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 at industry events throughout 2024

**Ad Space Close:**

November 6

**Materials Due:**

November 15

### 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



[illegible]

**Customized Marketing Solutions  
Exclusively Available in Window + Door  
Outlets**

Window + Door offers completely custom advertising packages to achieve any of your goals:

- Launch a Product Line
- Build a Branding Campaign
- Support Brand Maintenance
- Attract New Customers
- Promote Services

We bring new, proven concepts in advertising and marketing to our pages and websites, and across sponsorships and booth space:

- Sponsored Content, such as **Trending Now**
- Native Advertising options include:
  - **Q&A** interview with key personnel at your company
  - **Product/Solution** shows how your products solve customer problems
- Targeted Placement
- Multimedia Campaigns
- Social Media Outreach
- Product Launch Packages

Contact our Media Sales Consultants to discuss custom solutions for your marketing needs.

## TRENDING NOW



**SPONSORED CONTENT**

### WHY EMPLOYEE OWNERSHIP ELEVATES A BUSINESS



**LEGAL**

### CONSISTENCY AFTER ACQUISITION



**TECHNOLOGY**

### ABOUT INNOVATION

Centra Windows protected its legacy in an Employee-Owned company acquisition

June 28, 2022

Management

ers and ownership model, thinking outside the box. This is undoubtedly true of Employee one of the major selling points of Centra Windows better acquisition of Superior Windows Company. advantages in this form of ownership, and when it your company and succession planning. It's one of take. Here are three reasons why.



TO SPEAK WITH A SALES CONSULTANT,  
**GO TO PAGE 12** FOR CONTACT INFORMATION

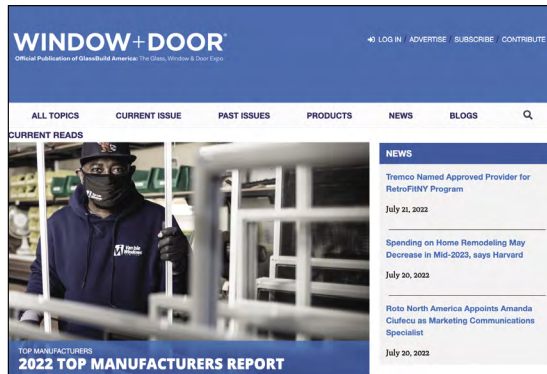
## Digital Advertising Opportunities

With four digital platforms available for your comprehensive marketing campaigns, Window + Door can help you expand the reach of your company's brand.<sup>1</sup>

Reach tens of thousands of potential customers with our websites and newsletters!

### WindowandDoor.com

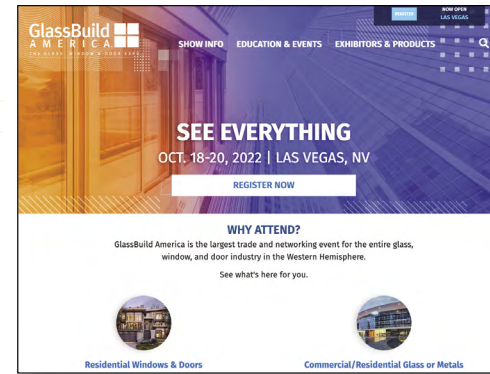
From January–June 2022:  
**23,413** average monthly users  
**31,805** average monthly pageviews  
**6.5%** increase in number of users compared to January-June 2021



Users and pageviews on both sites are trending upward

### GlassBuildAmerica.com

For 2021:  
**159,434** total users  
**416,515** total pageviews  
**73%** increase in the number of pageviews and **32%** increase in the number of users compared to the first six months of 2021



### Window + Door Weekly

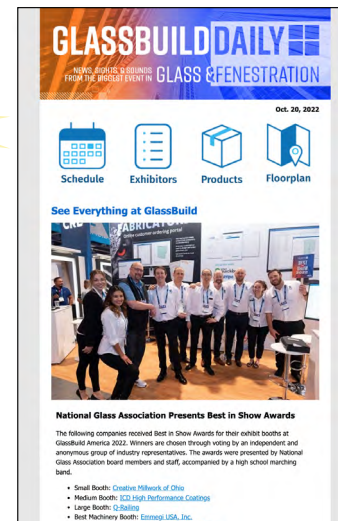
From January–June 2022:  
**83,306** total number of newsletters opened  
**42.19%** open rate  
**10.2%** increase in open rate compared to January-June 2021



Know your ad will reach its intended audience with delivery rates above 99.5%

### GlassBuild America Daily

For the four newsletters distributed September 13–20, 2021:  
**9,214** total number of newsletters opened  
**25.73%** open rate



Sources:

<sup>1</sup>Google Analytics and publisher's own data

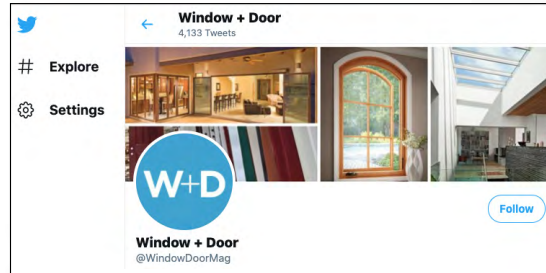
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## Added Exposure on Social Media

Your marketing message will get an added boost from Window + Door and GlassBuild America social media platforms when you purchase an advertising package. Posts on Twitter referring viewers back to your print and digital content are included as part of a custom media campaign.<sup>1</sup>

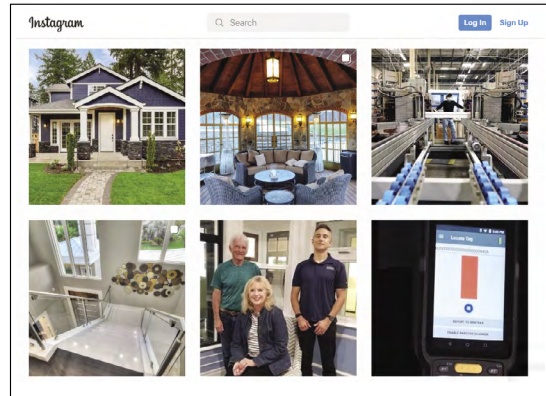
### Twitter.com/windowdoormag



**2,221** followers @windowdoormag

**60,123** impressions in 2021

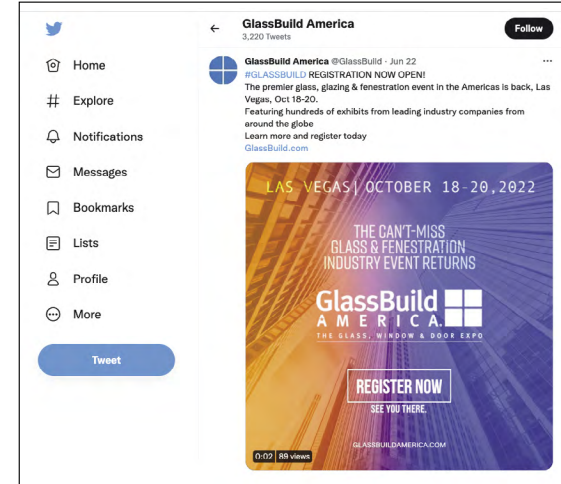
### Instagram.com/windowdoormag



**1,661** followers @windowdoormag

**942** impressions in 2021

### Twitter.com/glassbuild



**4,430** followers @glassbuild

**81,023** impressions in 2021



**Ask your sales consultant  
how to integrate social media  
into your ad program**

Sources:

<sup>1</sup>Publisher's own data

<sup>2</sup> 2022 SIGNET AdStudy

## 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
Two-page spread .....	5,250	5,070	4,760
Half-page spread .....	3,575	3,420	3,220
Full page .....	3,190	3,065	2,890
Two-thirds page .....	2,610	2,485	2,335
Half page island .....	2,405	2,290	2,150
Half page horiz or vert .....	2,285	2,180	2,045
Third page .....	2,160	2,065	1,940

### Premium Positions

	1x	3x	6x
Back cover .....	3,890	3,775	3,615
Inside front cover .....	3,680	3,585	3,440
Inside back cover .....	3,330	3,255	3,130
Guaranteed page .....	3,510	3,370	3,180
Product/Solution .....	3,665	3,525	3,320

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

## 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 \$950 net per insertion.

### Ad Dimensions

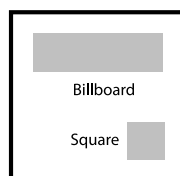
2-pg. Spread*	16.25" wide x 10.75" tall
Half-Spread*	16.25" wide x 5.25" tall
Full Page*	8.25" wide x 10.75" tall
2/3 Page Vertical	4.5" wide x 9.375" tall
1/2 Page Island	4.5" wide x 6.8" tall
1/2 Page Horizontal	7" wide x 4.5" tall
1/2 Page Vertical	3.4" wide x 9.375" tall
1/3 Page Square	4.5" x 4.5" square
1/3 Page Vertical	2.2" wide x 9.375" tall

\*Allow .375" safety area on all sides for text, logos

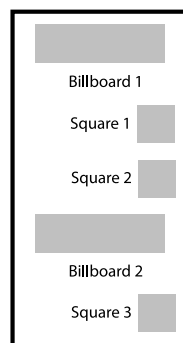
**Questions? Call 703/442-4890 ext. 122.**  
**Email materials to [bmoorman@glass.org](mailto:bmoorman@glass.org)**



## Digital Ad Rates



Website Ads



Newsletter Ads

## Digital Ad Specs

### 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      August–November

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

### Website Ad Files

Billboard .....900 px wide x 225 px tall  
 Square.....450 px wide x 450 px tall  
 GlassBuild Square .....300 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

Billboard .....900 px wide x 225 px tall  
 Square.....300 px wide x 300 px tall  
 Product Spotlight..... Headline, up to 150 words, color image measuring 450 pixels wide, height variable

- 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](mailto:bmoorman@glass.org)**



# Let Us Connect You to Residential Fenestration Buyers, Specifiers and Prospects

## Media Sales Consultants



**Chris Hodges**

410.459.8619  
chodges@glass.org



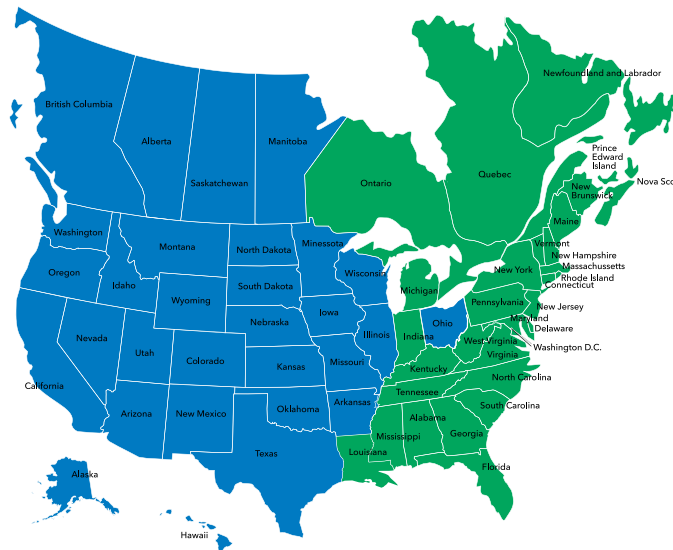
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