



# 2024 Media Kit

[www.WindowandDoor.com](http://www.WindowandDoor.com)

# WINDOW+ DOOR

**GlassBuild  
AMERICA**   
THE GLASS, WINDOW & DOOR EXPO

## Window + Door Offers Residential Fenestration Coverage, from Source to Sale

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 comprehensive platform for suppliers to reach residential window manufacturers, and for manufacturers to connect with their dealers.





## Window + Door is:

Window + Door | Window + Door Weekly | WindowandDoor.com

GlassBuild America Show Catalog | GlassBuild America Daily | GlassBuildAmerica.com

Facebook | Twitter | Instagram

## We Give You Access to the Entire Residential Window and Door Industry



Manufacturers  
48.1%



Dealers/  
Distributors  
31.7%



Contractors/  
Specifiers  
9.6%



Suppliers  
2.1%



Presidents/  
Owners  
42.6%

Source: 2022 Publisher's Media Circulation Report

**42,687**

Total average  
distribution of  
print copies mailed  
and digital edition  
emails delivered

**45.07%**

Average open rate  
of Window + Door  
Weekly newsletter  
from June 2022–  
June 2023

**299,219**

Number of users of  
WindowandDoor.com  
with more than  
392,000 pageviews  
from Jan.–Dec. 2022



# The Window + Door Difference

As part of the National Glass Association (NGA), Window + Door offers a unique perspective to your buyers.

As the **official publication of GlassBuild America**, Window + Door offers unparalleled access to your customers.



**77%** of companies listed on Window + Door Magazine's recent Top Manufacturers List have attended GlassBuild.

**65%** of these companies are regular attendees (went to GlassBuild 2021 and 2022).

**100%** of the companies in the top tiers (revenue is between \$500M and over \$1B) attend GlassBuild.

GlassBuild America buyers reported they planned to spend an average of **\$577,355** on glass, window and door machinery, products and/or services they saw at the show.

## Better Visibility

The more you invest with NGA – including advertising in Window + Door – the earlier you get to choose your location on the GlassBuild show floor.

## Team Up with Window + Door and GlassBuild America

Organized by NGA and supported by the Fenestration and Glazing Industry Alliance (FGIA), GlassBuild America unites the entire North American fenestration industry, presenting business opportunities for buyers and sellers across the entire window and door supply chain unlike any other expo.

**The Majority of GlassBuild Buyers Are Residential Fenestration Professionals**

**56%** of GlassBuild buyers do business in the residential window and door industry:

- Manufacturer of Windows, Doors, Skylights, Sunrooms
- Supplier
- Distributor/Wholesaler
- Supplier of Materials
- Remodeler/Builder/Architecture/Specification

Source: GlassBuild America attendee surveys and internal show data

chodges@glass.org | tscofield@glass.org



# Your Message + Our Editorial Integrity

Window + Door only publishes vetted, relevant content that helps companies build more profitable businesses. Trust the respected source for industry information to spread your sales message.

Published six times a year, including our annual Buying Guide, every issue offers exclusive insights by industry insiders and includes important information from entities such as FGIA and NFRC.

Here's what our editors have planned for the 2024 publishing schedule.

## 2024 Publishing Schedule

**January/  
February**

### The Industry Forecast Issue

Industry Pulse survey

Marketing Bonus:  
Upgrade to the next larger size  
ad for the same price

Ad Space Closing:  
Dec. 13, 2023

Materials Due:  
Jan. 16

**March/  
April**

### The Products Issue

Finished products and  
components/hardware

Marketing Bonus:  
Advertise in the issue and be  
included in the ad study

Ad Space Closing:  
March 12

Materials Due:  
March 22

**May/  
June**

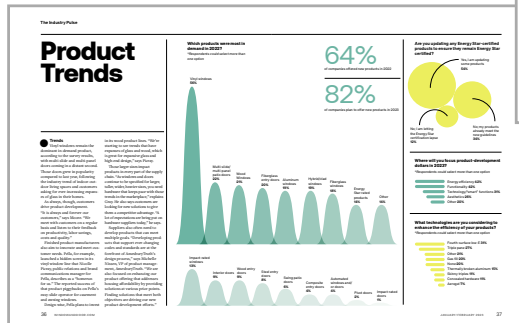
### The Manufacturing Issue

Top Manufacturers Report  
and List

Marketing Bonus:  
Video of your machine on  
WindowandDoor.com

Ad Space Closing:  
Apr. 17

Materials Due:  
May 10





# Window + Door Covers It All

Throughout the year, we cover :

- Machinery
- Automation
- Software and technology
- Design trends
- Manufacturing trends
- Industry forecasts
- Hardware
- Finished systems
- Industry events
- Components
- Codes and standards

## 2024 Publishing Schedule

**July/  
August**

### The GlassBuild Issue

Show preview, schedule, exhibitor list and products

Marketing Bonus:  
Advertise in the issue and be included in the ad study

Ad Space Closing:  
July 10

Materials Due:  
July 26

**September/  
October**

### The Machinery and Tech Issue

Automation, software and innovation

Marketing Bonus:  
Inclusion in the machinery product section online

Ad Space Closing:  
Aug. 21

Materials Due:  
Sept. 17

**November/  
December**

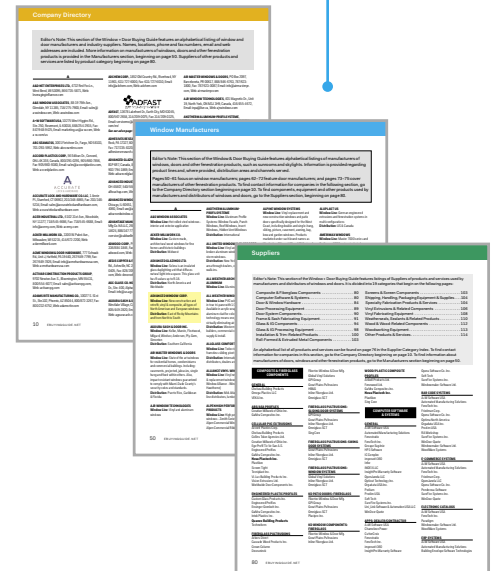
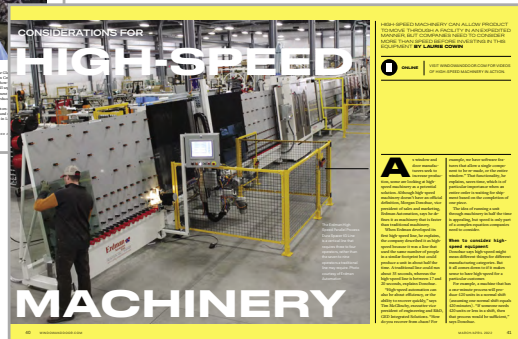
### Annual Buying Guide

Lists of suppliers to and manufacturers in the residential fenestration industry

Marketing Bonus:  
Advertising packages with enhanced print/digital listings

Ad Space Closing:  
Nov. 1

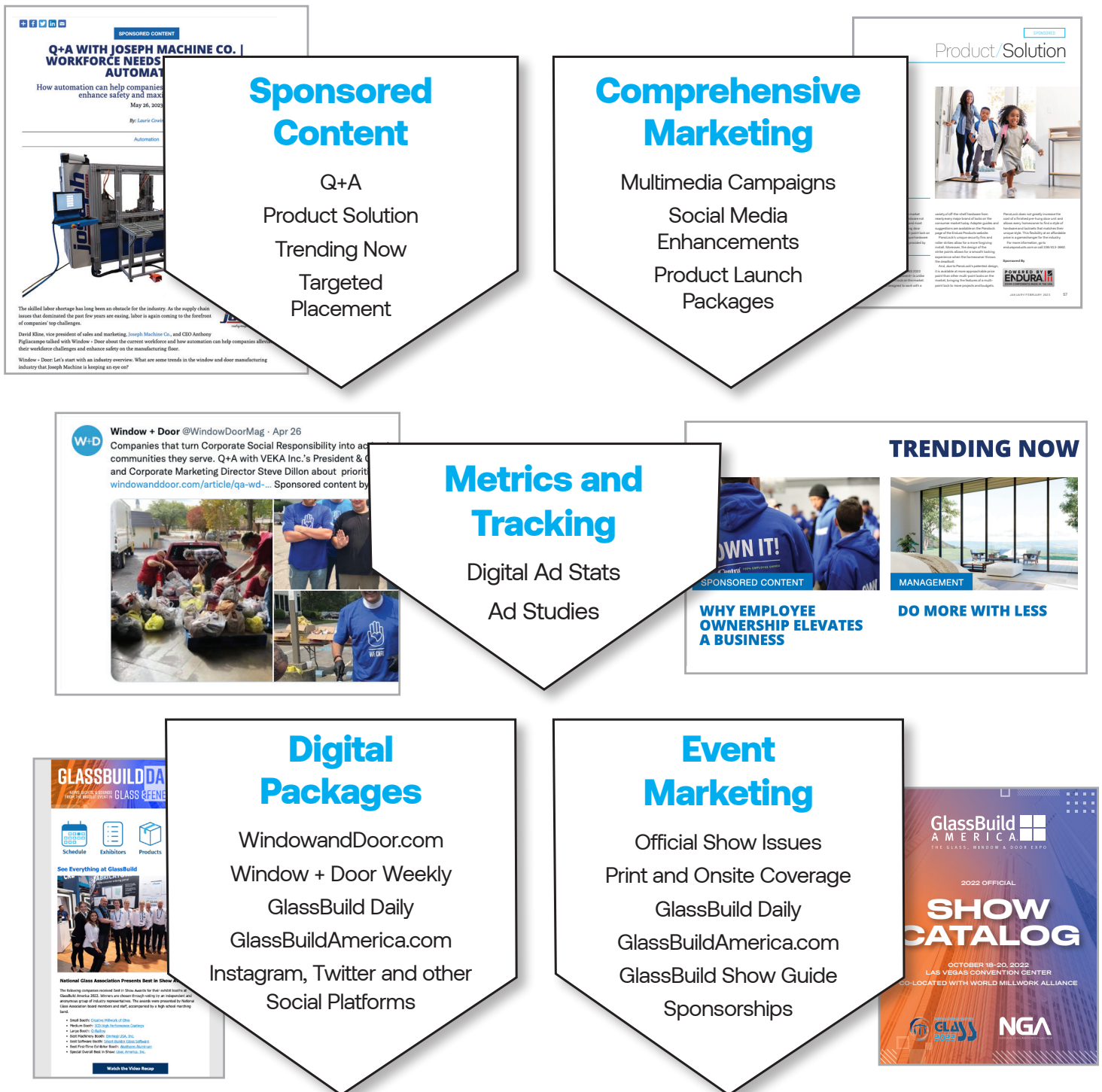
Materials Due:  
Nov. 15



# Tailored Solutions for Your Marketing Goals

Work with our sales consultants to ensure your brand and products get in front of your customers and prospects.

Window + Door invites you to get creative and explore effective and innovative options in print advertising, event sponsorships and digital offerings that will help you reach your goals. Enhance your event marketing with our media solutions. Increase visibility by bringing your ad campaign into our events. Ideas include:





# 2024 Advertising Rates

## Print Ad Rates

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



## Digital Ad Rates

WindowandDoor.com	1x	3x	6x	9x	12x
Billboard 1 .....	2,730	2,575	2,320	2,085	1,880
Billboard 2 .....	2,445	2,190	1,985	1,785	1,545
Square 1 .....	1,025	920	830	745	670
Square 2 .....	975	875	790	710	620
Trending Now .....	1,800	4,635			

### Window + Door Weekly + Website News Pages

Billboard 1 .....	1,130 per week
Billboard 2 .....	1,025 per week
Square 1 .....	850 per week
Squares 2 and 3 .....	820 per week
Product Spotlight .....	955 per week





# WINDOW+ DOOR

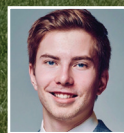
GlassBuild  
AMERICA  
THE GLASS, WINDOW & DOOR EXPO



## Window + Door Wants to Work with You



Chris Hodges  
Senior Media Sales Consultant  
chodges@glass.org | 703.442.4890 ext. 131  
*Representing West and Central U.S. and Canada, International*



Tristan Scofield  
Media Sales Consultant  
tscofield@glass.org | 703.442.4890 ext. 194  
*Representing East and Southern U.S. and Eastern Canada*



Emily Kay Thompson  
Publisher  
ethompson@glass.org | 703.442.4890 ext. 150



Andrew Haring  
VP, Business Development  
aharing@glass.org | 703.442.4890 ext. 165



Katy Devlin  
Content Director  
kdevlin@glass.org | 703.442.4890 ext. 162



Laurie Cowin  
Editor  
lcowin@glass.org | 703.442.4890 ext. 188



Beth Moorman  
Production Director  
bmoorman@glass.org | 703.442.4890 ext. 122



Cameron Wooddell  
Sales Coordinator  
cwooddell@glass.org | 703.442.4890 ext. 132



Jonathan Watson  
GlassBuild Exhibit Sales Manager  
jwatson@glass.org | 703.442.4890 ext. 142



Kathy Swaak  
Meetings Coordinator  
kswaak@glass.org | 703.827.1016 ext. 183