



2024 Media Kit

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
48.2%



Dealers/
Distributors
20.3%



Contractors/
Specifiers
16.3%



Suppliers
3.9%



Presidents/
Owners
41.6%

Source: 2023 Publisher's Media Circulation Report

40,759

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

49.7%

Average open rate
of Window + Door
Weekly newsletter
from May 3, 2023 –
May 8, 2024

208,606

Number of users of
WindowandDoor.com
with more than 264,800
pageviews from Oct.
2023–Apr. 2024



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

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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

Click underlined text to
download more information!



**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**

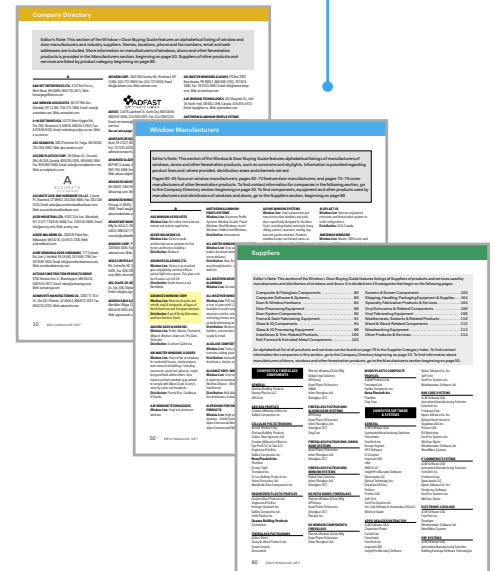
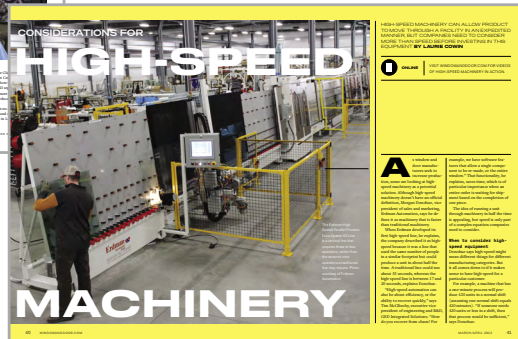
Annual Buying Guide

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:

Click underlined text to
download more information!



Sponsored Content

Q+A
Product Solution
Trending Now
Targeted Placement

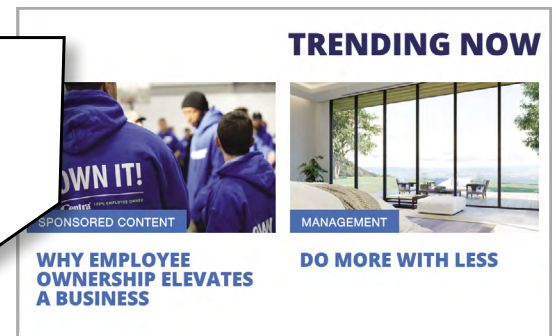
Comprehensive Marketing

Multimedia Campaigns
Social Media Enhancements
Product Launch Packages



Metrics and Tracking

Digital Ad Stats
Ad Studies

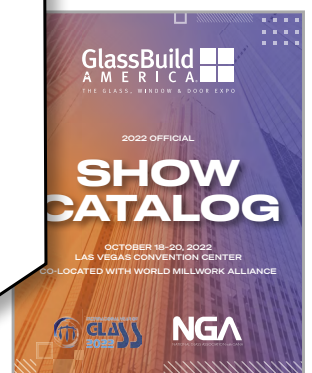


Digital Packages

WindowandDoor.com
Window + Door Weekly
GlassBuild Daily
GlassBuildAmerica.com
Instagram, Twitter and other Social Platforms

Event Marketing

Official Show Issues
Print and Onsite Coverage
GlassBuild Daily
GlassBuildAmerica.com
GlassBuild Show Guide
Sponsorships



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

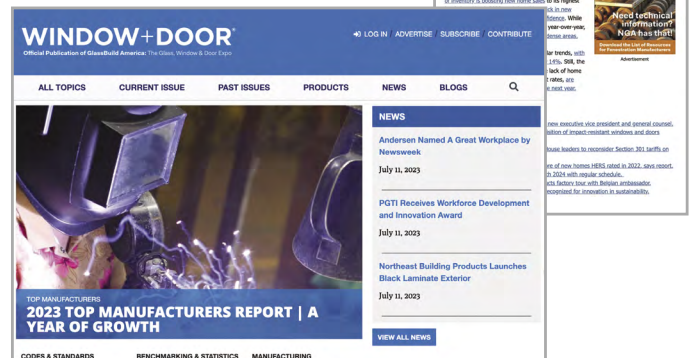


Digital Ad Rates

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	1,545			

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



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AMERICA
THE GLASS, WINDOW & DOOR EXPO

Image courtesy of ProVia



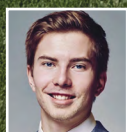
Window + Door Wants to Work with You



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