

GLASWELT

Fenster Fassade Glas Sonnenschutz

Readers analysis 2017

Results of the readers analysis 2017

- ▶ 3,3 readers each copy
- ▶ 69. volume
- ▶ 90 % of our readers are in executive position
- ▶ 91 % of our readers are interested in technical articles

Method:	Interviews by phone
Basic:	10.195 = 100 %
Sample selection:	205 Interviews
Target person:	personal recipients of the magazine
Period:	13.02.-13.03.2017
Conducted and analysed by:	teleResearch, institute for market researches



www.glaswelt.de
www.facebook.com/Glaswelt

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Readers analysis 2017
Transparency and Feedback

GLASWELT is the trade magazine for windows, facades and solar protection systems as well as the glass industry and has become a leader in observing trends and putting the spotlight on the sector and its connected fields, in terms of both its editorial content and advertisements section (source: Vertriebsunion Meynen).

Transparency

With our readers analysis we offer you the best possible transparency relating to our recipient groups, the decision-making authority of our readers and other relevant information for your plans at yearly intervals.

Feedback

Not least this analysis by an independent institute for market researches is as well an important control device for the editors to identify developments in our market and to draw conclusion for their future direction of the magazine.

Petra Lenz
Head of advertisement
GLASWELT



The heart of our magazine – the editors

Dipl.-Ing. Daniel Mund

Editor-in-chief and Department Manager for:
windows and building components

Daniel is responsible for the topics of windows and construction elements. He initially completed an apprenticeship as a joiner. He then studied construction engineering and after graduating became responsible for designing single- and multi-family housing and commercial properties. He also handled their realisation as the project manager and construction supervisor. He has been providing our readers with information and revealing important trends in the fields of window, façade and construction elements as an editor since 2001 – and as the GLASWELT's deputy editor-in-chief since 2007. He was appointed editor-in-chief in 2014.



Olaf Vögele

Editor and Department Manager for:
sun screening, shutters, awnings und doors

Editor and responsible for the field of sun-blinds, Olaf first trained as a fitter and specialist for roller shutters and sun screening before graduating in economics and becoming a consultant for roller shutters, gates and sun-screening systems. After working for 15 years as operations manager at a company in the sun-screening industry, he became a specialised journalist in 2000 and has been working for GLASWELT since 2013. His consultancy work and his ongoing participation in association and industrial technical bodies and committees means that he is always up to date and is so able to share his knowledge with GLASWELT readers.



Dipl.-Ing. Matthias Rehberger

Editor and Department Manager for: glass and façades

Editor and responsible for the topic of glass, Matthias initially completed an apprenticeship as a joiner before graduating as an engineer specialising in architecture. With this professional background, he started working for the trade press in 2000 and has been with GLASWELT for around 10 years now. In addition to his editorial activities, he started work on the development of innovative media concepts in July 2014.



First-rate editorial content and quality

Our Editorial Team prioritizes the production of features that are created exclusively for the magazine and tailored to the requirements of our readers. All **GLASWELT** writers have technical and industrial experience and training and therefore know what should be covered in order to meet the requirements of businesses. Thus we are in tune with our target audiences in the trade and craft sectors. The excellent quality of our editorial work speaks for itself, not only for our readers but also for our advertising

Dedicating a third of our space to each month's hot topic

We dedicate around 30% of our magazine space to our popular monthly hot topic, zoning in on the latest issues. Our Head Editors ensure that special attention is paid to seamlessly linking each category (windows, facades, glass and solar protection and security-systems). The reason for this is clear: The different categories and branches have grown together and the topics are therefore considered as one integrated concept.

Transparency and feedback

With our annual commissioned reader analysis we offer our advertisers the best possible level of transparency on our target audience, the authority our readers have as decision-makers as well as information that is relevant to their planning, which we also publish (www.glaswelt.de/media). This research is carried out by an independent market research institute and constitutes an important element in the direction that our editorial team takes, in order to pick up on developments within the market and to constantly improve their own work.

” Für mich ist die GLASWELT ein unverzichtbarer Informationskanal für das aktuelle Geschehen in der Branche. Sie greift auch kontrovers diskutierte Standpunkte auf und provoziert damit im positiven Sinn Fachdiskussionen und das Überdenken der eigenen Positionen. Mir gefällt, dass sich auch die Redaktion aktiv an der Diskussion beteiligt. Der Newsletter hat sich bei mir zu einem festen Bestandteil meiner Online-Lektüre entwickelt, wobei ich auf die vertieften Fachbeiträge der gedruckten GLASWELT nicht verzichten möchte.

Prof. Urs Uehlinger, Leiter Kompetenzbereich
Fenster-, Türen- und Fassadentechnik an der
Bernern Fachhochschule Architektur, Holz und Bau.



” Als R+S Fachbetrieb und Fensterlieferant kommt man an der GLASWELT als monatlicher Lesestoff eigentlich gar nicht vorbei. Mit dem Prinzip „alle Informationen aus einer Hand“ spare ich viel Zeit beim Lesen und bin vor allem durch die sehr aktuelle Themenaufbereitung in nur einer Fachzeitschrift immer bestens informiert. Das hier auch immer wieder bei kritischen Fragen und Themen der Finger in Wunde gelegt wird, um Probleme in den Branchen aufzuzeigen finde ich gut, weil es für mich einen sehr hohen Praxisbezug hat.

Jürgen Schönenborn, Rolladen König GmbH, Köln



90 % of the GLASWELT readers are decision-makers

Owners, Directors, Presidents	71 %
Department Managers	19 %

GLASWELT-readers are experts

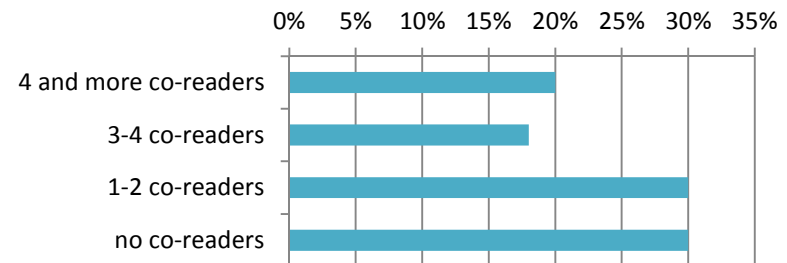
The following editorial subjects are important/very important for our readers:

Productnews	97 %
Technical articles	91 %
Articles about norms and regulations	91 %
News of the branch	82 %

Sizes of enterprises – classical middle class

1 – 5 employees	41 %
6 – 10 employees	17 %
11 – 20 employees	17 %
21 – 50 employees	11 %
51 and more employees	13 %
No answer	1 %

Each copy is read by 3,3 readers in average

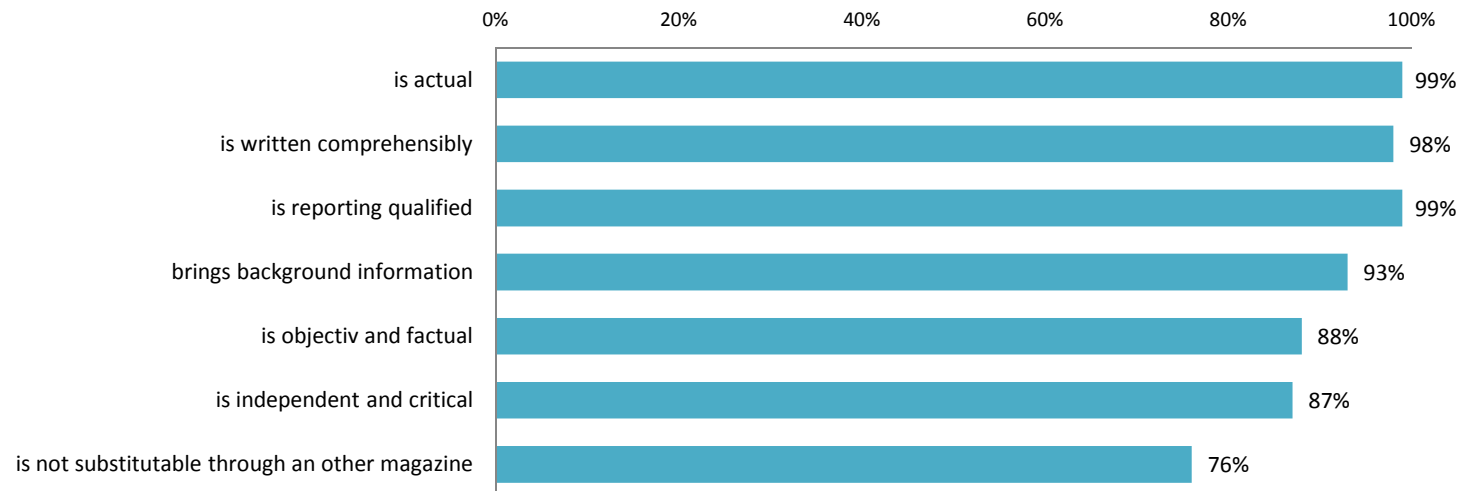


Source: Readers analysis 2017

Conducted and analysed by teleResearch GmbH, Institute for market researches

21.02. – 21.03.2017

The editorial assessment:



Source: Readers analysis 2017

Conducted and analysed by teleResearch GmbH, Institute for market researches

21.02. – 21.03.2017

Recipient groups	Share of distributed circulation	Number of distributed copies
Window/door-building, glaziers	68 %	6.932
Carpenters and Joiners	22 %	2.242
Producer windows/doors with own production	32 %	3.262
Traders with building components	47 %	4.791
Wintergarden builders	34 %	3.446
Metall- and facade-builders	34 %	3.446
Shutter and blind builders	51 %	5.199
Installation companies	70 %	7.136
Glass Traders	32 %	3.262
Glass refining companies	21 %	2.140
Architects, Planners and Energy consultants	12 %	1.223
Producers of insulated glasses	11 %	1.121
Housing societies	12 %	1.223
Others	2 %	204

Multiple answers

Basis for the projection:

Conducted and analysed by:

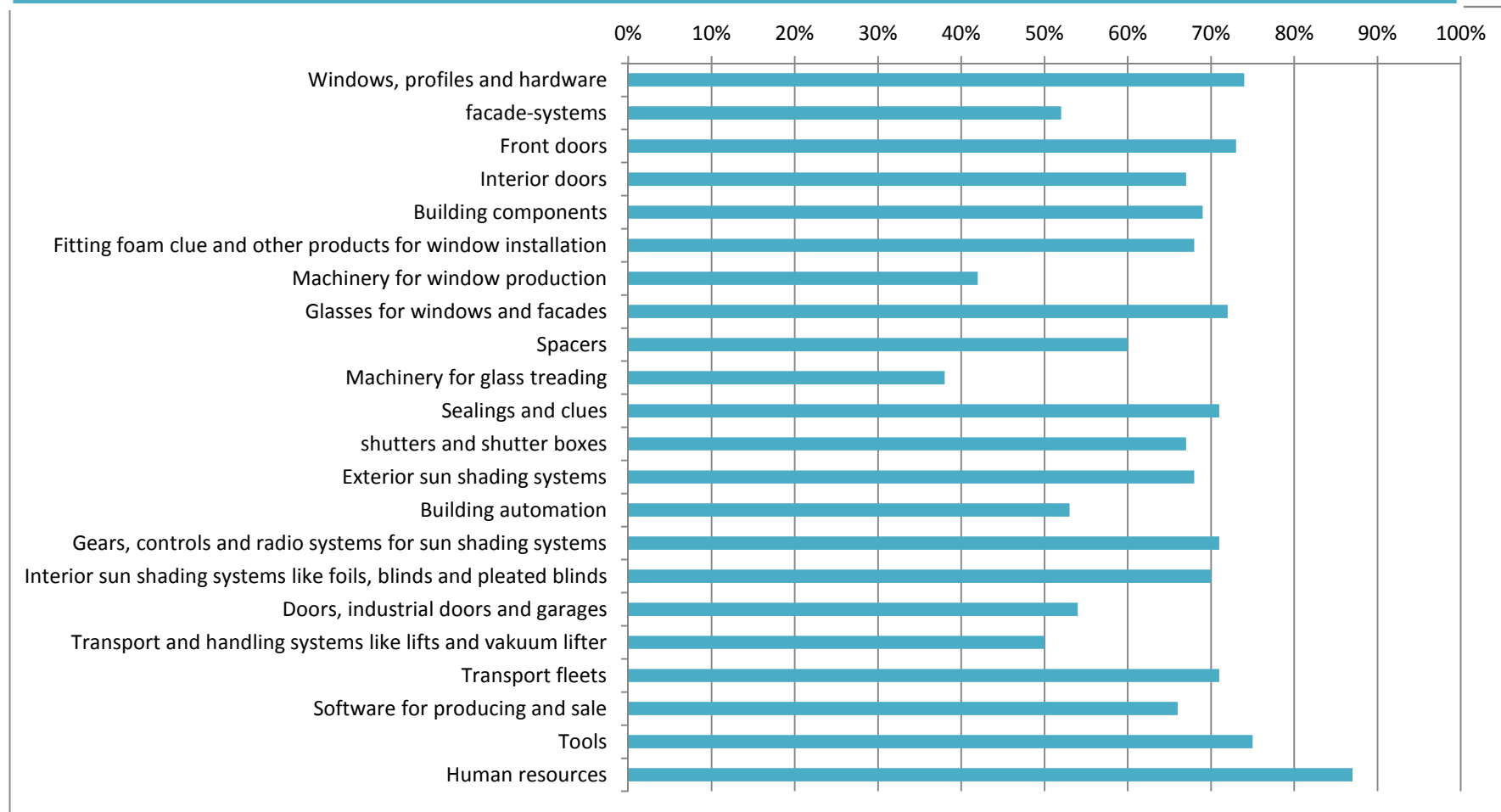
Period of analyse:

Distributed circulation = 10.195 copies

teleResearch, Institute for market researches

12.02. – 13.03.2017

Decision making authority



Multiple answers

Source: Readers analysis 2017

Conducted and analysed by teleResearch GmbH, Institute for market researches

21.02. – 21.03.2017



Petra Lenz

Head of advertisement
Phone: +49 (0) 711-63672-841
E-Mail: lenz@glaswelt.de



Dipl.-Ing. Daniel Mund

Editor in chief
Windows, doors, building components
Phone: +49 (0) 711-63672-842
E-Mail: mund@glaswelt.de



Rudolf Beck

Order-Management
Phone +49 (0) 711-63672-861
E-Mail: beck@gentner.de



Dipl.-Ing. Matthias Rehberger

Editor
Glasses, facades
Phone: +49 (0) 711-63672-843
E-Mail: rehberger@glaswelt.de



Christine Hütt

Assistance of editors
Phone +49 (0) 711 -64672-868
E-Mail: huett@gentner.de



Olaf Vögele

Editor
Shutters, sun shading systems, doors
Phone: +49 (0) 711-63672-835
E-Mail: voegele@glaswelt.de



Camillo Kluge

Editor
Security-Systems, hardware for doors and windows, Interior doors
Phone: +49 (0) 2801 / 80 46 438
E-Mail: kluge@glaswelt.de