

# GLASWELT

GLAS FENSTER FASSADE

**MEDIA**  
DATA 2010

## Helpful – independent – informative – multimedia-based

With GLASWELT you reach all major decision-makers  
in the trades that deal with flat glass and window systems



### Title portrait

#### Character

German Magazine for the FLAT GLASS and WINDOW Industries and supplying Industries. Reporting on facades, manufacture and installation of finished products, glass processing and window machinery, photovoltaic, winter gardens etc

<b>Frequency:</b>	12 editions
<b>Volume:</b>	62 <sup>nd</sup> volume 2010
<b>Editorial Departement:</b>	Matthias Rehberger (Chief Editor) Daniel Mund
<b>Ads:</b>	Angela Grüssner -827 gruessner@glaswelt.de
<b>Print run:</b>	10,500 copies
<b>Qualified circulation:</b>	10,190 copies
<b>Subscribed circulation:</b>	2,092 copies
<b>Circulation auditing:</b>	

### Contacts

#### Headquarter

##### Germany

**Angela Grüssner**  
advertising sales manager  
phone +49 (0)711 6 36 72-827  
fax +49 (0)711 6 36 72-727  
gruessner@glaswelt.de

**Alfons W. Gentner Verlag**  
GmbH & Co. KG  
Forststr. 131  
70193 Stuttgart

#### Sales representative

##### Italy

**Graziella Quaini**  
phone (02) 39 21 61 80  
fax (02) 39 21 70 82  
grquaini@tin.it

**Quaini Pubblicità**  
Via Meloria 7  
20148 Milano

#### Sales representative

##### Switzerland

**Michael Fuhrmann**  
phone +49 (0) 7151 20 55 40  
fax +49 (0) 7151 20 55 4291  
fuhrmann@gentner.de

**MedienService**  
Michael Fuhrmann  
Maybachstraße 22  
71404 Korb  
Germany

#### Sales representative

##### USA

**Corrie DeGroot**  
phone (212) 5 64 33 80  
fax (212) 5 94 38 41  
corrie.degroot@tmicor.com

**Trade Media**  
International Corp.  
421 Seventh Avenue/  
Suite 607  
New York, NY 10001-2002

# Reader demographics

Reader demographics	Amount of qualified circulation	
	%	copies
<b>Glass</b> – manufacturers of flat glass, component supplier, glaziers, specialists for structural glass construction, glass processors (I.G. units etc), manufacturers of glass machinery	33.8	3,444
<b>Window and facade</b> – manufacturers of window profiles, windows and facades, doors, craftsmen, specialists for old building renovation, joiner	31.4	3,200
<b>Metal construction</b> – Manufacturers of windows, facades and winter gardens, craftsmen, component supplier	17.9	1,824
<b>Solar</b> – Manufacturers and craftsmen of solar collectors, trade	2.1	214
<b>Trade</b> – Wholesalers, trader for fittings and components	2.7	275
<b>Consulting / Planning / Projection</b> – Planning agencies for facades, architects, experts planners, interior designer, management consultants	10.6	1,080
<b>Other</b> – Technical schools, libraries, guilds, universities	1.5	153
<b>qualified circulation in Germany and abroad</b>	<b>100.0</b>	<b>10,190</b>

# Advertising rates

All prices exclude VAT.				
size	width x depth [mm]		basic rates b/w in €	basic rates
1/1 page	187 x 265		1,895.–	2,780.–
3/4 page	⌄ 139 x 265	↔ 187 x 189	1,435.–	2,320.–
2/3 page	⌄ 123 x 265	↔ 187 x 170	1,265.–	2,150.–
Juniorpage	135 x 190		1,110.–	1,995.–
1/2 page	⌄ 91 x 265	↔ 187 x 130	900.–	1,530.–
1/3 page	⌄ 59 x 265	↔ 187 x 85	600.–	1,230.–
1/4 page	1sp. 43 x 265	2sp. 91 x 130	450.–	900.–
1/8 page	1sp. 43 x 130	2sp. 91 x 63	220.–	430.–
2. coverpage	187 x 265			3,050.–
4. coverpage	187 x 265			3,328.–
Frontcoverpage				on request

Surcharge:			
Special colours, each colour		450.00 €	
Classified ads: (per mm height)			
Basic price mm-ad	single-column line (43 wide)	1.65 €	
Job offer	single-column line (43 wide)	1.45 €	
Job applications	single-column line (43 wide)	1 20 €	
Box number charge		9 20 €	
Discounts: ads within 12 months			
Discount by frequency		Discount by volume	
3 ads	5 %	2 pages	5 %
6 ads	10 %	4 pages	10 %
8 ads	15 %	6 pages	12 %
12 ads	20 %	8 pages	15 %
		12 pages	20 %
Special ads: on request			

Our Service: In addition to the print issue, job adverts are published for two months at [www.glaswelt.de](http://www.glaswelt.de) – at no additional charge!

### Combinations

As part of Gentner's SHK package, *SBZ, TGA Fachplaner, Gebäude-Energieberater, DIE KÄLTE + Klimatechnik* and *GLASWELT* can be combined.

We offer the following rebates in addition to other rebates if advertisements are placed in at least two of these titles:

with identical frequency:      with different frequency:

two titles: 10 %                      zwei titles: 5 %

three titles: 15 %                    three titles: 8 %

four titles: 20 %                    four titles: 10 %

five titles: 23 %                    five titles: 15 %

The combination discount is granted if advertisements are placed within the same contractual year in the same format

	Topics	Trade fairs and events	
<p><b>01</b></p> <p>Publication date: <b>08 01 2010</b> Closing date: <b>15 12 2009</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> façade</li> <li>› <b>Window+Façade:</b> window production, CE mark</li> <li>› <b>Glass:</b> sealants and adhesives, machine technology</li> </ul>	<p>12. – 16.01.10 12. – 16.01.10 14. – 16.01.10 19. – 22.01.10 25. – 28.01.10 19. – 24.01.10</p>	<p>Basel: Swissbau Essen: DEUBAU Gent: Polyclose Posen: BUDMA Kiew: Windows, Doors &amp; Profiles Köln: imm cologne</p>
<p><b>02</b></p> <p>Publication date: <b>05 02 2010</b> Closing date: <b>22 01 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> winter garden</li> <li>› <b>Window+Façade:</b> window systems, front doors</li> <li>› <b>Glass:</b> PVB – films and interlayer, glass fittings</li> </ul>	<p>N. N. 03. – 06.02.10 16. – 20.02.10 24. – 27.02.10 25.02. – 07.03.10</p>	<p>Astana: Primus – Windows, Doors &amp; Profiles Mailand: MADE expo Berlin: bautec Köln: Dach + Holz Brüssel: Batibouw</p>
<p><b>fensterbau main issue</b></p> <p></p> <p><b>03</b></p> <p>Publication date: <b>12 03 2010</b> Closing date: <b>26 02 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> fensterbau/frontale 2010</li> <li>› <b>Window+Façade:</b> components, hand-operated machines, DP</li> <li>› <b>Glass:</b> glass processing and finishing, photovoltaics and solar</li> </ul>	<p>N. N. N. N. 23. – 25.03.10 24. – 27.03.10</p>	<p>Birmingham: GLASSEX Basel: windays Shanghai: R+T Asia/China Windoors Nürnberg: fensterbau/frontale</p>
<p><b>04</b></p> <p>Publication date: <b>16 04 2010</b> Closing date: <b>30 03 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> fittings and safety equipment</li> <li>› <b>Window+Façade:</b> window production, surface technology</li> <li>› <b>Glass:</b> I.G. units, interior glass</li> </ul>	<p>06.-09.04.10</p>	<p>Moskau: WindowBuild</p>
<p><b>05</b></p> <p>Publication date: <b>07 05 2010</b> Closing date: <b>23 04 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> sun protection</li> <li>› <b>Window+Façade:</b> reports on fensterbau/frontale, window systems, assembly technique</li> <li>› <b>Glass:</b> reports on fensterbau/frontale, production software</li> </ul>	<p>N. N. N. N. N. N. 04. – 07.05.10</p>	<p>Bukarest: WinDoor Romania Kairo: Glass World Exhibition Peking: China Glass Madrid: Veteco</p>
<p><b>06</b></p> <p>Publication date: <b>04 06 2010</b> Closing date: <b>19 05 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> solar for facade</li> <li>› <b>Window+Façade:</b> components and assemblies, shutters, blinds</li> <li>› <b>Glass:</b> sealants and adhesives, structural glass construction</li> </ul>	<p>NN</p>	<p>Köln: Jahrestagung VFF Verband Fenster- u. Fassadenhersteller e.V.</p>
<p><b>07</b></p> <p>Publication date: <b>09 07 2010</b> Closing date: <b>25 06 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> window production</li> <li>› <b>Window+Façade:</b> refurbishment and façade and window conservation</li> <li>› <b>Glass:</b> logistic and vehicles</li> </ul>		
<p><b>08</b></p> <p>Publication date: <b>13 08 2010</b> Closing date: <b>30 07 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> helper for factory and site</li> <li>› <b>Window+Façade:</b> building automation and security</li> <li>› <b>Glass:</b> fire and sound protection</li> </ul>		
<p><b>glasstec main issue</b></p> <p></p> <p><b>09</b></p> <p>Publication date: <b>17 09 2010</b> Closing date: <b>03 09 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> glasstec 2010</li> <li>› <b>Window+Façade:</b> window and door technology</li> <li>› <b>Glass:</b> glass finishing and processing</li> </ul>	<p>15. – 17.09.10 28.09. – 01.10.10</p>	<p>Las Vegas: GlassBuild America Düsseldorf: glasstec</p>
<p><b>10</b></p> <p>Publication date: <b>15 10 2010</b> Closing date: <b>01 10 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> interior glass</li> <li>› <b>Window+Façade:</b> assembly, sealants and adhesives</li> <li>› <b>Glass:</b> PVB-films and interlayer, structural glass construction</li> </ul>	<p>N. N. 05. – 08.10.10</p>	<p>Rosenheim: Rosenheimer Fenstertage Essen: Security</p>
<p><b>11</b></p> <p>Publication date: <b>05 11 2010</b> Closing date: <b>21 10 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> energetic building refurbishment</li> <li>› <b>Window+Façade:</b> window of tomorrow, fittings</li> <li>› <b>Glass:</b> reports on glasstec, glass fittings</li> </ul>	<p>N. N. N. N. N. N. N. N.</p>	<p>Paris: Equip/Baie Peking: Fenestration China Dubai: The Big 5 Show Moskau: SWE – Windows and Doors World</p>
<p><b>12</b></p> <p>Publication date: <b>03 12 2010</b> Closing date: <b>19 11 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>GLASWELT Special:</b> fire protection</li> <li>› <b>Window+Façade:</b> wooden windows and doors, surface technology</li> <li>› <b>Glass:</b> heat, sun and sound protection, sealants and adhesives</li> </ul>		

# ONLINE ADVERTISING

## Types of advertising and rates

### Character

This portal offers daily news and reports to all users. Subscribers and registered users can also take advantage of such additional services as databases, newsletters, and a digital print and newsletter archive.



### The newsletter

The newsletter for registered users offers additional information surrounding the print medium once a month. Flash messages for important industry events round off this service.



## WEBSITE – www.glaswelt.de

Type of advertising	placement	max filesize	size w x h [ in px]	price per 1,000 contacts in €	price for four weeks
<b>Standard Skyscraper</b>	total Website	30 kb (flash: 40 kb)	120 x 600	45.–	555.–
<b>Wide Skyscraper</b>	total Website	30 kb (flash: 40 kb)	160 x 600	50.–	615.–
<b>Sticky Skyscraper</b>	total Website	30 kb (flash: 40 kb)	120 x 600	52.–	640.–
<b>Fullsizebanner</b>	total Website	20 kb (flash: 30 kb)	468 x 60	40.–	490.–
<b>Button</b>	total Website	20 kb (flash: 30 kb)	120 x 60	13.–	160.–
<b>Super Banner</b>	total Website	30 kb (flash: 40 kb)	728 x 90	52.–	640.–
<b>Medium Rectangle/ Content Ad</b>	Homepage and selected pages	30 kb (flash: 40 kb)	300 x 250	80.–	985.–
<b>Wallpaper</b>	total Website	60 kb	728 x 90 + 120 x 60	85.–	1,045.–
<b>Flash Layer</b>	Hompage	40 kb	individual	100.–	

Formats: HTML, Flash, GIF, JPEG, expandable formats on request



<b>circulation auditing:</b>		www.ivw.de
<b>page impressions</b>	15,650	monthly average (Jan. – Aug. 2009)
<b>visits</b>	5,475	monthly average (Jan. – Aug. 2009)

## Newsletter

Type of advertising	placement	size w x h [ in px]	rate in €
<b>Advert within text</b>	between two sections	1,500 characters in the enlargement, Teaser: four lines, each with 45 characters + fig.	455.–
<b>Skyscraper</b>	to the right of the newslettertext	120 x 600	495.–
<b>Full-size banner (head)</b>	at the beginning of the newsletter	468 x 60	425.–
<b>Full-size banner</b>	between two sections	486 x 60	395.–

Special Types of advertising on request

### Technical requirements for online advertising types:

max. 15 kb, Flash max. 20 kb, technology: HTML, Flash, GIF, JPEG

