Facts · Know-How · Solutions

GW

Media kit
print + digital
2025

GLASWELT
GEBÄUDEHÜLLE UND MEHR

Bild: GettyImages

Gentner

www.glaswelt.de | www.gw-news.eu

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Your contact persons at the publishing house

Advertising management
Andrée-Elisa Deh
Phone: +49 (0) 711 636 72-841
E-mail: deh@gentner.de

Order management
Rudolf Beck
Phone: +49 (0) 711 636 72-861
E-mail: beck@gentner.de

Editorial assistance
Christine Hütt
Phone: +49 (0) 711 636 72-868
E-mail:huett@gentner.de

Subscription/Distribution
Phone: +49 (0) 711 636 72-403
E-mail: service@gentner.de

Editor-in-Chief
Dipl.-Ing. Daniel Mund
Department windows, doors, building elements
Phone: +49 (0) 711 636 72-842
E-mail: mund@glaswelt.de

Editorial
Dipl.-Ing. Matthias Rehberger
Department glass
Phone: +49 (0) 711 636 72-843
E-mail: rehberger@glaswelt.de

Editorial
Olaf Vögele,
Department sun protection
Phone: +49 (0) 152 22 93 36 00
E-mail: voegele@glaswelt.de

Speech tube

For over 75 years the leading German-language trade journal for the glass, window, facade and sun protection industry.

12 issues

per year + special issues SONNENSCHUTZWELT and MONTAGEPRAXIS

Target group

Decision-makers, specialists and executives from the crafts, building elements trade and industry

10,250 copies

Circulation[1]
2.8 Readers per copy[2]

5,236

Newsletter subscribers,
Open rate 39.13 %[3]

www.glaswelt.de

123,341 page impressions monthly[4]

www.gw-news.eu

International Portal

29,481

Facebook subscribers gw-news.eu,
5,481 Facebook subscribers GLASWELT[5]

1 Actual circulation, IVW 07/24
2 Readership analysis 2023 / teleResearch, Institute for Market Research
3 Source: Publisher's information, average total 2023
4 Publisher's statement, average IVW Online July 2024
5 Facebook followers July 2024

Media kit 2025

GW – The media brand for the window, doors, facades, sun protection and glass glass industry

GW is the indispensable source of information for specialists and managers as well as experts from the trade, building element trade and industry. We report comprehensively on all important developments relating to the building envelope and glass in interiors. Every month issue is dedicated to a top topic, which, with around 30 % coverage, offers current trends and in-depth in-depth analyses.

Our website glaswelt.de is the industry's leading portal in the industry and offers IVW-tested access figures. Our offering is complemented by a strong presence on social media channels such as Facebook and especially LinkedIn and our informative news-letter.

With www.gw-news.eu, we also offer an international international platform in English. This online portal also covers the topics of façades, glass and sun protection in various media channels (newsletter, social media).

"GW provides me with ideas and helps to move our company forward"

Alexander Nagel,
GF Finiglas,
Semco Grupp

"A good mix of industry news and interviews with experts"

Alexandra Strassl

"Indispensable source of information, precise analyses"

Bastian Timm,
Hans Timm Fensterbau

"New trends are shown"

Lisa-Marie Beelitz
und Mike Beelitz,
MB Fensterbau &
Tischlerei e.K.

"Well researched specialized and background knowledge"

Bernd Riedmann,
Leiter Smart Building Solutions
bei der Warema Renkhoff SE

"Primary source of information for window and facade construction"

Kai Pless,
Geschäftsführer des
Bundesverbandes Proholzfenster

"Important orientation guide"

Eva Krepstekies,
Vertriebsleiterin Fachhandel
Deutschland, Somfy GmbH

A wealth of experience to help you in practice

Our editors have researched, written, edited and published over 1,200 pages for the GLASWELT readership over the past year. Here, they place particular importance on having a high proportion of exclusives.

Daniel Mund,
Editor-in-chief and head of the windows, doors, building elements department

Editor-in-Chief, responsible for the Window, Door and Prefabricated Element Section Daniel is a carpenter and chartered civil engineer who has constructed houses and blocks of flats as well as commercial properties and has then developed them as a project manager and construction supervisor. He has been working as an editor, delivering technical information and keeping track of significant trends from the industry topics on windows, facades and prefabricated elements since 2001. He has held the Editor-in-Chief role at GLASWELT since 2014 and keeps an eye on the progress of the media portfolio. Simultaneously, Daniel appears as a speaker at various industry conferences and is a sought-after moderator for panel discussions.

Matthias Rehberger,
Editor and head of the glass department

Editor, also responsible for the Glass Section.
Matthias Rehberger is a trained carpenter and chartered engineer (specializing in architecture). He switched to the trade press from this professional background in 2000 and has been working for GLASWELT for around 15 years now. He has been developing innovative new media concepts and has been appearing as a moderator in panel discussions since July 2014, alongside his role as an editor.

Olaf Vögele,
Editor and head of the sun protection department
Olaf Vögele is a locksmith, roller shutter and Persian blind installation expert, business economist and expert in roller shutters, gates and sun protection systems. After 15 years working as a Manager in a company in the solar protection system industry, he switched to the trade journalism sector in 2000 and has been working for GLASWELT since 2013. Due to his role as an expert and constant work on boards and in technical committees for unions and the industry, he is always up to date on the latest technology and techniques he is able to transfer his knowledge to GLASWELT readers. Simultaneously, he is a speaker at industry events and a highly requested moderator for podium discussions.

From left to right:
Matthias Rehberger, Daniel Mund, Olaf Vögele

1 Title: GLASWELT - Building envelope and more

2 Brief Characteristics:

GLASWELT is the media brand for windows, facades, solar protection systems and the glass industry and has become a leader in observing trends and spotlighting them for these topics in the building envelope and interiors, in terms of both its editorial content and advertisements.
The editorial team attaches great importance to a particularly high proportion of exclusive and articles tailored to the target group.
Our editors all have a technical education and relevant professional experience.

3 Target group

4 Frequency:	12 issues	
5 Booklet format:	DIN A4	
6 Volume	77th year 2024	
7 Subscription price: (2024 without postage)	Annual subscription domestic	173.90 €
	Annual subscription foreign countries	173.90 €
	Single copy price	21.90 €
8 Organ:	–	
9 Membership/Participation:	IVW, AGOF	
10 Publisher:	Alfons W. Gentner Verlag GmbH & Co.KG PO Box 10 17 42, 70015 Stuttgart Forststraße 131, 70193 Stuttgart Telephone + 49 (0) 711 6 36 72-0 www.gentner.de	
11 Publisher:	Alfons W. Gentner Verlag GmbH & Co.KG	

12 Advertisements: Andrée-Elisa Deh, advertising manager
Phone: +49 (0) 711 6 36 72-841
E-mail: deh@gentner.de

13 Editorial office: Daniel Mund, Editor-in-Chief
E-mail: mund@glaswelt.de
Matthias Rehberger, Editor
E-mail: rehberger@glaswelt.de
Olaf Vögele, Editor
E-mail: voegele@glaswelt.de

14 Scope analysis: 2023 – 12 issues*

Overall scope:	1,380 pages	100.00 %
Editorial section:	1,055 pages	76.00 %
Advertising section:	325 pages	24.00 %
of which:		
› Bound inserts	29 pages	
› Job market	1 pages	
› Sales advertisements	6 pages	
› own advertisements	25 pages	
› additional inserts	7 pieces	

* Source: Vertriebsunion meynen, December 2023

1 Circulation control:

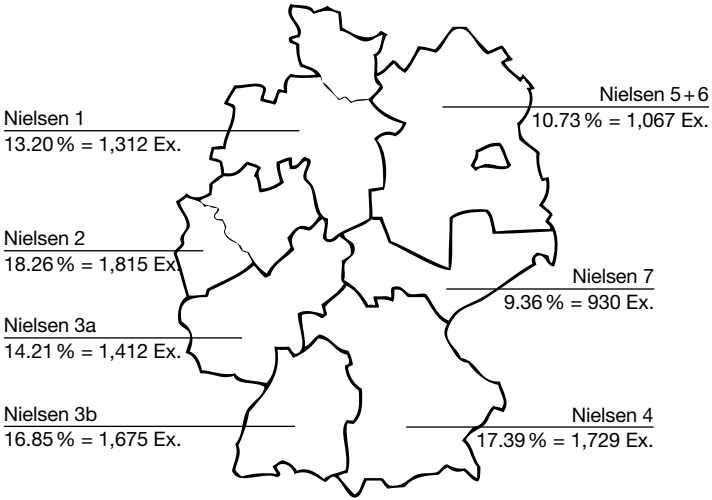
2 Circulation analysis: Copies per issue in the Annual average 01.07.2023–30.06.2024

Print run:	10,500		
Actual circulation (TvA)**:**	10,274	332	Thereof abroad
Sold edition:	1,261		
Subscribed copies	1,222	0	thereof members' items
Single sale	0		
Other sale	39		
Free pieces:	9,013	297	Permanent receivers
		8,717	Alternating recipients
		0	Advertising copies
Remaining, archive and specimen copies	226		

3 Geographical distribution analysis:

	%	Copies
Federal Republic of Germany	96.77	9,942
Foreign countries	3.23	332
Actual circulation	100.00	9,942

3.1 Distribution according to Nielsen areas:



Summary of the survey method for AMF card 2

1 Method of investigation:

Dissemination analysis through file evaluation – total survey

2 Description of the recipients at the at the time of data collection:

2.1 Nature of the file:
The recipient file contains the addresses of all recipients. Based on the available postal data, the file can be sorted by Nielsen areas or by domestic and foreign recipients. The file also contains: Industry affiliation.

2.2 Total number of recipients in the file: 20,039

2.3 Total number of changing recipients: 18,313

2.4 Structure of the recipients of an average issue according to distribution forms:

› Sold circulation	1,261
of which: subscribed copies:	1,222
other sales:	39
Actually distributed circulation (TvA)	10,274
› of which domestic	9,942
› of which abroad	332
› Free pieces	9,013
permanent free pieces	297
changing free copies	8,717
Advertising copies	0

3 Description of the investigation:

3.1 Population (proportion studied):

Total population (TvA)	10,274	100.00 %
Not included in the survey: (trade fair, book trade etc.)	266	2.19 %
The survey represents of the basic population (TvA)	10,008	97.81 %

3.2 File evaluation date: 30 July 2023

3.3 Description of the database:
For the allocation of the industries to the recipient addresses the following source was used:
Information from the recipients themselves

3.4 Target person of the investigation: not applicable

3.5 Definition of the reader: not applicable

3.6 Study period: July 2023 – June 2024

3.7 Conducting the study: Gentner Verlag

1.1 Sectors/industries/subjects/occupational groups

Recipient group	
Window/door construction, glazieries	48 %
Building joineries, carpentries	15 %
Glass trade	19 %
Glass finishing	17 %
Metal and facade construction	21 %
Winter garden construction	20 %
Roller shutter and sun protection company	28 %
Gate construction	12 %
Builders‘ merchants	25 %
Assembly companies	38 %
Manufacturer windows/doors with own production	19 %
Insulating glass manufacturer	5 %
Other manufacturing industrial company	17 %
Architects, planners, energy consultants	17 %
Housing industry	5 %
Other	5 %

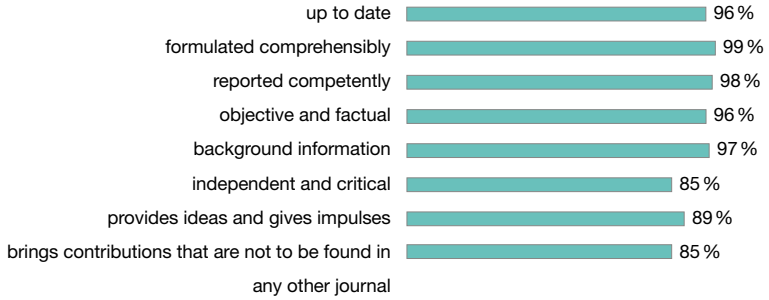
Multiple answers

Summary of the survey method	
1. Method:	Telephone reader survey
2. Total population (tva):	10,210 = 100 %
3. Sample:	151 net interviews
4. Target of the investigation:	The personal Recipients of the institution
5. Period of investigation:	06.10.–04.12.2023
6. Conduct of the investigation:	teleResearch, Institute for Market Research

2.1.2 Job characteristics Position in the company	%
Owner, co-owner, board of directors, managing director	64
Head of department, group leader, project leader	14
employed technical engineer	5
ordinary technical employee	0
Purchasing/procurement of materials	4
Distribution/Sales	9
Production/manufacturing	1
other position	4

83 % are decision makers

Our readers confirm that the GLASWELT is / has ...



strongly agree to agree (on a scale of 1-6)
Multiple answers

GLASWELT readers are experts
the following topics are particularly important/important

Product news	98%
Technical articles	86%
Contributions about standards/guidelines	91%
Industry news	80%

Multiple answers

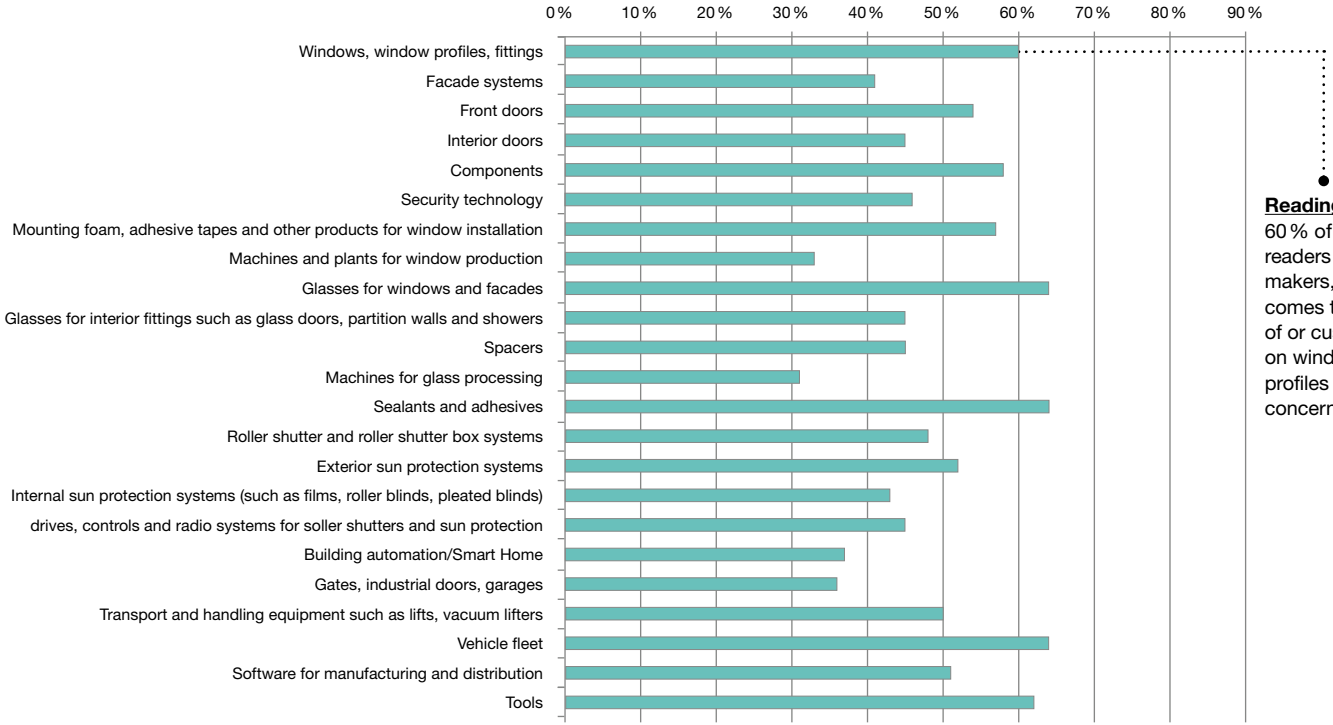
83 % of the GLASWELT readers are in a leading position

2.8 Readers per copy
Each issue of GLASWELT is read by 2.8 readers.
the average reading time of GLASWELT is 27 minutes

Summary of the survey method:

1. method: reader structure analysis by telephone survey – sample survey.
2. population (tvA): 10,210 = 100.0 %. Not included in the survey 293 = 2.87 %.
3. sample: 151 net interviews
4. target group of the survey: subscribers and regular recipients of Glaswelt.
5. period of the survey: 06.10.– 04.12.2023
6. implementation of the survey: teleResearch, Institute for Market Research

Decision-making competence of Glaswelt readers

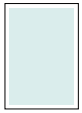
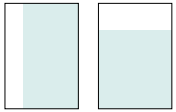
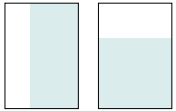
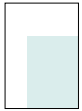
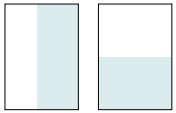


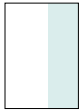
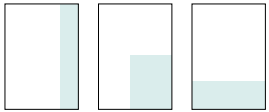
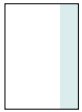
Reading example:
60 % of the surveyed readers are decision-makers, when it comes to the selection of or customer advice on windows, window profiles and fittings is concerned.

Copyright by teleresearch GmbH - 2023

Multiple answers

1 Advertisement formats and prices: The applicable statutory VAT rate must be added to all prices.

Format	Basic price (up to 4c) in €		Type area formats Width × height in mm	Bleed formats* Width × height in mm
1/1 Page	3,990.–		187 × 265	210 × 297
3/4 Page	3,425.–		↕ 139 × 265 ↔ 187 × 189	↕ 150 × 297 ↔ 210 × 217
2/3 Page	3,060.–		↕ 123 × 265 ↔ 187 × 170	↕ 132 × 297 ↔ 210 × 188
Juniorpage	2,600.–		135 × 190	145 × 208
1/2 Page	2,500.–		↕ 91 × 265 ↔ 187 × 130	↕ 101 × 297 ↔ 210 × 148
1/3 Page	1,900.–		↕ 59 × 265 ↔ 187 × 85	↕ 69 × 297 ↔ 210 × 103

Format	Basic price (up to 4c) in €		Type area formats Width × height in mm	Bleed formats* Width × height in mm
1/3 Page To the right of the Table of contents	2,150.–		↕ 59 × 265	↕ 69 × 297
1/4 Page	1,250.–		1 col. 43 × 265 2 col. 91 × 130 4 col. 187 × 63	54 × 297 101 × 148 210 × 81
1/4 Page To the right of the editorial	1,450.–		1 col. 43 × 265 2 col. 91 × 130 4 col. 187 × 63	54 × 297 101 × 148 210 × 81
2. Cover page	4,420.–		187 × 265	210 × 297
4. Cover page	5,050.–		187 × 265	210 × 297
Front page package I	5,100.–	Cover motif + 1/3 page, 4c in the inner section		
Front page package II	5,850.–	Cover motif + 2nd cover page		
Advertorial 1/1 Page 4c	3,990.–		187 × 265	210 × 297
Advertorial 1/2 Page 4c	2,300.–		↕ 91 × 265 ↔ 187 × 130	↕ 101 × 297 ↔ 210 × 148

* Format in bleed plus 3 mm trim allowance on all sides. In principle, advertisements can be canceled up to the advertising deadline. Cancellation must be made in in writing. Special advertising formats such as title pages and cover pages cannot be cancelled.

Surcharges:

Placement:	Surcharge for mandatory Placement requirements	10 % of the advertisement price
Colour:	Special colours, per colour	925.– €

Discounts: For purchase within 12 months (calendar year)

Painting scale		Quantity scale	
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 %

Combination discounts
As part of the Gentner combination, the titles *SBZ, TGA+E Fachplaner, Technische Isolierung, Gebäude-Energieberater, KK DIE KÄLTE + Klimatechnik, GLASWELT, K&L Magazin, SKILLS Magazin, ERNEUERBARE ENERGIEN, photovoltaik* and *HZwei* can be freely combined.
If at least two magazines will be booked within one calendar year results in the following discount - in addition to the regular discount:

2 titles: 5 % 4 titles: 10 %
3 titles: 8 % 5 titles: 15 %

Special forms of advertising:

Bound inserts (discount according to painting scale):
2 pages 3,390.– € 4 pages 4,495.– €
Discounts according to colour scale.

Please ask for bleed allowances when delivering bound inserts.
Paper quality up to 170 g/m², higher weight on request.

Inserts (not discountable): up to 25 g weight 290.– €/thousand

Prices subject to machine processing.
Including postal charges, higher weight on request.
Minimum format: 105 mm width x 148 mm height
Maximum format: 200 mm width x 287 mm height
Partial insert as of 1,000 copies possible
Selection costs: 85.– € (one-off)
We will gladly inform you about the delivery conditions.
Affixed advertising material and other special formats on request.

Contact: Delivery address for special advertising formats:
The delivery address for special forms of advertising can be found in your order confirmation, which you will receive following your booking.

Terms of payment:
2 % discount for payment within 8 days of invoice date.
No discount for occasional advertisements, postal charges, figure charges, Offer postage. Net 30 days after date of invoice; subject to advance calculation. reserved. VAT ID No. DE147510257

Bank details::
Baden-Württembergische Bank
IBAN: DE72 6005 0101 0002 8259 22 / BIC: SOLADEST600
Deutsche Bank AG Stuttgart
IBAN: DE33 6007 0070 0165 0100 00 / BIC: DEUTDESS
Postbank Stuttgart
IBAN: DE38 6001 0070 0031 9657 07 / BIC: PBNKDEFF

Please note our General Terms and Conditions at www.gentner.de/mediaservice/agb-anzeigen

1 Magazin format: DIN A4, 210 mm wide × 297 mm high

Print space: 187 mm wide × 265 mm high,
2 columns each 91 mm wide or
3 columns each 59 mm wide

2 Printing and binding methods: Offset printing, adhesive binding, delivery exposable, unseparated data in PDFX/3 format

3 Submitting data: Please send us your print documents only as files: either by email to **datenanlieferung@gentner.de**.

4 Data format: Un-separated PDF/X-3, CMYK mode.

- Fonts, logos, and images are included.
- Resolution: Image components CT: 300 dpi, linework LW 1200 dpi.
- No transparences and levels.

If unsolicited printed documents are submitted, we reserve the right to charge the principal for the conversion of PDF files at cost.

5 Colors: Euro scale

Special colors and hues that cannot be attained by combining colors on the scale must be separately agreed with the publisher. Special colors are created from the Eurocolour scale for technical reasons. Minor deviations in the ink value remain within the tolerance range for offset printing. A spot color may only consist of two of the three additional primary colors (cyan, magenta, and yellow) in addition to black (and/or white).

6 Proof: By sending us a proof, please consider that it has to be a genuine proof of the data sent by e-mail or CD. The name of the color parameter and proof designation must be printed on the proof. The Ugra/Fogra media wedge must also be included for comparison. Please send the proof by mail to our order management department (under no. 9).

7 Data storage: Data will be archived. Unchanged rerun is generally possible. A guarantee is however not assumed.

8 Guarantee: By sending incomplete or differing data (texts, colors or images) we do not assume any liabilities for the correct print.

The publisher guarantees the common print quality for the respective title within the scope of possibilities the templates offer.

9 Contact: If you are not able to provide data in the formats or by the means described above and are not able to convert them into the desired forms, contact our technical hotline:

Phone +49 (0) 711 63672-861

The shipping address for sending data by post and for proofs is

Alfons W. Gentner Verlag GmbH & Co. KG
Mr. Rudolf Beck
PO Box 10 17 42, 70015 Stuttgart

Telephone +49 (0) 711 63672-861

Please also note our information on data delivery at https://www.gentner.de/mediaservice/datenanlieferung

Print magazine
- Print ad
- Special/special editions
- Print advertorial

Website
- Display advertising
- Online advertorial
- Online catalogue service

Newsletter
- Display advertising
- Text/image ad
- Stand-alone newsletter

E-Paper

The printed magazine at conveniently digitally on your tablet

Moving image
- Video Production
- Video Publishing
- GW Guided Tours

Special products
- Customer magazines
- Wall calendars
- Microsites

Events / Lead Acquisition
- GW Guided Tours
- Digital Technical Forum Building Envelope in focus
- Webinars

Do you want to reach your target group with your products and services? across all media and regardless of the device?

Let us work out your advertising campaign for you: deh@gentner.de

Issue 01/2025

Publication date: 07.01.2025
Advertising deadline: 04.12.2024 Deadline for printing documents: 11.12.2024

BAU 2025,
World's leading trade fair for architecture, materials and systems
13.–17.01.2025
BAU
bau-muenchen.com

Top Topic: Fair preview BAU Munich: Everything about fasade, glass and sun protection

Even before BAU 2025 kicks off in Munich, we will be presenting the latest trends and technologies in the field of facade constructions and window systems, including associated solar shading solutions and modern facade glass such as Smartglass and bird protection glass. Our fair preview focuses on new windows, front doors and facade systems as well as solutions for sliding, ventilation and security technology. The focus will also be on Smart building technologies, smart glass as well as safety glass (made of laminated and toughened safety glass) and design glass for indoors and outdoors. In interior design glass partition wall systems and interior doors with the corresponding hardware systems are an aspect at BAU and also in our edition.

Planing assistance: facade and metal construction, facade technology, aluminum systems, sun protection, outdoor living, security technology, front doors, sliding doors, ventilation, smart home, smart glass, bird protection glass, facade glass, low-CO_2 glass, vacuum glass, interior glass, partition walls, interior doors, fittings

Windows, doors and building components

- Window manufacturing
- Manufacturing software
- Metal windows
- Aluminum windows
- Large-area elements
- Lift-and-slide elements
- Daylight systems and skylights
- Conservatory
- Ventilation and indoor climate

Glass

- Logistics & Transportation
- Lifting devices
- Vacuum lifter
- Transport vehicles
- Insulating glass
- Switchable glasses
- Facade glass in XXL
- Bent glasses

Sun protection

- Roller shutter boxes
- ZIP systems
- Outdoor living
- Gates
- Awnings
- venetian blinds

Issue 02/2025
Publication date: 11.02.2025
Advertising deadline: 21.01.2025 Deadline for printing documents: 28.01.2025

Inolope Expo,
Business plattform for innovative building envelopes
12.–14.02.2025

Top Topic: Serial construction and modular design – efficient solutions for new builds and renovations

Serial construction and building in series is revolutionizing the construction industry with efficient and cost-effective solutions for both new builds and renovations. We provide a comprehensive overview of the advantages and challenges of serial construction. How does this method affect construction times, costs and the quality of the buildings?

We analyze how prefabricated construction elements are used on construction sites in both new builds and refurbishments and what innovation potential this offers.

Practical examples and success stories: We publish project reports on successful applications of serial construction and modular construction. Readers learn from the best in the industry and find out how companies are implementing these methods. What role do digitalization, sustainability and energy efficiency play in this construction method? Sustainability and energy efficiency: We show how serial construction methods contribute to achieving sustainability goals and energy efficiency.

Planning assistance: Serial construction, modular construction, series construction, series production, new construction, renovation, modular construction, prefabricated house industry, prefabrication, construction planning, plastic windows, wooden windows, aluminum windows, roller shutters, sun protection

Windows, doors and building components

- Barrier-free: zero thresholds and more
- Entrance doors
- Security technology
- Functional fittings
- Burglary protection
- Universal designs

Glass

- **Partition walls & interior doors special**
- Insulating glass for renovation and new builds
- Isolation glass production
- Glass processing
- Spacer
- Sealants and adhesives
- Software
- Glass balconies & balustrades
- garden glass

Sun protection

- Awnings
- venetian blinds
- Gates
- Outdoor living
- ZIP Systems
- Roller shutter boxes

Issue 03/2025

Publication date: 06.03.2025
Advertising deadline: 13.02.2025 Deadline for printing documents: 21.02.2025

Top Topic: Capital goods, company equipment, machinery and vehicle fleet

The automation of production in the glass, window and sun shading industry continues to progress in order to increase efficiency and cost-effectiveness. Our top topic shows which investments along the entire process chain from storage and processing to quality assurance and logistics are up-to-date, including robots and automatic storage and sorting systems as well as lifting devices, vacuum lifters and loading technology and shop-floor logistics.

We will also be presenting new production software that not only enables tracking, i.e. the real-time tracking of individual products in the production run, but also the re-optimization and support of the supply and transport chain.

Planning assistance: Software, automation, quality assurance, robots, shop-floor logistics, tracking, vehicle equipment, lifting technology, vacuum lifters

Windows, doors and building components

- PVC windows
- PVC windows
- Window production
- Welding technology
- Lift and slide elements
- Window color

Glass

- Design glass
- Laser processing
- glass printing
- Fire protection
- The glass bathroom
- Quality assurance

Sun protection

- Awnings
- Gates
- ZIP systems
- Venetian blinds
- Outdoor Living

Issue 04/2025

Publication date: 08.04.2025
Advertising deadline: 18.03.2025 Deadline for printing documents: 26.03.2025

Top Topic: Smart living

In the April 2025 issue, we focus on the highly relevant topics of smart homes and automation on the building envelope.

We present the latest sun shading and facade systems that offer maximum energy efficiency in both new buildings and renovation projects thanks to efficient control. We show how these systems maximize comfort for users and at the same time meet a wide range of security requirements.

We also present the use of smart glass for security, solar control and glare protection. We also cover the question of how construction elements can occupy the new business field of smart privacy.

We show how smart home products can be integrated into facade systems and the benefits they offer, and present the range of intelligent roller shutters, sun protection systems and window and door solutions.

We also present exciting projects in which smart home products are successfully used on a daily basis. Readers can be inspired by examples of best practice and learn how smart home technologies work in practice.

Planning assistance: Fittings, sun protection, smart home, ventilation technology, security technology, building control, roller shutters, windows and doors, smart glass, burglary protection, front door panels, front door design, security technology, fittings technology, access solutions.

Windows, doors and building components

- Aluminum windows
- Metal windows
- Sliding elements
- Large area elements
- Window production
- Recycling and C-to-C
- Sustainability

Glass

- Safety glass
- ESG production
- VSG production
- VSG films
- Facade glass
- Glass processing
- Vacuum glass

Sun protection

- Awnings
- Roller shutters
- ZIP systems
- Venetian blinds
- Glare protection
- Outdoor Living

Issue 05/2025

Publication date: 08.05.2025
Advertising deadline: 14.04.2025 Deadline for printing documents: 23.04.2025

Ligna – World's leading trade fair for tools, machines and systems for woodworking and -processing.
26.–30.05.2025, Hannover

Top Topic: Facade – Everything about building envelope

In our May 2025 issue, everything revolves around the comprehensive topic of facades. We offer our readers valuable insights into the latest developments and trends in facade architecture and show how the interplay of windows, glass and solar shading creates innovative and sustainable building envelopes.

We present modern constructions and design approaches that meet current requirements in terms of aesthetics, functionality and sustainability - including the integration of photovoltaic elements and solutions for recycling building materials.

We present new profiles, construction elements, doors, facade glass and solar shading solutions for facade construction in detail. How do these components come together to create an efficient and attractive building envelope?

We also provide exciting insights into the control and automation of facade elements. Which technologies are driving these developments and how do they contribute to an intelligent building envelope?

Using current examples from commercial construction, we will show innovative facade projects that focus on PV elements, switchable glass and smart home integration. Find out how modern projects take security technology and burglary protection into account.

Planning assistance: Facade construction, metal construction, facade profiles, PV elements, BIPV, doors, sun protection, smart home, security technology, sustainability & recycling, smart glass, facade glass, low-carbon glass, security technology, burglary protection

Windows, doors and building components

- **Front doors special**
- Wooden windows
- Wood-aluminum windows
- Wood window production
- Accessibility
- Ventilation technology

Glass

- Logistics & Transportation
- Tracking
- Lifting technology
- Vacuum lifters
- Transport vehicles
- Quality assurance
- Switchable glasses

Sun protection

- Awnings
- Roller shutters
- Smart Home
- ZIP systems
- Venetian blinds
- Awnings
- Outdoor Living

Issue 06/2025

Publication date: 05.06.2025
Advertising deadline: 14.05.2025 Deadline for printing documents: 22.05.2025

Top Topic: Resilient building elements – protection against extreme weather with robust windows, roller shutters and glass

In view of increasing weather extremes such as hail, heavy rain and heat, the protection of buildings and the people inside them is becoming increasingly important. We look at how modern windows, roller shutters and glass solutions help to make buildings more resilient and provide optimum protection.

We analyze different types of extreme weather events and how windows, shutters and glass can withstand them and ask which technological advances make building elements more robust.

We publish practical examples and reports on buildings that are optimally protected through the use of resilient building elements. What can we learn from these projects?

Standards and certifications: We provide information on relevant standards and certifications that ensure that building elements meet the highest requirements for safety and robustness.

Planning assistance: Resilient building elements, Robust building elements, Extreme weather protection, Secure windows, Secure roller shutters, Secure glass, Hail protection, Flood windows, Heat protection, Climate adaptation

Windows, doors and building components

- Fall protection
- Fittings
- Fittings technology
- Room comfort
- Smart Home
- Insect protection
- Conservatory
- Ventilation technology
- Window aftercare
- After-sale business

Glass

- **Partition walls & interior doors special**
- Insulating glass production
- Spacers
- Sealants and adhesives
- Glass balustrades
- Smart glass
- Safety glass (ESG, VSG)
- Glass recycling

Sun protection

- Awnings
- Roller shutters
- ZIP systems
- Venetian blinds
- Glare protection
- Sunshades
- Outdoor Living

Issue 07/2025

Publication date: 08.07.2025
Advertising deadline: 16.06.2025 Deadline for printing documents: 25.06.2025

Top Topic: Sustainability + recycling

The topic of sustainability and recycling in the construction industry in general and in the building envelope in particular is becoming increasingly relevant.

In the July issue, we focus on the latest trends and developments in sustainability in construction products - particularly in window, facade and sun shading solutions in conjunction with smart homes. How can these products contribute to achieving building certifications?

We shed light on the crucial role of recycling in our industries. Readers will find out more about innovative methods and technologies for recycling of old windows and glass.

We present CO_2-reduced glass and profiles made from recycled aluminum and plastic. How do these materials contribute to reducing the CO_2-footprint and what advantages do they offer for sustainable building projects?

The reader will gain detailed insights into the principles of the circular economy and how they are applied in the building elements industry. Which products and solutions meet the requirements of the circular economy and how can they be integrated into projects? We present successful projects that focus on sustainability and recycling.

Planning assistance: Wooden windows, plastic windows, aluminum windows, CO_2-low glass, surface coating, cradle-to-cradle, end-of-life, circular economy, recycling

Windows, doors and building components

- Color on windows
- Films and lamination
- Coatings
- PVC windows
- PVC window production
- Software for trade and sales
- Functional fittings

Glass

- Glass in the interior
- Design glass
- Glass fittings
- Facade glass in XXL
- Smart glass
- Bird protection glass
- Low CO_2 glass

Sun protection

- Awnings
- Roller shutters
- ZIP systems
- Venetian blinds
- Glare protection
- Folding shutters
- Outdoor Living

Issue 08/2025

Publication date: 05.08.2025
Advertising deadline: 15.07.2025 Deadline for printing documents: 23.07.2025

Top Topic: Sun protection and Outdoor Living

More comfort for gardens, patios and dining areas: In our August 2025 issue, we focus on the hot topics of outdoor living and innovative sun protection.

The trend continues: Restaurants and end consumers are increasingly moving their living spaces outside, even when the weather is not so good. We show how awnings, pergolas, slatted roofs, sunshades, sun sails and glass roofing can bring their advantages to bear in the garden and on the patio.

The GW editorial team researches the increasingly diverse range of outdoor living products and sun protection solutions in order to provide our readers with a comprehensive overview of the most important developments and market innovations. We show which products are particularly in demand and how specialist retailers can provide their customers with the best possible advice.

We show how modern sun shading solutions, also in combination with smart homes and intelligent building automation, help to sustainably save energy, reduce CO_2-emissions and increase user comfort.

Planning assistance: Detailed information and recommendations on outdoor living, external venetian blinds, ZIP systems, slatted roofs, pergolas, patio roofs, awnings, sunshades, sun sails and conservatory awnings.

Windows, doors and building components

- Wooden windows
- Wood-metal windows
- Sustainability
- Window production
- Tools for wooden window production
- Surface finish
- Measurement
- Insect protection

Glass

- Production
- Automation
- software
- Quality control
- Insulating glass for renovation and new construction
- Intra-logistics
- Tracking

Sun protection

- Awnings
- Venetian blinds
- Shades
- Awnings
- Louvred roofs
- Pergolas
- Outdoor Living

Issue 09/2025

Publication date: 04.09.2025
Advertising deadline: 14.08.2025 Deadline for printing documents: 22.08.2025

Top Topic: Security Technology and Fire Protection

This issue offers valuable insights and practical tips for building element dealers on how they can optimize their sales strategies for security-relevant features.

We focus on mechanical and electromechanical burglar resistance: What further developments are there in burglar-resistant hardware for windows and front doors?

Market sentiment and expert opinions: Exclusive interviews with industry experts on current trends and the mood in the security technology market. What challenges and opportunities do the experts see?

Smart solutions: An overview of smart security solutions that make the home safer. How can smart home technologies be used effectively?

Additional protection with roller shutters: We show how roller shutters act as an additional barrier against break-ins. How long and how effectively can they ward off burglars?

Fire protection through innovative glass products: Reports on the latest possibilities and innovations in fire protection using glass and other building elements. How can these products save lives and protect buildings?

Planning assistance: Security technology, wooden windows, plastic windows, fittings, front doors, security, burglary protection, retrofitting, fire protection, security glass, roller shutters

Windows, doors and building components

- Ventilation technology
- Insect protection
- Fittings
- Metal windows
- Aluminum windows

Glass

- Facade glass
- Glass finishing
- Glass printing
- Laser processing
- The glass bathroom
- Glass fittings

Sun protection

- Roller shutters
- Gates
- ZIP systems
- Venetian blinds
- Outdoor Living

Issue 10/2025

Publication date: 07.10.2025
Advertising deadline: 15.09.2025 Deadline for printing documents: 23.09.2025

Top Topic: Glass special

In the glass special in we shed light on the development of glass products, machines for processing and insulating glass production, including software and supplier products (spacers, sealants, etc.). Another central topic is the automation of the entire process chain from the warehouse to cutting to the processing line, quality assurance, including loading and unloading with robots as well as shop-floor logistics and transportation. The focus will also be on toughened safety glass furnace technology and systems for the production of laminated safety glass and safety glass.

In terms of new glass products, we will be presenting designer glass refined using laser and printing technology, as well as the latest trends in smart glass and vacuum glass.

Planning assistance: Glass machines, software, safety glass, toughened safety glass ovens, laminated safety glass production, robots, scanners, quality control, insulating glass production, spacers, warm edge, TPS + sealants

Windows, doors and building components

- PVC windows
- PVC windows
- Film lamination
- recycling
- Acylcolor
- Window production
- Welding technology
- CNC technology

Glass

- CO_2-low glasses
- Smart Glass
- recycling
- Vacuum glass
- Glass logistics
- Safety glass (ESG, VSG)
- VSG films

Sun protection

- Roller shutters
- Gates
- ZIP systems
- Venetian blinds
- folding shutters
- Outdoor Living

Issue 11/2025

Publication date: 06.11.2025
Advertising deadline: 16.10.2025 Deadline for printing documents: 24.10.2025

Top Topic: Optimum installation – tips and exemplary solutions for windows, doors, glass and sun protection

We address the key challenges and solutions relating to the installation of building elements. We provide practical tips on the professional installation of windows, doors, glass and sun protection. Readers can discover tried-and-tested methods and innovative approaches for installing building elements safely and efficiently.

Focus on fixing details: Detailed insights into the specific requirements and solutions for fixing, such as awning installation in ETICS facades, timber stud constructions or burglar-resistant window installation. How do you deal with increasingly delicate wall systems?

Connection joints and sealing: Clarification of important detailed questions about connection joints – is “tighter on the inside than on the outside” still true? Learn the best practices for sealing and the use of sealants.

Intelligent installation systems: Presentation of pre-frame and pre-wall installation systems that are revolutionizing window and door installation. What advantages do these systems offer in practice?

Powerful tools and technology: Reports on the latest high-performance tools, lifting technology and vehicles that impress on the construction site. Which innovations make work easier and increase efficiency?

Planning assistance: Fastening, sealant, sealing, transportation, connection joint, measurement, pre-wall installation, installation frames

Windows, doors and building components

- **special on entrance doors**
- Panels for doors
- Front door fittings
- Measurement
- Burglary protection
- Security technology

Glass

- Automation
- Robots
- Shop-floor logistics
- Vacuum lifter
- software
- Bird protection glass
- Facade glass
- VSG films

Sun protection

- Awnings
- roller shutters
- gates
- glare protection
- folding shutters
- Outdoor Living

Issue 12/2025

Publication date: 05.12.2025
Advertising deadline: 14.11.2025 Deadline for printing documents: 24.11.2025

Top Topic: Logistics – from production to installation

It is not only the logistics of large and heavy building elements from the production site to the construction site that is complex. Insulating and facade glass must also be moved and handled efficiently and gently during production. To this end, we present the latest shop-floor logistics, including modern lifting techniques.

We will also be presenting the latest developments in the digitalization and networking of the logistics chain. This ranges from component tracking in production through to product delivery to the customer or construction site. We will also be presenting new industry vehicles, assembly aids and cranes, lifting devices and vacuum lifters for safe assembly.

Planning assistance: Shop-floor logistics, tracking, transporters, vehicle equipment, lifting technology, vacuum lifters, lifting equipment, warehouse logistics, component tracking

Windows, doors and building components

- Fall protection
- Fittings
- Fitting technology
- Window installation
- Installation practice
- Sealants
- Ventilation technology
- Room comfort
- Window aftercare
- After-sale business

Glass

- ISO production
- Spacer
- TPS
- Sealants & adhesives
- Glass balustrades
- ESG production
- Glass fittings
- Design glass

Sun protection

- Roller shutters
- Gates
- ZIP systems
- Venetian blinds
- Glare protection
- Outdoor Living

Everything about

- Front door manufacturing (machinery/equipment)
- Front door installation, assembly
- Materials, surfaces, design
- Front door panels
- Fittings
- Security technology, burglary protection
- Access control, Smart Home
- Insulation, soundproofing

Everything about

- Interior doors
- Commercial doors
- Sliding doors
- Room partition systems
- Interior and design glass
- Surfaces
- Design fittings
- Functional doors (fire protection, smoke control)

Do you want to showcase your products with an advertisement in this context? Come in! The door is open.

Issue 5:	Release date	08.05.25
	Advertising deadline	14.04.25
Issue 11:	Release date	06.11.25
	Advertising deadline	16.10.25

Issue 2:	Release date	11.02.25
	Advertising deadline	21.01.25
Issue 6:	Release date	05.06.25
	Advertising deadline	14.05.25

GW Wall Calendar 2026

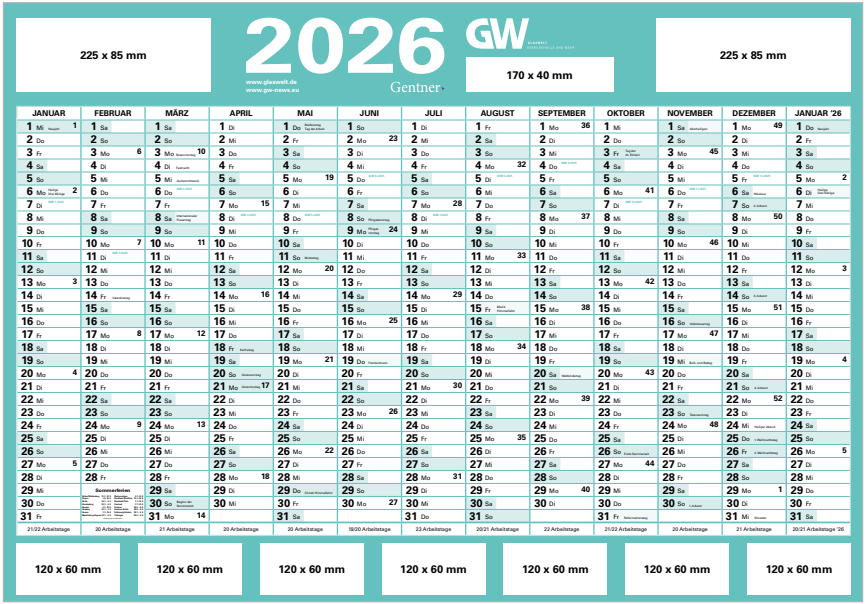
Your advertising and events in view all year long.

Your Advertising Options:

Premium 2,900 €
Large advertising space at the top
Format: 225 mm wide × 85 mm high

Standard 1,900 €
Small advertising space at the bottom
Format: 120 mm wide × 60 mm high

All prices plus value-added tax (VAT).



Ad deadline: October 1, 2025
Print Run: 12,500 copies
Distribution: Dispatched with the GW Issue 11/2025
Wall Calendar: 1,000 mm wide × 700 mm high

1 Web-Adresse: www.glaswelt.de

2 Brief description:

glaswelt.de is the leading online portal for professionals in the field of Windows, facades, building elements and sun protection systems. Contents: Daily up-to-the-minute industry news, important downloads, dates and deadlines, link lists, online catalogues, recommendations for industry literature, articles and news archive. Subscribers can download free of charge all articles (since 1997) from the archive in PDF format.

3 Target group:

Professionals in the field of windows, facades, glass and sun protection. These include the building element trade, window and door manufacturers (craft/industrial companies), metal and facade builders, window installation companies as well as companies from the roller shutter and blinds construction. Further target groups are the manufacturers of flat glass products with their finishing products.

4 Publisher:

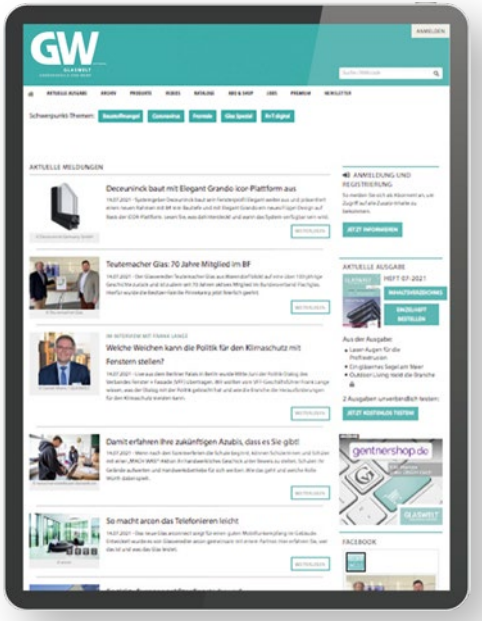
Alfons W. Gentner Verlag GmbH & Co. KG
Forststraße 131, 70193 Stuttgart, P.O. Box 10 17 42, 70015 Stuttgart
Telephone: +49 (0) 711 63672-0, Fax: +49 (0) 711 63672-760,
Internet: www.gentner.de

Please note our general terms and conditions for online advertising at www.gentner.de under the menu item Media Service.

Editorial contact:
Daniel Mund, Editor in Chief
Tel. +49 (0) 711 63672-842, mund@glaswelt.de

Contact online advertising:
Andrée-Elisa Deh (Advertising management)
Tel. + 49 (0) 711 63672-841, deh@gentner.de

Ad-Management:
Tel. +49 (0) 711 63672-502, -504, -810, datenanlieferung@gentner.de



5 Access control:

AGOF

6 Usage data:

Total page impressions/month:	123,341
Visits total/month:	69,445

Source: IVW Online July 2024

gw-news.eu

With **www.gw-news.eu**, the English-language sister portal of glaswelt.de was launched. The focus of the new, international media platform, including newsletters and social media is on facades and includes the subject areas of windows, glass and sun protection. The latest industry trends in facades are presented including production and installation. Further focal points EU-wide standards as well as current information on recognised rules of technology.

Become a sponsor now and open up international markets together with www.gw-news.eu

Your presence on GLASWELT international:

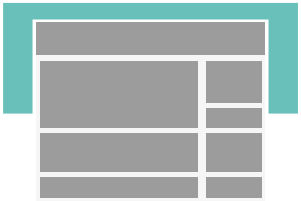
- Integration of your Logo on all pages of the portal
- Your international banner campaign in the Ad Bundle (Rotation)
- Editorial release about your product and company news
- 3 text/picture announcements in the weekly newsletter of GLASWELT international within the duration
- Duration: 12 months
- Sponsorship: 3,500.– €, plus VAT lump sum

Key figures

Facebook:	24,000 subscribers*
Newsletter:	1,018 subscribers*
Visits:	40,000*

*Publishing date: January to December 2023;

Fireplace-Ad



Upper screen edge, left and right next to the content; cross-screen advertising format.

Format: 1.240 × 90 px + 160 × 600 px (2 ×)
JPEG, GIF or Redirect (iframe), max. 100 KB depending on the advertising media

CPM: 150 €

Superbanner

Upper screen edge,
appears on all pages, including the homepage.

Format: 728 × 90 px
JPEG, GIF or Redirect (iframe), max. 100 KB

CPM: 77 €

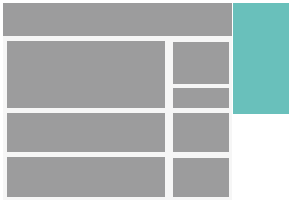
Wallpaper

Upper screen edge and right next to
the content; cross-screen advertising format.

Format: 728 × 90 px + 160 × 600 px
JPEG, GIF or Redirect (iframe), max. 100 KB depending on the advertising media

CPM: 123 €

Halfpage Ad



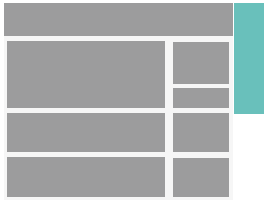
In addition to the content, it appears on all pages.
Sticky: remains visible while scrolling.

Format: 300 × 600 px
JPEG, GIF or Redirect (iframe), max. 100 KB

CPM: 123 €

Sticky Halfpage Ad
CPM: 166 €

Wide Skyscraper



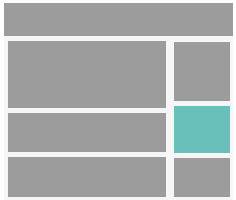
In addition to the content, it appears on all pages.
Sticky: Remains visible while scrolling.

Format: 160 × 600 px
JPEG, GIF or Redirect (iframe), max. 100 KB

CPM: 77 €

Sticky Skyscraper
CPM: 103 €

Medium Rectangle



In the right content column, it appears on all pages, including the homepage.

Format: 300 × 250 px
JPEG, GIF or Redirect (iframe), max. 100 KB

CPM: 97 €

*All prices plus VAT.

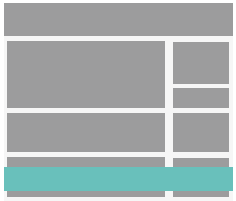
Billboard

Below the horizontal navigation bar.
Appears on all pages, including the homepage.

Format: 940 × 250 px
JPEG, GIF or Redirect (iframe), max. 100 KB

CPM: 123 €

Sticky Footer

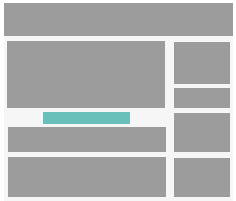


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

Format: 770 × 125 px
JPEG, GIF or Redirect (iframe), max. 100 KB

CPM: 103 €

Fullbanner

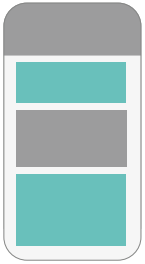


Between the articles, appears on all pages.

Format: 468 × 60 px
JPEG, GIF or Redirect (iframe), max. 100 KB

CPM: 64 €

Mobile Content-Ads: Ihr Werbeauftritt auf mobilen Endgeräten



Mobile Content Ad 2:1
The Mobile Content Ad 2:1 is defined as a standard advertising medium. The banner links to your landing page.

Format:
300 × 150 px
JPEG, GIF, max. 100 KB

CPM: 90 €

Mobile Medium Rectangle
The Mobile Medium Rectangle is a proven format placed in the content area, providing high mobile visibility.

Format:
300 × 250 px
JPEG, GIF, max. 100 KB

CPM: 97 €

1	**Discounts for display advertising including mobile:**
	50,000 ad impressions 5 %
	75,000 ad impressions 10 %
	100,000 ad impressions 15 %
2	**Payment terms:**
	See page 14
3	**Data delivery:**
	Five working days before the start of the campaign via email to: **datenanlieferung@gentner.de**
4	**Special advertising formats:**
	Upon request

All prices plus VAT.

GLASWELT newsletter

The GLASWELT newsletter is responsive and adapts its layout individually to the respective end device. This ensures that your advertising is optimally displayed on all screen sizes and formats.

Banner

Format: 560 × 72 px.,
jpg, gif or animated gif,
max. 200 KB
URL

Head
Price: 865 €

Between two articles
Price: 760 €

Text image ad standard

Display: 270 × max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price for position 1: 1,090 €
Price from position 2: 1,000 €

Video post standard

Display: 270 × max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price for position 1: 1,090 €
Price from position 2: 1,000 €

Text image ad XL

Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed)) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 120 characters
Teaser: max. 500 characters
URL

Price for position 1: 1,435 €
Price for position 2: 1,320 €

Video post XL

Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Optional: Headline with
max. 120 characters
Teaser: max. 500 characters
URL

Price for position 1: 1,435 €
Price for position 2: 1,320 €

All prices plus VAT.

- **Subscribers:** 5,236*
- **Open rate (unique)** 39,13 %

Source:Publisher's statement, average overall 2023

Publication frequency	Delivery of data
weekly on Tuesdays	5 working days before dispatch date to datenanlieferung@gentner. de

Discounts

Decrease within 12 months (calendar year): Scale of times

3 newsletters	5 %	9 newsletters	15 %
6 newsletters	10 %	12 newsletters	20 %

Media kit 2025

Place your message individually and flexibly – you decide „what“, „how much“ and „when“ is sent!

Are you looking for a platform to get your message across individually and flexibly in terms of timing? Our **„Stand-Alone-Newsletter“** with the look & feel of the editorial newsletter (but without editorial content) brings only your advertising messages and images directly and exclusively to our newsletter subscribers. Due to the exclusivity of your advertising presence, your message reaches the attention is otherwise difficult to achieve.

Technical possibilities

You can set up and design your **„Stand-Alone-Newsletter“** in a variety of ways. To do this, simply send us your text and image files as well as desired links according to the specifications below.

Individual design options for **„Stand-Alone-Newsletter“**

Basically, all elements can be placed as often as desired and also at the preferred positions

① **Leading image**
560 pixels wide; height variable. Image goes over the entire width of the newsletter.

② **Headline „Stand-Alone-Newsletter“**
across the entire width, max. 45 characters

③ **Teaser-Text**
max. 350 characters incl. blank characters

④ **Fullbanner**
560 pixels wide; height variable;
banner is aligned on the left

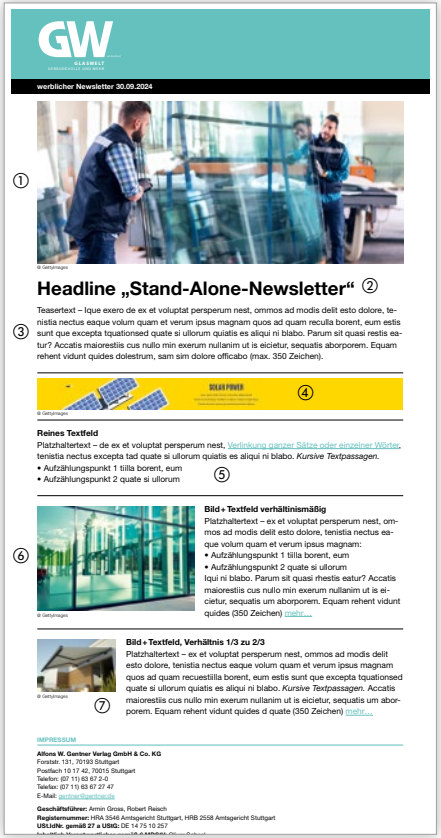
⑤ **Pure text field extends across the entire width of the newsletter**
Formatting options::
– Bold/italic and underlined text passage
– Bullet points
– Linking of whole sentences or single words possible

⑥ **Image + text field, proportionate**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text: 350 characters;
Image linking possible

⑦ **Image + text field, 1/3 to 2/3 ratio**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text 350 characters;
Image linking possible.

Recipients: **5,236** (Status as of July 2024)
Price: **3,300.– €,** plus value-added tax

Data delivery: at least 12 working days before sending date


GW GLASWELT GEBÄUDEHÜLLE UND MEHR

werblicher Newsletter 30.09.2024

①

© Gettyimages

Headline „Stand-Alone-Newsletter“ ②

③ Teasertext – Ique exero de ex et voluptat persperum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam reculla borent, eum estis sunt que excepta tquationsed quate si ullorum quiatis es aliqui ni blabo. Parum sit quasi restis eatur? Accatis maiorestiis cus nullo min exerum nullanim ut is eicietur, sequatis aborporem. Equam rehent vidunt quides dolestrum, sam sim dolore officabo (max. 350 Zeichen).

SOLAR POWER ④

© Gettyimages

Reines Textfeld

Platzhaltertext – de ex et voluptat persperum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia nectus excepta tad quate si ullorum quiatis es aliqui ni blabo. *Kursive Textpassagen.*

- Aufzählungspunkt 1 tillia borent, eum
- Aufzählungspunkt 2 quate si ullorum

⑤

⑥

© Gettyimages

Bild + Textfeld verhältinismäßig

Platzhaltertext – ex et voluptat persperum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam:

- Aufzählungspunkt 1 tillia borent, eum
- Aufzählungspunkt 2 quate si ullorum

Iqui ni blabo. Parum sit quasi rhestis eatur? Accatis maiorestiis cus nullo min exerum nullanim ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) mehr ...

© Gettyimages

⑦

Bild + Textfeld, Verhältnis 1/3 zu 2/3

Platzhaltertext – ex et voluptat persperum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam recuestiila borent, eum estis sunt que excepta tquationsed quate si ullorum quiatis es aliqui ni blabo. *Kursive Textpassagen.* Accatis maiorestiis cus nullo min exerum nullanim ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides d quate (350 Zeichen) mehr ...

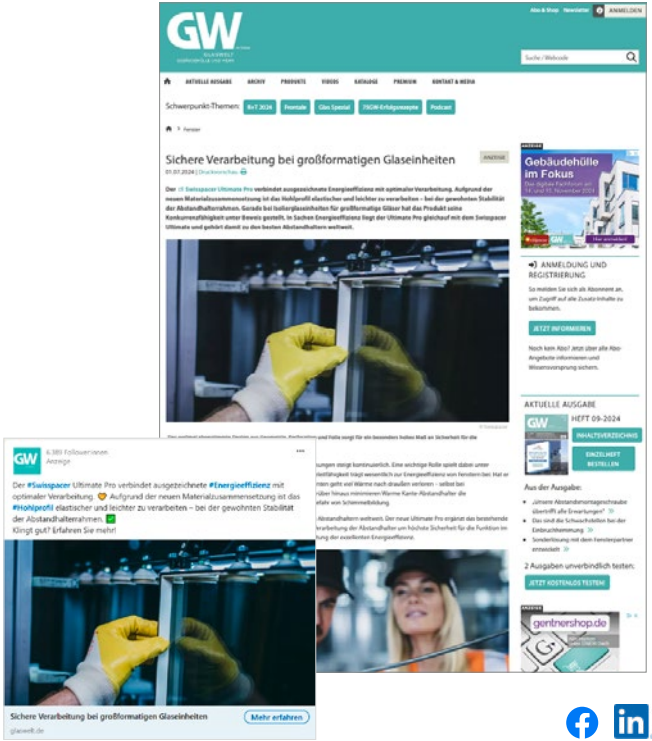
IMPRESSUM

Alfons W. Gentner Verlag GmbH & Co. KG
Forststr. 131, 70193 Stuttgart
Postfach 10 17 42, 70015 Stuttgart
Telefon: (07 11) 63 67 2-0
Telefax: (07 11) 63 67 27 47
E-Mail: gentner@gentner.de

Geschäftsführer: Armin Gross, Robert Reisch
Registernummer: HRA 3546 Amtsgericht Stuttgart, HRB 2558 Amtsgericht Stuttgart
USt.IdNr. gemäß 27 a UStG: DE 14 75 10 257

Content marketing campaign

Online-Advertorial inkl. Social-Media-Push
Position yourself as an expert in your industry and convince your target group with your message.
With the content marketing campaign, we combine the effect of editorial content with a targeted advertising approach. The basis of the campaign is an online advertorial on www.glaswelt.de, which is similar to an editorial article. This allows us to increase the attention and credibility with the target group. For more reach and visibility of the online advertorial, we use social media ads. These enable precise and extended targeting, allowing your message to be played out to the right decision-makers. You benefit from a lasting impact and maximized performance. The good thing is that the online advertorial remains on the website even after the campaign has ended and can still be found by search engines. The structure of the online advertorial is flexible: in addition to meaningful text and images, videos or image galleries can also be integrated.



Services:
- We discuss the objectives and target group of the campaign with you
- create the online advertorial with your content on www.glaswelt.de (marked as an advertisement)
- create measures via relevant social media channels
- take over monitoring and optimization
- create a report on the online advertorial at the end of the campaign duration
- The content marketing campaign runs for 4 weeks

Preis: 2,700.– €

Bild: Getty Images

You have the videos – we have the target audience + reach!

Do you already have videos that you want to make known to the crucial target groups? GLASWELT offers you the relevant professional audience with the video channels on www.glaswelt.de, www.gw-news.eu, and our own YouTube channel, providing the highest B-to-B reach.

Take advantage of the trust and credibility of our media to strengthen your brand.

Services:

- Duration: 12 months
- Website: Announcement on the homepage (glaswelt.de/gw-news.eu)
- GLASWELT Newsletter: Teaser with link to the video
- Placement in the video channel on glaswelt.de with a link to your video
- Adding the original video to our YouTube playlist
- Optional: Posting your original video on the GLASWELT YouTube channel
- Social Media: Teaser on LinkedIn, Facebook, YouTube

Price: 2,100 €* per video

*plus VAT

You have a message – We create the film for it!

Do you want to emphasize the competence and market significance of your company with a promotional film? Illustrate complex production processes? Allow your CEO to address current industry questions in an interview? Present product advantages vividly and impressively? Whether it's innovation, information, or emotion – video is effective and generates high acceptance. Benefit from the experience of our video professionals. Together with you, we develop the perfect film for your needs.

- Concept and script
- Video shooting
- Editing and post-production
- Video publishing

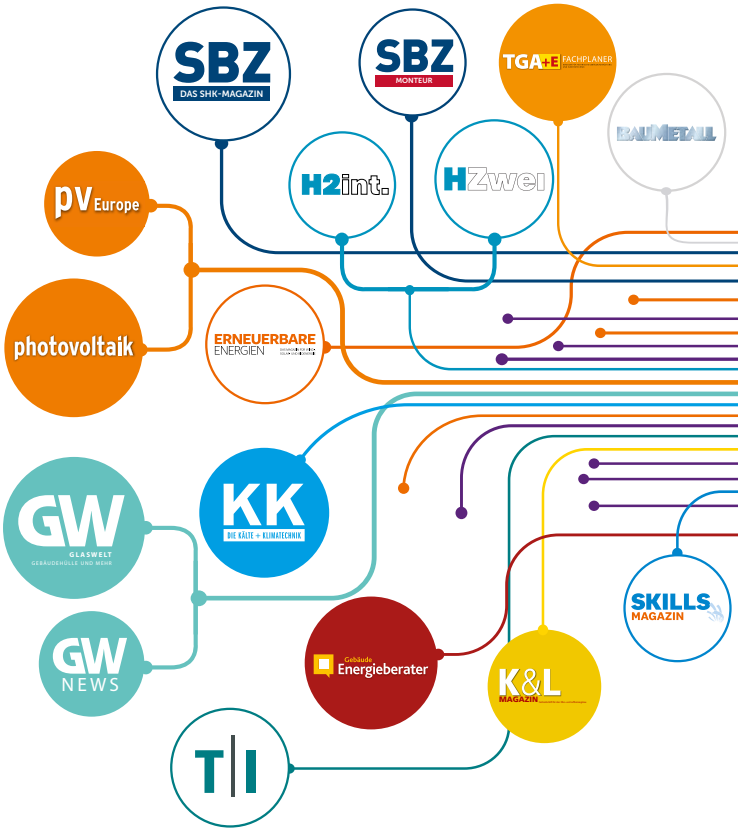
Price: Detailed calculation upon request

Demonstrate the expertise of your company and strengthen your brand: Let our webinar be your stage!

Increase your visibility and reach with our webinars. Reach your target group directly, present yourself as an expert and gain valuable leads.
We offer you the perfect platform to demonstrate in-depth expertise and position your brand effectively. Book your webinar package now!

Webinar Premium	Webinar Sponsoring
We organize your Webinar. You demonstrate your Specialist expertise and present your own brand.	You becomme a partner for our editorial Webinars and present your company in a relevant topic
Services: › Advice on the selection of topics and the structure of the webinar › Your expert speakers will be the guide for the webinar › Participant generation via relevant channels (print ads, newsletter ads and stand-alone newsletter to promote the webinar › Your logo and topic on the landing page for the webinar registration › You will receive all GDPR-compliant leads of the webinar participants for one-time use › Participant management, support with the organization, technical instruction & implementation by our webinar team › Moderation and Q&A session by our editorial team › You will receive a detailed report and the questions from the webinar	**Services:** › You get your own 10-15 minute speaking slot in the webinar › Participant generation via relevant channels (print ads, newsletter ads and stand-alone newsletter to promote the webinar › Your logo and topic on the landing page for the webinar registration › You will receive all GDPR-compliant leads of the webinar participants for one-time use › Participant management, support with the organization, technical instruction & implementation by our webinar team › Selected expert speakers will be the guide through the content of the webinar. It will be moderated by our webinar team › You will receive a detailed report and the questions from the webinar
7,500.– €	**4,000.– €**

Alle Preise zzgl. MwSt.



Communicate comprehensively and reach your extended target audience. Benefit from attractive combination prices.

haustec.de von Gentner

Driven by digital connectivity, the trades within the building technology industry are increasingly converging. Accordingly, there is a significant need for information on overlapping topics.
With our interconnected building technology portfolio, we address the changing information needs. In our industry titles, users find information on their core topics. Our portal haustec.de provides targeted information with cross-segment content offerings. On a single platform, a comprehensive overview beyond the scope is achieved.

We understand our craft

At Gentner, ‚We understand our craft' is more than just a slogan. It is a lived philosophy that runs like a common thread through our entire media offering.

Benefit from our competence and experience! Whether it's a customer magazine, employee newspaper, newsletter, annual report, company chronicle, or microsite – we skillfully bring your idea to life.

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or send me an email at detzel@gentner.de.

Bild: GettyImages

Jörg Detzel
Head of marketing at Alfons W. Gentner Verlag

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baumetall.de

ERNEUERBARE ENERGIEN
The magazine for the energy transition
erneuerbareenergien.de

Gebäude-Energieberater
The magazine for energy experts who provide decisive advice
geb-info.de

GLASWELT
Facade, windows, glass and sun protection
glaswelt.de
gw-news.eu (Englisch)

haustec.de
The largest editorial portal about building services engineering
haustec.de

Hzwei
Trade journal for hydrogen
www.hzwei.info
www.h2-international.com

KK DIE KÄLTE + Klimatechnik
Trade journal Refrigeration, air conditioning and ventilation technology
diekaelte.de

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Trade journal for the tiled stove and air heating construction
kl-magazin.de

photovoltaik
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pveurope.eu (Englisch)

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sbz-online.de
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skills-magazin.de

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Gentner

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Editorial

Editor in Chief
Daniel Mund
Department windows, doors, building elements department
Phone +49 (0) 711 6 36 72-842
mund@glaswelt.de

Editorial
Matthias Rehberger
Department glass
Phone +49 (0) 711 6 36 72-843
rehberger@glaswelt.de

Editorial
Olaf Vögele
Department sun protection
Phone +49 (0) 15 22 2 93 36 00
voegele@glaswelt.de

Editorial Assistance
Christine Hütt
Phone +49 (0) 711 6 36 72-868
huett@gentner.de

Order processiong

Order Management
Rudolf Beck
Phone +49 (0) 711 6 36 72-861
beck@gentner.de

Ad-Management
Katharina Nitzsche
Phone +49 (0) 711 6 36 72-501
nitzsche@gentner.de

Ad-Management
Jennifer Assmus
Phone +49 (0) 711 6 36 72-810
assmus@gentner.de

Ad-Management
Bettina Springmann
Phone +49 (0) 711 6 36 72-504
springmann@gentner.de

Media-, event- & content-solutions

Head of media-, event- & content-solutions
Maximilian Paulus
Phone +49 (0) 711 6 36 72-821
paulus@gentner.de

Events
Lea Alonso Schwarz
Phone +49 (0) 711 6 36 72-857
alonsoschwarz@gentner.de

Events & Webinare
Antje Bussinger
Phone +49 (0) 711 6 36 72-870
bussinger@gentner.de

Media
Sarah Schliedermann
Phone +49 (0) 711 6 36 72-509
schliedermann@gentner.de

Sales

Advertising Manager
Andrée-Elisa Deh
Phone +49 (0) 711 6 36 72-841
deh@gentner.de

Key Account Manager
Carsten Schübeler
Phone +49 (0) 711 6 36 72-837
schuebeler@gentner.de

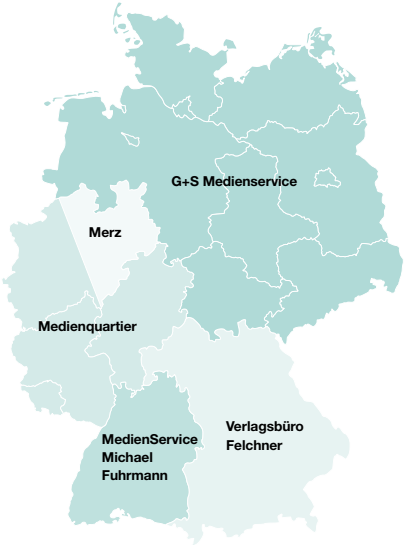
Hesse, Rhineland-Palatinate, Saarland, North Rhine-Westphalia (south and west)

Medienquartier
Martin Fettig
Gretelweg 1a, 76199 Karlsruhe
Phone +49 (0) 721 14 50 80-44
martin.fettig@gentner.de

Medienquartier
Dina Fettig
Phone +49 (0) 721 14 50 80-42
dina.fettig@gentner.de

Medienquartier
Lutz Roloff
Phone +49 (0) 711 25 60 015
roloff@gentner.de

Medienquartier
Peter Hüller
Phone +49 (0) 7151 92 220
hueller@gentner.de



North Rhine-Westphalia (north and east)

Gentner Verlag
Birgit Merz
Breslauer Str. 3, 42781 Haan
Phone +49 (0) 711 6 36 72-815
merz@gentner.de

Bavaria, Austria

Verlagsbüro Felchner
Andrea Dyck
Alte Steige 26, 87600 Kaufbeuren
Phone +49 (0) 8341 96 617-84
dyck@gentner.de

Berlin, Brandenburg, Mecklenburg-Western Pomerania, Saxony-Anhalt, Thuringia, Saxony, Hamburg, Bremen, Schleswig-Holstein, Lower Saxony

G+S Medienservice oHG
Bettina Gebhard
Mühlenkamp 21a,
22303 Hamburg
Phone +49 (0) 40 280 580-84
gebhard@gentner.de

Baden-Württemberg, Switzerland

MedienService Michael Fuhrmann
Waiblinger Straße 6, 71404 Korb
Michael Fuhrmann
Phone +49 (0) 7151 20 55 4-20
fuhrmann@gentner.de

MedienService Michael Fuhrmann
Babette Nagel
Phone +49 (0) 7151 20 55 4-23
babette.nagel@gentner.de

MedienService Michael Fuhrmann
Kerstin Schmid
Phone +49 (0) 7151 20 55 4-21
schmid@gentner.de

MedienService Michael Fuhrmann
Alena Messer-Aboulatif
Phone +49 (0) 7151 20 55 4-22
messer-aboulatif@gentner.de