Facts · Know-How · Solutions

GW

Media kit
print + digital
2026

GLASWELT
GEBÄUDEHÜLLE UND MEHR

Bild: Daniel Mund

Gentner

www.glaswelt.de

Page 3	**Publication Profile**
Page 4	**Cover Portrait**
Page 7	**Circulation and Distribution Analysis**
Page 8	**Recipient Structure Analysis**
Page 9	**Reader Analysis**
Page 12	**Trade Journal Price List**
Page 15	**Formats and Technical Specifications**
Page 16	**GLASWELT Crossmedia**
Page 17	**Schedule and Editorial Topics**
Page 28	**Special Topics**
Page 29	**GW Wall Calendar**
Page 30	**Website: Profile / Usage Data**
Page 32	**Website: Prices / Advertising Formats**
Page 33	**Website / Mobile: Prices / Advertising Formats**
Page 34	**Newsletter: Prices / Advertising Formats**
Page 35	**Stand-Alone Newsletter**
Page 36	**Content Marketing Campaign**
Page 37	**Video Publishing**
Page 38	**Video Production**
Page 39	**Webinars**
Page 40	**Target Group Concept of Gentner Media**
Page 41	**Corporate Publishing**
Page 42	**Corporate Subscription**
Page 43	**Gentner Portfolio Print & Digital**
Page 44	**Contact Persons**

Your contact persons at the publishing house

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

Media assistance
Thomas Beck
Phone: +49 (0) 711 6 36 72-872
E-mail: thomas.beck@gentner.de

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

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

Subscription/Distribution
Phone: +49 (0) 711 6 36 72-411
E-mail: service@gentner.de

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

Editorial
Dipl.-Ing. Matthias Rehberger
Department glass
Phone: +49 (0) 711 6 36 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

10,247 copies

Circulation[1]
2.8 Readers per copy[2]

4,911

Newsletter subscribers,
Open rate 39.13 %[3]

www.glaswelt.de

120,130 page impressions monthly[4]

www.glaswelt.de

International Portal

14,016

Facebook I LinkedIn I YouTube

1 Actual distributed circulation, IVW July 2024 – June 2025
2 Reader analysis 2023 / teleResearch, Institute for Market Research
3 Source: Newsletter subscribers as of July 2025 / Unique open rate, publisher's data, 2024 average
4 IVW Online July 2025

GW - multimedia, inspiring, close to the facade, window, door, sun protection and glass industry.

GW is the indispensable source of information for professionals and decision-makers in the trades, industry, and commerce. Each issue features a **cover story** that puts a company from the industry in the spotlight – offering exclusive insights, innovations, and strategies. Online, **glaswelt.de** delivers the industry's widest-reaching portal, verified by IVW access figures, complemented by a strong presence on **social media** (especially on LinkedIn and Facebook) and new **podcast formats.** Every week, we provide our readers with two newsletters, each focusing on a different topic area. As an established highlight, the **GW Theme Days** focus on key topics such as windows, façades, glass, and sun protection – presented with fresh ideas and practical insights.

I always enjoy opening GW!

Dr. Julia Bachinger has been Head of the Window Department at Holzforschung Austria since September 2023.

GW: For me, a real added value

Andre Urban
Managing Partner,
Rolladen Handel Porz GmbH

GW provides valuable guidance and inspiration.

Sabine Weinstock,
Managing Director,
Ideal Fensterbau Weinstock GmbH

GW captures the spirit of the times and is always up to date.

Michael Scheer,
Geschäftsführer der Flachglas Markenkreis GmbH

GW is always in tune with the pulse of the window industry.

Marc Nickel is Head of Overall Sales – Construction at Stadur Produktions GmbH & Co KG.

GW supports me in my daily work and inspires me.

Hannes Spiß,
Managing Director,
Isolar Glas Beratung 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 25 years now. He has been developing innovative new media concepts and has been appearing as a moderator in panel discussions, alongside his role as an editor, inculding international subjects.

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	Decision-makers, specialists, and executives from the skilled trades, building components trade, and industry	
4 Frequency:	12 issues	
5 Booklet format:	DIN A4	
6 Volume	78th year 2025	
7 Subscription price: (2025 without postage)	Annual subscription domestic	181.90 €
	Annual subscription foreign countries	181.90 €
	Single copy price	22.90 €
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 Thomas Beck, Media assistance Phone: +49 (0) 711 6 36 72-872 E-mail: thomas.beck@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:	2024 – 12 issues*	
Overall scope:	1.428 pages	100 %
Editorial section:	1.090 pages	76 %
Advertising section:	334 pages	24 %
of which:		
› Bound inserts	32 pages	
› Job market	1 pages	
› Sales advertisements	5 pages	
› own advertisements	28 pages	
› additional inserts	9 items	

*Source: Vertriebsunion Meynen, December 2024

1 Circulation control:

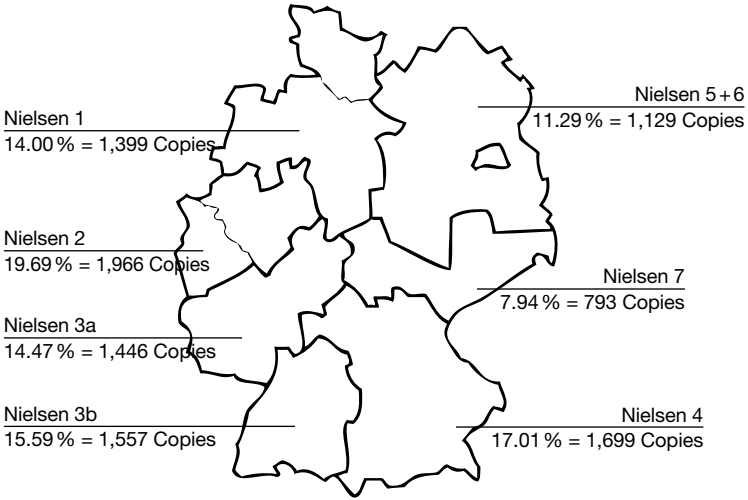
2 Circulation analysis: Copies per issue in the Annual average 01.07.2024–30.06.2025

Print run:	10,500		
Actual circulation (TvA):	10,247	258	Thereof abroad
Sold edition:	1,163		
Subscribed copies	1,127	0	thereof members' items
Single sale	0		
Other sale	36		
Free pieces:	9,085	178	Permanent receivers
		8,906	Alternating recipients
		0	Advertising copies
Remaining, archive and specimen copies	253		

3 Geographical distribution analysis:

	%	Copies
Federal Republic of Germany	97.48	9,989
Foreign countries	2.52	258
Actual circulation	100.00	10,247

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: **37,903**

2.3 Total number of changing recipients: **36,394**

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

› Sold circulation	1,163
of which: subscribed copies:	1,127
other sales:	36
Actually distributed circulation (TvA)	10,247
› of which domestic	9,989
› of which abroad	258
› Free pieces	9,085
permanent free pieces	178
changing free copies	8,906
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 2025

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 2024 – June 2025

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 %

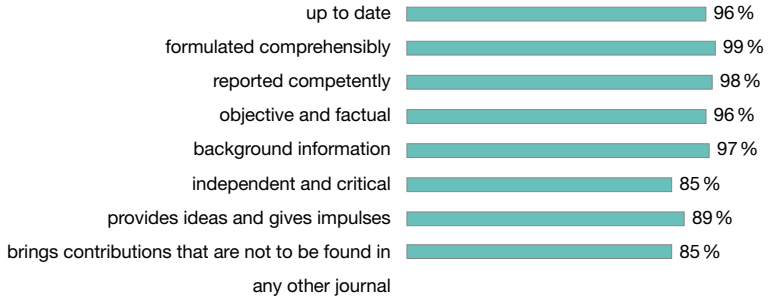
Multiple answers

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

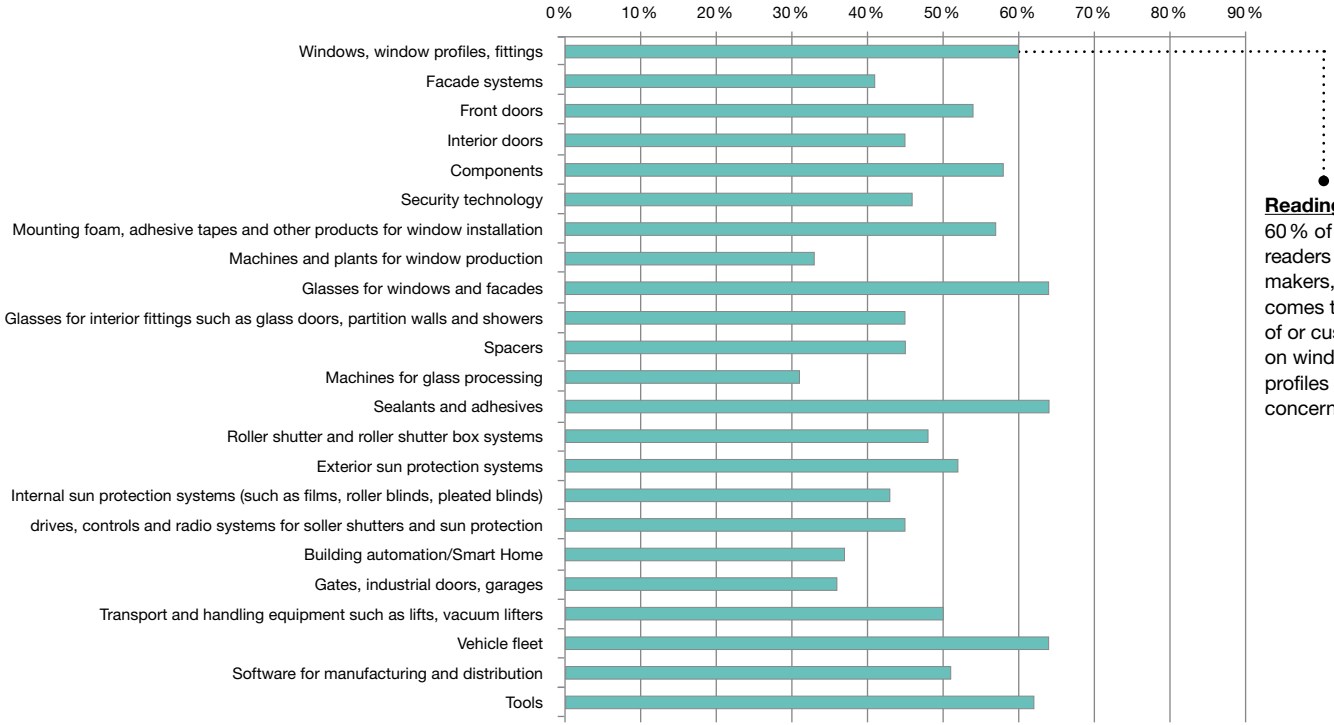
83 % of the GLASWELT readers are in a leading position

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

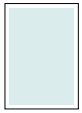
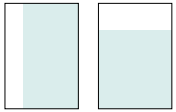
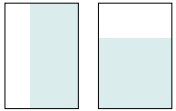
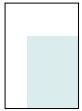
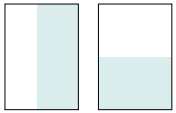


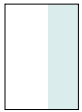
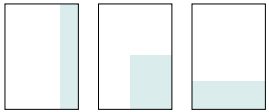
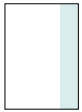
Reading example:
60 % of the surveyed readers are decision-makers, when it comes to the selection of or customer advice on windows, window profiles and fittings is concerned.

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 ad price
Color:	Special colors, per color	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 BZ, TGA+E Fachplaner, Technische Isolierung, Gebäude-Energieberater, KKDIE KÄLTE + Klimatechnik, GLASWELT, K&L Magazin, SKILLS Magazin,ERNEUERBARE ENERGIEN, HZwei and photovoltaik can be freely combined.
When booking at least two titles within a calendar year, the following discount applies – in addition to the respective volume 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 are subject to machine processing.
Including postage fees, higher weight upon request.
Minimum format: 105 mm width × 148 mm height
Maximum format: 200 mm width × 287 mm height
Partial insert possible from 1,000 copies.
Selection costs: € 85.00 (one-time).
The weight details and five samples of the inserts must be submitted by the respective issue advertisement deadline.
We will be happy to provide you with further delivery conditions.
Adhesive advertising materials and other special formats on request.

Contact: Delivery address for special advertising formats:
Please refer to your order confirmation for the delivery address of special advertising formats, which you will receive after booking.

Terms of payment:
2 % discount for payment within 8 days from the invoice date. No discount for occasional ads, postage fees, digit fees, or quotation postage.
Net 30 days from the invoice date; pre-calculation reserv
USt ID Nr. 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 refer to 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
- GW theme days

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 and thomas.beck@gentner.de

Double Issue 01+02/2026

Publication date: January 29, 2026 | Advertising deadline: January 8, 2026 | Print material deadline: January 16, 2026

Windows, Doors & Building Components

- **Aluminum windows**
  Slim, elegant, efficient: Innovative aluminum profiles offer new design and technical possibilities. Efficiency and elegance are the focus here. Slim, elegant, efficient: Innovative aluminum profiles offer new design and technical possibilities. Efficiency and elegance are the focus here.
- **Large-area elements**
  Transparency in XXL: Large-format sliding and lifting elements are a highlight of modern architecture. Technical feasibility and impressive designs are shown in detail.
- **Sustainability and design in wooden windows**
  Wooden and wood-aluminum windows impress with their slim profiles, sustainability, and their role as CO_2 storage. Current wood species trends and wooden window systems are highlighted.
- **Front doors**
  Design and smart functions: The focus is on sash-covering designs, security technology such as motorized locks and fingerprint scanners, and trends in materials. We also offer an insight into the current range of barrier-free solutions.

Glass

- **Safety glass** made from ESG, VSG, and TVG provides burglary protection and high stability. We present the latest products used in new construction and renovation, as well as the corresponding films for laminates.
- **Glass fall protection** combines light, design, and tested safety. The latest solutions show how balustrades and railings can be implemented in a visually appealing way. We explain standard-compliant construction and how such systems can be installed.
- **Scanners, software, and AI** ensure quality control and traceability in production. New technologies enable optimized production processes, real-time monitoring, and subsequent complete documentation—which is particularly important in the event of complaints.
- **New cutting and glass processing equipment** enables efficient manufacturing. We present the machines and the associated software.
- **The glass bathroom:** Glass bathroom walls and designer glass are enjoying growing demand. We present the latest systems and the associated fitting technology.

Sun Protection & Outdoor Living

- **Roller shutters**
  Roller shutter boxes, external blinds, and ZIP systems have developed into multifunctional building elements. This issue highlights current trends and the advantages of the various systems.
- **Door trends**
  New surfaces for sectional doors and their seamless integration into the façade are discussed, as is smart control via modern smart home technologies.
- **Sun protection**
  A comparison between internal and external sun protection systems, including possible combinations with ventilation systems, shows which solutions make sense depending on the area of application.
- **Outdoor living**
  The INTERGASTRA catering and hotel trade fair presents exciting approaches to outdoor solutions: pergolas, louvre roofs, awnings, sails, and parasols for catering applications.
- **Terrace sun protection**
  Awnings remain the number one choice for terraces, but technical innovations and innovative models are setting new trends for the season.

Special: Interior Doors and Partition Walls

For interior doors and partition walls, form, material, and surface are the key factors in the selection process. These are complemented by the choice of suitable fittings, which can offer a variety of functions such as automation and security.
We present the latest swing and sliding doors, as well as glass partition walls available on the market for commercial, office, and residential buildings – along with their features and equipment options. Complementing this, we showcase design glass solutions for interior doors and partition walls.

Issue 03/2026

Publication date: March 12, 2026 | Advertising deadline: February 19, 2026 | Print material deadline: February 27, 2026

Windows, Doors & Building Components

- **Fensterbau Frontale Trade Fair: Trends, Technology, Innovations**
  The industry's highlight of the year – what can we expect from Fensterbau Frontale 2026? We report on the latest developments, groundbreaking technologies, and the most exciting new products. From smart building components to sustainable solutions – this trade fair offers a glimpse into the future!
- **PVC Windows: Efficiency Meets Design**
  PVC windows continue to evolve to become more energy-efficient, low-maintenance, and adaptable in design. We explore the latest profile generations, innovative surface technologies, and new approaches to material reinforcement.
- **Window Design: Colors, Shapes, Function**
  From minimalist frame systems to bold color accents – window design is more individual than ever. We show how surface coatings, laminations, and innovative material combinations are revolutionizing building aesthetics and inspiring architects.

Glass

- **Switchable Glass:** In both renovation and new construction, switchable glass allows individual control of transparency and light management while optimizing sun protection and thermal insulation. We present the latest systems and their applications.
- **Automated Insulating Glass Production:** Automation increases efficiency and safety. We introduce systems that enable consistent and reliable production processes and present suitable spacers as well as adhesive and sealing materials.
- **Sustainability, Glass Recycling, and Reuse:** The recycling and reuse of existing glass pose new challenges for processors and installers. We showcase the latest methods and technologies used in this field.
- **E-Transporters and Construction Vehicles:** We highlight the electric transporters and equipment currently available on the market and present the latest lifting devices and vacuum lifters designed to ensure safe installation.

Sun Protection & Outdoor Living

- **Awnings:** We report on the latest trends in the outdoor sector and, just in time for the start of the season, take a closer look at the world of awnings.
- **Outdoor Living:** The booming OUTDOOR.AMBIENTE.LIVING. segment has once again showcased numerous innovations. We summarize the most important new developments for you.
- **Gates:** What's new in the world of gates? We provide an overview of the most significant innovations to expect in 2026.
- **Smart Home:** Are there any new players or alliances in the field of building automation? We explored the Fensterbau Frontale trade fair and present the most exciting developments and collaborations.

FENSTERBAU FRONTALE

Special Trade Fair Preview: Trends, Technology, Innovations

The industry highlight of the year – what can we expect from Fensterbau Frontale 2026?
We report on the latest developments, groundbreaking technologies, and the most exciting product innovations.
From smart building components to sustainable solutions – this trade fair offers a clear view into the future!

Issue 04/2026

Publication date: April 9, 2026 | Advertising deadline: March 17, 2026 | Print material deadline March 25, 2026

Windows, Doors & Building Components

- **Building Components in Motion: Sliding, Turning, Tilting, and More**
  From elegant sliding systems to innovative tilt-and-turn solutions – we explore how modern hardware and construction redefine the comfort and functionality of windows and doors. XXL elements, threshold-free transitions, and minimalist designs create true wow moments.
- **Ventilation: Fresh Air, Smartly Controlled**
  Healthy indoor air meets energy efficiency: whether through smart window-integrated ventilation systems or decentralized air exchange, we show how the ventilation concepts of the future prevent mold and create a pleasant indoor climate. Plus: which technologies enable quiet ventilation?
- **Window Sales: Sell Successfully, Present Cleverly**
  How can windows become the star of the showroom? From digital configurators and virtual exhibitions to well-thought-out sales strategies – we present successful concepts that highlight the value of windows and building components. Also included: how add-on products like insect screens or smart features can boost sales.

Glass

- **Safety Glass:** Laminated Safety Glass (VSG) Provides increased protection in window and façade constructions as well as in interior applications. Using practical examples, we show how laminates can be optimally used for safety and aesthetics.
- **Thin Insulating Glass Units** Offer numerous advantages in production, transport, and installation. We explain how such glass units are manufactured and installed efficiently and safely.
- **Laser Processing** in Glass Production Opens up new possibilities – from precise glass layer removal to enhancements for bird and mobile signal protection, as well as product traceability. We present laser technologies suitable for both workshop use and mobile on-site applications.

Sun Protection & Outdoor Living

- **Wall-Mounted Boxes:** For roller shutters and venetian blinds, installation in wall-mounted boxes is common. Now, more and more ZIP systems are entering the market that can be integrated into the wall rather than mounted onto it. We present current solutions and installation examples.
- **Textile Sun Protection:** Fabrics remain on trend, and ZIP systems can withstand even high wind speeds. Our report on textile shading systems shows the wide range of possible applications.
- **Drive Technology:** Usually hidden within the supporting structure, drives are only heard when shades or shutters move. We take a look at the latest innovations developed by drive system manufacturers.
- **Digital Product Pass:** What developments are taking place in the market regarding digital product and device passports? What obligations will affect manufacturers and retailers – and what opportunities do they bring? We provide an overview of the current situation and upcoming requirements.

Issue 05/2026

Publication date: May 7, 2026 | Advertising deadline: April 15, 2026 | Print material deadline April 23, 2026

Windows, Doors & Building Components

- **Wooden Windows in Focus: Naturally Modern**
  Timeless and sustainable – wood and wood-aluminium windows impress with charm and technical innovation. We show how slim profiles, perfect surfaces, and modified woods bring this classic into the modern age. Plus: why wooden windows play a key role in sustainable construction.
- **Window Design: Creativity in Construction**
  Colors, shapes, and materials – window design is becoming more individual and diverse. Whether wood, aluminum, PVC, or a material mix, we illustrate how extraordinary surfaces and innovative designs turn windows into striking architectural features.
- **Window Tuning: More Value per Frame**
  A window is more than just glass and a frame. Smart retrofit solutions, insect protection, roller shutter systems, and security technology make the product more versatile and appealing. This is how building component manufacturers and dealers increase added value for their customers.

Glas

- **Smart Glass and New Glass Products:** Switchable glass with variable solar heat gain coefficients, glass with integrated sun protection, and vacuum glazing are on the rise. We present the latest applications ready for real-world use.
- **Glass Refinement with Laser and Digital Printing:** These technologies offer a wide range of visual effects for interiors, privacy protection, and branding. We showcase practical examples from current projects.
- **Installation and Lifting Technology:** Vacuum lifters and lifting systems ensure safe transport and installation of glass and façade elements. Using real-world examples, we demonstrate how efficient installation processes can be achieved.
- **Thin Insulating Glass Units (Thin Glass ISO):** Slim insulating glass structures provide effective thermal insulation and are made possible by new thin-glass technologies. We introduce the corresponding machinery and intralogistics systems used in their production.

Sun Protection & Outdoor Living

- **Building Automation – Sun and Wind on the Façade:** Two factors that don't always go hand in hand. How do control systems and products work together in practice? What solutions exist to reliably detect wind? We provide an overview of the current state of technology.
- **Sun Sails:** They have become essential features in gardens and on terraces. In this issue, we explain what matters most in planning, structural stability, and installation.
- **External Venetian Blinds:** What can these systems with flat or rolled slats really do? We provide an overview of the different types available and their areas of application.
- **Sun Protection – Above or Below?:** Over-glass and under-glass awnings are being used more frequently on the many cold and glass roofs found in modern structures. We examine what each system can do and where they are best applied in the outdoor living space.

Front Door Special: Design, Security, Comfort

The front door as a statement piece – we present new designs, smart access solutions, and trends such as flush-mounted models. From security features to thermal insulation, discover how the front door becomes a showcase of both functionality and aesthetics.

Issue 06/2026

Publication date: June 3, 2026 | Advertising deadline: May 11, 2026 | Print material deadline: May 20, 2026

Windows, Doors & Building Components

- **Functional Hardware: Technology That Moves and Protects**
  From soft opening to maximum security – functional hardware are the hidden heroes of modern windows and doors. We highlight intelligent solutions for burglary protection, barrier-free operation, and innovative ventilation mechanisms. Plus: which new platform strategies manufacturers are pursuing.
- **Installation Practice: Perfect Technology for Perfect Results**
  The art of installation – we show how high-quality windows and doors can be installed safely, efficiently, and professionally. From optimal connection joints and modern fastening and sealing materials to handling tools for heavy elements – tips and innovations for practical use on the construction site.
- **Ventilation: Efficiency Meets Comfort**
  Fresh air with reduced energy consumption – from smart window ventilation and decentralized systems to low-noise technology, we present the latest solutions combining comfort and sustainability. In addition: how modern ventilation concepts prevent mold formation while meeting both structural and design requirements.

Glass

- **Rising Demand for Safety Glass (VSG and ESG):** We present suitable production technologies such as ESG furnaces and VSG lines, as well as the corresponding VSG interlayer films and other related supplier products.
- **AI, Software, and Real-Time Production Data:** These tools enable optimized production runs and seamless documentation of glass products. We show how they help improve quality throughout the entire manufacturing process.
- **Switchable Glass:** Enables individualized control of light and transparency, improves sun protection, and enhances energy efficiency. We present the latest systems and practical applications.

Sun Protection & Outdoor Living

- **Standards and Regulations:** What's new in the field of technical guidelines? What must specialist companies pay attention to in order to carry out installations according to recognized technical standards? We provide a clear overview.
- **External Venetian Blinds:** What can these systems with flat or curved slats and cable or guide rail options do? We give an overview of the different systems and their fields of application.
- **Lifting, Folding, Flapping, and Sliding Shutters:** They are trending – from large-scale projects to single-family homes. We showcase the most important systems, materials, and architecturally successful examples.
- **Technical Textiles:** The world of colors and fabrics is diverse. Coatings, water resistance, and fire-retardant properties are among the key factors. We explain what really matters when selecting and using these materials.

Special: Partition Walls and Interior Doors

In both commercial and residential construction, attractive interior doors and glass partition walls are experiencing growing demand. We present the latest developments in this area and explain the role that sound insulation plays in choosing the right systems. In addition, we showcase the latest design fittings available on the market and highlight the current trends in decorative glass for interior doors and partitions.

Issue 07/2026

Publication date: July 7, 2026 | Advertising deadline: June 16, 2026 | Print material deadline: June 24, 2026

Windows, Doors & Building Components

- **PVC Windows: Versatile, Efficient, Future-Proof**
  PVC windows remain a bestseller — and for good reason. We take a look at the latest developments in profile generations, energy-efficient designs, and sustainable recycling solutions. Plus: innovative surface options that perfectly combine design and functionality.
- **Large-Scale Elements: Architecture at its Best**
  Expansive window surfaces and maximum transparency — large-scale elements are setting trends in modern architecture. We show how system providers overcome technical challenges such as stability, thermal insulation, and threshold-free access, and present innovative solutions that simplify installation.
- **Security Technology: Protection for Windows and Doors**
  Focus on burglary protection — whether mechanical or electronic. We present the latest innovations in security fittings, burglary-resistant glass, and access control systems. Smart solutions such as biometric access technologies and networked security systems combine convenience and protection at a new level.

Glass

- **XXL Glass for Commercial Buildings:** We present manufacturing and logistics concepts for large glass formats and showcase exciting real-world project examples.
- **Glass Fall Protection Systems, Including French Balconies:** Combining safety and design, we introduce new glass balustrade and railing systems and explain the key requirements for safe installation.
- **Automation in Production:** We discuss modern systems used along the entire process chain — from storage and processing to quality assurance — including robotics and automated sorting technologies.
- **Switchable Glass for Renovation and New Construction:** These offer customizable transparency and light control, optimizing both sun protection and thermal insulation. We present the latest systems and their practical applications.

Sun Protection & Outdoor Living

- **Roller Shutters:** Roller shutters and sun protection — a combination that works perfectly when applied correctly. Our expert article highlights the different possibilities and areas of application.
- **Sun Protection and Wind:** Wind is a crucial factor in the use of shading systems. Using practical examples, we demonstrate how different systems perform under varying wind conditions.
- **Sun Protection Creates Light Indoors:** Daylight is essential for well-being — at home and in the office. We explain how sun protection systems can be combined with maximum daylight utilization in our feature article.
- **Smart Home: All Under Control?** What can modern smart home systems do today? Where do their advantages lie? What should consultants look out for, and what added value do these systems offer end users? We provide practical insights and recommendations.

Issue 08/2026

Publication date: August 6, 2026 | Advertising deadline: July 16, 2026 | Print material deadline: July 24, 2026

Windows, Doors & Building Components

- **Color on Windows: Bold Design Choices**
  Whether foiled, painted, or anodized – windows are becoming true design statements. We highlight the latest surface trends, showing how vibrant colors and material combinations shape architecture and why cohesive design across windows, doors, and façades is increasingly in demand.
- **Fall Protection: Safety with Style**
  French windows, glass railings, and more – modern fall-protection systems combine top safety standards with aesthetic design. We explore innovative materials, installation-friendly solutions, and ways to seamlessly integrate safety features into façades.
- **Window Sales: Success Strategies for More Revenue**
  From virtual showrooms to smart configurators – window sales are becoming increasingly digital and customer-focused. We showcase successful sales concepts, show how add-on products such as insect screens or smart features open up new markets, and reveal strategies to engage and retain customers.

Glass

- **Laser Engraving** Expands the Applications of Glass: Laser technology enhances glass with additional functions such as mobile signal permeability, bird protection, and custom designs. It also allows for precise tracking and layer removal of glass products.
- **Optimized Production for Insulating Glass Manufacturers:** We show how production processes can be automated and which machinery and software solutions enable a seamless and efficient workflow.
- **High-Performance Installation Technology:** The latest lifting devices, vacuum lifters, and transport vehicles make on-site installation work easier and safer. We present new solutions that improve efficiency and ergonomics in glass installation.

Sun Protection & Outdoor Living

- **Awning Installation:** Installing awnings remains the ultimate challenge. In this issue, we explain what matters most during installation and what kinds of support and tools awning and fastener manufacturers provide to make the job easier and safer.
- **Inspection and Maintenance:** What's the difference between inspection and maintenance? What does a maintenance contract actually cover – and how does it relate to the German Construction Contract Procedures (VOB)? We explain all the key points relevant for the specialist trade.

Special: Sun Protection and Outdoor Living

For more than eleven years, outdoor living has been one of the industry's leading trends. Both the hospitality sector and private consumers are increasingly moving their living spaces outdoors – even in bad weather. Awnings, pergolas, louvered roofs, and glass coverings truly demonstrate their strengths in this setting. The GLASWELT editorial team provides an overview of the latest developments and new products on the market.

Issue 09/2026

Publication date: September 10, 2026 | Advertising deadline: August 20, 2026 | Print material deadline: August 28, 2026

Windows, Doors & Building Components

- **Aluminium Windows: Strong, Durable, Sustainable**
  Aluminium windows set the benchmark in modern architecture. We show how slim profiles, material combinations, and innovative insulation technologies establish new efficiency standards. Plus: why aluminum remains a material of the future – easy to process, recyclable, and highly versatile.
- **Metal Construction: Solutions for Demanding Projects**
  From façade construction to load-bearing structures, metal construction offers versatile solutions for complex building projects. We examine the latest developments in profile technology and present innovative approaches for energy-efficient and visually appealing metal designs.
- **Recycling and Sustainability: Closing the Loop**
  Sustainability starts with recycling. How can aluminum, glass, and PVC from old building components be reused effectively? We present best-practice examples, innovative recycling processes, and show how cradle-to-cradle concepts are making the industry more sustainable.

Glass

- **Sustainability:** Recycling of Laminated and Safety Glass Recycling laminated and safety glass supports sustainable manufacturing. We present technologies and processes that help close material cycles in practical applications.
- **Smart Glass** with Variable Sun Protection Offers added benefits such as light control, sun shading, and security. We present current systems and explain their production methods.
- **Glass Doors, Partition Walls, and Design Glass** for Interiors These products are increasingly in demand in both residential and commercial construction. We showcase new systems along with matching fittings and hardware solutions.

Sun Protection & Outdoor Living

- **Repairs versus Replacement:** A question that arises with every service call — when is a repair worthwhile, and when does replacement make more sense? We examine both the economic and technical aspects.
- **Sun Protection – Fixed and Movable Systems:** Irregular glass surfaces require flexible solutions. We present various options for fixed and movable systems and highlight their architectural advantages.
- **Roller Shutters and Sun Protection:** A combination that complements each other perfectly when used correctly. In our expert article, we show which practical solutions deliver the best results.

Issue 10/2026

Publication date: October 8, 2026 | Advertising deadline: September 17, 2026 | Print material deadline: September 25, 2026

Windows, Doors & Building Components

- **Wooden Windows: Natural, Durable, Innovative**
  Wood and wood-aluminium windows impress with their natural aesthetics and sustainability. We highlight the latest manufacturing trends – from modified woods to long-lasting surface coatings. Plus: why wooden windows score with climate-friendly benefits and timeless design.
- **Fire Protection: Safety Without Compromise**
  Fire protection requirements are becoming increasingly complex – especially for windows and doors. We show how modern materials, innovative constructions, and certified systems protect both lives and buildings. Also included: what architects and planners need to consider when combining fire safety and design.
- **Ventilation Technology: Fresh Air for Healthy Spaces**
  Efficient and quiet – smart ventilation solutions create a pleasant indoor climate. Whether integrated window ventilation, decentralized systems, or retrofit solutions for older buildings – we present the latest concepts that prevent mold growth and save energy.

Glass

- **Logistics and Transport:** Faster and More Efficient We present new vehicles designed for glass logistics as well as lifting technology that facilitates safe and efficient installation on construction sites.
- **Safety with Glass:** We showcase new high-security glass solutions for windows and façades, along with the latest fire-resistant glazing options for both renovation and new construction projects.

Sun Protection & Outdoor Living

- **Fabric Replacement – New Awning or Just a New Cover?** Even replacing the awning fabric can be a profitable business. We explain what providers should watch out for to ensure customer satisfaction.
- **Roller Shutters – RC2 or Enhanced Burglary Protection?** We outline what matters most in planning and execution and how companies can effectively take advantage of KfW funding programs.
- **Sun Protection in Glass:** Integrated blinds between the panes were once unpopular – today, they are technically advanced. We explain what needs to be considered during planning and measurement to ensure optimal function and performance.

glasstec Special Trade Fair Preview: Trends, Technology, Innovations

Modern production systems, processing centers, insulating glass lines, ESG furnaces, and VSG lines – together with the corresponding software solutions – enable efficient and interconnected manufacturing. We also present the complete process chain, from storage and cutting to processing lines and beyond.

Issue 11/2026

Publication date: November 5, 2026 | Advertising deadline: October 15, 2026 | Print material deadline: October 23, 2026

Windows, Doors & Building Components

- **Large-Scale Elements: Redefining Openness** Modern architecture thrives on expansive glass surfaces – and large-scale elements make them possible. We show how innovative constructions combine stability, thermal insulation, and design. Plus: tips for installation and technical solutions that ensure maximum transparency.
- **Sliding Elements: Comfort and Design in Motion** Sliding doors and windows are true space-savers. Whether lift-and-slide systems, tilt-and-slide solutions, or XXL designs – we present the latest technologies that guarantee barrier-free access, effortless operation, and high energy efficiency.

Glass

- **Safety Glass from ESG, VSG, and TVG:** Demand for safety glass continues to rise. We present the latest production systems for manufacturing these specialized glass types.
- **Design Glass:** Opens up creative possibilities with colors, textures, and surfaces. We showcase new solutions for architectural and interior applications and demonstrate how glass printing and laser technology enable their production.
- **Thin Insulating Glass Units (Thin Glass ISO):** Slim insulating glass constructions are trending. We introduce the corresponding machinery — from cutting and internal transport to complete insulating glass production lines.
- **glasstec Review:** We present the latest machinery, systems, and production solutions for glass processors that were newly introduced at glasstec 2026, covering every stage of the manufacturing process.

Sun Protection & Outdoor Living

- **Smart Home in New Construction and Renovation:** Building and façade systems as well as sun protection must deliver energy efficiency, safety, and comfort—whether in new builds or renovation projects. We showcase practical solutions for both areas.
- **Sun and Heat Protection:** We present smart home products for façades and show how end users benefit from innovations in roller shutters, windows, and doors. In addition, we feature exciting projects that demonstrate innovative applications.
- **Glare Protection:** Even in autumn and winter, glare control remains essential—especially in office environments. Find out which systems perform best in our expert article.
- **Daylight Technology:** Visual comfort and well-being are increasingly important. We explore the role of daylight in selecting the right sun protection systems.
- **Smart Home – Market Trends:** What's trending in the smart home sector? Which systems are gaining traction in the window and sun protection industry? We report on the latest developments and future directions.

Front Door Special: The Entrance as a Statement

From flush-mounted designs to smart features such as fingerprint scanners – front doors combine aesthetics, security, and comfort. We take a look at the most popular styles, the latest construction details, and the advantages of different design and material solutions.

Issue 12/2026

Publication date: December 3, 2026 | Advertising deadline: November 12, 2026 | Print material deadline: November 20, 2026

Windows, Doors & Building Components

- **PVC Windows: Versatile, Efficient, Modern**
  PVC windows continue to evolve. We highlight the latest developments in profile systems – from energy-efficient designs to innovative surface options such as foils and acrylic color coatings. Plus: how sustainability and recycling make PVC windows even more future-ready.
- **Fittings: Innovations for Comfort and Security**
  Hardware technology is becoming increasingly smart – from burglary-resistant solutions and barrier-free mechanisms to automated ventilation systems. We show how modern fittings not only improve comfort and safety but also open up new design possibilities.
- **Installation Practice: Professional Assembly Made Easy**
  Proper installation determines the longevity and functionality of windows and doors. We provide practical tips for installing PVC windows, clarify details about connection joints, and show how to handle heavy building components safely and efficiently. Also included: the latest tools and aids for on-site installation work.

Glass

- **Smart Glass and Vacuum Glass:** They open up new possibilities for innovative construction projects. We present the latest glass solutions that combine efficiency, design, and functionality.
- **Glass in Interiors:** Glass doors, partitions, and decorative glass are increasingly popular in both residential and commercial construction. We showcase new systems along with the corresponding fittings and hardware.
- **Software, AI, and Automated Production:** We present software and AI tools that glass processors and insulating glass manufacturers can use to establish seamless workflows — including quality control — to optimize their production processes.

Sun Protection & Outdoor Living

- **Roller Shutters:** Plastic, Wood, or Aluminum? What are the advantages and disadvantages of the different materials? We provide an overview of their characteristics, areas of application, and current trends.
- **Sun Protection:** Choosing the Right Position The structural situation determines the ideal placement of sun protection systems. When is interior shading the best choice, and when should it be placed on the exterior? Which combinations work best? We present practical solutions — including integration with ventilation systems.
- **Drive Technology:** Motorization rates for sun protection systems are rising — as is the variety of available options. Our overview shows what modern drives are capable of and where they are most effectively used.
- **Industry Rumors & Outlook:** What can we expect from R+T 2027? Our readers will get an exclusive preview of the trends and highlights shaping next year's major trade fair.

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)

Would you like to present your products in this environment with an advertisement? Step right in — the door is open!

Issue 5:	Publication date	May 7, 2026
	Advertising deadline	April 15, 2026
Issue 11:	Publication date	November 5, 2026
	Advertising deadline	October 15, 2026

Issue 2:	Publication date	February 5, 2026
	Advertising deadline	January 15, 2026
Issue 6:	Publication date	June 3, 2026
	Advertising deadline	May 11, 2026

GW Wall Calendar 2027

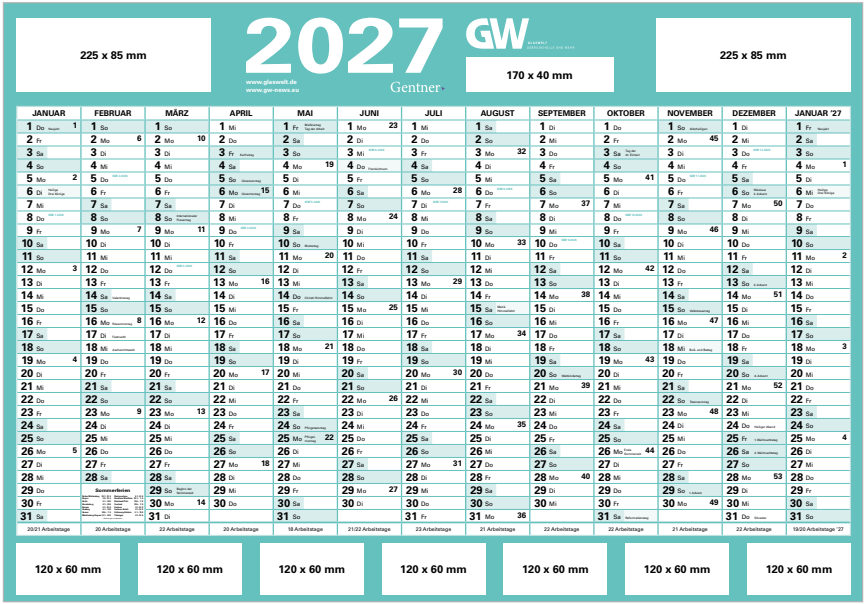
Your advertising and events in view all year long.

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, 2026
Print Run: 12,500 copies
Distribution: Dispatched with the GW Issue 11/2026
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

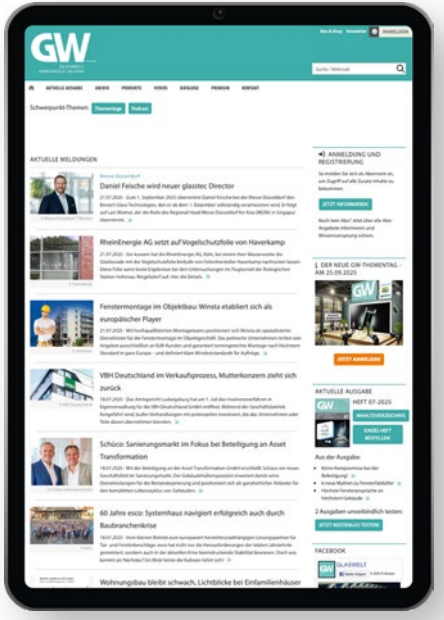
Please note our general terms and conditions for online advertising at www.gentner.de under the menu item Media Service.

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

Thomas Beck, (Media assistance)
Tel. + 49 (0) 711 6 36 72-872, thomas.beck@gentner.de

Ad-Management:
Tel. +49 (0) 711 63672-810, -811, datenanlieferung@gentner.de



5 Access control:

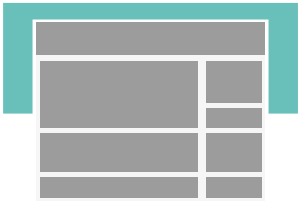
AGOF

6 Usage data:

Total page impressions/month:	120,130
Visits total/month:	34,581

Source: IVW Online July 2025

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 €

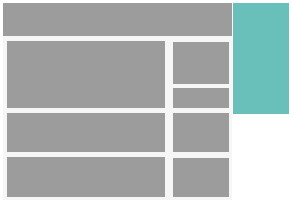
Wallpaper

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



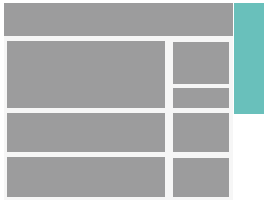
In addition to the content, it appears on all pages.
Sticky: remains visible while scrolling.

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

CPM: 123 €

Sticky Halfpage Ad
CPM: 166 €

Wide Skyscraper



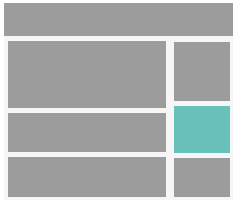
In addition to the content, it appears on all pages.
Sticky: Remains visible while scrolling.

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.

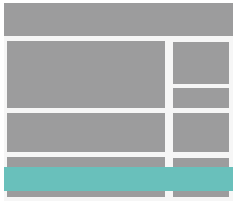
Billboard

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

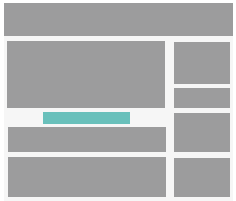


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

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

CPM: 103 €

Fullbanner

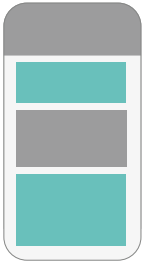


Between the articles, appears on all pages.

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:** 4,911*
- **Open rate (unique)** 39,13 %

Source:Publisher's statement, average overall 2025

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 %

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

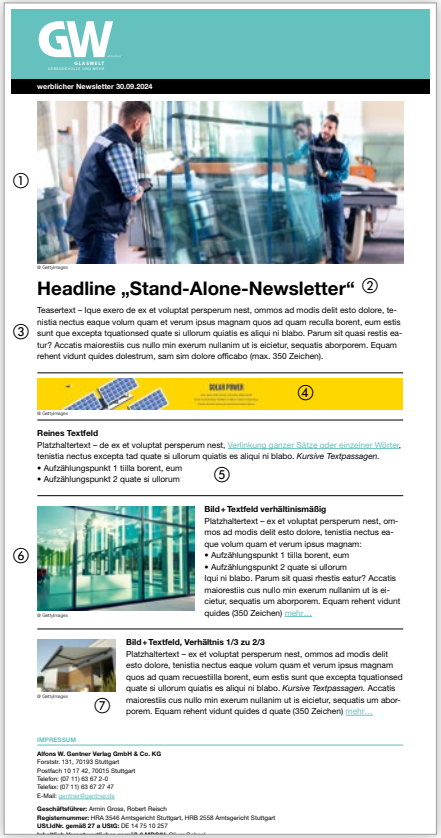
⑤ **Pure text field extends across the entire width of the newsletter**
Formatting options::
– Bold/italic and underlined text passage
– Bullet points
– Linking of whole sentences or single words possible

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.

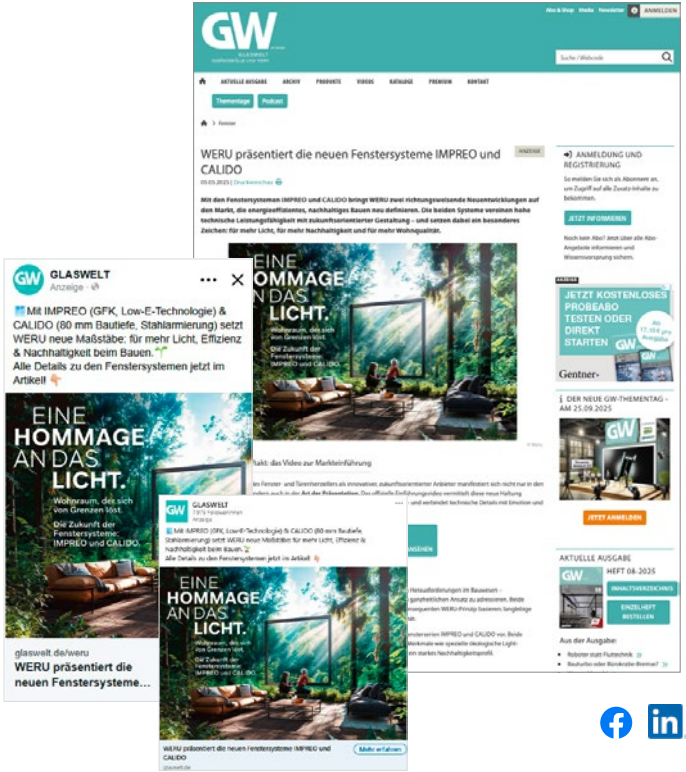
Recipients: **4,911** (Status as of July 2025)
Price: **3,300.– €,** plus value-added tax

Data delivery: at least 12 working days before sending date



Content marketing campaign

Online advertorial incl. 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. Basis of the Campaign is an online advertorial on www.glaswelt.de, which resembles an editorial contribution.
In this way, we increase awareness and credibility with the target group. For more reach and visibility of the online advertorial, we use social media ads. These enable precise and advanced targeting, which makes your message stand out to the right decision-makers. You benefit from a sustainable impact and maximized performance.
The structure of the online advertorial is flexible: In addition to meaningful text and images, videos or image galleries can also be integrated.
✅ The online advertorial remains on the website even after the campaign has ended and can continue to be found by search engines.



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 with ad)
- create measures via relevant social media channels
- take care of monitoring and optimization
- create a report on the online advertorial at the end of the Campaign Duration
- Duration of the content marketing campaign is 4 weeks

Price: 2,900.– € per Website

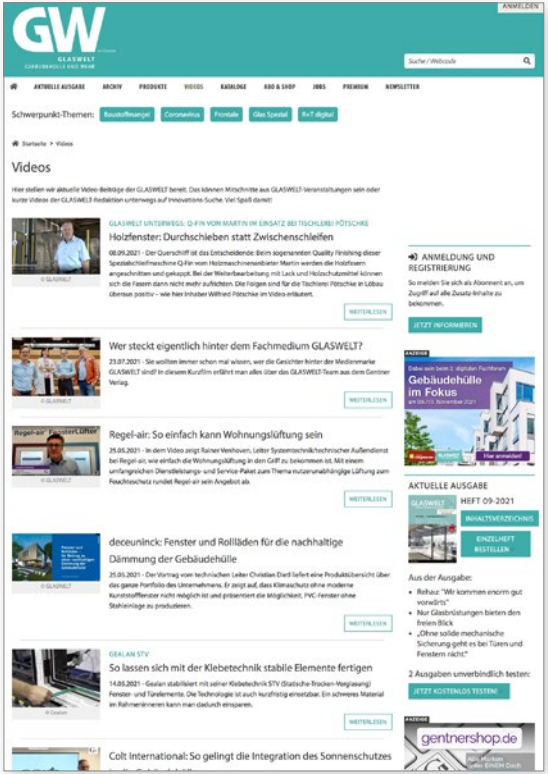


Bild: Getty Images

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, and our own YouTube channel, providing the highest B-to-B reach.

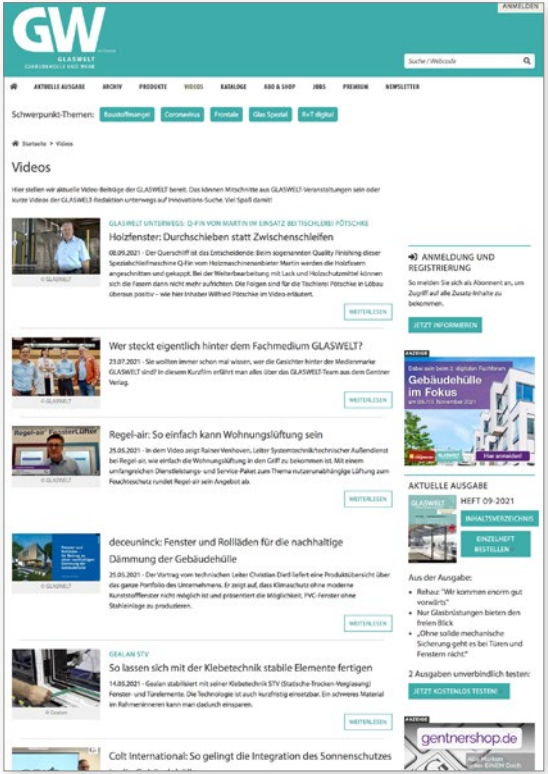
Take advantage of the trust and credibility of our media to strengthen your brand.

Services:

- Duration: 12 months
- Website: Announcement on the homepage (glaswelt.de)
- 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

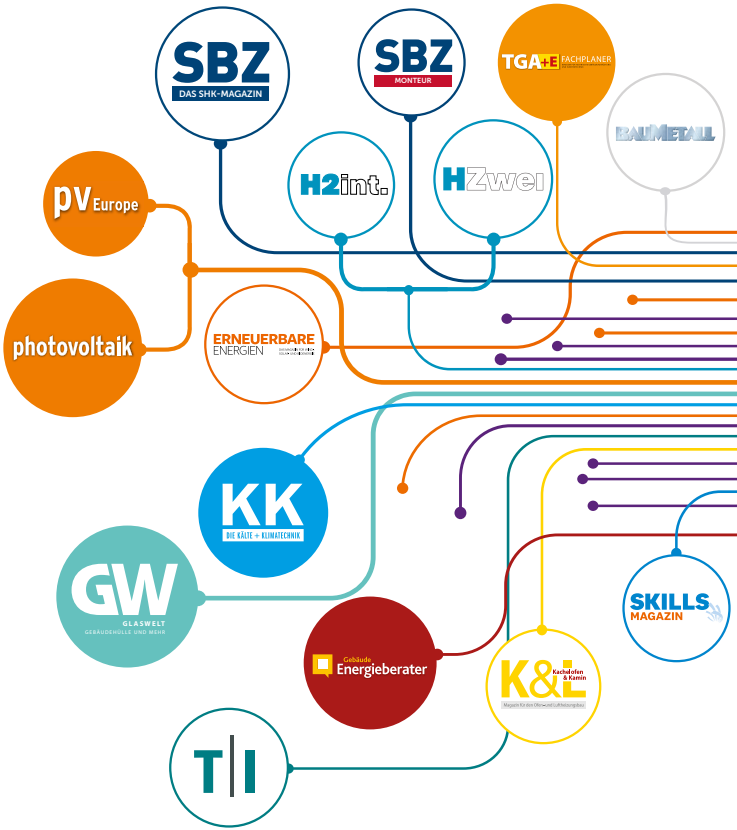
Demonstrate the expertise of your company and strengthen your brand: Let our webinar be your stage!

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.– €**

All prices plus VAT.

Media kit 2026



Communicate across the board and reach your extended target group. Benefit from attractive combination prices.

haustec.de von Gentner

Driven by digital networking, the trades are growing within within the building technology sector are growing ever closer together. Accordingly the need for information on overlapping topics is topics.
With our networked building technology portfolio, we serve the changing information requirements.
In our industry titles, users can find information on their core topics. core topics. Our haustec.de portal provides targeted information with a cross-segment content offering. On just one platform the all-round view of the bigger picture.

We know our craft

„We know our craft“ is more than just a slogan at Gentner.

It is a living philosophy that runs like a red thread through our entire media offering.

Benefit from our expertise and experience! Whether it‘s a customer magazine, employee newsletter, annual report, company chronicle, or microsite – we will expertly implement your idea.

Corporate publishing from a trusted source:

- High editorial credibility through in-depth industry knowledge
- Knowledge transfer between editors-in-chief of market-leading publications and your internal contacts
- Strong target audience expertise in your markets
- High reach in broad and niche target groups
- A large network of recognized specialists in your industry
- Extensive online expertise
- Long-standing experience in print and online
- Creativity and passion for your project

Bild: Adobe Stock

We will find the right solution for your idea!
Contact us!

Gain a knowledge advantage with our digital company license for your entire organization.

For companies, libraries, and craft businesses, and more.

Stay well-informed and up-to-date in your field with our digital GW company license.

The digital company license includes:

- Unlimited access to all GW content
- E-paper editions
- Online archive
- Market overviews, topic PDFs Focus, and editions
- Discounted webinar participation (limited to the number of licenses)
- Discounts on training offers
- And more

We have the right license for your company size!

Call me at +49 (0) 711 636 72-817
or send me an email at detzel@gentner.de.

Bild: GettyImages

Jörg Detzel
Head of marketing at Alfons W. Gentner Verlag

BAUMETALL
Trade magazin for tinsmith technology
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

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

Hzwei
Trade journal for hydrogen

hzwei.info
h2-international.com

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

K&L Magazin
rade journal for the tiled stove and air heating construction
kl-magazin.de

photovoltaik
Solar technology for installers, planners and architects
photovoltaik.eu
pveurope.eu (Englisch)

SBZ – Das SHK-Magazin
Sanitary-, Heating-, air conditioning and ventilation technology
sbz-online.de
sbz-monteur.de

SKILLS Magazin
Trade magazine for the Competence development in professional life

skills-magazin.de

Technische Isolierung
magazine for technical building services and the insulation technology

tech-isolierung.de

TGA+E-Fachplaner
Magazine for technical building services and electrical engineering

tga-fachplaner.de

Gentner

The media kit for all Gentner publications can be found on our website: www.gentner.de/mediaservice/mediadaten

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

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

Media assistance
Thomas Beck
Phone +49 (0) 6 36 72-872
thomas.beck@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

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

MedienService Michael Fuhrmann
Sameet Sapra
Phone +49 (0) 7151 20 55 4-24
sapra@gentner.de