

Facts · Know-How · Solutions

GW

Media kit
print + digital
2024

GLASWELT
GEBÄUDEHÜLLE UND MEHR

Bild: Getty Images

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: +49 711 636 72-841
E-mail: deh@gentner.de

Order management

Rudolf Beck
Phone: +49 711 6 36 72-861
E-mail: beck@gentner.de

Editorial assistance

Christine Hütt
Phone: +49 711 6 36 72-868
E-mail: huett@gentner.de

Subscription/Distribution

Phone: +49 711 63672-403
E-mail: service@gentner.de

Editor-in-Chief

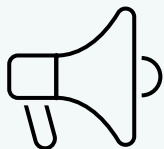
Dipl.-Ing. Daniel Mund
Department Fenster, Türen,
Baulemente
Phone: +49 711 6 36 72-842
E-mail: mund@glaswelt.de

Editorial

Dipl.-Ing. Matthias Rehberger
Department Glas
Phone: +49 711 6 36 72-843
E-mail: rehberger@glaswelt.de

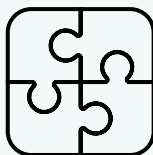
Editorial

Olaf Vögele, Sachverständiger
Department Sonnenschutz
Phone: +49 15 22 2 93 36 00
E-mail: voegele@glaswelt.de



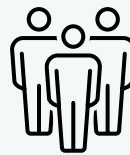
Speech tube

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



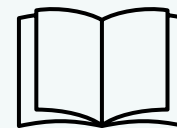
12 issues

per year + special issues
SONNENSCHUTZWELT and
MONTAGEPRAXIS



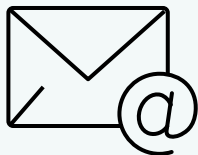
Target group

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



10,250 copies

Circulation¹
3.2 Readers per copy²



5,296

Newsletter subscribers,
Open rate 34,99 %³



www.glaswelt.de

125,829 page impressions
monthly⁴



www.gw-news.eu

International Portal



27,793

Facebook subscribers
gw-news.eu,
5,296 Facebook subscribers
GLASWELT⁵

¹ Actual circulation, IVW 02/2023

² Readership analysis 2019 / teleResearch, Institute for Market Research

³ Source: Publisher's information, average total 2022

⁴ Publisher's statement, average Q1/2023

⁵ Facebook followers September 2023

Media kit 2024

AMF

The GW is the media brand for the window and door industry, as well as the facade, sun protection, and glass sector. It provides coverage for professionals, executives, and experts in craftsmanship, building component trade, and industry, reporting on all significant developments related to building envelopes and interior glass. The monthly featured topic, constituting approximately 30% of the magazine issue, delves into current trends.

Our website, glaswelt.de, is the leading portal for the industry, with access numbers verified by IVW. Additionally, we engage in various other media channels such as Facebook, newsletters, and platforms like Xing and LinkedIn.

In 2019, we launched the English-language sister portal of glaswelt.de at www.gw-news.eu. The focus of this new international media platform, including newsletters and social media, is on facades and encompasses the topics of windows, glass, and sun protection.

“ GW inspires me in my daily work “



Alexander Nagel,
Managing Director of
Finiglas, Semco Grupp

“ The successful mix of analog and digital channels leads to a contemporary and good penetration within the target groups “



Lisa Modest-Danke,
Manager PR Hörmann

“ It is important to have a professional background of the editors. This is the prerequisite for the courage to address critical openly and directly. “



Prof. Jörn P. Lass,
ift Head of Institution

“ For me, the GW is a gladly read must-read “



Marc Schiffer,
Sales Manager
German Windows

“ GW is the platform that connects and across the board from trade to industry is recognized “



Dr. Jan Schäpers,
Managing Director of the software
provider Hegla-Hanic

“ From a quick overview to background knowledge, due to the GW I find the information that I need “



Sandra Musculus,
Authorized signatory
at the Georg Musculus
GmbH & Co. KG

“ What I appreciate about the GW are the high-quality, well-researched specialist articles. The layout as well as the language are smart and refreshingly unconventional. “



Kerstin Lotter,
Manager profine/Kömmerling
Partner academy

A wealth of experience to help you in practice

Our editors have researched, written, edited and published over 1,100 pages for the GLASWELT readership over the past year. Here, they place particular importance on having a high proportion of exclusives.

Daniel Mund, Chartered Engineer

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, Chartered Engineer

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 responsible for the Solar Protection System Section

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	76. year 2024
7 Subscription price:	Annual subscription domestic 156,90 €
(2022 without postage)	Annual subscription foreign countries 156,90 €
	Single copy price 19,90 €

8 Organ:

-

9 Membership/Participation: IWV, 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 63672-0
www.gentner.de

11 Publisher: Alfons W. Gentner Verlag GmbH & Co.KG

12 Advertisements:

Andrée-Elisa Deh
Phone: +49 711 63672-841
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:

	2022 – 12 issues*	
Overall scope:	1,414 pages	100.00 %
Editorial section:	1,061 pages	75.00 %
Advertising section:	353 pages	25.00 %

of which:

› Bound inserts	27 pages
› Job market	3 pages
› Sales advertisements	5 pages
› own advertisements	29 pages
› additional inserts	13 pieces

* Source: Vertriebsunion meynen, December 2022

1 Circulation control:



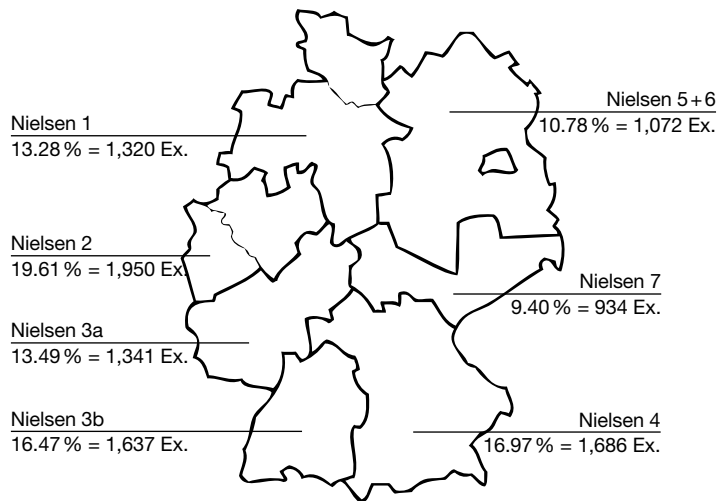
2 Circulation analysis: Copies per issue in the
Annual average 01.07.2022–30.06.2023

Print run:	10,500		
Actual circulation (TvA):	10,257	317	Thereof abroad
Sold edition:	1,288		
Subscribed copies	1,251	0	thereof members' items
Single sale	0		
Other sale	37		
Free pieces:	8,969	343	Permanent receivers
		8,626	Alternating recipients
		0	Advertising copies
Remaining, archive and specimen copies	243		

3 Geographical distribution analysis:

	%	Copies
Federal Republic of Germany	96.91	9,940
Foreign countries	3.09	317
Actual circulation	100.00	10,257

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 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: 18,683

2.3 Total number of changing recipients: 16,923

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

› Sold circulation	1,288
of which: subscribed copies:	1,251
other sales:	37

Actually distributed circulation (TvA) 10,257

› of which domestic	9,940
› of which abroad	317

› Free pieces	8,969
permanent free pieces	343
changing free copies	8,626
Advertising copies	0

3 Description of the investigation:

3.1 Population (proportion studied):

Total population (TvA)	10,257	100.00 %
Not included in the survey: (trade fair, book trade etc.)	243	2.74 %
The survey represents of the basic population (TvA)	10,014	97.26 %

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 2022 – June 2023

3.7 Conducting the study: Gentner Verlag



1.1 Sectors/industries/subjects/occupational groups

Recipient group

Recipient group	Share of actual Circulation distributed	Number of copies
Window/door construction, glazieries	68 %	6,950
Building joineries, carpentries	25 %	2,555
Manufacturer windows/doors with own production	37 %	3,781
Builders' merchants	40 %	4,088
Winter garden construction	25 %	2,555
Metal and facade construction	20 %	2,044
Roller shutter and sun protection company	47 %	4,803
Assembly companies	62 %	6,336
Glass trade	25 %	2,555
Architects, planners, energy consultants	9 %	920
Insulating glass manufacturer	9 %	920
Housing industry	7 %	715
Other (schools, universities, trade fairs, experts, etc.)	13 %	1,329

Basis for projection TvA: 10,220 copies

Multiple answers

Summary of the survey method

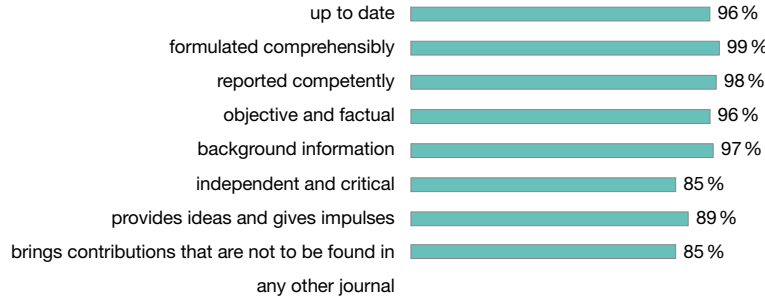
1. Method:	Telephone reader survey
2. Total population (tva):	10,210 = 100 %
3. Sample:	203 net interviews
4. Target of the investigation:	The personal Recipients of the institution
5. Period of investigation:	10.04. – 15.05.2019
6. Conduct of the investigation:	teleResearch, Institute for Market Research

2.1.2 Job characteristics Position in the company

Position in the company	%
Owner, co-owner, board of directors, managing director	76
Head of department, group leader, project leader	9
employed technical engineer	2
ordinary technical employee	3
normal commercial employee	5
other position	5
Actual domestic circulation (tvA)	100



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



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

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: 203 net interviews
4. target group of the survey: subscribers and regular recipients of Glaswelt.
5. period of the survey: 10.04. – 15.05.2019
6. implementation of the survey: teleResearch, Institute for Market Research

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

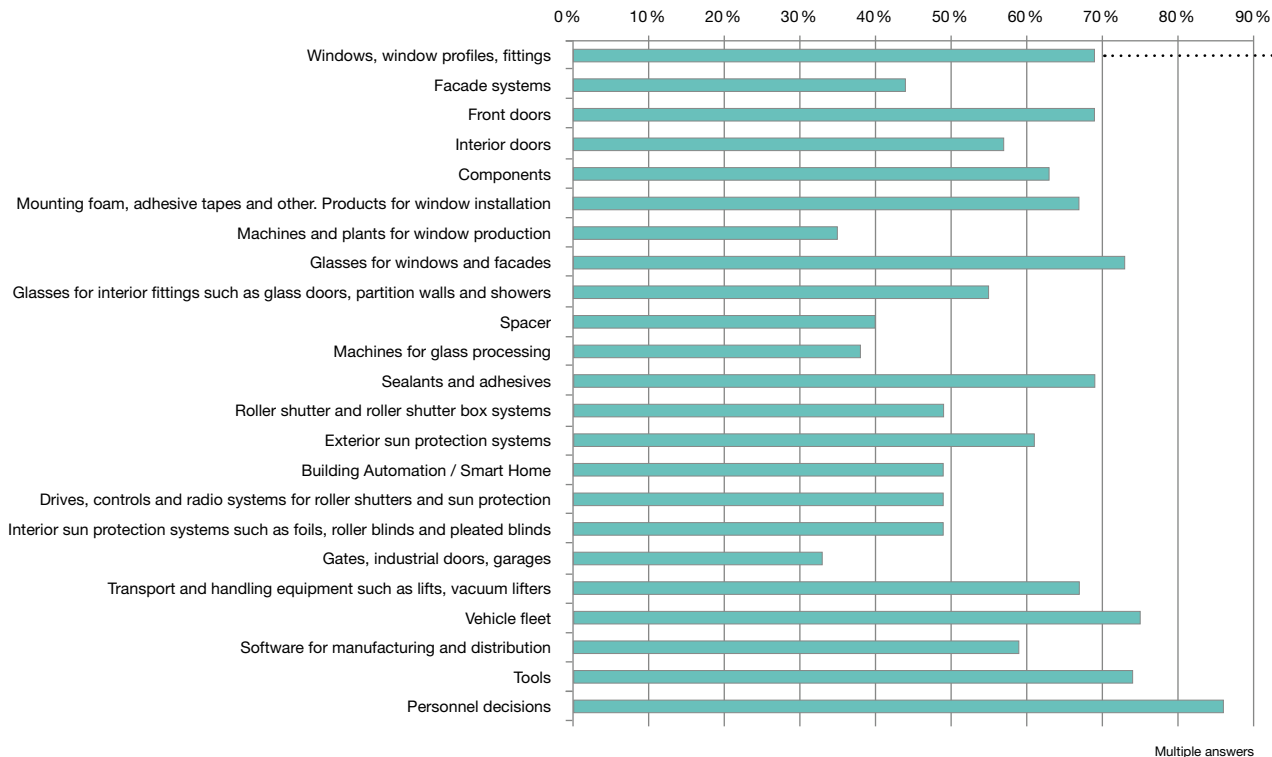
GLASWELT readers are decision-makers

Owners, board members, managing directors:	76 %
Department, group or project managers:	9 %
Personnel decision-makers:	86 %

3.2 Readers per copy

Each issue of GLASWELT is read by 3.2 readers.

Decision-making competence of Glaswelt readers



Reading example:
69% 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.



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.–			210 × 297
3/4 Page	3,425.–			<div style="display: flex; justify-content: space-around; font-size: 10px;"> ↓ 139 × 265 ↓ 150 × 297 </div> <div style="display: flex; justify-content: space-around; font-size: 10px;"> ↔ 187 × 189 ↔ 210 × 217 </div>
2/3 Page	3,060.–			<div style="display: flex; justify-content: space-around; font-size: 10px;"> ↓ 123 × 265 ↓ 132 × 297 </div> <div style="display: flex; justify-content: space-around; font-size: 10px;"> ↔ 187 × 170 ↔ 210 × 188 </div>
Juniorpage	2,600.–			145 × 208
1/2 Page	2,300.–			<div style="display: flex; justify-content: space-around; font-size: 10px;"> ↓ 91 × 265 ↓ 101 × 297 </div> <div style="display: flex; justify-content: space-around; font-size: 10px;"> ↔ 187 × 130 ↔ 210 × 148 </div>
1/3 Page	1,790.–			<div style="display: flex; justify-content: space-around; font-size: 10px;"> ↓ 59 × 265 ↓ 69 × 297 </div> <div style="display: flex; justify-content: space-around; font-size: 10px;"> ↔ 187 × 85 ↔ 210 × 103 </div>

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	2,015.–		⬇ 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
1/8 Page	620.–		1 col. 43 × 130 2 col. 91 × 63 4 col. 187 × 30	54 × 148 101 × 81 210 × 48
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 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*, *Gebäude-Energieberater*, *KK DIE KÄLTE + Klimatechnik*, *GLASWELT*, *K&L Magazine*, *ERNEUERBARE ENERGIEN* and *photovoltaik* can be combined.

If at least two magazines will be booked within one calendar year results in the following discount - in addition to the regular discount:

two titles: 5 % three titles: 8 % four titles: 10 % five titles: 15 %

Special forms of advertising:

Bound inserts (discount according to painting scale):

2 pages 3,370.- € 4 pages 4,490.- €
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 287.- €/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







BAWAG Wien

IBAN: AT24 6000 0000 0161 2538 / BIC: OPSKATWW

PostFinance Zürich

IBAN: CH72 0900 0000 9182 6506 4 / BIC: POFICHXX

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

Job and classified ads			
Format	Width x Height	Vacancies 4c	Job offers
1/1 page	187 x 265	2,365.–	
1/2 page	 91 x 265	1,180.–	
	 187 x 130	1,160.–	
1/3 page	 59 x 265	780.–	
	 187 x 85	760.–	
1/4 page	 43 x 265	590.–	
	 187 x 63	562.–	
	Corner field 91 x 130	580.–	
Classified ads Millimetre price	1-column	2,23	1,59
	2-column	4,46	3,18
	3-column	6,69	4,77
	4-column	8,92	3,36
Box number fee		12,00	

*All prices plus VAT.

Fill your vacant positions with the **GLASWELT** channels!



- 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 transparencies 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 separa-
tely 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 additio-
nal 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 possibili-
ties 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 6 36 72-861
- 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 6 36 72-861

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



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 01/2024

Publication date: 04.01.2024

Advertising deadline: 06.12.2023

Deadline for printing documents: 11.12.2023

Top Topic: Investment goods

The automation of production is advancing further in the glass, window, and sun protection industry to work even more efficiently and economically in the future. To achieve this, we cover the entire process chain from storage through processing to quality assurance and logistics.

In this context, software and logistics systems are gaining increasing importance, including the use of robots, automatic sorting systems, as well as lifting and vacuum systems that support the operating personnel. To optimize the workflow, in addition to the equipment, appropriate control software and advanced quality assurance systems are necessary.

At the same time, the importance of documenting individual products and their real-time tracking in the production process is increasing. In this regard, we also present tracking systems that keep production managers and company owners constantly informed.

Planning assistance: Plant engineering, mechanical engineering, software, production control, quality assurance, scanners, window manufacturing, manual machines, tracking, scanning.

Windows, doors and building components

- ✓ Window manufacturing
- ✓ Manufacturing software
- ✓ Metal windows
- ✓ Aluminum windows
- ✓ Large-area elements
- ✓ Lift-and-slide elements

Glass

- ✓ Bird protection glass
- ✓ Insulated glass production
- ✓ Seals and adhesives
- ✓ Safety glass
- ✓ Bent glasses
- ✓ Designer glasses

Sun protection

- ✓ Roller shutter boxes
- ✓ ZIP systems
- ✓ Outdoor living
- ✓ Gates

Issue 02/2024

Publication date: 09.02.2024

Advertising deadline: 19.01.2024

Deadline for printing documents: 24.01.2024

R+T World Trade Fair for
Roller Shutters, Gates, and Sun Protection
19. – 23.02.2024



Top Topic: R+T Stuttgart

World Leading Trade Fair in Stuttgart

In February 2024, it's that time again – the entire roller shutter, gates, and sun protection industry will come together live at the world's leading trade fair for roller shutters, sun protection, and gates in Stuttgart after six years. The fair serves as a meeting point for the industry, a trend barometer, an innovation platform, and the new hotspot for sustainability.

We cover the topics found at R+T, from exterior blinds to awnings and their control systems, from fire protection doors to security devices. Areas such as burglary protection, Smart Home, and energy efficiency will also be in focus.

Innovations and Trends

We showcase the latest innovations, trends, and products, presenting our readers with everything R+T has to offer and what they should definitely see.

Take advantage of the opportunity to combine this with our bilingual special issue for R+T, the „SONNENSCHUTZWELT“.

Planning assistance: Roller shutters, gates, sun protection, blinds, awnings, drives, Smart Home, Outdoor Living, Sustainability.

Windows, doors and building components

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

Glass

- ✓ Garden glass
- ✓ Glass in the interior
- ✓ Glass in the interior
- ✓ Facade glasses in XXL (extra-large)

Sun protection

- ✓ Sun protection on the terrace
- ✓ Gate trends
- ✓ Monument conservation
(preservation of historical monuments)
- ✓ Sustainability

Issue 03/2024

Publication date: 13.03.2024

Advertising deadline: 21.02.2024

Deadline for printing documents: 26.02.2024

FENSTERBAU FRONTALE
World Trade Fair for Window,
Door, and Facade Construction
19. – 22.03.2024



Top Topic: FRONTALE

From March 19 to 22, Nürnberg once again hosts FRONTALE, serving as the central trade fair platform for windows, doors, and facades. In our special edition, we highlight where significant innovations can be expected and which novelties will capture attention. From raw materials through manufacturing to installation, the entire value chain will be represented – we compile the complete range of offerings in the magazine.

We provide readers with an essential guide to the innovations showcased in areas such as window systems, window manufacturing, functional fittings, entrance doors, ventilation technology, conservatories, building component accessories, software, installation, sun protection, as well as insulated glass. Additionally, we offer tips on which novelties have the potential for great success.

GLASWELT provides advance coverage of all significant developments and trends!

Planning assistance: Fittings, window systems, installation technology, window manufacturing, conservatories, sun protection, entrance doors, glass, Smart Home, ventilation technology.

Windows, doors and building components

- ✓ Installation technology
- ✓ Hand machines
- ✓ Recycling, Sustainability, Cradle-to-Cradle

Glass

- ✓ Insulated glass made from safety glass
- ✓ Bird protection glasses
- ✓ Vacuum glass
- ✓ Fall protection with glass
- ✓ Quality assurance

Sun protection

- ✓ Awnings
- ✓ Outdoor living
- ✓ External venetian blinds
- ✓ News from R+T (trade fair for roller shutters, doors/gates, and sun protection systems)



Issue 04/2024

Publication date: 11.04.2024

Advertising deadline: 19.03.2024

Deadline for printing documents: 22.03.2024

Top Topic: Corporate Equipment and Mobility

Efficient process workflows require not only state of the art machinery and updated software but also appropriate internal logistics. In this regard, we showcase the latest transport and lifting systems, as well as marking systems and trackers for windows, glass products, and roller shutter elements. We also introduce the corresponding software systems that enable real-time tracking of products in the manufacturing process, including documentation options for individual products.

Furthermore, we present hand machines, lifting technology, and vehicles + vehicle equipment, including electric transporters, to safely transport these products from the workshop to the construction site. We also feature assembly aids and vacuum lifters for secure installations.

Planning assistance: Production, software, automation, quality assurance, shop-floor logistics, tracking, transporter, vehicle equipment, lifting technology, vacuum lifters.

Windows, doors and building components

- ✓ Window sales
- ✓ Showroom
- ✓ Ventilation technology

Glass

- ✓ The glass bathroom
- ✓ Glass processing
- ✓ Logistics
- ✓ ISO manufacturing
- ✓ Seals and adhesives

Sun protection

- ✓ Textile sun protection
- ✓ Sun sails
- ✓ Innovations at the R+T (trade fair for roller shutters, doors/gates, and sun protection systems)
- ✓ News from the Frontale (trade fair for window, door, and facade construction)

Issue 05/2024

Publication date: 08.05.2024

Advertising deadline: 16.04.2024

Deadline for printing documents: 19.04.2024

Top Topic: Smart Home

Building and facade systems, as well as sun protection, must be highly energy-efficient for both new constructions and renovation projects. At the same time, such systems should meet diverse security requirements and ensure high comfort for users, including easy operation. We present current sun protection and facade systems for new construction and renovation, along with the associated glasses for safety, sun protection, and thermal insulation.

In line with this, we introduce Smart Home products for the facade and illustrate how consumers can benefit from Smart Home applications in terms of roller shutters/sun protection, as well as windows and doors.

Furthermore, we showcase interesting projects where exciting Smart Home products are in daily use.

Planning assistance: Fittings, sun protection, entrance doors, Smart Home, ventilation technology.

Windows, doors and building components

- ✓ **entrance doors – special**
- ✓ Pivot doors
- ✓ Wooden windows
- ✓ Wood-metal windows
- ✓ Sustainability
- ✓ Window manufacturing
- ✓ Surface
- ✓ Insect protection

Glass

- ✓ Safety glass
- ✓ Production
- ✓ Automation
- ✓ Spacer
- ✓ Laser processing

Sun protection

- ✓ Standards and guidelines
- ✓ External venetian blinds versus ZIP systems
- ✓ Drives and controls
- ✓ Building automation



Issue 06/2024

Publication date: 06.06.2024

Advertising deadline: 14.05.2024

Deadline for printing documents: 17.05.2024

Top Topic: Building components in Motion

Flaps, Folds, Slides, Lifts – Windows can Rotate and Tilt, Doors can also Slide. Meanwhile, additional types of movements and openings have emerged, all designed to allow sun protection elements, windows, facades, and doors to move elegantly and efficiently in all directions.

We showcase new clever fitting types and variants on facades or in outdoor areas, compare the systems, have experts and hardware specialists speak, and highlight areas where there is still room for mutual learning.

Planning assistance: Functional fittings, sliding elements, folding systems, large-area elements, lift-and-fold shutters

Windows, doors and building components

- ✓ Functional fittings
- ✓ Conservatory
- ✓ Ventilation technology
- ✓ Insect protection

Glass

- ✓ Glass processing
- ✓ Smart glasses
- ✓ Glass parapets
- ✓ Design glasses
- ✓ Glass printing

Sun protection

- ✓ Roller shutters
- ✓ Outdoor Living
- ✓ Awnings
- ✓ Internal sun protection

Issue 07/2024

Publication date: 09.07.2024

Advertising deadline: 18.06.2024

Deadline for printing documents: 21.06.2024

Top Topic: Installation

What are the critical points on the construction site? We provide tips for the installation of windows, doors, glass, and sun protection, showcasing exemplary solutions for the correct professional installation of these building components. Additionally, we shed light on fastening details. For instance, what about installing awnings in the exterior insulation and finish system (EIFS) facade? What requirements are imposed on burglar-resistant window installation? And how do we address the fact that wall systems are becoming increasingly delicate?

We address detailed questions about the joint connection (is „inside tighter than outside“ still valid?) and present ideas for intelligent window and door installation using pre-frame and pre-wall mounting systems. Also on our editorial agenda are powerful tools, lifting technology, and vehicles that impress on the construction site.

Planning assistance: Fastening, sealant, waterproofing, transportation, joint connection, measurement, pre-wall mounting, frame installation

Windows, doors and building components

- ✓ PVC windows
- ✓ Plastic windows
- ✓ Window manufacturing
- ✓ Welding technology
- ✓ CNC technology

Glass

- ✓ Logistics
- ✓ Lifting equipment
- ✓ Transport vehicles
- ✓ ISO manufacturing
- ✓ Fire protection

Sun protection

- ✓ Daylight technology
- ✓ External venetian blinds
- ✓ Large umbrellas
- ✓ Gates



Issue 08/2024

Publication date: 08.08.2024

Advertising deadline: 18.07.2024

Deadline for printing documents: 23.07.2024

Top Topic: Sun protection and Outdoor Living

In 2012, Outdoor Living made its first major appearance at the R+T. What has happened since then? Outdoor Living remains a trending topic in the R+S industry. Both the hospitality sector and end consumers are extending their living spaces outdoors even in less favorable weather conditions. This allows awnings, pergolas, louvered roofs, or glass coverings to showcase their advantages in gardens and on terraces.

The continually diversifying range of offerings is researched by the GLASWELT editorial team for you, ensuring an overview of the most important developments and market innovations.

Planning assistance: External venetian blinds, ZIP systems, Outdoor Living, louvered roofs, pergolas, terrace roofs, awnings, umbrellas, conservatory awnings

Windows, doors and building components

- ✓ Color at the window
- ✓ Films and lamination
- ✓ Coatings
- ✓ Software for trade and sales
- ✓ Functional fittings

Glass

- ✓ Machinery & Production
- ✓ Software
- ✓ High-security glass
- ✓ Insulating glass for renovation and new construction
- ✓ Glass finishing

Sun protection

- ✓ Vacuum Glass
- ✓ Inspection and Maintenance
- ✓ Wall Ducts
- ✓ Roller Shutters
- ✓ Gates



Issue 09/2024

Publication date: 10.09.2024

Advertising deadline: 20.08.2024

Deadline for printing documents: 26.08.2024

Security Essen, Essen

17. – 20.09.24



Top Topic: Security Technology and Fire Protection

Secure building components for secure homes – we demonstrate how the building component dealer can achieve more success by selling security-related features and report on mechanical and electromechanical burglar-resistant fittings for windows, doors, and glass.

We engage in discussions with industry experts about the mood in the security technology market, showcase current developments, and provide an overview of smart solutions.

Furthermore, the focus is on how the roller shutter forms an additional barrier: How long and how effectively do thieves get hindered from breaking in?

Additionally, we report on possibilities and innovations in fire protection through glass products and other building components.

Planning assistance: Fittings, entrance doors, security, burglary protection, retrofitting, fire protection, safety glass, roller shutters

Windows, doors and building components

- ✓ Aluminum windows
- ✓ Metal windows
- ✓ Window manufacturing
- ✓ Recycling and C-to-C (Cradle to Cradle)
- ✓ Sustainability

Glass

- ✓ Vacuum glass
- ✓ Facade glass
- ✓ Glass parapets
- ✓ Laminated glass films
- ✓ Glass in interiors

Sun protection

- ✓ Repairs versus new delivery
- ✓ Sun protection – fixed and movable systems
- ✓ Roller shutters as sun protection?
- ✓ Building automation

Issue 10/2024

Publication date: 15.10.2024
Advertising deadline: 23.09.2024

Deadline for printing documents: 27.09.2024

glasstec, Düsseldorf
22. – 25.10.2024



Top Topic: glasstec

In preparation for glasstec in Düsseldorf, we are already taking a look at new glass products, processing machines, software, and supply products in our trade fair preview. The central theme will be automation: We present the entire process chain from storage through cutting to processing lines, up to quality assurance (scanners), and transportation and assembly. We also showcase new possibilities for glass recycling.

Additionally, we present a new insulated glass line and supply products for ISO production, such as spacers and sealing and adhesive materials. Processing lines and the latest tempered glass furnace technology, as well as equipment for the production of laminated glass and safety glasses (tempered, heat-strengthened, and laminated) for facades and interiors, are also in focus. For installation, we introduce vacuum lifters, transportation and lifting technology, as well as vehicles for glass builders and installers.

Design glasses: We continue to provide an overview of how glass can be refined through laser and printing technology. Additionally, we introduce trends in smart glass and vacuum glass.

Planning assistance: Glass machines, glass processing, software, safety glasses, tempered glass furnaces, laminated glass production, scanners, quality control, insulated glass production, spacers, warm edge, TPS + sealants, smart glass, design glasses, glass logistics, transport vehicles, lifting equipment

Windows, doors and building components

- ✓ Wood windows
- ✓ Wood-aluminum windows
- ✓ Ventilation technology
- ✓ Wood window manufacturing

Glass

- ✓ The glass bathroom
- ✓ Partitions
- ✓ Glass fittings
- ✓ Fall protection with glass

Sun protection

- ✓ Roller shutters – RC2, RC3, or enhanced burglary protection?
- ✓ Re-covering – new awning or new fabric?
- ✓ Glare protection
- ✓ Outdoor Living 365 days a year

Issue 11/2024

Publication date: 12.11.2024

Advertising deadline: 21.10.2024

Deadline for printing documents: 24.10.2024

Top Topic: Sustainability

In the EU member states, more than 3 million residential buildings per year need to undergo energy-efficient renovations by 2033 to achieve a climate-neutral building stock by 2050. We discuss why this will lead to good business for the building envelope in general and window and facade manufacturers in particular.

How can the potential of old window recycling be realized? How can the glass industry achieve genuine glass recycling? What are the criteria for Cradle-to-Cradle certification? We delve into sustainability criteria and, in this issue, highlight the essentials in terms of circular economy and sustainability.

Planning assistance: Wood windows, plastic windows, aluminum windows, surface coating, biodiversity, end-of-life, impregnation, climate goals, Green Deal

Windows, doors and building components

- ✓ **Special on entrance doors**
- ✓ PVC windows
- ✓ Plastic windows
- ✓ Measurement
- ✓ Sliding elements

Glass

- ✓ Logistics & Transport
- ✓ Vacuum lifters
- ✓ Safety glasses (tempered, laminated)
- ✓ Laser processing
- ✓ Quality assurance

Sun protection

- ✓ Roller shutters: plastic, wood, or aluminum?
- ✓ Sun protection: What position makes sense?
- ✓ Drive technology
- ✓ Sun protection above or below the glass roof

Issue 12/2024

Publication date: 10.12.2024

Advertising deadline: 19.11.2024

Deadline for printing documents: 22.11.2024

Top Topic: Facade

The design of building and facade elements plays a central role in both new construction and renovation: we present current constructions and demonstrate how they can be processed and assembled. We also take a look at planning (BIM), facade nodes in 3D printing, and the role that digitization and automation of facades (control systems) play today.

Using concrete examples, we showcase facade projects from commercial construction and explain the role of design in facade decoration with color and materials, including facade glasses (bird protection).

The focus is also on the performance of facade controls and their ability to make building envelopes more energy-efficient and incorporate additional functions (such as Smart Home).

Planning assistance: Facade construction, metal construction, facade systems, facade profiles, 3D printing, facade nodes, facade control, Smart Home, BIM, facade glasses, security technology, recycling aluminum profiles

Windows, doors and building components

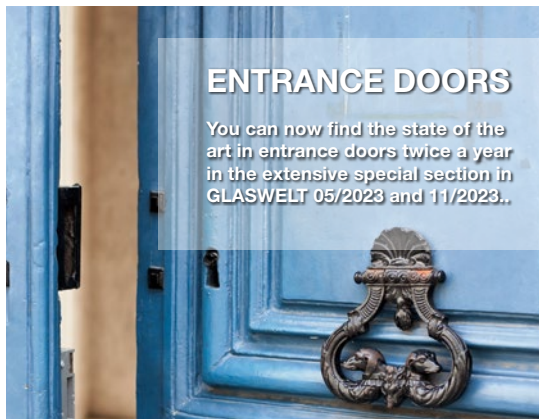
- ✓ Fall protection
- ✓ Fittings
- ✓ Fitting technology
- ✓ Window maintenance
- ✓ After-sales business

Glass

- ✓ glastec follow-up report
- ✓ Glass recycling
- ✓ Insulating glass production
- ✓ Sealants and adhesives
- ✓ Laminated glass films

Sun protection

- ✓ Sun and glare protection in the office
- ✓ External venetian blinds as versatile solutions
- ✓ Outdoor living in winter
- ✓ Gates
- ✓ Industry whispers about BAU 2025



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

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

Issue 5: Release date 08.05.24
 Advertising deadline 16.04.24

Issue 11: Release date 12.11.24
 Advertising deadline 21.10.24



Everything about

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

Issue 2: Release date 09.02.24
 Advertising deadline 19.01.24

Issue 6: Release date 06.06.24
 Advertising deadline 14.05.24

Special: Flat roofs (German edition)

Commercial roofs use for self-consumption of electricity and energy efficiency

With photovoltaics, sector coupling and structural measures to reduce energy consumption, companies are making themselves strong for international competition. Flat and slightly inclined roofs generate clean and cost-effective electricity. They play an essential role in the extraction of rainwater and the use of daylight. The active use of commercial roofs reduces operating costs, secures jobs and innovations.

Target groups:	Commercial/trade companies, specialist planners and energy consultants, municipalities
Circulation:	25,000 copies
Distribution print:	Supplement to all subscribers of our magazines in the trade, professional planning and energy consulting
Distribution e-paper:	Additional distribution of the PDF for free download
Publishing date:	November 1, 2024
Closing date:	October 1, 2024

Prices for advertisements/advertorials*:

1/1 page*	4,300 €
1/2 page*	2,200 €
1/3 page	1,575 €
1/4 page	1,150 €
1/8 page	630 €

* Advertorials only 1/1 page or 1/2 page,
Deadline advertorials by May 3, 2024

Range of topics:

- › Mounting systems for solar generators (on- and in-roof systems)
- › Suitable solar modules (glass-foil, glass-glass)
- › Self-consumption through energy storage and e-mobility
- › Electrical refrigeration, air conditioning and heating technology
- › Correctly executed metal attic covers and other roof edge profile
- › Safety systems for installation and maintenance on the roof
- › Drainage systems for flat and slightly inclined roofs
- › Installation and shading of skylights
- › Professional thermal insulation
- › Roof greening, also in combination with photovoltaics



GW Wall Calendar 2025

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 x 85 mm high

Standard 1,900 €

Small advertising space at the bottom
Format: 220 mm wide x 60 mm high

All prices plus value-added tax (VAT).

Ad deadline: October 1, 2024
Print Run: 12,500 copies
Distribution: Dispatched with the GW Issue 11/2024
Wall Calendar: 1,000 mm wide x 700 mm high

225 x 85 mm		2025 GW Gentner												170 x 40 mm		225 x 85 mm	
		www.glaswelt.de www.gw-magazin.eu															
JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER	JANUAR '25					
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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, import-ant 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 6 36 72-0, Fax: +49(0)711 6 36 72-760,
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:

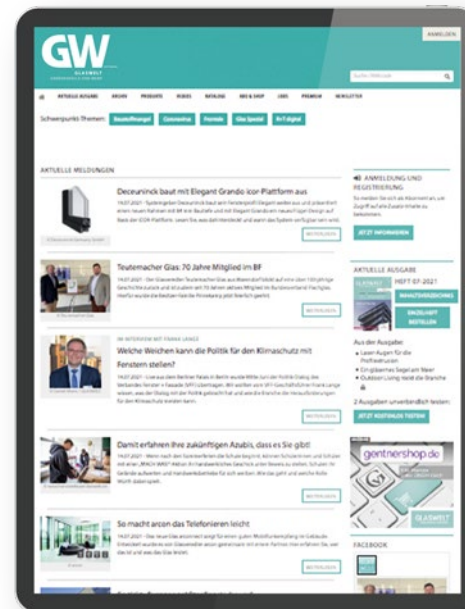
Daniel Mund, Editor in Chief
Tel. (0711) 63672-842, mund@glaswelt.de

Contact online advertising:

Adrée-Elisa Deh (Advertising management)
Tel. (0711) 63672-841, deh@gentner.de

Ad-Management:

Katharina Nitzsche, nitzsche@gentner.de
Jennifer Assmus, assmus@gentner.de
Data delivery: datenanlieferung@gentner.de



5 Access control:



6 Usage data:

Total page impressions/month:	125,829
Visits total/month:	76,158

Source: Publisher's data, Average H1 2023

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**

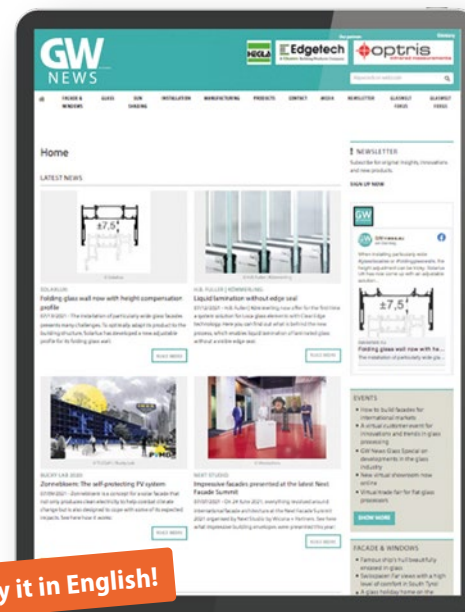
Your presence on GLASWELT international:

- 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: 3.000,- €, plus VAT lump sum

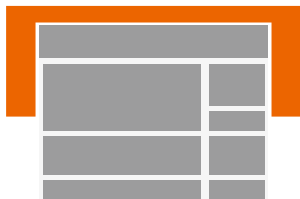
Key figures

Facebook: 24,951 subscribers**
 Newsletter: 1,018 subscribers**
 Visits: 20,010*

*Publishing date: January to June 2023; **September 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 x)

CPM: 146 €

Superbanner

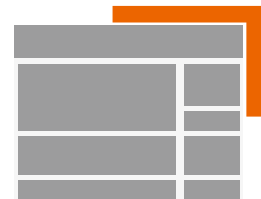


Upper screen edge, appears on all pages, including the homepage.

Format: 728 × 90 px

CPM: 75 €

Wallpaper



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

Format: 728 × 90 px
160 × 600 px

CPM: 119 €

Halfpage Ad



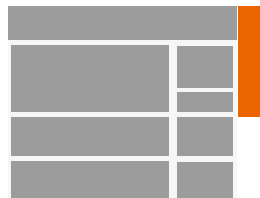
In addition to the content, it appears on all pages. Sticky: remains visible while scrolling.

Format: 300 × 600 px

CPM: 120 €

Sticky Halfpage Ad
CPM: 162 €

Wide Skyscraper



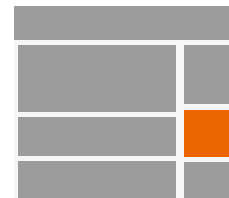
In addition to the content, it appears on all pages. Sticky: Remains visible while scrolling.

Format: 160 × 600 px

CPM: 75 €

Sticky Skyscraper
CPM: 100 €

Medium Rectangle



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

Format: 300 × 250 px

CPM: 94 €

Billboard



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

Format: 940 × 250px

CPM: 119 €

Sticky Footer

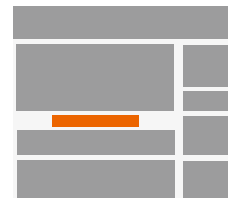


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

Format: 770 × 125 px

CPM: 100 €

Fullbanner

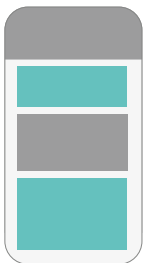


Between the articles, appears on all pages.

Format: 468 × 60px

CPM: 62 €

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

CPM: 87 €

Mobile Medium Rectangle

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

Format:
300 × 250 px

CPM: 94 €

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

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 x 72px.,
jpg, gif or animated gif,
max. 200 KB
URL

Head

Price: 750 €

Between two articles

Price: 660 €

Text image ad standard



Display: 270 x max. 180px.

Format to be supplied:

Width (fixed) 560px.;

Height max. 373px.,

jpg, max. 200 KB, Copyright

Headline: max. 60 characters

Teaser: max. 350 characters

URL

Price: 840 €

Text image ad XL

Display: 560 x max. 373px.

Format to be supplied:

Width (fixed) 560px.;

Height max. 373px.,

jpg, max. 200 KB, Copyright

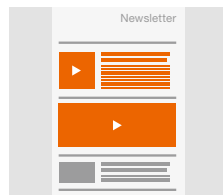
Headline: max. 120 characters

Teaser: max. 500 characters

URL

Price: 1,40 €

Video post standard



Display: 270 x max. 180px.

Format to be supplied:

Width (fixed) 560px.;

Height max. 373px.,

jpg, max. 200 KB, Copyright

Headline: max. 60 characters

Teaser: max. 350 characters

URL

Price: 840 €

Video post XL

Display: 560 x max. 373px.

Format to be supplied:

Width (fixed) 560px.;

Height max. 373px.,

jpg, max. 200 KB, Copyright

Optional: Headline with

max. 120 characters

Teaser: max. 350 characters

URL

Price: 1,140 €

- › **Subscribers:** 5,296
- › **Open rate (unique)** 34.99 %

Source: Publisher's statement, average overall 2022

Publication frequency

weekly on Tuesdays

Delivery of data

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. 80 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. 80 KB, JPG
Headline: 35 characters, text 350 characters;
Image linking possible.

Recipients: 5,296
Price: 2,875.– €, plus value-added tax
Data delivery: at least 12 working days before sending date

Headline „Stand-Alone-Newsletter“ ②

Teasertext – Ique exero de ex et voluptat persperum nest, omnos ad modis dellit esto dolore, tenistia necius esaque volum quam et verum ipsus magnam quos ad quam neciuis borent, eum estis sunt que excepta tqationesd quate si ulorum quatis es aliqui ni blabo. Parum sit quasi restis esatur? Accatis maioresis cus nullo min exerum nullanin ut is eicietur, sequalis aboroprem. Equam rehent vidunt quides dolestrem, sam sim dolore officabo (max. 350 Zeichen).

Reines Textfeld
 Platzhaltertext – de ex et voluptat persperum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia necius excepta tad quate si ulorum quatis es aliqui ni blabo. Kursive Textpassagen.
 • Aufzählungspunkt 1 titila borent, eum
 • Aufzählungspunkt 2 quate si ulorum

Bild + Textfeld verhältnismäßig
 Platzhaltertext – ex et voluptat persperum nest, omnos ad modis dellit esto dolore, tenistia necius esaque volum quam et verum ipsus magnam
 • Aufzählungspunkt 1 titila borent, eum
 • Aufzählungspunkt 2 quate si ulorum
 Iqui ni blabo. Parum sit quasi restis esatur? Accatis maioresis cus nullo min exerum nullanin ut is eicietur, sequalis um aboroprem. Equam rehent vidunt quides (350 Zeichen) [text...](#)

Bild + Textfeld, Verhältnis 1/3 zu 2/3
 Platzhaltertext – ex et voluptat persperum nest, omnos ad modis dellit esto dolore, tenistia necius esaque volum quam et verum ipsus magnam
 quos ad quam neciustitia borent, eum estis sunt que excepta tqationesd quate si ulorum quatis es aliqui ni blabo. Kursive Textpassagen. Accatis maioresis cus nullo min exerum nullanin ut is eicietur, sequatis um aboroprem. Equam rehent vidunt quides d quate (350 Zeichen) [text...](#)

Alphon W. Gantner Verlag GmbH & Co. KG
 Fankfurt 131, 70193 Stuttgart
 Postfach 1317 42, 70175 Stuttgart
 Telefon: (07 11) 68 87 2-0
 Telefax: (07 11) 68 87 27 47
 E-Mail: kontakt@gantner.de
 Geschäftsführer: Armin Gantner, Robert Raich
 Registernummer: HRB 5549 Amtsgericht Stuttgart, HRB 5559 Amtsgericht Stuttgart
 USt-IdNr.: gemäß § 7 a UStG: DE 147510267
 Inhabilität: Neuwahlrechtler gemäß § 10 Abs. 1 Nr. 1 S. 1
 Gebotscharakter: Die Werbeplätze von Gebotscharakteren, Handelanzeigen, Warenbezeichnungen und dgl. in diesem Newsletter

Your content in editorial layout

The online advertorial* is an ad with an editorial look and feel and is placed directly in our editorial environment. As a result, this form of advertising enjoys a high level of attention and credibility and is also not hidden by adblockers. After reaching its target, the advertorial remains on the website and continues to generate traffic via Google search.

Services	Advertorial
Design with customer-specific content (texts, images, videos, etc.) and publication on our website	Microsite in article layout with text, images, video embedding, links to your landing pages
Newsletter ads	1 text/image ad, more if needed
Detailed reporting	Yes
Readers (Guaranteed reach in the defined target group)	By arrangement, Minimum purchase 100 readers
Run time	Until target is reached, thereafter remain on page
Performance-oriented billing model: Cost per reader from at least 5 sec. dwell time on the advertorial	Cost per Reader (CPR) = 19,- € Min. 100 readers = 1,900 € plus VAT

* Labeled as an advertisement

Data delivery 12 days before the start of the term.
Please also note our information on data delivery at
www.gentner.de/mediaservice/datenanlieferung

Teaser on glaswelt.de



links to the advertorial

ANZIGGE

TERRA lux - Ein fantastischer Ausblick!

24.06.2019 - Wer eine freiere und naturnahe Wohnatmosphäre unter dem Terrassendach möchte, greift auf Terrassendächer von TEBAU zurück.

Für eine freiere und naturnahe Wohnatmosphäre unter dem Terrassendach sorgen die uns bis zu 50% breiteren Glasflächen. Ein spezielles Verbundscheibenglas ermöglicht in Verbindung mit einem besonderen Konstruktionsdesign das Bauen von Terrassendächern mit deutlich weniger Spanten.

„Damit bringen wir mehr Licht unter das Terrassendach und der Besitzer ist der Natur gefühlter noch ein Stück näher“, erklärt Matthias Körz, Geschäftsführer der Unternehmensgruppe Alfred Beha zu der die Marke TEBAU gehört und fährt fort: „Mit diesem System sind wir einer von wenigen Anbietern auf dem deutschen Markt, und wir können das für alle unsere TEBAU Terrassendächer anbieten!“

Your advertorial on glaswelt.de



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



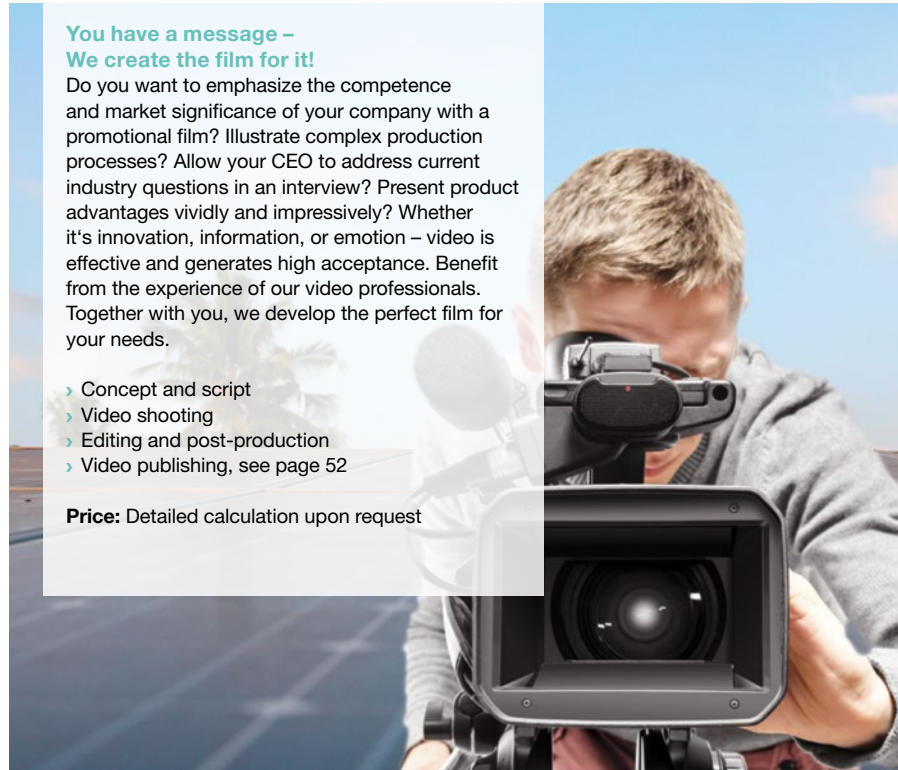


You have a message – We create the film for it!

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, see page 52

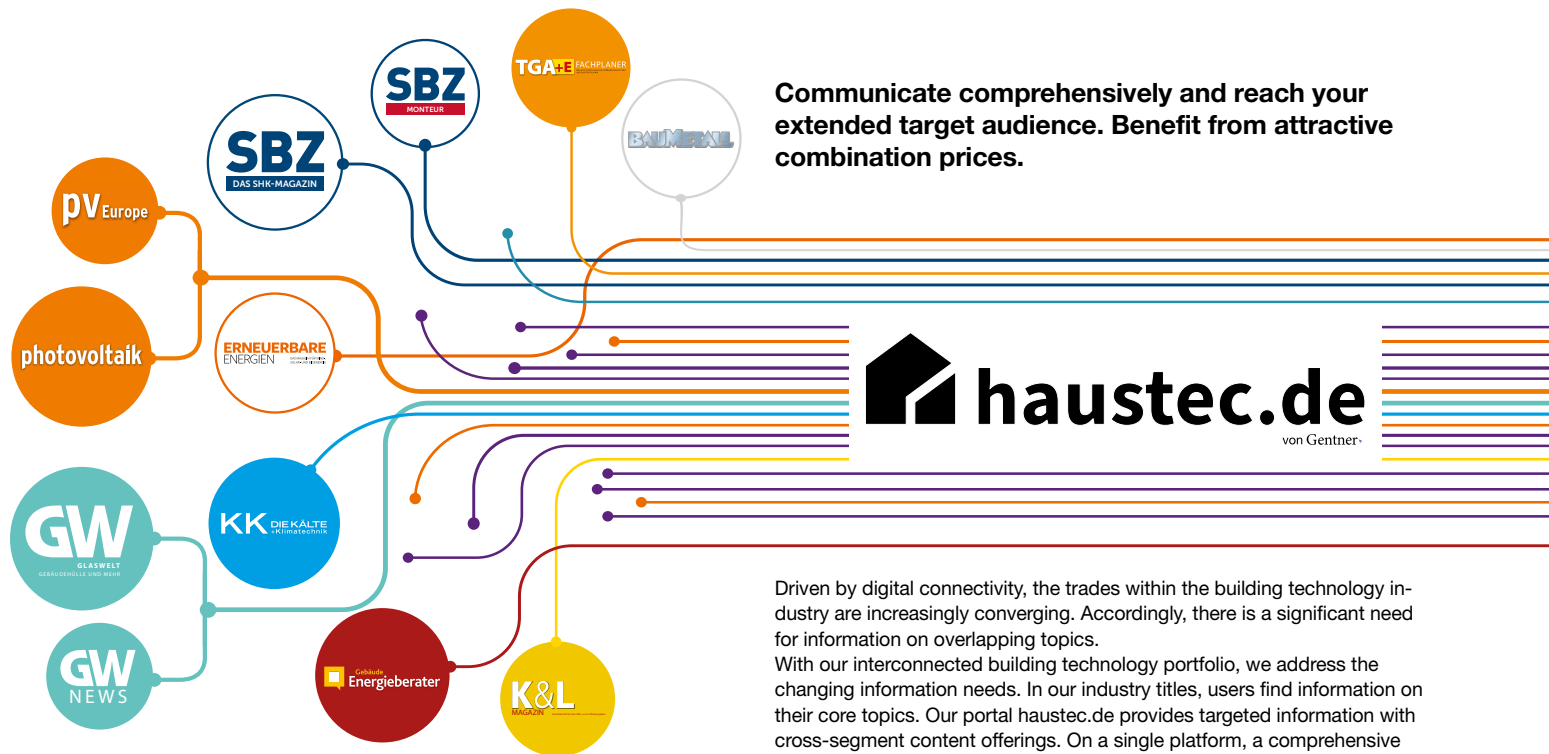
Price: Detailed calculation upon request



Demonstrate the expertise of your company with a virtual expert lecture.

We organize and host your webinar (CLASSIC), also with support from our specialist editorial team (PREMIUM).
Are you hosting webinars yourself? Utilize our reach to invite your target audience to the webinar (AUDIENCE).

		WEBINAR PREMIUM	WEBINAR CLASSIC	WEBINAR AUDIENCE
		We organize your webinar		We promote your webinar
Webinar-organisation	Consultation on the choice of topics and the structure of the webinar	X	X	
	Your specialist speakers guide the content through the webinar	X	X	
	Organizational support through checklists and storyboards	X	X	
	Technical instruction + moderation by our webinar team	X	X	
	Moderation + question and answer session by our specialist editorial team	X	-	
	Incorporate presentations, videos, sound files and/or surveys	X	X	
Participant advertising	Participant management by our webinar team	X	X	
	Your logo on our landing page for webinar registration	X	X	
	Print advertisement to promote the webinar	X	X	
	Text/image ads in the newsletter to promote the webinar	X	X	X
	Stand-alone newsletter to promote the webinar	X	X	X
Webinar Follow-up	Data protection-compliant leads from the live broadcast and the recording	X	X	
	Detailed reporting	X	X	
	Transmission of questions from the webinar	X	X	
		7,500.- €	6,500.- €	2,500.- €



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

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.

Corporate Publishing from a reputable source:

- › High editorial credibility through profound industry knowledge
- › Knowledge transfer between chief editors of leading publications and your internal contacts
- › Profound target group expertise in your markets
- › Wide and focused reach in target audiences
- › A large network of recognized specialists in your industry
- › Extensive online expertise
- › Long-standing experience in print and online
- › Creativity and passion for your task

**We find the fitting solution for your idea!
Contact us!**



Bild: Adobe Stock

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- › And more

We have the right license for your company size!

Call me at 0711/ 63 67 28 17
or send me an email at detzel@gentner.de.



Jörg Detzel
Marketing- und Vertriebsleiter Alfons W. Gentner Verlag



Media kit 2024



BAUMETALL

Klempnertechnik
im Hochbau

baumetall.de



ERNEUERBARE ENERGIEN

Das Magazin für die
Energiewende

erneuerbareenergien.de



**Gebäude-
Energieberater**

Das Magazin für den
entscheidenden
Energie-Experten
geb-info.de



GLASWELT

Fassade, Fenster, Glas
und Sonnenschutz
glaswelt.de
gw-news.eu (Englisch)



haustec.de

Das größte redaktionelle
Portal rund um die
Gebäudetechnik
haustec.de



**KK DIE KÄLTE +
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K&L Magazin

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kl-magazin.de



photovoltaik

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pveurope.eu (Englisch)



**SBZ
Das SHK-Magazin**

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Klima- und
Lüftungstechnik
sbz-online.de
sbz-monteur.de



smartLiving

Das Magazin rund um
die Immobilienwelt in
der Region Stuttgart
smartliving-magazin.de



TGA+E-Fachplaner

Magazin für Technische
Gebäudeausrüstung
und Elektrotechnik
tga-fachplaner.de

Gentner
Technischer Fachverlag
TFV

Media kit 2024

Editorial



Editor in Chief

Dipl.-Ing. **Daniel Mund**

Ressort Fenster, Türen, Bauelemente

Phone (0711) 6 36 72-842

mund@glaswelt.de



Editorial

Dipl.-Ing. **Matthias Rehberger**

Ressort Glas

Phone (0711) 6 36 72-843

rehberger@glaswelt.de



Editorial

Olaf Vögele, Sachverständiger

Ressort Sonnenschutz

Phone (0 15 22) 2 93 36 00

voegele@glaswelt.de



Editorial Assistance

Christine Hütt

Phone (0711) 6 36 72-868

huet@gentner.de

Order processing



Order Management

Rudolf Beck

Phone (07 11) 6 36 72-861

datenanlieferung@gentner.de



Ad-Management

Katharina Nitzsche

Phone (0711) 6 36 72-501

nitzsche@gentner.de



Ad-Management

Jennifer Assmus

Phone (0711) 6 36 72-810

assmus@gentner.de



Ad-Management

Bettina Springmann

Phone (0711) 6 36 72-504

springmann@gentner.de



Head of Market and Media Services

Maximilian Paulus

Phone (0711) 6 36 72-821

paulus@gentner.de



Customer Content Management

Lea Alonso Schwarz

Phone (0711) 6 36 72-857

alonsoschwarz@gentner.de



Customer Content Management

Antje Bussinger

Phone (0711) 6 36 72-870

bussinger@gentner.de

Verkauf / Sales



Advertising Manager
Andréa-Elisa Deh
Phone (0711) 636 72-841
deh@gentner.de



Key Account Manager
Carsten Schübeler
Phone (0711) 6 36 72-837
schuebeler@gentner.de

Hessen, Rheinland-Pfalz, Saarland, NRW (Süden und Westen)



Medienquartier
Martin Fettig
Gretelweg 1a, 76199 Karlsruhe
Phone (0721) 145080-44
martin.fettig@gentner.de



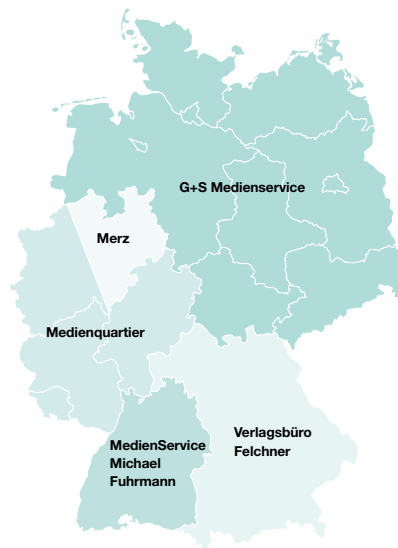
Medienquartier
Dina Fettig
Phone (0721) 145080-42
dina.fettig@gentner.de



Medienquartier
Lutz Roloff
Phone (07 11) 25 60 015
rolloff@gentner.de



Medienquartier
Peter Hüller
Phone (07151) 92 220
hueller@gentner.de



Nordrhein-Westfalen (Norden und Osten)



Gentner Verlag
Birgit Merz
Breslauer Str. 3, 42781 Haan
Phone (07 11) 6 36 72-815
merz@gentner.de

Bayern, Österreich



Verlagsbüro Felchner
Andrea Dyck
Alte Steige 26, 87600 Kaufbeuren
Phone (08341) 96 617-84
dyck@gentner.de

Berlin, Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt, Thüringen, Sachsen, Hamburg, Bremen, Schleswig Holstein, Niedersachsen



G+S Medienservice oHG
Bettina Gebhard
Mühlenkamp 21a,
22303 Hamburg
Phone (040) 280 580-84
gebhard@gentner.de

Baden-Württemberg, Schweiz



MedienService Michael Fuhrmann
Waiblinger Straße 6, 71404 Korb
Michael Fuhrmann
Phone (07151) 20 55 4-20
fuhrmann@gentner.de



MedienService Michael Fuhrmann
Babette Nagel
Phone (07151) 20 55 4-23
babette.nagel@gentner.de



MedienService Michael Fuhrmann
Kerstin Schmid
Phone (07151) 20 55 4-21
schmid@gentner.de



MedienService Michael Fuhrmann
Alena Messer-Aboulatif
Phone (07151) 20 55 4-22
messer-aboulatif@gentner.de