

Your Media Partner
for all your marketing needs

glass newsTM

PRINT & DIGITAL



We believe in bringing our readers news that's worth reading! At Glass News our philosophy is to build relationships. This is why we are **one of the most trusted and reliable sources of media, available within the market place.**

As the most established newspaper for the window industry, we offer our clients a credible distribution list and a complete solution for your marketing requirements. **Let us get to know your business!** Our Editor is an accomplished interviewer and journalist with years of industry experience.

Why not start your journey with us today?

Christina Lazenby

Managing Director

**COMPLETE
MARKETING
PACKAGES**

MEDIA GUIDE 2025

COMPLETE MARKETING PACKAGES

Here at Glass News, we understand that **marketing is one of the most important things a business can do.**

Not only does marketing build brand awareness but it can also grow business and engage customers. There are so many core business functions that stem from a good marketing plan that any business would be silly not to give it a shot.

With this in mind, we have devised a number of Complete Marketing Packages, no matter the limit of your budget.

Our Complete Marketing Packages encompass advertising in print, digital, online and social media, as well as giving editorial support, interviews and press release coverage. We can also tailor individual email broadcasts, as well as leaflet inserts.

Our design team can offer professional agency standard design for all your requirements and we can also produce any brochure material, newsletters or other promotional print items.

For those of you erring towards the digital era, **we have now introduced an advertising package for our digital edition of the Glass News Newspaper**, which also incorporates video pages. Our payment terms are also flexible, **just call to discuss a payment plan that's right for you!**

There really is something for everyone!

PAYMENT PLAN!

Payment plans are available for all of our yearly packages – **please enquire!**



HOW WE CAN HELP!

• Inform • Sustain • Engage • Sell • Grow

Contact us today and see how we can help: christina@glassnews.co.uk

ONLY WANT DIGITAL?
DIGITAL ONLY Glass News advertising
NOW AVAILABLE! Yearly online packages
start from **just £1,595 +VAT!**

YEARLY PACKAGES

PLATINUM PACKAGE

Cost: £6,900 +VAT (You save £10,115)!

- 12 full page ads
- Double page interview
- Face to Face full page mini interview
- Full page company profile
- Press release x 12 editions
- Press release reduced fee, once 12 insertions expired
- Find A supplier 1/4 page ad x 12 insertions
- Banner ad weekly E-newsletter x 52 insertions
- Banner ad website – 12 month duration
- 12 half page ads / editorial within the video pages (digital Glass News edition)
- 12 half page allocation for a video (digital Glass News edition)

DIGITAL PLATINUM PACKAGE

All Items, except print, are included in your digital package. Free press release coverage x 12 insertions.

Cost: **£3,450 +VAT**

GOLD PACKAGE

Cost: £5,500 +VAT (You save £8,235)!

- 10 full page ads
- Double page interview
- Face to Face full page mini interview
- Full page company profile
- Press release x 10 editions
- Press release reduced fee, once 10 insertions expired
- Find A Supplier 1/8th page ad x 12 insertions
- Banner ad weekly E-Newsletter x 52 insertions
- Banner ad website – 12 month duration
- 6 half page ads / editorial within the video pages (digital Glass News edition)
- 6 half page allocation for a video ad (digital Glass News edition)

DIGITAL GOLD PACKAGE

All Items, except print, are included in your digital package. Free press release coverage x 12 insertions.

Cost: **£2,750 +VAT**

SILVER PACKAGE

Cost: £3,900 +VAT (You save £4,960)!

- 6 full page ads
- Full page interview
- Face to Face full page mini interview
- Half page editorial x 2 insertions
- Press release reduced fee from £125 per release, to £90
- Find a Supplier 1/8th page ad x 12 insertions
- Banner ad weekly E-Newsletter x 52 insertions
- Banner ad website – 12 month duration

DIGITAL SILVER PACKAGE

All Items, except print, are included in your digital package. Free press release coverage x 12 insertions.

Cost: **£2,150 +VAT**

BRONZE PACKAGE

Cost: £2,900 +VAT (You save £3,020)!

- 4 full page ads (or 8 half pages)
- Full page company profile
- Face to Face full page mini interview
- Press release reduced fee from £125 per release, to £90
- Find A Supplier 1/8th page ad x 12 insertions
- Banner ad weekly E-Newsletter x 26 insertions (6 months)
- Banner ad website – 6 month duration

DIGITAL BRONZE PACKAGE

All Items, except print, are included in your digital package. Free press release coverage x 12 insertions.

Cost: **£1,595 +VAT**

WITH ALL OF OUR YEARLY PACKAGES, YOU ALSO RECEIVE A FREE DEDICATED WEB PAGE, WORTH £295!

Includes main image, company profile, image gallery, social media links, video's and contact details. Link all of your press releases to your page, so all of your stories are found on one dedicated platform.

* Does not include the printed edition of Glass News

ONLY WANT DIGITAL?

Digital edition of Glass News and online.* The Glass News Digital Newspaper is **emailed to over 12,000 decision makers**, on a monthly basis.

PRINT EDITION AND ONLINE: All printed edition packages include the digital version of Glass News

PRICE GUIDE

**Individual
Email Broadcasts**
Available from just
£395 +VAT!

PRINT & DIGITAL MONTHLY / AD HOC BOOKINGS

- Full page ads start at:
£995 +VAT per insertion
- Half page ads start at:
£695 +VAT per insertion
- Quarter page ads start at:
£495 +VAT per insertion

**Editorial support is available,
FREE of charge, with any
advertisement taken**

- Press Release:
£125 +VAT per insertion
- Full page editorial /
company profile:
£325 +VAT per insertion
- Face to Face mini interview
(for none advertisers):
£395 +VAT per insertion
- Double page Editor Interview
(for none advertisers):
£795 +VAT per insertion

DIGITAL ONLY MONTHLY / AD HOC BOOKINGS

- Full page ads from:
£495 +VAT per insertion
- Half page ads from:
£350 +VAT per insertion
- Quarter page ads from:
£275 +VAT per insertion
- Press Release:
£70 +VAT per insertion
- Full page editorial/company
profile:
£185 +VAT per insertion

Digital edition of Glass News only.
Does not include the printed edition of Glass News.

DIGITAL ONLY VIDEO PAGES

- Half page You Tube video
- Half page editorial / advertisement
(full page in total):
£295 +VAT per edition

Content must be provided

WEBSITE 'FIND A SUPPLIER' DIRECTORY

- Your own dedicated web page
 - Includes main image, company
profile, image gallery, social media
links, contact details, video's
 - Link all of your press releases to
your page, so all your stories are
found on one dedicated platform
- £295 +VAT** for the year
(Or free of charge with one of our
yearly packages)

WEBSITE & E-NEWSLETTER ADVERTISING OPPORTUNITIES

- 12 month website campaign,
main home page banner with
E-Newsletter inclusion x 52 mailers:
£1,695 +VAT (payable on one invoice)
- 6 month website campaign,
main home page banner with
E-Newsletter inclusion x 26 mailers:
£995 +VAT (payable on one invoice)
- Category banner advertising –
website (for example: Bi-Folding
Doors): **£95 +VAT** per month or
£695 +VAT for 12 months

FIND A SUPPLIER – CLASSIFIED ADVERTISING

Not available as digital only

- 12 full page ads: **£2,495 +VAT**
- 12 half page ads: **£1,595 +VAT**
- 12 1/4 page ads: **£595 +VAT**
- 12 1/8th page ads: **£425 +VAT**
- 12 1/16th page ads: **£325 +VAT**
- Useful numbers inclusion
x 12 editions: **£95 +VAT**

**One invoice to cover the full
amount shown above**



GLOSSY WRAPS & PAGES

- 4 Page Full Gloss Front Cover
Wrap: **£4,950 +VAT**
- 8 Page Full Gloss Front Cover
Wrap: **£6,950 +VAT**
- 4 Page Full Gloss Centre Page
Spread (pullout and keep):
£4,250 +VAT
- 8 Page Full Gloss Centre Page
Spread (pullout and keep):
£5,800 +VAT

THE RIGHT PEOPLE READ GLASS NEWS

FANCY AN INTERVIEW? Why not start your journey with us today? Let us get to know your business! Here are a selection of interviews – *we've pretty much covered everything!*

COMPOSITE DOORS



ALUMINIUM FRAMES



PVCU REINFORCEMENT



FABRICATORS



HERITAGE FRAMES



INTEGRATED BLINDS



COLOUR & POWDER COATING



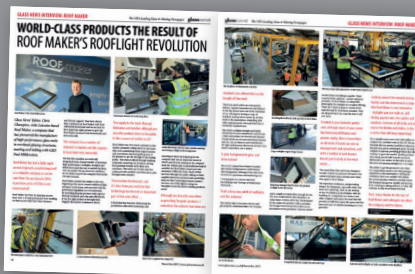
SOLID ROOFS



glass news™

Call today to see how we can help or enquire via email:
christina@glassnews.co.uk

SKYLIGHTS & ROOF LANTERNS



TIMBER FRAMES



SYSTEMS COMPANIES



MACHINERY



HARDWARE & SECURITY



GLASS



FEATURES LIST

JANUARY

- A Window Into Aluminium
- FIT Show Preview
- Installer Support
- Marketing Expert
- Profile Bending
- Recruitment Drive
- Roofing – Extensions, Renovations & New Build (Solid, Glass, Flat Roofing, Skylights & Roof Lanterns)

FEBRUARY

- Coloured Products
- Energy Efficiency
- Fascias, Soffits, Rainwater & Cladding Products
- FIT Show Preview
- Heritage Fenestration Products
- Machinery Focus
- Software & IT
- Sustainability
- What Door? (Composite, Bi-Folds, Sliding, Patios, Panels)

MARCH

- A Window Into Aluminium
- Fabricator Focus
- FIT Show Preview
- Hardware & Security Focus
- Orangeries & Conservatories
- Roofing – Extensions, Renovations & New Build (Solid, Glass, Flat Roofing, Skylights & Roof Lanterns)
- Sealed Units & Glass

APRIL

FIT SHOW EDITION!! HANDED OUT AT THE SHOW

- Bi-Folding & Sliding Door Expert
- Energy Efficiency
- FIT Show Preview
- Garden Rooms & Patio's
- Heritage Fenestration Products
- Installer Support
- Machinery Focus
- Software & IT
- Sustainability

MAY

- A Window Into Aluminium
- Fascias, Soffits, Rainwater & Cladding Products
- Hardware & Security
- Orangeries & Conservatories
- Profile Bending
- What Door? (Composite, Bi-Folds, Sliding, Patios, Panels)

JUNE

- Blinds & Shutters
- Coloured Products
- Energy Efficiency
- Fabricator Focus
- FIT Show Review
- Roofing Renovations & New Build (Solid, Glass, Flat Roofing, Skylights & Roof Lanterns)
- Sealed Units & Glass
- Sustainability

JULY

- Hardware & Security Expert
- Heritage Fenestration Products
- Machinery Focus
- Marketing Expert
- Software & IT
- Skylight & Roof Lantern Focus
- Timber Windows

AUGUST

- A Window Into Aluminium
- Energy Efficiency
- Fabricator Focus
- Garden Rooms & Patio's
- Installer Support
- Orangeries & Conservatories
- Sustainability
- Vertical & Heritage Sliders

SEPTEMBER

- Fascias, Soffits, Rainwater & Cladding Products
- Machinery Focus
- Profile Bending
- Roofing - Extensions, Renovations & New Build, Solid, Glass, Flat, Skylights and Roof Lanterns
- Sealed Units & Glass
- What Door? (Composite, Bi-Folds, Sliding, Patios, Panels)

OCTOBER

- Blinds & Shutters
- Heritage Fenestration Products
- Marketing Expert
- National Home Security Month
- Orangeries & Conservatories
- Software & IT

NOVEMBER

- A Window Into Aluminium
- Coloured Products
- Fabricator Focus
- G Awards Preview
- Hardware & Security
- Machinery Focus
- Recruitment Drive
- What Door? (Composite, Bi-Folds, Sliding, Patios, Panels)

DECEMBER

- Energy Efficiency
- Fascias, Soffits, Rainwater & Cladding Products
- G Awards – The Winners
- Heritage Fenestration Products
- Product Review Spotlight Special
- Recruitment Drive
- Software & IT

BOOKING DEADLINE
FOR ADS AND EDITORIAL
18TH OF EACH MONTH

PLEASE EMAIL
christina@glassnews.co.uk
emma@glassnews.co.uk

DISTRIBUTION

CATEGORY BREAKDOWN

Aluminium Fabricators and Installers (companies who fabricate, install and also buy in some of their products): **4,513**

Timber Fabricators and Installers (companies who fabricate, install and also buy in some of their products): **2,609**

Composite Door Fabricators (companies who just manufacture composite doors): **260**

Distributors (companies who are supply only): **1,027**

Installers (companies who buy in only and install): **5,058**

Fabricators (companies who fabricate only and do not install): **1,595**

Fabricators (companies who fabricate and also install): **1,889**

PVCu Fabricators and Installers (companies who fabricate, install and also buy in some of their products): **6,155**



CIRCULATION FIGURES

Printed Edition
7,000 copies posted through Royal Mail on a monthly basis

Digital Edition
10,500 emailed to fabricators and installers on a monthly basis

PRINT AND DIGITAL COPY DISTRIBUTION:

17,500

DISTRIBUTED TO:

- Window Fabricators and Installers
- Door Fabricators and Installers
- Conservatory and Orangery Fabricators and Installers
- Flat Roofing Manufacturers and Installers
- Roofline Companies
- Systems Companies
- Emergency Glazing
- Trade Associations
- Insulated Glass Unit Manufacturers and Processors
- Window, Door and Glass Machinery Manufacturers
- Hardware and Security Suppliers
- Colour Foiling Suppliers and Colour Spraying Companies
- Marketing and PR Companies

DISTRIBUTION DATE
7TH OF EACH MONTH

* Some fabricators and installers will offer more than one material (i.e. PVCu; Aluminium and Timber) as well as offering a variety of products per company (i.e. windows, doors, roofing, glazing, flat roofing, roofline, glass, conservatories and orangeries and garden rooms).



Your Media Partner
for all your marketing needs

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Whether its editorial support,
an exclusive interview, or a full
marketing package – **there
really is something
for everyone!**

WE'VE GOT YOU COVERED!

- ✓ Print Advertising
- ✓ Four Page Glossy Front Page Wraps
- ✓ Glossy Pullout Supplements
- ✓ Digital Only Newspaper Advertising
- ✓ Weekly Mailer Advertising
- ✓ Website Advertising
- ✓ Video Pages
- ✓ Yearly Packages to Suit All Budgets
- ✓ Leaflet and Brochure Print and Design
- ✓ Exclusive Editor Interviews!
- ✓ Face to Face Profiles
- ✓ Voice of The Industry! What's Your Opinion?