

MEDIA PACK 2018

Glass & Glazing *Products*

Glass & Glazing

Products

WELCOME TO THE
UK'S MOST POPULAR
AND INFORMATIVE
GLAZING MAGAZINE



Today's UK glass and glazing industry is worth more than £4billion, with 18,000 companies and 250,000 people employed in the sector. GGP is at the heart of this thriving and dynamic marketplace and has been the lead source of trusted information, helping businesses grow and be successful, since 1982.


The reader survey shows

- ❖ **GGP** influences buying decisions, with 79% of readers having made purchasing decisions based on information they have read or seen in **GGP**
- ❖ **GGP** readers value and share our content, with 82% passing their copy to one or more colleagues
- ❖ **GGP** readers prefer to read our content over any other magazine, as 65% of readers would choose **GGP** over any other publication

With its quality editorial content and circulation of highly relevant potential customers, **GGP** is **THE** publication for the glass and glazing industry buyers and companies who want to reach them.

We look forward to working with you.

LUKE WEBSTER Publishing Director



I see GGP as the BBC of our industry, an independent, impartial and trusted source of information. For many years it has been a leading title in the glass and glazing trade press, conveying high quality technical content and accurate news stories. From our annual member surveys, GGP often emerges as the most read publication in our sector

JAMES LEE

Director of Group Marketing
and Communications
Glass & Glazing Federation

EDITORIAL QUALITY

Meeting the needs of the window, door, glass and conservatory sectors

Glass & Glazing Products magazine is at the heart of an industry that has evolved to boast world class innovation, engineering and business practice across a broad range of sectors.

As a result, GGP aims to inform its readers with everything they need to stay ahead in a fast moving and far reaching environment by producing relevant, interesting and exclusive content, in addition to the latest news, products and engaging comment from industry experts.

Combined with a weekly e-zine, Bullseye, Glass & Glazing Products is an established and highly respected multi-platform brand that is delivered in print, online and at live events.

LUKE WOOD Editor

MISSION STATEMENT

Glass & Glazing Products is at the cutting edge of the window, door and conservatory market, representing the full spectrum of the industry: from installers to fabricators and from systems houses to hardware manufacturers. Combining the industry's most respected print title with a market leading online offering, Glass & Glazing Products' mission is to arm its readers with the information they need to enhance their businesses in what is a competitive and challenging market place.

100% of readers find GGP relevant to their job



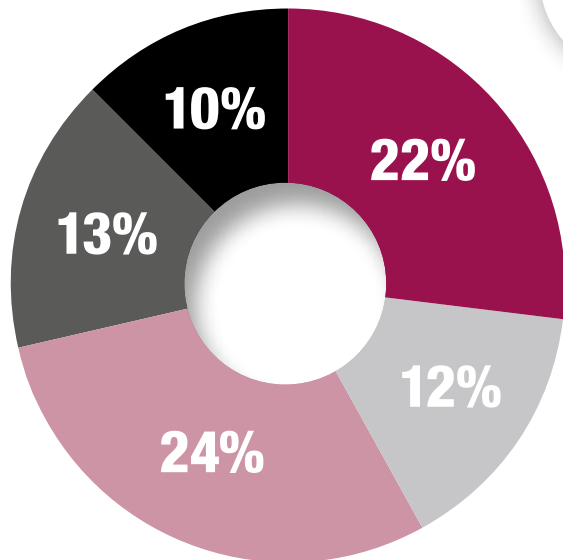
64% retain their issue for future reference

READERS WITH PURCHASING POWER

The GGP reader survey, carried out by Benchmark Research, demonstrates that GGP readers have the authority to make purchases and that GGP influences how and where their budget is spent. Can you afford not to reach this audience?

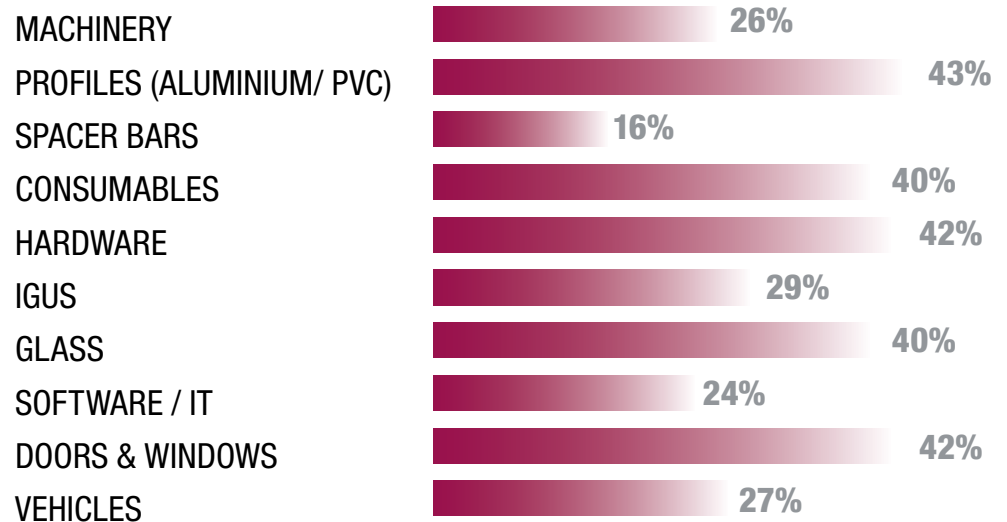
SIZE OF ANNUAL SPEND FOR GLASS AND GLAZING PRODUCTS/SERVICES:

Source:
125 respondents,
Benchmark
Research, Glass &
Glazing Products
Reader Survey,
November 2017



- 22%** spend over £1million
- 12%** spend between £500,000 to £1million
- 24%** spend between £250,000 and £100,000
- 13%** spend between £50,000 and £100,000
- 10%** spend less than £10,000

GGP READERS WILL BE BUYING THE FOLLOWING PRODUCTS AND SERVICES OVER THE NEXT 12 MONTHS:



GGP INFLUENCES
BUYING
DECISIONS

79%

have made a purchasing
decision based on information
they have read or seen in GGP

TARGETED READERSHIP PROFILE

With its quality editorial content and circulation of highly relevant potential customers, **GGP** is **THE** publication for the glass and glazing industry.

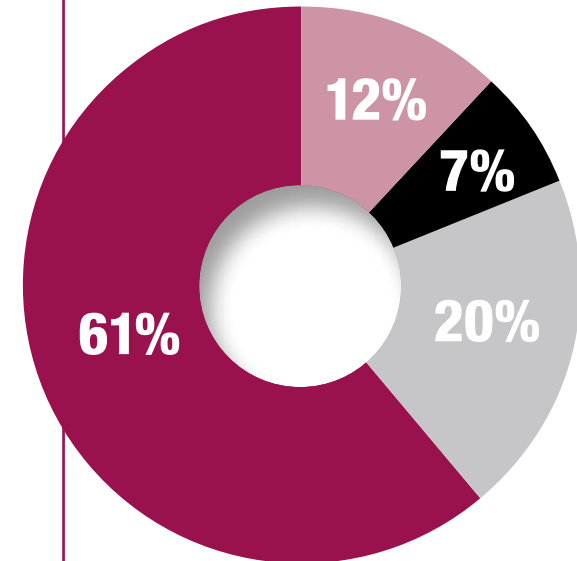
Companies who want to reach, engage and influence this audience can do so with monthly print and online digital versions of the magazine, combined with the weekly e-newsletter, Bullseye, ensuring we talk to this audience in many different ways, but with the same authority.



GGP magazine is fully ABC audited. Readers only qualify for a copy of the magazine if they meet our strict terms of control. This tightly controlled circulation ensures minimum wastage and that your advertising message is reaching and influencing your key prospective customers that are engaged in reading and learning from GGP content.

ABC Terms of control: Owners, directors, managers, fabricators, installers, fitters and other individuals engaged in system / glass fabrication and / or the installation of conservatories, doors, glass and windows. Also to Architects in private practice, building contractors/ developers.

TYPE OF ESTABLISHMENT THAT READS GGP MAGAZINE



- 12%** Fabricators
- 7%** System/Component Manufacturers
- 20%** Installers/Fabricators
- 61%** Installers

10,495 controlled magazine circulation



78% read more than half of each issue

MULTI-PLATFORM MARKETING



www.ggpmag.com

Whether you want to educate potential customers about your products, raise the profile of your company, nurture prospects, generate leads to feed your sales team, or gain ground on your competitors, Glass & Glazing Products provides the most effective route to your future customers, whatever your objectives.

As every campaign is different, we welcome the opportunity to discuss and understand your needs in more detail.



MAGAZINE



ONLINE



EVENTS



RESEARCH



SPECIAL
SUPPLEMENTS



SOLUS
E-SHOTS



GGP TV



DIRECT
MARKETING



E-NEWSLETTERS



WEBINARS



HOW TO GUIDES



ROUND TABLES



SOCIAL



GUIDE TO GLASS

38,575 pass on
magazine
readership



63% of readers
regularly visit
www.ggpmag.com

ROUND TABLES & RESEARCH

Is there a burning question you want to ask your prospective customers? Do you want to position your organisation as a thought leader and identify new business opportunities? **GGP**'s research surveys and round table events are the way to do just that. Access to our database of engineers and installers means you will get meaningful answers to any topic that is affecting the industry today. This key information can help inform your future business and marketing strategy. Here is how it works....



STEP 1 - RESEARCH STUDY

- ❖ Typically, 20 questions compiled by the editor in conjunction with the sponsor
- ❖ Research survey to be carried out by email with additional telemarketing if required
- ❖ Results and survey output to be shared with the sponsors ahead of the event

STEP 2 - ROUNDTABLE EVENT

- ❖ The results of the survey can be shared at a physical or even virtual round table event
- ❖ The event will be chaired by the **GGP** editorial team and the survey results will set the scene of the debate
- ❖ In addition to the sponsors' invited attendees, other delegates could include **GGP** readers – often survey participants are invited

STEP 3 - THE PUBLICITY OUTPUT

- ❖ Write-up of the research findings in **GGP** (2-3 pages) and on the **GGP** website
- ❖ Article to be distributed to all participants by email
- ❖ PDF copy of the coverage for your own promotional use
- ❖ Additional copies of the write-up can be provided for you to share with customers and prospects

BENEFITS TO YOUR BUSINESS

- ❖ Position your company as a thought leader in your field of expertise
- ❖ Identify existing and prospective client needs independently
- ❖ Gain information that can direct your future marketing strategy
- ❖ Nurture sales enquiries
- ❖ Gain the edge over your competitors



Having been a regular advertiser with GGP magazine for some time now, Made for Trade has measured consistently positive results regarding direct sales lead generation. In our opinion, as a leading trade publication, GGP represents good value for advertisers and contains editorial content that is not only current, but relevant. We therefore have no hesitation in referring GGP to other progressive companies.

RICHARD GAUNT

Made for Trade



RATE CARD & TECH SPECS

MAGAZINE

INSERTIONS

Double page spread	£2990	Full page	£1690	Half page	£890	Quarter page	£550
--------------------------	-------	-----------------	-------	-----------------	------	--------------------	------

GENERAL CLASSIFIEDS AND RECRUITMENT

Full page	£1200	Half page	£700	Quarter page	£450	Eighth page	£250
-----------------	-------	-----------------	------	--------------------	------	-------------------	------

COVER RATES

Front cover package (including Double Page Spread Advertorial)	£2995	Gatefold inside front.....	£2995	Inside front cover	£1950	Back cover	£2095	Inside back cover	£1800
--	-------	----------------------------	-------	--------------------------	-------	------------------	-------	-------------------------	-------

PRINT TECHNICAL SPECIFICATIONS

SIZE	TYPE AREA	TRIM SIZE	BLEED SIZE
DPS	265mm x 394mm	297mm x 420mm	303mm x 426mm
Full page	265mm x 190mm	297mm x 210mm	303mm x 216mm
Half page vertical	265mm x 90mm	297mm x 100mm	303mm x 103mm
Half page horizontal	124mm x 190mm	145mm x 210mm	148mm x 216mm
Junior page	n/a	186mm x 131mm	n/a
Quarter page vertical	124mm x 90mm	n/a	n/a

5,000 social media community

7,762 Bullseye e-newsletter readers





www.ggpmag.com

ONLINE

ADVERTISING RATES	1	4	8	12	24	48
Leaderboard	£300	£1120	£2080	£2880	£5280	£9600
Skyscraper	£280	£1040	£1920	£2640	£4800	£8640
MPU	£250	£960	£1800	£2520	£4080	£7200
News Banner	£200	£720	£1280	£1680	£2880	£4800
Large Banner	£180	£640	£1120	£1440	£2400	£3840
Medium Banner	£160	£560	£960	£1200	£1920	£3360
Small Banner	£140	£480	£800	£960	£1440	£2400

ONLINE MECHANICAL SPECIFICATIONS

Leaderboard	728 pixels wide x 90 pixels high
Skyscraper	120 pixels wide x 600 pixels high
MPU	300 pixels wide x 300 pixels high
News Banner	300 pixels wide x 100 pixels high
Large Banner	120 pixels wide x 240 pixels high
Medium Banner	120 pixels wide x 90 pixels high
Small Banner	120 pixels wide x 60 pixels high



Pic credit: Lumi



Pic credit: ISO Chemie

36,695 unique website visitors a year

77,969 page views a year

KEY CONTACTS

SARAH KNIGHT ADVERTISING MANAGER

Tel: 01732 748061 ✦ Mob: 07711 273887
Email: sarah.knight@markallengroup.com

BRENDA HOMEWOOD ACCOUNT MANAGER

Tel: 01732 748063 ✦ Mob: 07767865191
Email: Brenda.homewood@markallengroup.com

LUKE WOOD EDITOR

Tel: 01732 748031 ✦ Mob: 07789 992484
Email: luke.wood@markallengroup.com

GEORGIE LEWIS ASSISTANT EDITOR

Tel: 01732 748042
Email: georgie.lewis@markallengroup.com

TONY BROWN SALES DIRECTOR

T: 01732 748059 ✦ M: 07979 506896
Email: tony.brown@markallengroup.com

LUKE WEBSTER PUBLISHING DIRECTOR

Tel: 01322 221144
Email: luke.webster@markallengroup.com

   www.ggpmag.com

Glass & Glazing Products is published by
MA Business, Hawley Mill, Hawley Road,
Dartford, Kent, DA2 7TJ

MA Business is a division of the
Mark Allen Group www.markallengroup.com

Glass &
Glazing
Products

