



Glass & Glazing

Products

MEDIA PACK 2023

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 £4bn, 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.

Marc Young Publisher

EDITORIAL QUALITY

Meeting the needs of the window, door, glass and conservatory sectors, Glass & Glazing Products (GGP) 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. GGP aims to arm 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, product information and engaging comment from industry experts.

Combined with a weekly e-newsletter, Bullseye, GGP is an established and highly respected multi-platform brand that is delivered in print, online and at live events. Readers can engage with us on social media using Twitter (@GGPmag), LinkedIn (@ggp-magazine) and YouTube (bit.ly/GGPYouTube).

Charissa King 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%

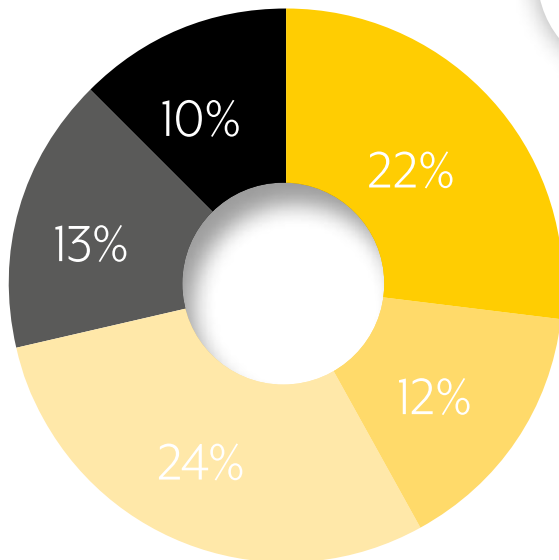
retain their
issue for future
reference

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

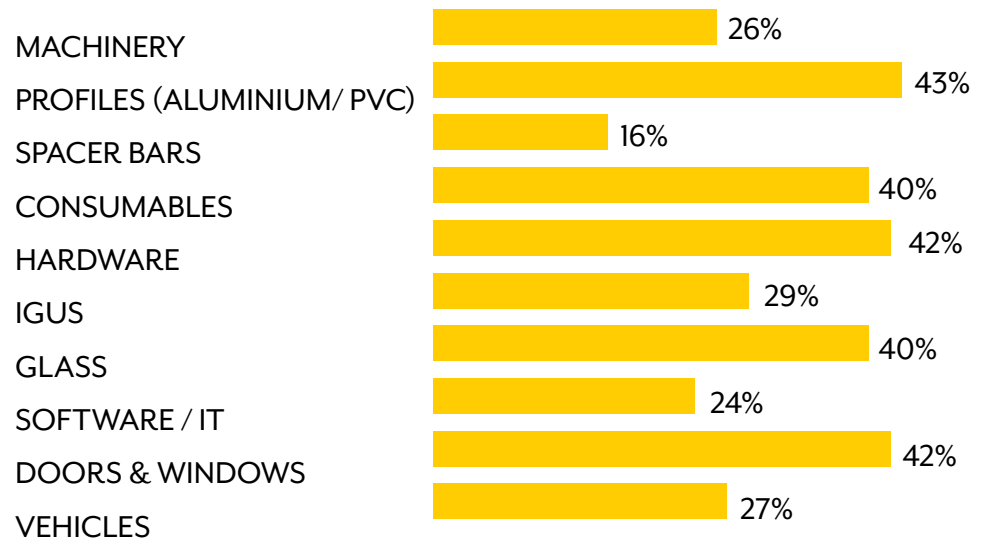
12% spend between £500,000 to £1m

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

“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



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.

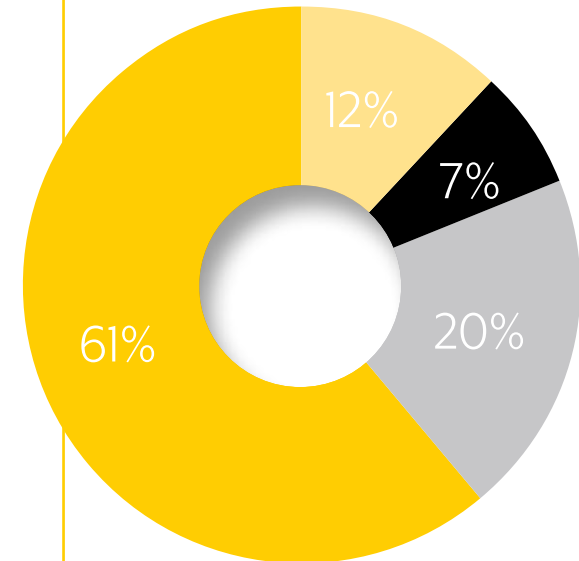
Companies who want to reach, engage and influence this audience can do so with monthly print and online digital versions of the magazine, combined with the weekly e-newsletter, Bullseye, ensuring we talk to this audience in many different ways, but with the same authority.



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

11,000

controlled
magazine
circulation

Average net circulation Jan-Dec 2020: 14,290



78%

read more
than half of
each issue

MULTI-PLATFORM MARKETING

@GGPmag
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



SOCIAL



WEBINARS



HOW TO GUIDES



ROUND TABLES

38,575 pass on their copy of GGP magazine



63% of readers regularly visit ggpmag.com

MARKET-LEADING DIGITAL OFFERING

- A fully interactive digital edition of GGP magazine
- GGP Launchpad

Showcase your latest ranges and innovations on GGP magazine's online interactive platform, Launchpad – a digital resource for the glazing industry's window, door and conservatory product promotions.

Orbit One:

Enjoy a social media lead-up package, before five days of digital coverage including the launch release (Monday), product gallery (Tuesday), video content (Wednesday), written Q&A (Thursday), website takeover (Friday) and a page advert in the relevant GGP monthly magazine.

Orbit Two:

Take your message further by adding more print coverage including a double-page advertorial spread and a full-page article in GGP magazine.

Orbit Three:

Travel through orbits one and two but also take up the option of an e-shot launch campaign and a bespoke competition to provide GGP magazine readers with samples of your latest product.

GGP's Reach

- Digital platform for email alerts
- Opportunities to advertise on the GGP weekly newsletter , Bullseye
- Send a Solus email alert to GGP's 8,000 circulation.





INSTALLER AWARDS 2024

Glass and Glazing Products (GGP) magazine's Installer Awards began in 2021, honouring the glazing industry's outstanding installers and installer-focussed service providers. The awards champion the hard work of the UK's very best window, door and conservatory installation companies.

Our Installer Awards focus on exceptional projects from both residential and commercial sectors. There is also opportunity for outstanding individuals to be recognised, including installers and fitters at the start of their career journey, as well as more established people who have already proven to be an exceptional talent.

For more information, visit gginstallerawards.com

"Winning one of GGP's first Installer Awards has put us one step ahead of others in our area. Our team has since doubled in size, and we have come on leaps and bounds. The recognition has helped us on our journey."

Owen Bennett, office manager of Bennetts Joinery and Glazing, whose director, Mitchell Bennett, won our 2021 Rising Star award.

"The GGP Installer Awards was a great addition to the industry calendar last year. To be able to say you are an award-winning company can be the reason why you win work ahead of a competitor."

Peter Wheeler, managing director of SEH BAC



RATE CARD & TECH SPECS

MAGAZINE

INSERTIONS

Double-page spread	£2,990	Full page	£1,690	Half page	£890	Quarter page	£550
--------------------------	--------	-----------------	--------	-----------------	------	--------------------	------

GENERAL CLASSIFIEDS AND RECRUITMENT

Full page	£1,200	Half page	£700	Quarter page	£450	Eighth page	£250
-----------------	--------	-----------------	------	--------------------	------	-------------------	------

COVER RATES

Front cover package (including Double Page Spread Advertorial)	£2,995	Gatefold inside front.....	£2,995	Inside front cover	£1,950	Back cover	£2,095	Inside back cover	£1,800
--	--------	----------------------------	--------	--------------------------	--------	------------------	--------	-------------------------	--------

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

6,000 social media community

7,762 Bullseye e-newsletter readers



@GGPmag
ggpmag.com

ONLINE

ADVERTISING	Pixels (W x H)	1 month	3 months	6 months	9 months	12 months
Leaderboard	728 x 90	£300	£1,120	£2,880	£5,280	£9,600
MPU	120 x 90	£160	£560	£1,200	£1,920	£3,360
Button	120 x 60	£140	£480	£960	£1,440	£2,400

NEWSLETTER RATES

Leaderboard	£600	Skyscraper	£500	Button.....	£200
Solus email alert	£850				



Pic credit: CLEMENT WINDOWS GROUP



Pic credit: Epwin Window Systems



36,695 unique
website visitors
a year

77,969 page
views
a year

KEY CONTACTS

SAT DHILLON ADVERTISING MANAGER

Tel: 01322 221 144 Mob: 07879 692 573

Email: Sat.Dhillon@markallengroup.com

CHARISSA KING EDITOR

Mob: 07771 976 645

Email: Charissa.King@markallengroup.com

MARC YOUNG PUBLISHER

Email: Marc.Young@markallengroup.com

JO CLAYDON-SMITH PRODUCTION MANAGER

Email: Jo.Claydon-Smith@markallengroup.com

@GGPmag
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 markallengroup.com

Glass &
Glazing
Products

MA Business
Part of
Mark Allen

