

Rate Card

2020 / 2021



THE
Glazine 

Industry leading news.

THE GLAZINE, the industry leading digital hub for the glass and glazing industry is produced by e2b Media Ltd business-to-business publishers specialising in digital media, and organisers of the widely respected G AWARDS.

Delivering all the latest news, ideas and information about the people, products and issues that concern this industry, THE GLAZINE has constantly kept individuals informed with an immediate appraisal of what is current in the market, making it an essential read for everyone in the glazing business.

With a weekly bulletin and a new, interactive and multi-functional website THE GLAZINE remains the most topical source of industry information available since its launch in 2001. Boasting the most experienced and knowledgeable team in glazing media, its very frequency lends itself to immediate coverage of news and events. It also provides an unrivalled launch tool for new products and announcements, as well as creating valuable company and product awareness.



Dynamic Readership.

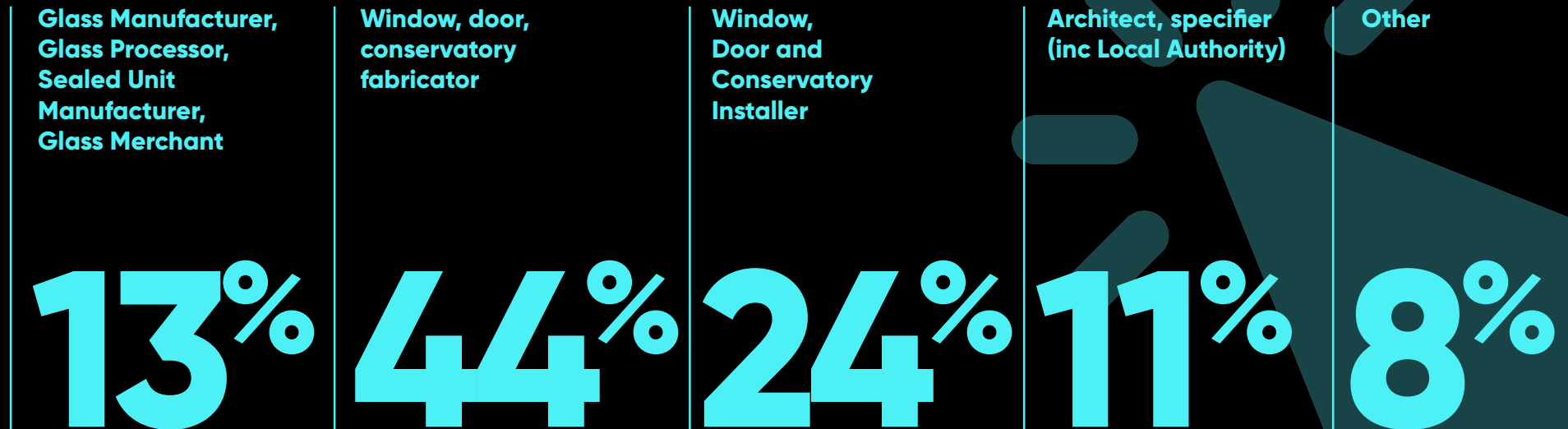
THE GLAZINE's readership has been painstakingly assembled over many years, mirroring the far-reaching appeal of fenestration products as well as the shift in product portfolio of businesses serving this sector.

It is also the most current, due to state-of-the-art software that removes unused email addresses. This is now supplemented by those accessing the website for browsing purposes.

Current circulation [16,957](#)



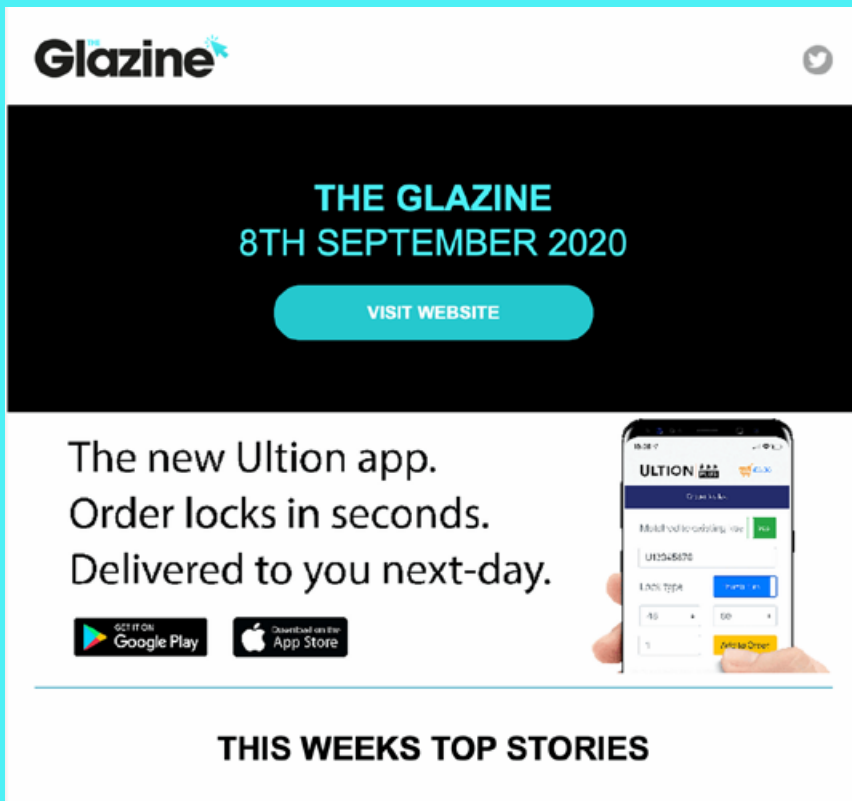
Readership Breakdown.



RATES:

The Newsletter.

Advertising in THE GLAZINE is straightforward, efficient and flexible. With a simple rate structure you are able to plan your advertising spend to suit your budget. Banner ads are charged inclusive of hyperlinks, which can be directed to either your web site home page, specific url or e-mail address.



The screenshot shows a mobile app interface. At the top, the 'Glazine' logo is visible. Below it, a black banner contains the text 'THE GLAZINE' and '8TH SEPTEMBER 2020' in white, with a white 'VISIT WEBSITE' button. Below the banner, the text reads 'The new Ultion app. Order locks in seconds. Delivered to you next-day.' To the right of this text is a smartphone displaying the 'ULTION' app interface, which includes a search bar, a 'Lock type' dropdown menu, and a 'Make Order' button. At the bottom left of the ad, there are logos for 'GET IT ON Google Play' and 'Download on the App Store'. At the bottom center, the text 'THIS WEEKS TOP STORIES' is displayed.



NEWSLETTER HEADER AD
RATE: £275.00 per week

SPEC:
 Static JPG, 570x200px

The prime position on the weekly newsletter, visible to readers as soon as they open the email. This advert is also placed on the Glazine homepage news feed.



NEWSLETTER HEADER AD

THIS WEEKS TOP STORIES



NEWSLETTER STORY FEED AD
RATE: £240.00 per week

SPEC:
 Static JPG, 570x120px

Visible to readers as they scroll through the weeks top stories. This advert is also placed on the Glazine homepage news feed.



PVC supplies tighten after Inovyn declares Force Majeure.

[READ STORY](#)

'Heroes' heading for £100k to round-off cycling challenge.

[READ STORY](#)

NEWSLETTER FEED AD



Sash UK left £3.3m trade debts

[READ STORY](#)

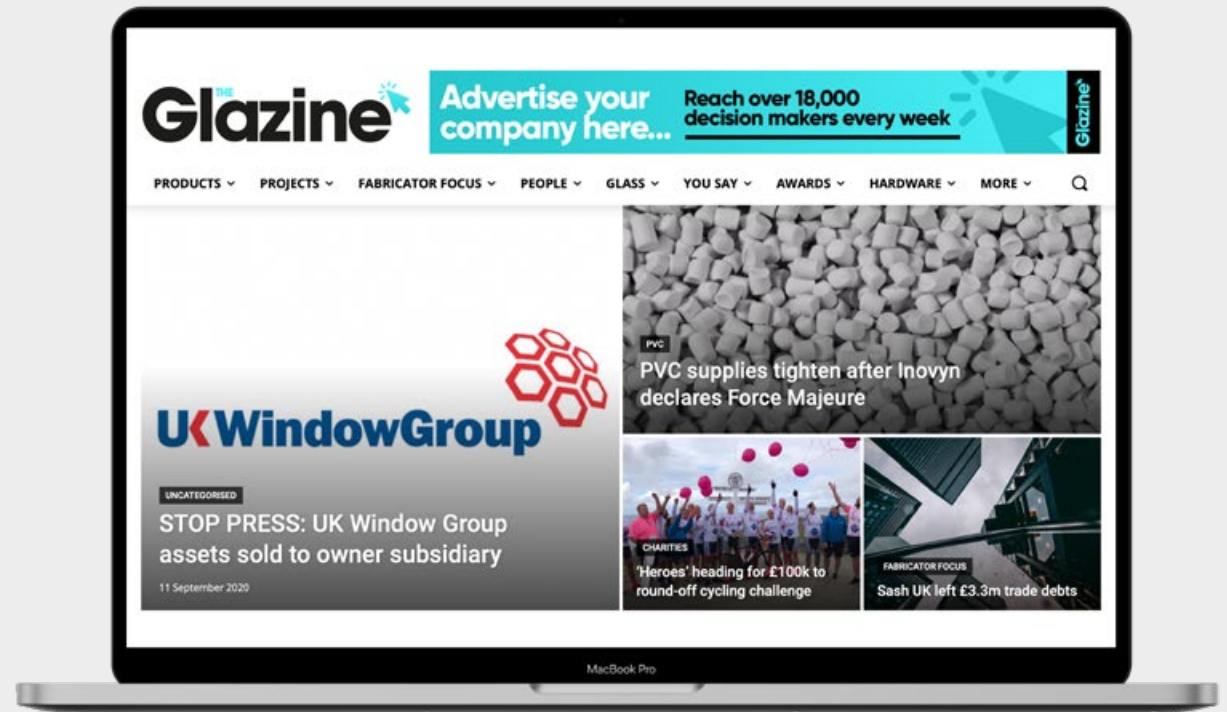
Sun shines on FIT sales with record summer bookings.

[READ STORY](#)

RATES:

The Website.

THE GLAZINE website is the industry hub for people, products and issues that concern this industry. Easily accessible and responsive on all digital devices the website provides a prime advertising opportunity to reach key decision makers in our industry. Adverts can be fully animated and tracked using Google Analytics where required.



WEBSITE HEADER AD
RATE: £325.00 per week

The prime position on the website, at the top of every page and positioned above the main navigation.

SPEC:
Static JPG or Animated GIF, 728x90px



Advertise your company here...

Reach over 18,000 decision makers every week



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- PROJECTS ▾
- FABRICATOR FOCUS ▾
- PEOPLE ▾
- GLASS ▾
- YOU SAY ▾
- AWARDS ▾
- HARDWARE ▾
- MORE ▾
- 



UNCATEGORISED

STOP PRESS: UK Window Group assets sold to owner subsidiary

11 September 2020



PVC

PVC supplies tighten after Inovyn declares Force Majeure



CHARITIES

'Heroes' heading for £100k to round-off cycling challenge



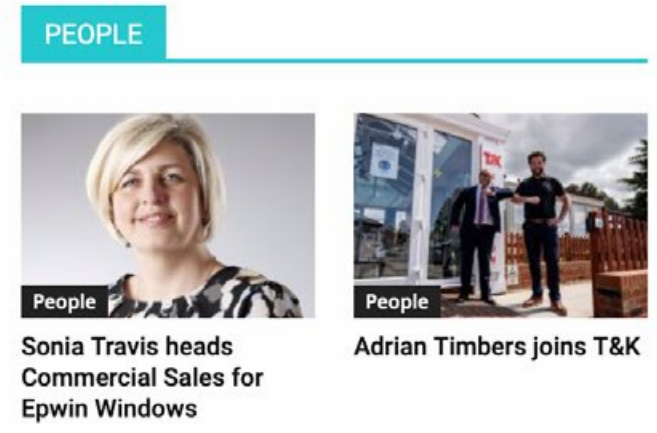
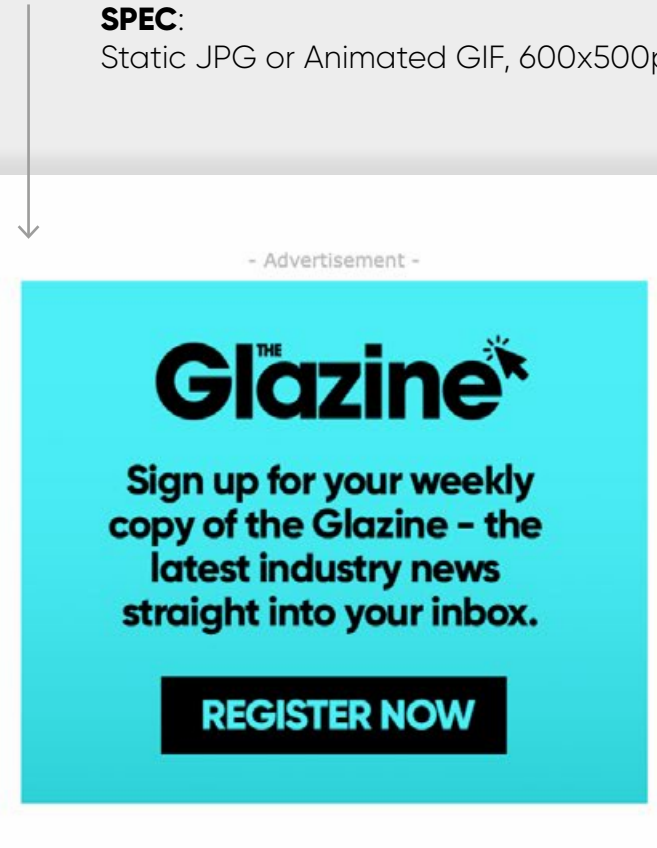
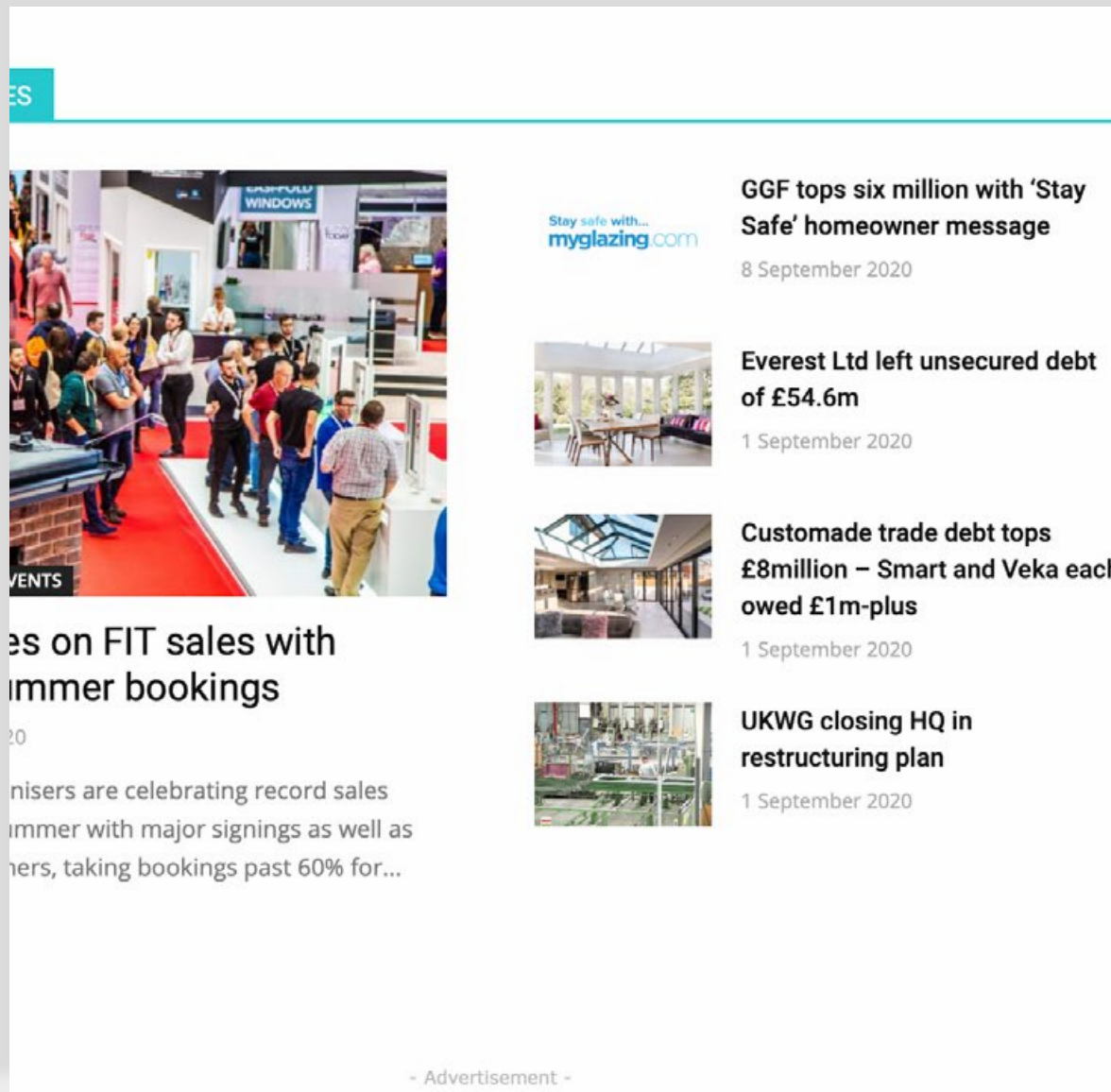
FABRICATOR FOCUS

Sash UK left £3.3m trade debts

WEBSITE SIDEBAR AD
RATE: £250.00 per week.

The website has a dynamic sidebar which scrolls with the user. This is a key area to get your ad noticed.

SPEC:
Static JPG or Animated GIF, 600x500px



ARTICLE TOP AD
RATE: £275.00 per week

This advert sits at the top of each article, underneath the article picture and will be shown on every article within the website.

SPEC:
 Static JPG or Animated GIF, 728x90px

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The extent of trade debt left after long-established Veka fabricator Sash UK Ltd went into administration in June – one of the factors cited by the systems supplier in its recent redundancy announcement – has been revealed as £3.36million as part of £11.69million owed in total to unsecured creditors.

Last month, Veka announced that it would be seeking 25 redundancies, reduced from an earlier forecast of 78, with the loss of Sash and another, Customade, as part of its problems. The system supplier was the largest among the creditors at £2.37million.

Within the total unsecured debt is also £1.3million owed to Veka as deferred consideration from the sale of Bowater to Sash in 2019.

The Statement of Administrator's Proposals outlines how the fabricator's financial difficulties were exacerbated by the Covid-19 lockdown, leading to it being placed in administration after attempts to sell the business on an accelerated basis produced no takers.

The document goes on to conclude: "It is anticipated that the asset realisation will be insufficient to enable a distribution to the unsecured creditors other than by virtue of a prescribed part dividend, if any".



MORE STORIES



Veka to cut 25 jobs – but fewer than feared

22 August 2020



System addition

25 August 2020

ARTICLE BOTTOM AD
RATE: £250 per week

This advert sits at the bottom of each article, sitting underneath the story and will be shown on every article within the website.

SPEC:
Static JPG or Animated GIF, 728x90px

The Statement of Administrator’s Proposals outlines how the fabricator’s financial difficulties were exacerbated by the Covid-19 lockdown, leading to it being placed in administration after attempts to sell the business on an accelerated basis produced no takers.

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‘Heroes’ heading for £100k to round-off cycling challenge

MORE STORIES



Veka to cut 25 jobs - than feared

22 August 2020



System addition

25 August 2020

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