

Rate Card

2022 / 2023



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.

Glass Manufacturer,
Glass Processor,
Sealed Unit
Manufacturer,
Glass Merchant

13%

Window, door,
conservatory
fabricator

44%

Window,
Door and
Conservatory
Installer

24%

Architect, specifier
(inc Local Authority)

11%

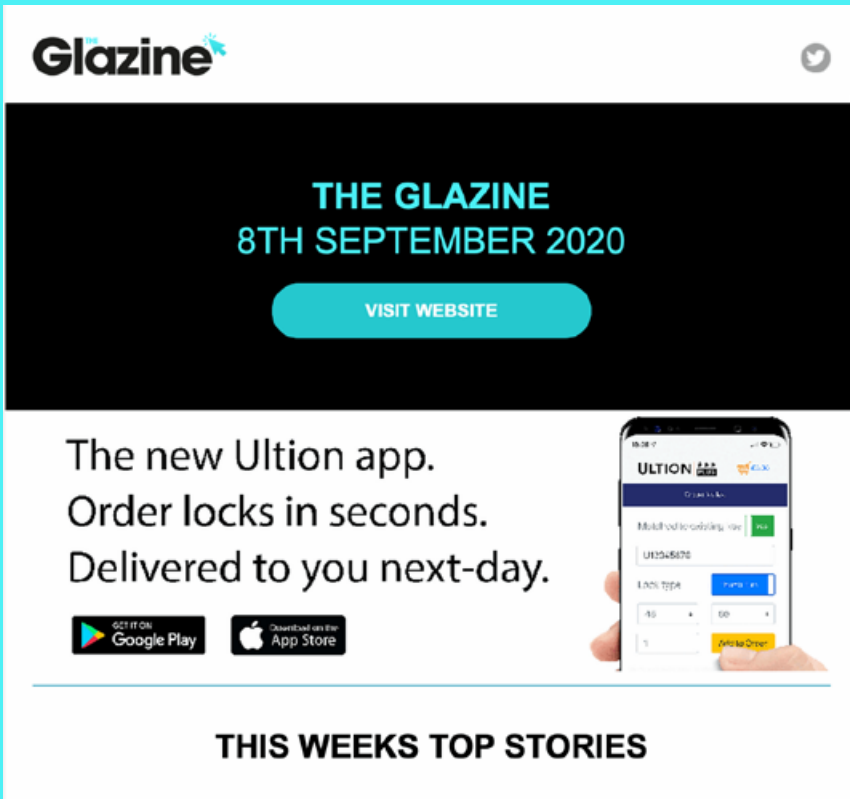
Other

8%

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 the top of a newsletter. At the top left is the 'Glazine' logo with a small bird icon. To the right is a Twitter icon. Below the logo is a large black banner with the text 'THE GLAZINE' in white, followed by '8TH SEPTEMBER 2020' in white. Below the banner is a red button with the text 'VISIT WEBSITE'. Below the button is a white section with the text 'The new Ultion app. Order locks in seconds. Delivered to you next-day.' To the right of the text is a smartphone displaying the Ultion app interface. Below the text are two icons: 'GET IT ON Google Play' and 'Download on the App Store'. At the bottom of the section is a red bar with the text 'THIS WEEKS TOP STORIES'.

Glazine

THE GLAZINE
8TH SEPTEMBER 2020

VISIT WEBSITE

The new Ultion app.
Order locks in seconds.
Delivered to you next-day.

ULTION

Model used for ordering, view

UN12345678

Lock type

90 00

1

Order Now

GET IT ON
Google Play

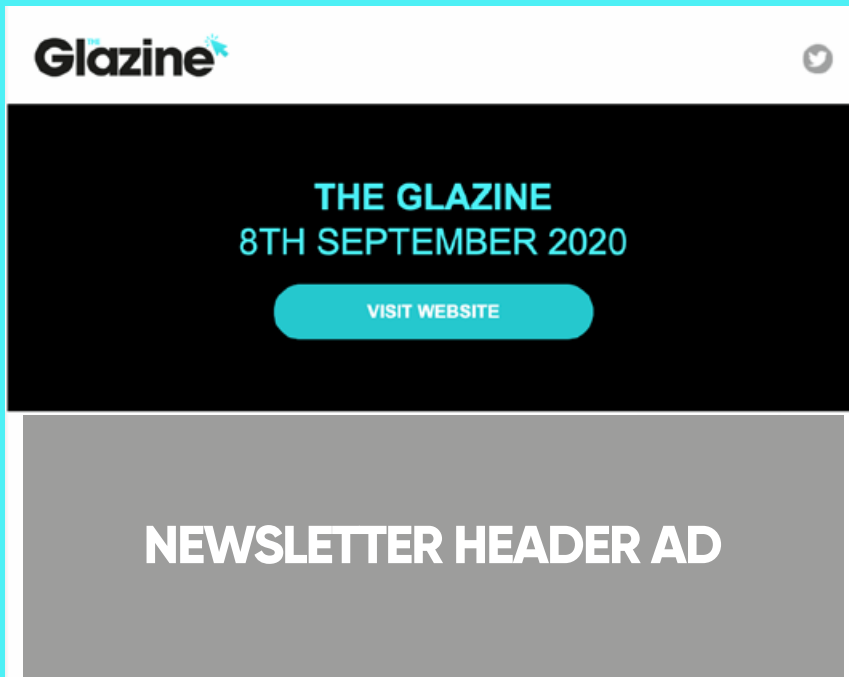
Download on the
App Store

THIS WEEKS TOP STORIES

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.

**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](#)


Sash UK left £3.3m trade debts

[READ STORY](#)

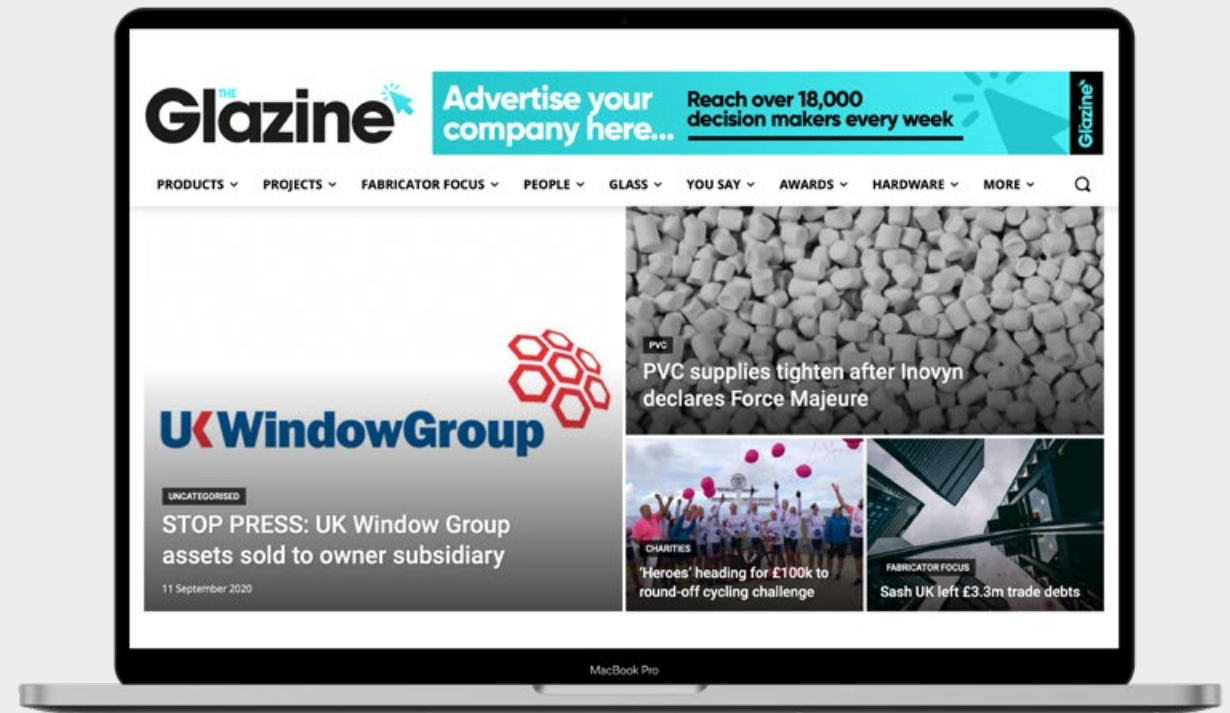

Sun shines on FIT sales with record summer bookings.

[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

THE
Glazine

**Advertise your
company here...**

**Reach over 18,000
decision makers every week**

Glazine

PRODUCTS ▾

PROJECTS ▾

FABRICATOR FOCUS ▾

PEOPLE ▾

GLASS ▾

YOU SAY ▾

AWARDS ▾

HARDWARE ▾

MORE ▾



UK WindowGroup



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

ES



es on FIT sales with
ummer bookings

20

organisers are celebrating record sales
 summer with major signings as well as
 ners, taking bookings past 60% for...

Stay safe with...
 myglazing.com

**GGF tops six million with 'Stay
 Safe' homeowner message**

8 September 2020



**Everest Ltd left unsecured debt
 of £54.6m**

1 September 2020



**Custommade trade debt tops
 £8million – Smart and Veka each
 owed £1m-plus**

1 September 2020



**UKWG closing HQ in
 restructuring plan**

1 September 2020

- Advertisement -

**THE
 Glazine**

**Sign up for your weekly
 copy of the Glazine – the
 latest industry news
 straight into your inbox.**

REGISTER NOW

PEOPLE



People

**Sonia Travis heads
 Commercial Sales for
 Epwin Windows**



People

Adrian Timbers joins T&K

- Advertisement -

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

**Advertise your
company here...**

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Glazine

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

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company here...**

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decision makers every week**

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Dowsil seals it at "Silicon Docks"

Next article

'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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